

HARRIS INTERACTIVE
111 Fifth Ave.
New York, NY 10003

Project Manager: Sandra Applebaum
email: sapplebaum@harrisinteractive.com
Phone: (212) 539 - 9746

Other contact: Mandy Ma
email: mma@harrisinteractive.com
Phone: (212) 539-9576

J22606

December 8, 2004

J:\US\NYC\22xxx\226xx\22606 Hospital CEO_CNO\Edit Master\22606 CEOCNO EM_120804.doc

HOSPITAL CEO/CNO SURVEY

Field Period: December 2004 - January 2005

SUBJECTS FOR QUESTIONNAIRE

SECTION 200: RECRUITMENT & SCREENER
SECTION 300: NURSING SHORTAGE IN THE US
SECTION 400: IMPACT OF NURSING SHORTAGE IN THE HOSPITAL
SECTION 500: WORK ENVIRONMENT
SECTION 600: NURSING CAREERS AND RECRUITMENT SOLUTIONS
SECTION 1000: FACTUALS

SECTION 200: RECRUITMENT & SCREENER
--

BASE: ALL RESPONDENTS**Q205** Title (Preload – does not appear on screen.)

- 1 CEO
- 2 CNO

BASE: ALL RESPONDENTS**Q210** Hospital size (Preload – does not appear on screen.)

- 1 100 - 249
- 2 250 - 399
- 3 400+

BASE: ALL RESPONDENTS

Q250 Hello, this is _____ calling from Harris Interactive, a leader in health care research. We are conducting a survey about the nursing workforce by talking to chief hospital administrators and chief nurse officers. May I please speak with [INSERT NAME]?

(IF NEEDED: HE/SHE IS ONE OF ONLY 400 SENIOR HOSPITAL EXECUTIVES SELECTED AT RANDOM TO PARTICIPATE.)

(IF NEEDED: WE EXPECT THE RESULTS OF THE SURVEY TO BE WIDELY DISSEMINATED IN THE PEER-REVIEWED MEDICAL, NURSING AND HEALTH POLICY LITERATURE AS WELL AS TO KEY LEADERS IN THE US.)

(IF NEEDED: ALL YOUR ANSWERS WILL BE COMPLETELY CONFIDENTIAL AND ANALYZED ONLY IN THE AGGREGATE. YOUR NAME AND YOUR HOSPITAL NAME WILL NOT BE IDENTIFIED.)

(IF NEEDED: THE INTERVIEW WILL TAKE APPROXIMATELY 20 MINUTES.)

- 1 I am respondent
- 2 Will get respondent
- 3 Respondent is not available right now
- 4 No one by that name is at this number

WE WILL ACCEPT ANOTHER PERSON
WITH SAME TITLE ONLY TO TAKE THE
SURVEY.

[PROGRAMMER NOTE: IF RESPONDENT (Q250/1); ASK Q255. IF WILL GET RESPONDENT (Q250/2); ASK Q260). IF RESPONDENT IS NOT AVAILABLE RIGHT NOW (Q250/3), JUMP TO Q265.]

BASE: SPEAKING TO RESPONDENT (Q250/1)

Q255 As you know from the letter you may have received, we are conducting a survey among chief hospital administrators and chief nurse officers. The purpose of the survey is to get your opinions about the nursing workforce. As with all our surveys, your responses will be kept confidential. If you qualify for and complete this survey, you will receive a \$100 honorarium, which you can keep or donate to the American Red Cross. The survey will take approximately 20 minutes. Do you have time now to take this survey?

- 1 Yes
- 2 No SCHEDULE INTERVIEW

BASE: GETTING RESPONDENT (Q250/2)

Q260 Hello, this is _____ calling from Harris Interactive, a leader in health care research. We are conducting a survey about the nursing workforce by talking to chief hospital administrators and chief nurse officers. Is this [INSERT NAME]? As you know from the letter you received, the purpose of the survey is to get your opinions about the nursing workforce. As with all our surveys, your responses will be kept confidential. If you qualify for and complete this survey, you will receive a \$100 honorarium, which you can keep or donate to American Red Cross. The survey will take approximately 20 minutes. Do you have time now to take this survey?

(IF NEEDED: YOU ARE ONE OF ONLY 400 SENIOR HOSPITAL EXECUTIVES SELECTED AT RANDOM TO PARTICIPATE.)

(IF NEEDED: WE EXPECT THE RESULTS OF THE SURVEY TO BE WIDELY DISSEMINATED IN THE PEER-REVIEWED MEDICAL, NURSING AND HEALTH POLICY LITERATURE AS WELL AS TO KEY LEADERS IN THE US.)

(IF NEEDED: ALL YOUR ANSWERS WILL BE COMPLETELY CONFIDENTIAL AND ANALYZED ONLY IN THE AGGREGATE. YOUR NAME AND YOUR HOSPITAL NAME WILL NOT BE IDENTIFIED.)

- | | | |
|---|-----------------------|--------------------|
| 1 | Yes | GO TO Q270 |
| 2 | No | SCHEDULE INTERVIEW |
| 8 | Not sure (v) | |
| 9 | Decline to answer (v) | |

BASE: RESPONDENT NOT AVAILABLE (Q250/3)

Q265 Do you know a better time to reach [NAME]?

- | | | |
|---|--------------------|---|
| 1 | Yes | SCHEDULE CALLBACK |
| 2 | No | CALLBACK |
| 3 | Does not work here | CAN SUBSTITUTE ANOTHER PERSON <u>WITH SAME TILE ONLY TO TAKE SURVEY</u> |
| 8 | Not sure | CALLBACK |
| 9 | Decline to answer | CALLBACK |

BASE: HAS TIME TO TAKE SURVEY NOW (Q255/1 OR Q260/1)

Q270 What is your title? (INTERVIEWER: DO NOT READ LIST. RESPONDENT MUST BE SENIOR EXECUTIVE WHO...

- | | |
|----|--------------------------------|
| 01 | Chief Executive Officer (CEO) |
| 02 | Chief Operating Officer (COO) |
| 03 | Chief Administrator |
| 04 | Chief Financial Officer (CFO)? |
| 05 | Executive Director |
| 06 | President |
| 07 | Vice President |
| 08 | General Manager? |
| 09 | Chief Nurse Officer (CNO) |
| 10 | Nursing Care Services Director |
| 11 | Nursing Executive |
| 96 | Other |
| 98 | Not sure (v) |
| 99 | Decline to answer (v) |

BASE: ALL RESPONDENTS**Q275** QUALIFICATION STATUS (DOES NOT APPEAR ON SCREEN)

[PROGRAMMER NOTE: IF CEO (QXXX/1); MARK AS QUALIFIED. IF CNO (QXXX/2); MARK AS QUALIFIED. ALL OTHERS MARK AS NOT QUALIFIED.]

1	CEO AND 100-249	(QUOTA = 67)
2	CEO AND 250-399	(QUOTA = 67)
3	CEO AND 400+	(QUOTA = 67)
4	CNO AND 100-249	(QUOTA = 67)
5	CNO AND 250-39	(QUOTA = 67)
6	CNO AND 400+	(QUOTA = 67)

SECTION 300: NURSING SHORTAGE IN THE US
--

BASE: ALL QUALIFIED RESPONDENTS

Q305 As you plan for the next 3-5 years, what would you say are the two most important problems your hospital will face? (INTERVIEWER: RECORD TWO RESPONSES ONLY)

[TEXT BOX]

Q306 [TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS

Q310 Overall, would you say that the number of registered nurses currently available to work in patient care **in the region where your hospital is located** is...? (INTERVIEWER: READ LIST)

- 1 Much greater than the demand
- 2 Somewhat greater than the demand
- 3 About equal to the demand
- 4 Somewhat less than the demand
- 5 Much less than the demand
- 8 Not sure (v)
- 9 Decline to answer (v)

[PROGRAMMER NOTE: IF NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q310/4,5); ASK Q315. OTHERWISE JUMP TO Q405.]

BASE: NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q310/4, 5)

Q315 What do you think are the two **main** reasons there is a nursing shortage? (INTERVIEWER: DO NOT READ LIST. ASK AS OPEN END AND CODE 2 RESPONSES. USE LIST AS CODE FRAME.)

- 01 Lack of qualified students pursuing nursing as a career
- 02 Fewer applicants admitted to nursing schools
- 03 Faculty shortages in nursing schools
- 04 Nursing not seen as a rewarding career
- 05 Nursing not a respected profession
- 06 More career options for women
- 07 Salary and benefits
- 08 Undesirable hours
- 09 Negative perceptions of health care work environments
- 10 Nurses don't have to work as much to help support their households
- 96 Other
- 98 Not sure (v)
- 99 Decline to answer (v)

[TEXT BOX]

[PROGRAMMER NOTE: IF "OTHER" (Q315/96); ASK Q317. OTHERWISE JUMP TO Q320.]

BASE: OTHER REASON NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q315/96)

Q317 Please tell me another reason you think there is a nursing shortage.

[TEXT BOX]

BASE: NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q310/4, 5)

Q320 Do you think the shortage of nurses is a major problem, a minor problem, or not a problem for the...?

Q321	1	2	3	8	9
	Major	Minor	Not a	Not	Decline
	<u>Problem</u>	<u>Problem</u>	<u>Problem</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[RANDOMIZE]

- 1 Quality of patient care provided by nurses
- 2 Amount of time nurses have to devote to each of their patients
- 3 Early detection of patient complications by nurses
- 4 Amount of time nurses have to collaborate with other team members
- 5 Ability of nurses to maintain patient safety
- 6 Quality of work life of nurses

BASE: NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q310/4, 5)

Q325 How much do you think each of the following initiatives would help to solve the nursing shortage – a great deal, somewhat or not at all?

Q326	1	2	3	8	9
	A Great		Not at	Not	Decline
	<u>Deal</u>	<u>Somewhat</u>	<u>All</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[RANDOMIZE]

- 1 Financial aid to encourage people to enter the field of nursing
- 2 Programs (non-financial) to encourage people to enter the field of nursing
- 3 Recruitment of more men and minorities into the field of nursing
- 4 Increased capacity in nursing education programs
- 5 Increased faculty positions in nursing schools
- 6 More government funding for nursing education
- 7 Allowing more foreign nurse graduates to enter US
- 8 A national campaign directed at schools and the general public encouraging women and men to become nurses

BASE: NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q310/4, 5)

Q330 How much do you think each of the following hospital-based initiatives would help to solve the nursing shortage – a great deal, somewhat or not at all?

Q331	1	2	3	8	9
	A Great		Not at	Not	Decline
	<u>Deal</u>	<u>Somewhat</u>	<u>All</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[RANDOMIZE]

- 1 Use of nurse's aides, licensed practical nurses and others to substitute for RNs
- 2 Improved wages and benefits
- 3 Improved working environments
- 4 Increased respect for nurses
- 5 New programs to retain nurses
- 6 Higher status of nurses in the hospital environment
- 7 More flexible work hours

BASE: NUMBER OF RN'S SOMEWHAT OR LESS THAN DEMAND (Q310/4, 5)**Q335** Do you think the current shortage will lead to (INSERT ITEM)...?**Q336**1
Yes2
No

[RANDOMIZE]

- 1 Higher pay for nurses
- 2 Need to have other staff perform some nursing patient care activities
- 3 Nurses leaving for non-nursing jobs
- 4 More respect for nurses
- 5 Lower quality care for patients
- 6 Improvements in workplace environment
- 7 Increased stress on nurses

SECTION 400: IMPACT OF NURSING SHORTAGE IN THE HOSPITAL

BASE: ALL QUALIFIED RESPONDENTS

Q405 Overall, in the hospital where you work, would you say there is...?

- 1 No shortage of registered nurses
- 2 A somewhat serious shortage of nurses
- 3 A serious shortage of nurses
- 8 Not sure (v)
- 9 Decline to answer (v)

[PROGRAMMER NOTE: IF SHORTAGE OF NURSES (Q405/2,3); ASK Q410. OTHERWISE JUMP TO Q505.]

BASE: SHORTAGE OF NURSES IN HOSPITAL (Q405/2, 3)

Q410 Thinking about the following criteria for quality of care established by the Institute of Medicine, how often would you say the shortage of nurses has had an adverse impact on the following aspects of patient care – frequently, often, sometimes or never?

Q411	1	2	3	4	8	9
	<u>Frequently</u>	<u>Often</u>	<u>Sometimes</u>	<u>Never</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>
[RANDOMIZE]						
1						
2						
3						
4						
5						
6						

BASE: SHORTAGE OF NURSES IN HOSPITAL (Q405/2, 3)

Q415 In the past year, have you observed any of the following as a result of nursing shortages in the hospital?

Q416	1	2	8	9
	<u>Yes</u>	<u>No</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>
[RANDOMIZE]				
1				
2				
3				
4				
5				
6				
7				
8				

SECTION 500: WORK ENVIRONMENT

BASE: ALL QUALIFIED RESPONDENTS

Q505 How would you rate the quality of work relationships in your current work setting in each of the following areas – excellent, very good, good, fair or poor?

Q506	1	2	3	4	5	8	9
	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>
1	Among nurses						
2	Between staff nurses and nurse managers						
3	Between staff nurses and physicians						
4	Between staff nurses and management						
5	Between staff nurses and support staff						
6	Between CNO or chief nurse and the medical staff						
7	Between CNO or chief nurse and the hospital CEO						
8	Between CNO or chief nurse and the hospital CFO						
9	Between CNO or chief nurse and the Board of Trustees						

BASE: ALL QUALIFIED RESPONDENTS

Q510 Thinking about your hospital, compared with other hospitals in your area, would you say the following is excellent, very good, good, fair or poor?

Q511	1	2	3	4	5	6	8	9
	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>NA (v)</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>
[RANDOMIZE]								
1	Salary and benefits package offered to nurses							
2	The flexibility of scheduling work hours for staff nurses							
3	Assuring participation of Chief Nurse Officers or other senior nurses in key executive and board strategic decisions							
4	Effectiveness of nurse leaders as participants in strategic initiatives							
5	Opportunities for staff nurses to influence decisions about workplace organization							
6	Recognition of nurses' accomplishments and work well done							
7	Opportunities for staff nurses to influence decisions about patient care							
8	Employing a diverse nursing workforce that reflects the population in your region							

BASE: ALL QUALIFIED RESPONDENTS

Q515 Nurses sometimes say that they would like to be treated with greater respect in the workplace by management. Please think about what it means for nurses to feel that they are respected and rate if it is very important, somewhat important or not important.

Q516	1 Very <u>Important</u>	2 Somewhat <u>Important</u>	3 Not <u>Important</u>	8 Not <u>Sure (v)</u>	9 Decline <u>to Answer (v)</u>
[RANDOMIZE]					
1	Management takes action to modify or correct behavior of people (MDs, support staff, management) who behave in negative ways toward nurses				
2	Managers involve nurses in process of making key decisions that will affect nurses' ability to provide patient care				
3	Managers listen to nurses' concerns and take action to address them				
4	Management provides formal recognition that nurses are important members of the patient care team				
5	Management recognizes that quality of nursing care is among the highest priorities of the institution				
6	Management reflects the high value it places on nursing through salary and benefit packages				
7	Management assures adequate staffing levels				
8	Physicians treat nurses with respect				

[PROGRAMMER NOTE: IF SELECTED 3 OR MORE "VERY IMPORTANT" REASONS (Q515/1-8 AND Q516/1); ASK Q520. OTHERWISE JUMP TO Q525.]

BASE: SELECTED 3 OR MORE "VERY IMPORTANT" REASONS (Q515/1-8 AND Q516/1)

Q520 Among the following, which 2 are the most important reasons about what it means for nurses to feel respected?

[INSERT ONLY RESPONSES SELECTED AT Q515/1-8 AND Q516/1.]
 [RANDOMIZE IN SAME ORDER AS Q515/1-8.]
 [ALLOW 2 RESPONSES ONLY.]

- 1 Administration takes action to modify or correct behavior of people (MDs, support staff, management) who behave in negative ways toward nurses
- 2 Managers involve nurses in process of making key decisions that will affect nurses' ability to provide patient care
- 3 Managers listen to nurses' concerns and take action to address them
- 4 Management provides formal recognition that nurses are important members of the patient care team
- 5 Management recognizes that quality of nursing care is among the highest priorities of the institution
- 6 Management reflects the high value it places on nursing through salary and benefit packages
- 7 Management assures adequate staffing levels

BASE: ALL QUALIFIED RESPONDENTS

Q525 In the past year, to the best of your knowledge, have you as an employer made any of the following deliberate efforts to improve retention of nurses you employ?

Q526	1	2	8	9
	<u>Yes, Has Made Efforts</u>	<u>No, Has Not Made Efforts</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>
[RANDOMIZE]				
01	Mentoring programs for recent nurse graduates			
02	Improved work performance assessments			
03	Online schedule bidding			
04	Paid for continuing education			
05	Career development programs			
06	Financial incentives for quality improvement			
07	Increased nurse recognition events			
08	Reimbursement of conference fees			
96	Other ANCHOR			

[PROGRAMMER NOTE: IF "OTHER" EFFORTS MADE TO IMPROVE RETENTION OF NURSES (Q525/96 AND Q526/1); ASK Q528. OTHERWISE JUMP TO Q530.]

BASE: "OTHER" EFFORTS MADE TO IMPROVE RETENTION OF NURSES (Q525/96 AND Q526/1)

Q528 What other deliberate efforts have you as an employer made to improve retention of nurses?

[TEXT BOX]

BASE: HAS MADE EFFORTS TO IMPROVE RETENTION OF NURSES (Q525/1-96 AND Q526/1)

Q530 To the best of your knowledge, have the following efforts you made in the past year to improve the retention of nurses been effective or ineffective?

Q531	1	2	8	9
	<u>Efforts Were Effective</u>	<u>Efforts Were Ineffective</u>	<u>Not Sure (v)</u>	<u>Decline To Answer (v)</u>
[INSERT ONLY RESPONSES SELECTED AT Q525/1-96 AND Q526/1.]				
[RANDOMIZE IN SAME ORDER AS Q525/1-96.]				
01	Mentoring programs for recent nurse graduates			
02	Improved work performance assessments			
03	Online schedule bidding			
04	Paid for continuing education			
05	Career development programs			
06	Financial incentives for quality improvement			
07	Increased nurse recognition events			
08	Reimbursement of conference fees			
96	[INSERT Q528 RESPONSE]			

SECTION 600: NURSING CAREERS AND RECRUITMENT SOLUTIONS

BASE: ALL QUALIFIED RESPONDENTS

Q605 Do you mostly agree or mostly disagree with the following statements about nursing? Nursing is good career for...?

Q606	1	2	8	9
	Not		Not	Decline
	<u>Agree</u>	<u>Disagree</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[RANDOMIZE]

- 1 Men
- 2 Students who rank in top 20% of high school class
- 3 People who want a secure job
- 4 People who are good at science
- 5 People who want respect in their jobs

BASE: ALL QUALIFIED RESPONDENTS

Q610 Given what you know about the state of healthcare, how likely would you be to advise a qualified high school or college student to pursue a career in medicine or nursing? You - definitely would, probably would, probably would not or definitely would not?

Q611	1	2	3	4	8	9
	Definitely	Probably	Probably	Definitely	Not	Decline
	<u>Would</u>	<u>Would</u>	<u>Would Not</u>	<u>Would Not</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[ROTATE]

- 1 Career in medicine
- 2 Career in nursing

BASE: ALL QUALIFIED RESPONDENTS

Q615 In the past year have you seen or been told about any of the following?

Q616	1	2	8	9
			Not	Decline
	<u>Yes</u>	<u>No</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[RANDOMIZE]

- 1 Brochures, posters and videos encouraging people to “Be a Nurse”
- 2 National television commercials about nurses with the slogan “They Dare to Care”
- 3 A website: www.discovernursing.com
- 4 “The Promise of Nursing” fundraising events

[PROGRAMMER NOTE: IF HAS SEEN OR HEARD ANY MEDIA ADVERTISING (Q615/1-4 AND Q616/1); ASK Q620. OTHER WISE JUMP TO Q625.]

BASE: HAS SEEN OR HEARD ANY MEDIA ADVERTISING (Q615/1-4 AND Q616/1)

Q620 In the previous question, you mentioned that you have seen or heard media advertising. Can you name the company or organization that sponsored these activities? If so, please name the company.

[TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS

Q625 Some of these activities have been sponsored by Johnson & Johnson’s Campaign for Nursing’s Future. Has your organization used any of the recruitment materials developed by Johnson & Johnson including videos, pins, brochures or posters in your recruitment efforts?

- 1 Frequently
- 2 Often
- 3 Sometimes
- 4 Never
- 8 Not sure (v)
- 9 Decline to answer (v)

BASE: ALL QUALIFIED RESPONDENTS

Q630 Do you think any of the media activities mentioned previously have had an impact in each of the following areas? (INTERVIEWER: IF NEEDED, MEDIA ACTIVITIES INCLUDE BROCHURES, POSTERS, VIDEOS, TV COMMERCIALS. DISCOVER NURSING WEBSITE OR FUNDRAISING EVENTS)

Q631	1	2	8	9
	<u>No Impact</u>	<u>Yes, Impact</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>
[RANDOMIZE]				
1	Nurses’ feelings about being a nurse			
2	The image of nursing careers in the general public			
3	The number of applicants to nursing schools			
4	The recognition of nurses within health care organizations			
5	Regional and local initiatives by nurses in your area to celebrate and promote nursing			
6	Your attitude toward private companies that sponsor these initiatives			
7	Solving the nursing shortage			
8	Preventing the projected future shortage of nurses			
9	Government policies to address the nursing shortage			

[PROGRAMMER NOTE: IF ACTIVITES HAD AN IMPACT (Q630/1-9 AND Q631/2); ASK Q635. OTHERWISE JUMP TO Q640.]

BASE: ACTIVITES HAD AN IMPACT (Q630/1-9 AND Q631/2)

Q635 Do you think the impact of the media activities was negative or positive?

Q636	1	2	8	9
	<u>Had Negative Impact</u>	<u>Had Positive Impact</u>	<u>Not Sure (v)</u>	<u>Decline to Answer (v)</u>

[INSERT ONLY RESPONSES SELECTED AT Q630/1-9 AND Q631/2.]
 [RANDOMIZE IN SAME ORDER AS Q630/1-9.]

- 1 Nurses’ feelings about being a nurse
- 2 The image of nursing careers in the general public
- 3 The number of applicants to nursing schools
- 4 The recognition of nurses within health care organizations
- 5 Regional and local initiatives by nurses in your area to celebrate and promote nursing
- 6 Your attitude toward private companies that sponsor these initiatives
- 7 Solving the nursing shortage
- 8 Preventing the projected future shortage of nurses
- 9 Government policies to address the nursing shortage

BASE: ALL QUALIFIED RESPONDENTS

Q640 If there is a nursing shortage in the US, do you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or are you neutral that the following should be responsible for solving the problem?

Q641

1	2	3	4	5	8	9
Agree	Agree		Disagree	Disagree	Not	Decline
<u>Strongly</u>	<u>Somewhat</u>	<u>Neutral</u>	<u>Somewhat</u>	<u>Strongly</u>	<u>Sure (v)</u>	<u>to Answer (v)</u>

[RANDOMIZE]

- 1 Hospitals
- 2 Nursing professional organizations (ANA, AONE, AACN)
- 3 Medical professional organizations (AMA, specialty boards)
- 4 Federal government
- 5 Private industry

SECTION 1000: FACTUALS**BASE: ALL QUALIFIED RESPONDENTS**

Q1005 The next series of questions is for classification purposes only. All your answers will be completely confidential and analyzed in the aggregate only.

Are you...? (INTERVIEWER: DON'T ASK; RECORD FROM VOICE)

- 1 Male
- 2 Female

BASE: ALL QUALIFIED RESPONDENTS

Q1010 Is your hospital affiliated with a medical school, a member of the council of teaching hospitals, both or neither? Please select all that apply.

[MULTIPLE RESPONSE]

- 1 Affiliated with medical school
- 2 Member of the council of teaching hospitals
- 3 Both
- 4 Neither EXCLUSIVE
- 8 Not sure (v) EXCLUSIVE
- 9 Decline to answer (v) EXCLUSIVE

BASE: ALL QUALIFIED RESPONDENTS

Q1015 Is your hospital classified as not for profit, an investor owned for profit or something else?

- 1 Not for profit
- 2 Investor owned for profit
- 3 Something else
- 8 Not sure (v)
- 9 Decline to answer (v)

BASE: ALL QUALIFIED RESPONDENTS

Q1020 Is your hospital a magnet hospital?

- 1 Yes
- 2 No
- 8 Not sure (v)
- 9 Decline to answer (v)

BASE: ALL QUALIFIED RESPONDENTS

Q1025 Would you describe the area in which your hospital is located as urban, suburban, or rural?

- 1 Urban
- 2 Suburban
- 3 Rural
- 8 Not sure (v)
- 9 Decline to answer (v)

BASE: ALL QUALIFIED RESPONDENTS

Q1030 How many years have you been in your current position? (INTERVIEWER: IF LESS THAN A YEAR, PLEASE ENTER '0.')

[RANGE: 0-50]

__|__| years

BASE: ALL QUALIFIED RESPONDENTS

Q1035 What are the highest degree(s) you have attained in nursing or medicine? Please select all that apply. (DO NOT READ LIST)

[MULTIPLE RESPONSE]

- 1 AND
- 2 BSN
- 3 MSN
- 4 Ph.D
- 5 Nursing
- 6 MD
- 7 I do not have a degree in nursing or medicine.
- 8 Not sure (v)
- 9 Decline to answer (v)

BASE: ALL QUALIFIED RESPONDENTS

Q1040 What are the highest degree(s) you have attained in a field other than nursing or medicine? Please select all that apply. (DO NOT READ LIST)

[MULTIPLE RESPONSE]

- 1 BA or BS
- 2 Masters
- 3 Doctorate
- 8 Not sure (v)
- 9 Decline to answer (v)

[PROGRAMMER NOTE: IF ATTAINED MASTERS DEGREE (Q1040/2); ASK Q1042. IF ATTAINED DOCTORATE DEGREE (Q1040/3); ASK Q1044. OTHERWISE JUMP TO Q1050.]

BASE: ATTAINED MASTERS DEGREE (Q1040/2)

Q1042 Please specify the field(s) in which you have attained a masters' degree.

[TEXT BOX]

[PROGRAMMER NOTE: JUMP TO Q1050.]

BASE: ATTAINED DOCTORATE DEGREE (Q1040/3)

Q1044 Please specify the field(s) in which you have attained a doctorate degree.

[TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS

Q1050 That concludes our survey. We want to thank you for your time and cooperation. As mentioned at the start of the survey, we are offering you a \$100.00 cash honorarium that you can either keep or donate to the American Red Cross. Would you like us to send you the \$100.00 or would you prefer to donate it to the American Red Cross?

- 1 Send to respondent
- 2 Donate to American Red Cross

[PROGRAMMER NOTE: IF SEND HONORARIUM TO RESPONDENT (Q1050/1); ASK Q1055. OTHERWISE JUMP TO Q1065.]

BASE: SEND HONORARIUM TO RESPONDENT (Q1050/1)

Q1055 Please verify your name and address so that we may mail you your incentive.

First name (INTERVIEWER: BE SURE TO GET FULL NAME, NOT JUST INITIAL)
[TEXT BOX]

Q1056 Last name
[TEXT BOX]

Q1057 Address 1
[TEXT BOX]

Q1058 Address 2
[TEXT BOX]

Q1059 City
[TEXT BOX]

Q1060 State
[TEXT BOX]

Q1061 Zip code

|_|_|_|_|_| - |_|_|_|_|_|

Thank and terminate.

BASE: DONATE HONORARIUM TO AMERICAN RED CROSS (Q1050/2)

Q1065 Please verify your name and address so that we may make a contribution to the American Red Cross in your name.

First name (INTERVIEWER: BE SURE TO GET FULL NAME, NOT JUST INITIAL)
[TEXT BOX]

Q1056 Last name
[TEXT BOX]

Thank and terminate.