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HOSPITAL CEO/CNO SURVEY

Field Period: December 2004 - February 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

Please note:

- **Data reported are from:**
 - 142 CEOs
 - 222 CNOs
- **Numbers reported are percentages**
- **A "*" means <.5%**
- **A "-" means 0%**

SECTION 300: NURSING SHORTAGE IN THE US
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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?

	<u>CEO</u>	<u>CNO</u>
Staff (Net)	67	87
Recruitment of qualified/knowledgeable staff (non nurses)	31	27
Recruitment of qualified/knowledgeable staff (nurses)	9	22
Shortage of staff (nurses)	13	16
Retention/development of staff	8	18
Shortage of staff (non nurses)	4	8
Staff issues	3	3
Retirement of staff	-	3
Aging staff	1	2
Other staff mentions	1	5
Cost/Formulary (Net)	82	46
Reimbursement/formulary issues	44	24
Financial issues/lack of funds	35	13
Debt issues	1	2
Retention of market share	*	2
Costs control/reduction	-	1
Other cost/formulary mentions	8	7
Improvement/renovation/expansion of facility issues	4	8
Competition from other facilities/physicians	8	4
Capacity issues	1	7
Maintaining quality care	4	4
Increase in patient population	3	3
Patient's safety	2	4
Other mentions	12	13
None	-	*

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)

	<u>CEO</u>	<u>CNO</u>
1 Much greater than the demand	*	3
2 Somewhat greater than the demand	6	10
3 About equal to the demand	17	18
4 Somewhat less than the demand	45	47
5 Much less than the demand	31	23
8 Not sure (v)	-	*
9 Decline to answer (v)	-	-

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

BASE: NUMBER OF RN'S SOMEWHAT OR MUCH 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.)

	<u>CEO</u>	<u>CNO</u>
More career options for women	35	33
Faculty shortages in nursing schools	20	23
Difficult occupation/high workload	26	17
Salary and benefits	14	21
Inadequate nursing schools/programs/ seats for students	18	17
Undesirable hours	16	9
Fewer applicants admitted to nursing schools	15	8
Lack of qualified students pursuing nursing as a career	15	8
Increasing age of nurses	6	13
Retirement/early retirement	8	9
High demand and low supply of nurses	11	6
Negative perceptions of health care environments	7	8
Nursing not seen as a rewarding career	6	9
Migration of workforce	6	5
Nursing not a respected profession	6	5
Inadequate funding of training institutes	1	4
Increase in aging population of patients	3	2
Nurses don't have to work as much to help support their households	-	*
Other mentions	29	23
None	1	3

BASE: NUMBER OF RN'S SOMEWHAT OR MUCH 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...?
(INTERVIEWER: READ LIST)

Q321		1	2	3	8	9
		Major problem	Minor problem	Not a problem	Not sure (v)	Decline to answer (v)
[RANDOMIZE]						
1	Quality of patient care provided by nurses					
	CEO	54	39	7	-	-
	CNO	64	32	2	2	-
2	Amount of time nurses have to devote to each of their patients					
	CEO	59	34	8	-	-
	CNO	66	30	2	3	-
3	Early detection of patient complications by nurses					
	CEO	47	37	17	-	-
	CNO	60	35	3	2	-
4	Amount of time nurses have to collaborate with other team members					
	CEO	50	42	8	-	-
	CNO	56	40	2	2	-
5	Ability of nurses to maintain patient safety					
	CEO	38	51	11	-	-
	CNO	62	33	4	*	-
6	Quality of work life of nurses					
	CEO	62	38	-	-	-
	CNO	76	20	2	2	-

BASE: NUMBER OF RN'S SOMEWHAT OR MUCH 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? (INTERVIEWER: READ LIST)

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					
	CEO	61	38	2	-	-
	CNO	64	34	2	-	-
2	Non-financial programs to encourage people to enter the field of nursing					
	CEO	18	72	9	2	-
	CNO	27	58	11	4	-
3	Recruitment of more men and minorities into the field of nursing					
	CEO	45	49	6	1	-
	CNO	57	39	4	-	-
4	Increased capacity in nursing education programs					
	CEO	85	14	1	-	-
	CNO	86	14	*	-	-
5	Increased faculty positions in nursing schools					
	CEO	83	15	2	-	-
	CNO	85	14	1	-	-
6	More government funding for nursing education					
	CEO	69	28	2	-	-
	CNO	76	22	1	-	-
7	Allowing more foreign nurse graduates to enter the U.S					
	CEO	21	61	17	1	-
	CNO	10	66	23	*	-
8	A national campaign directed at schools and the general public encouraging women and men to become nurses					
	CEO	46	48	6	-	-
	CNO	55	42	3	-	-

BASE: NUMBER OF RN'S SOMEWHAT OR MUCH 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? (INTERVIEWER: READ LIST)

Q331		1 A great <u>deal</u>	2 <u>Somewhat</u>	3 Not at <u>all</u>	8 Not <u>sure (v)</u>	9 Decline <u>to answer (v)</u>
[RANDOMIZE]						
1	Use of nurse's aides, licensed practical nurses and others to substitute for RNs					
	CEO	10	71	18	1	-
	CNO	7	47	46	-	-
2	Improved wages and benefits					
	CEO	40	55	5	-	-
	CNO	51	48	*	-	-
3	Improved working environments					
	CEO	59	39	2	-	-
	CNO	80	20	*	-	-
4	Increased respect for nurses					
	CEO	65	31	4	-	-
	CNO	74	25	2	-	-
5	New programs to retain nurses					
	CEO	39	59	2	-	-
	CNO	67	32	1	-	-
6	Higher status of nurses in the hospital environment					
	CEO	41	51	8	-	-
	CNO	53	45	3	-	-
7	More flexible work hours					
	CEO	47	45	8	-	-
	CNO	54	44	2	-	-

BASE: NUMBER OF RN'S SOMEWHAT OR MUCH LESS THAN DEMAND (Q310/4, 5)**Q335** Do you think the current shortage will lead to (INTERVIEWER: READ LIST)...?

Q336		1	2	8	9
		<u>Yes</u>	<u>No</u>	<u>Not sure (v)</u>	<u>Decline to answer (v)</u>
[RANDOMIZE]					
1	Higher pay for nurses				
	CEO	94	5	1	-
	CNO	86	12	2	-
2	The need to have other staff perform some nursing patient care activities				
	CEO	87	11	2	-
	CNO	81	17	2	-
3	Nurses leaving for non-nursing jobs				
	CEO	79	21	-	-
	CNO	83	15	2	-
4	More respect for nurses				
	CEO	59	40	1	1
	CNO	36	58	6	-
5	Lower quality care for patients				
	CEO	69	29	2	-
	CNO	71	28	1	-
6	Improvements in workplace environment				
	CEO	75	25	-	-
	CNO	74	23	3	-
7	Increased stress on nurses				
	CEO	98	2	-	-
	CNO	97	2	*	-

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...? (INTERVIEWER: READ LIST)

		<u>CEO</u>	<u>CNO</u>
1	No shortage of registered nurses	32	25
2	A somewhat serious shortage of registered nurses	54	58
3	A serious shortage of registered nurses	14	16
8	Not sure (v)	*	1
9	Decline to answer (v)	-	*

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

BASE: SHORTAGE OF REGISTERED 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 in the hospital where you work – frequently, often, sometimes or never? (INTERVIEWER: READ LIST)

Q411		1	2	3	4	8	9
		<u>Frequently</u>	<u>Often</u>	<u>Sometimes</u>	<u>Never</u>	Not sure (v)	Decline to answer (v)
[RANDOMIZE]							
1	Safety						
	CEO	6	11	72	10	2	-
	CNO	8	18	64	10	-	-
2	Timeliness						
	CEO	15	26	54	3	2	-
	CNO	18	32	47	2	*	-
3	Effectiveness						
	CEO	9	19	67	3	2	-
	CNO	8	26	60	4	2	*
4	Efficiency, cost-effectiveness						
	CEO	19	27	49	3	2	-
	CNO	19	36	43	2	-	-
5	Equity						
	CEO	5	13	60	10	11	-
	CNO	7	16	52	13	11	*
6	Patient-centeredness						
	CEO	21	23	45	9	2	-
	CNO	18	26	50	4	2	-

BASE: SHORTAGE OF REGISTERED 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 your hospital?
(INTERVIEWER: READ LIST)

Q416		1	2	8	9
		<u>Yes</u>	<u>No</u>	<u>Not sure (v)</u>	<u>Decline to answer (v)</u>
[RANDOMIZE]					
1	Increased patient wait time for surgery or tests				
	CEO	48	52	-	-
	CNO	47	53	-	-
2	Nurses' delayed response to pages or calls				
	CEO	76	24	-	-
	CNO	84	16	-	-
3	Reduced number of available beds				
	CEO	56	44	-	-
	CNO	60	40	-	-
4	Delayed discharges				
	CEO	61	39	-	-
	CNO	60	40	-	-
5	Discontinued/Closed patient care programs				
	CEO	20	80	-	-
	CNO	20	80	-	-
6	Increased workload for physicians				
	CEO	30	70	-	-
	CNO	29	71	-	-
7	Increased patients' complaints about nursing care				
	CEO	55	45	-	-
	CNO	58	42	-	-
8	Increased staff communication problems				
	CEO	69	31	-	-
	CNO	72	28	-	-

SECTION 500: WORK ENVIRONMENT**BASE: ALL QUALIFIED RESPONDENTS**

Q505 How would you rate the quality of work relationships in your hospital in each of the following areas – excellent, very good, good, fair or poor? (INTERVIEWER: READ LIST)

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						
CEO	12	48	29	11	1	-	-
CNO	16	44	33	6	-	-	1
2	Between staff nurses and nurse managers						
CEO	11	40	38	9	2	-	-
CNO	11	40	42	6	-	*	1
3	Between staff nurses and physicians						
CEO	6	26	42	25	1	-	-
CNO	6	23	50	18	3	-	1
4	Between staff nurses and management						
CEO	7	37	41	14	1	-	-
CNO	5	31	53	9	1	-	1
5	Between staff nurses and support staff						
CEO	3	29	47	19	2	-	-
CNO	3	26	53	16	2	-	1
6	Between the CNO or chief nurse and the medical staff						
CEO	21	35	35	8	1	-	-
CNO	19	44	30	6	1	-	1
7	Between the CNO or chief nurse and the hospital CEO						
CEO	49	34	14	2	1	-	-
CNO	53	33	11	2	-	-	1
8	Between the CNO or chief nurse and the hospital CFO						
CEO	30	36	20	13	*	-	-
CNO	38	39	17	4	*	1	1
9	Between the CNO or chief nurse and the Board of Trustees						
CEO	32	40	19	4	3	2	1
CNO	32	45	16	3	-	2	1

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? (INTERVIEWER: READ LIST)

Q511	1	2	3	4	5	6	8	9
	<u>Excellent</u>	Very <u>good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>NA (v)</u>	Not <u>sure (v)</u>	Decline <u>to answer (v)</u>
[RANDOMIZE]								
1	Salary and benefits package offered to nurses							
	CEO	16	44	26	14	-	-	-
	CNO	15	38	36	11	*	*	-
2	The flexibility of scheduling work hours for staff nurses							
	CEO	11	41	30	18	1	-	-
	CNO	15	38	29	16	1	*	-
3	Assuring participation of Chief Nurse Officers or other senior nurses in key executive and board strategic decisions							
	CEO	45	40	9	5	1	1	-
	CNO	42	37	12	8	1	*	-
4	Effectiveness of nurse leaders as participants in strategic initiatives							
	CEO	23	46	18	10	3	-	-
	CNO	25	38	30	6	1	-	-
5	Opportunities for staff nurses to influence decisions about workplace organization							
	CEO	16	34	37	11	1	-	-
	CNO	12	37	37	13	1	-	*
6	Recognition of nurses' accomplishments and work well done							
	CEO	19	38	30	12	-	-	-
	CNO	12	41	38	9	-	-	-
7	Opportunities for staff nurses to influence decisions about patient care							
	CEO	13	44	36	6	1	-	-
	CNO	22	37	32	10	-	-	-
8	Employing a diverse nursing workforce that reflects the population in your region							
	CEO	21	35	30	9	4	1	-
	CNO	23	29	34	12	3	-	-

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 then rate if it is very important, somewhat important or not important. (INTERVIEWER: READ LIST)

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 such as MDs, support staff, management who behave in negative ways toward nurses				
	CEO	87	13	-	-
	CNO	93	6	1	*
2	Managers involve nurses in the process of making key decisions that will affect nurses' ability to provide patient care				
	CEO	86	14	-	-
	CNO	86	13	1	*
3	Managers listen to nurses' concerns and take action to address them				
	CEO	92	8	-	-
	CNO	95	5	-	*
4	Management provides formal recognition that nurses are important members of the patient care team				
	CEO	86	14	-	-
	CNO	87	13	-	*
5	Management recognizes that quality of nursing care is among the highest priorities of the institution				
	CEO	93	7	-	-
	CNO	94	5	1	*
6	Management reflects the high value it places on nursing through salary and benefit packages				
	CEO	68	32	-	-
	CNO	75	24	-	1
7	Management assures adequate staffing levels				
	CEO	90	10	-	-
	CNO	93	7	-	*
8	Physicians treat nurses with respect				
	CEO	92	8	-	-
	CNO	90	9	-	*

[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.]

		<u>CEO</u>	<u>CNO</u>
01	Management takes action to modify or correct behavior of people such as MDs, support staff, management who behave in negative ways toward nurses	19	28
02	Managers involve nurses in the process of making key decisions that will affect nurses' ability to provide patient care	42	40
03	Managers listen to nurses' concerns and take action to address them	24	32
04	Management provides formal recognition that nurses are important members of the patient care team	15	9
05	Management recognizes that quality of nursing care is among the highest priorities of the institution	25	32
06	Management reflects the high value it places on nursing through salary and benefit packages	16	15
07	Management assures adequate staffing levels	31	24
08	Physicians treat nurses with respect	23	17
98	Not sure (v)	-	*
99	Decline to answer (v)	-	-
	Not applicable	2	2

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? (INTERVIEWER: READ LIST)

Q526		1 Yes, has <u>made efforts</u>	2 No, has not <u>made efforts</u>	8 Not <u>sure (v)</u>	9 Decline <u>to answer (v)</u>
[RANDOMIZE]					
01	Mentoring programs for recent nurse graduates				
	CEO	91	8	-	1
	CNO	89	9	1	1
02	Improved work performance assessments				
	CEO	66	30	3	1
	CNO	64	33	2	2
03	Online schedule bidding				
	CEO	9	83	2	6
	CNO	5	89	1	5
04	Paid for continuing education				
	CEO	93	5	-	3
	CNO	93	5	*	1
05	Career development programs				
	CEO	73	25	*	2
	CNO	75	21	1	4
06	Financial incentives for quality improvement				
	CEO	34	62	*	4
	CNO	33	60	1	6
07	Increased nurse recognition events				
	CEO	81	16	-	2
	CNO	80	18	*	2
08	Reimbursement of conference fees				
	CEO	83	13	1	3
	CNO	90	7	*	3
96	Other ANCHOR				
	CEO	50	44	-	6
	CNO	46	47	1	5

[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]

	<u>CEO</u>	<u>CNO</u>
Paid for continuing education	18	15
Career development programs	3	19
Salary benefits/increased pay	12	10
Cultivating shared governance/participation in decision-making	13	8
Bonus/retention bonus	13	7
Incentives/reimbursement/compensation	4	13
Increased nurse recognition events	11	7
Flexible schedule/hours	13	4
Improved recruitment/new staffing schedules	5	8
Mentoring programs for recent nurse graduates	4	8
Student nurse programs	6	5
Nursing Practice Council	4	6
Management and retention programs	3	5
Instituting good work environment	6	3
Feedback forms	8	1
Nurse fellowship program	1	5
Magnet Status	3	4
Interaction with seniors	3	1
Loan forgiveness	-	3
Improved work performance assessments	1	2
Financial incentives for quality improvement	2	1
Float pool benefits	-	2
Other	13	15
None/nothing	-	2

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? (INTERVIEWER: READ LIST)

Q531		1 Efforts were <u>effective</u>	2 Efforts were <u>ineffective</u>	8 Not <u>sure (v)</u>	9 Decline <u>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				
	CEO	89	5	6	-
	CNO	93	5	1	1
02	Improved work performance assessments				
	CEO	74	15	11	-
	CNO	76	13	10	1
03	Online schedule bidding				
	CEO	59	20	21	-
	CNO	59	15	26	-
04	Paid for continuing education				
	CEO	82	13	3	2
	CNO	84	11	3	1
05	Career development programs				
	CEO	85	9	6	-
	CNO	85	8	5	2
06	Financial incentives for quality improvement				
	CEO	76	20	4	-
	CNO	77	20	3	-
07	Increased nurse recognition events				
	CEO	86	11	2	1
	CNO	80	17	3	*
08	Reimbursement of conference fees				
	CEO	78	16	4	1
	CNO	76	16	7	1
96	[INSERT Q528 RESPONSE]				
	CEO	96	-	4	-
	CNO	90	1	7	1

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 a good career for...? (INTERVIEWER: READ LIST)

Q606		1	2	8	9
		<u>Agree</u>	<u>Disagree</u>	<u>Not sure (v)</u>	<u>Decline to answer (v)</u>
[RANDOMIZE]					
1	Men				
	CEO	97	2	1	-
	CNO	97	3	*	*
2	Students who rank in the top 20% of their high school class				
	CEO	85	15	-	-
	CNO	91	7	1	-
3	People who want a secure job				
	CEO	95	5	-	-
	CNO	96	3	*	-
4	People who are good at science				
	CEO	85	15	-	-
	CNO	87	13	1	-
5	People who want respect in their jobs				
	CEO	85	15	-	-
	CNO	81	18	*	*

BASE: ALL QUALIFIED RESPONDENTS

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

Q611		1	2	3	4	8	9
		<u>Definitely would</u>	<u>Probably would</u>	<u>Probably would not</u>	<u>Definitely would not</u>	<u>Not sure (v)</u>	<u>Decline to answer (v)</u>
[ROTATE]							
1	Career in medicine						
	CEO	62	28	8	2	-	-
	CNO	50	37	10	2	1	-
2	Career in nursing						
	CEO	76	19	2	3	-	-
	CNO	82	17	1	-	*	-

BASE: ALL QUALIFIED RESPONDENTS**Q615** In the past year, have you seen or been told about any of the following? (INTERVIEWER: READ LIST)

Q616		1	2	8	9
		<u>Yes</u>	<u>No</u>	<u>Not sure (v)</u>	<u>Decline to answer (v)</u>
[RANDOMIZE]					
1	Brochures, posters and videos encouraging people to “Be a Nurse”				
	CEO	83	17	-	-
	CNO	98	2	1	-
2	National television commercials about nurses with the slogan “They Dare to Care”				
	CEO	61	35	5	-
	CNO	90	9	1	-
3	The website: www.discovernursing.com				
	CEO	19	81	-	-
	CNO	51	49	*	-
4	“The Promise of Nursing” fundraising events				
	CEO	24	76	-	-
	CNO	40	59	1	-

[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** You mentioned that you have seen or heard information or activities promoting nursing. What is the name of the company or organization that sponsored these activities, if you remember?

[TEXT BOX]

	<u>CEO</u>	<u>CNO</u>
Johnson & Johnson	39	66
Hospital Associations (Net)	16	1
American Hospital Association	7	-
Other hospital association mentions	9	1
American Nurses Association	2	2
Robert Wood Johnson Foundation	1	1
Other mentions	13	9
None	2	-
Do not know	13	5

BASE: ALL QUALIFIED RESPONDENTS**Q625** Some of these activities have been sponsored by Johnson & Johnson’s Campaign for Nursing’s Future. How frequently has your organization used any of the recruitment materials developed by Johnson & Johnson, including videos, pins, brochures or posters in your recruitment efforts? (INTERVIEWER: READ LIST)

	<u>CEO</u>	<u>CNO</u>	
1	Frequently	5	18
2	Often	6	11
3	Sometimes	33	46
4	Never	35	23
8	Not sure (v)	21	1
9	Decline to answer (v)	-	-

BASE: ALL QUALIFIED RESPONDENTS

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

Q631		1	2	8	9
		<u>No impact</u>	<u>Yes, had an impact</u>	<u>Not sure (v)</u>	<u>Decline to answer (v)</u>
[RANDOMIZE]					
1	Nurses' feelings about being a nurse				
	CEO	13	76	8	2
	CNO	13	84	3	-
2	The image of nursing careers in the general public				
	CEO	12	81	5	2
	CNO	7	92	2	-
3	The number of applicants to nursing schools				
	CEO	17	65	15	2
	CNO	12	77	10	1
4	The recognition of nurses within health care organizations				
	CEO	17	76	4	2
	CNO	23	74	2	*
5	Regional and local initiatives by nurses in your area to celebrate and promote nursing				
	CEO	30	60	8	2
	CNO	30	66	4	*
6	Your attitude toward private companies that sponsor these initiatives				
	CEO	25	67	5	2
	CNO	15	85	*	*
7	Solving the nursing shortage				
	CEO	34	53	11	2
	CNO	33	54	12	1
8	Preventing the projected future shortage of nurses				
	CEO	27	58	12	2
	CNO	29	57	13	*
9	Government policies to address the nursing shortage				
	CEO	47	38	13	2
	CNO	38	56	6	*

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

BASE: ACTIVITIES HAD AN IMPACT (Q630/1-9 AND Q631/2)**Q635** Do you think the impact of the activities was negative or positive?

Q636		1 Had negative <u>impact</u>	2 Had positive <u>impact</u>	8 Not <u>sure (v)</u>	9 Decline <u>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				
	CEO	-	99	1	-
	CNO	2	97	2	-
2	The image of nursing careers in the general public				
	CEO	2	98	-	-
	CNO	1	98	1	-
3	The number of applicants to nursing schools				
	CEO	1	96	3	-
	CNO	*	98	2	-
4	The recognition of nurses within health care organizations				
	CEO	-	98	2	-
	CNO	2	97	1	-
5	Regional and local initiatives by nurses in your area to celebrate and promote nursing				
	CEO	-	96	4	-
	CNO	2	97	1	-
6	Your attitude toward private companies that sponsor these initiatives				
	CEO	1	99	1	-
	CNO	*	100	-	-
7	Solving the nursing shortage				
	CEO	1	89	9	-
	CNO	5	90	5	-
8	Preventing the projected future shortage of nurses				
	CEO	2	95	3	-
	CNO	2	96	2	-
9	Government policies to address the nursing shortage				
	CEO	1	98	1	-
	CNO	1	99	-	-

BASE: ALL QUALIFIED RESPONDENTS

Q640 If there is a nursing shortage in the U.S., 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 <u>strongly</u>	Agree <u>somewhat</u>	<u>Neutral</u>	Disagree <u>somewhat</u>	Disagree <u>strongly</u>	Not sure (v)	Decline to answer (v)
[RANDOMIZE]								
1	Hospitals							
	CEO	70	27	2	1	1	-	-
	CNO	66	31	1	1	*	-	*
2	Nursing professional organizations such as ANA, AONE, AACN							
	CEO	65	31	2	2	-	-	-
	CNO	69	25	2	2	2	-	*
3	Medical professional organizations such as AMA, specialty boards							
	CEO	33	42	15	10	1	-	-
	CNO	26	45	13	9	7	-	*
4	Federal government							
	CEO	46	40	4	6	4	-	-
	CNO	47	42	6	4	2	-	*
5	Private industry							
	CEO	28	48	15	7	1	1	-
	CNO	24	57	15	4	-	-	*

SECTION 1000: FACTUALS**BASE: ALL QUALIFIED RESPONDENTS****Q1005** Gender

		<u>CEO</u>	<u>CNO</u>
1	Male	78	8
2	Female	22	92

BASE: ALL QUALIFIED RESPONDENTS**Q1010** Is your hospital affiliated with a medical school, a member of the council of teaching hospitals, both, or neither?

		<u>CEO</u>	<u>CNO</u>
1	Affiliated with medical school	18	21
2	Member of the council of teaching hospitals	2	2
3	Both	11	10
4	Neither	69	65
8	Not sure (v)	-	1
9	Decline to answer (v)	-	-

BASE: ALL QUALIFIED RESPONDENTS**Q1015** Is your hospital classified as not-for-profit, an investor owned for profit, or something else?

		<u>CEO</u>	<u>CNO</u>
1	Not-for-profit	77	60
2	Investor owned for profit	16	35
3	Something else	7	5
8	Not sure (v)	-	-
9	Decline to answer (v)	-	-

BASE: ALL QUALIFIED RESPONDENTS**Q1020** Is your hospital a magnet hospital?

		<u>CEO</u>	<u>CNO</u>
1	Yes	5	8
2	No	95	91
8	Not sure (v)	-	2
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?

		<u>CEO</u>	<u>CNO</u>
1	Urban	35	45
2	Suburban	29	29
3	Rural	35	26
8	Not sure (v)	1	-
9	Decline to answer (v)	-	-

BASE: ALL QUALIFIED RESPONDENTS

Q174 Region	<u>CEO</u>	<u>CNO</u>
Midwest	20	16
Northeast	16	10
South	43	50
West	21	23

BASE: ALL QUALIFIED RESPONDENTS

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

	<u>CEO</u>	<u>CNO</u>
0	3	6
1-4	47	47
5-9	22	24
10-14	14	11
15-19	9	5
20-25	2	4
26-30	2	2
31-35	*	1
36-40	-	-
41-45	-	-
Over 45	-	*
Mean	6.7	6.5

BASE: ALL QUALIFIED RESPONDENTS

Q1035 What are the highest degree(s) you have attained in nursing or medicine? (INTERVIEWER: DO NOT READ LIST)

[MULTIPLE RESPONSE]

	<u>CEO</u>	<u>CNO</u>
1 ADN (Associate Degree in Nursing)	1	4
2 BSN (Bachelor of Science in Nursing)	11	37
3 MSN (Master of Science in Nursing)	15	55
4 Ph.D	2	5
5 Nursing	1	4
6 MD	3	-
7 I do not have a degree in nursing or medicine. (v)	67	1
8 Not sure (v)	1	-
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? (INTERVIEWER: DO NOT READ LIST)

[MULTIPLE RESPONSE]

	<u>CEO</u>	<u>CNO</u>
1 BA or BS	11	10
2 Masters	73	44
3 Doctorate	3	1
7 None of these	14	41
8 Not sure (v)	1	2
9 Decline to answer (v)	-	2

[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]

	<u>CEO</u>	<u>CNO</u>
Business administration	42	47
Healthcare/Hospital administration	49	21
Science	4	5
Nursing	2	7
Public Health	4	2
Education	-	7
Public administration	4	3
Organizational management	-	5
Administration (unspecified)	1	4
Arts	1	1
Other	4	6
None/nothing	1	1

BASE: ATTAINED DOCTORATE DEGREE (Q1040/3)

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

	<u>CEO</u>	<u>CNO</u>
Business administration	-	60*
Organizational management	14*	-
Other	71*	-
None/nothing	14*	40*

***NOTE: SMALL BASE**