



Client:

Confidential Communications Firm

Research Features:

- Primary Research
- Study Design
- Study Management
- Survey Instrument Design
- Instrument Testing
- Response Tabulation
- Analysis
- Report Preparation
- Presentation of Findings

Nurses' Perceptions and Attitudes About Nursing

Situation

- At the time of the study there was a regional and national shortage of trained nurses, which was expected to become more severe as a greater number of nurses approached retirement age
- A federally-funded study was designed to examine the perceptions of, and attitudes about, the nursing profession held by nurses in southwestern Pennsylvania

Approach

In addition to exploring demographic information and its impact on nurses' attitudes about the nursing profession, this study explored continuing education in the nursing field and its perceived impact on career advancement and opportunities. Gaining an understanding of these perceptions would aid the host university's efforts to develop nursing programs that both attracted new nurses to the profession, as well as sustaining the professional growth of existing nurses. A 33-question survey was distributed to 6,500 nurses in Beaver, Butler, Westmorland, Washington, and Armstrong Counties in southwestern Pennsylvania. The questionnaire was comprised of general demographic questions, Likert scales for measuring attitudes, and several open ended questions. Study participants were asked to complete the questionnaire and return it in a postage paid envelope. The study obtained an overall response rate of 11.8%.

Benefits

- The insight gained as a result of the research provided the client with the information necessary to address strategic issues regarding the promotion of their nurse training programs
- Increasing enrollment in the nursing program not only benefited the sponsoring university, but helped to achieve the overall goal of the federal initiative, addressing the critical shortage of trained and qualified nurses
- Today, the sponsoring university's nursing program is regionally and nationally recognized