
Harris Interactive Telephone Omnibus Survey

**American Association of
Critical-Care Nurses
Nurse Certification Survey**

November 2002





Background and Methodology

Harris Interactive conducted an omnibus study on behalf of Fleishman-Hillard. A regionally representative sample of 1,039 Americans ages 18 or older were interviewed by telephone using an unrestricted Random Digit Dialing (RDD) technique that significantly reduces serial bias and ensures that respondents with both listed and unlisted numbers are reached. Only one interview was conducted per household.

Interviews were conducted October 31, 2002 to November 3, 2002.

To ensure a reliable and accurate representation of the total national adult population, completed interviews were weighted to known proportions for age, gender, geographic region, and race. The margin of error for the total sample is $\pm 3.0\%$.

Detailed Findings

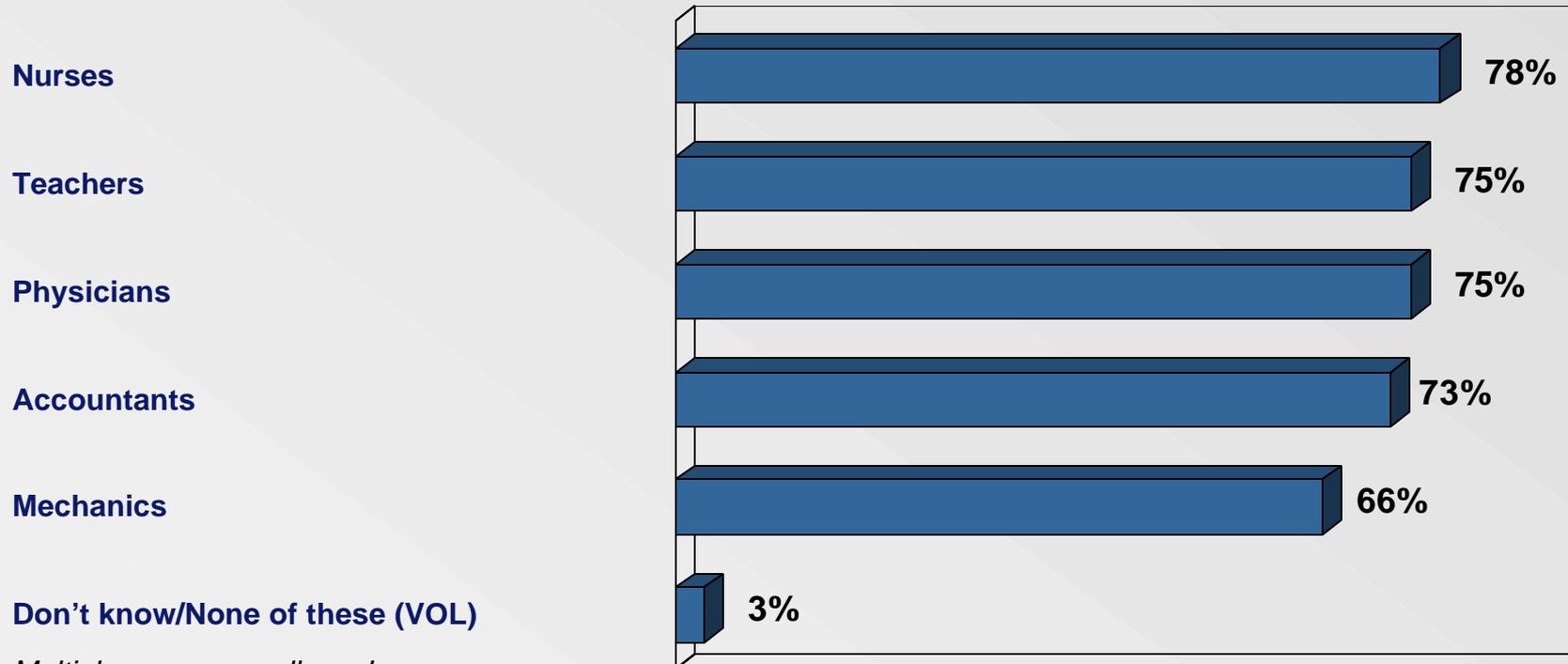


Certified Professionals

Nurses are the most recognizable certified professionals.

- **Four in five (78%) Americans are aware that nurses can become certified. Following closely are teachers and physicians, with three in four (75%) Americans saying each can become certified.**

Question: To your knowledge, which of these professionals can become certified?



Multiple responses allowed



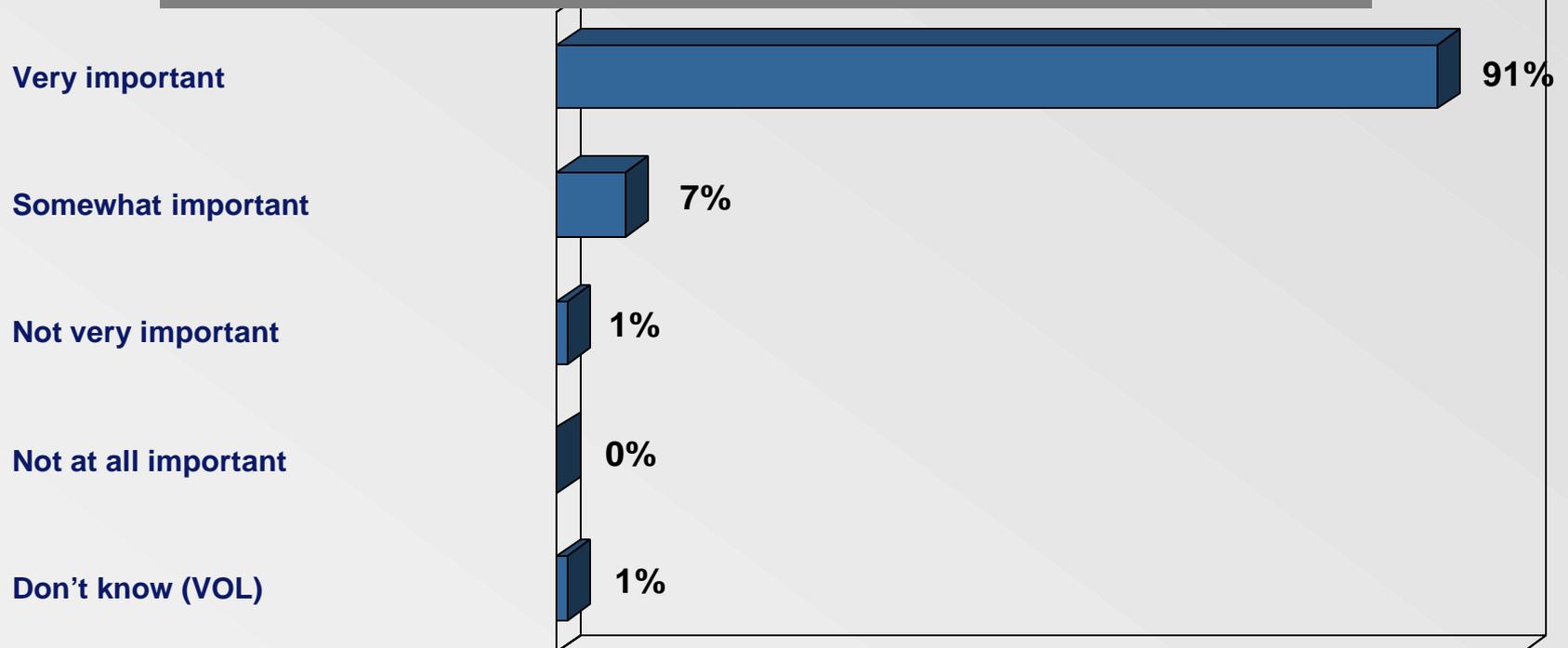


Nurses and Continuing Education

Americans believe continuing education for critical care nurses is very important.

- **Nine out of ten (91%) Americans believe it is very important for nurses who care for critically ill patients to regularly update their knowledge and skills through continuing education.**

Question: In your opinion, is it very important, somewhat important, not very important, or not at all important for nurses who care for critically ill patients to regularly update their knowledge and skills through continuing education?

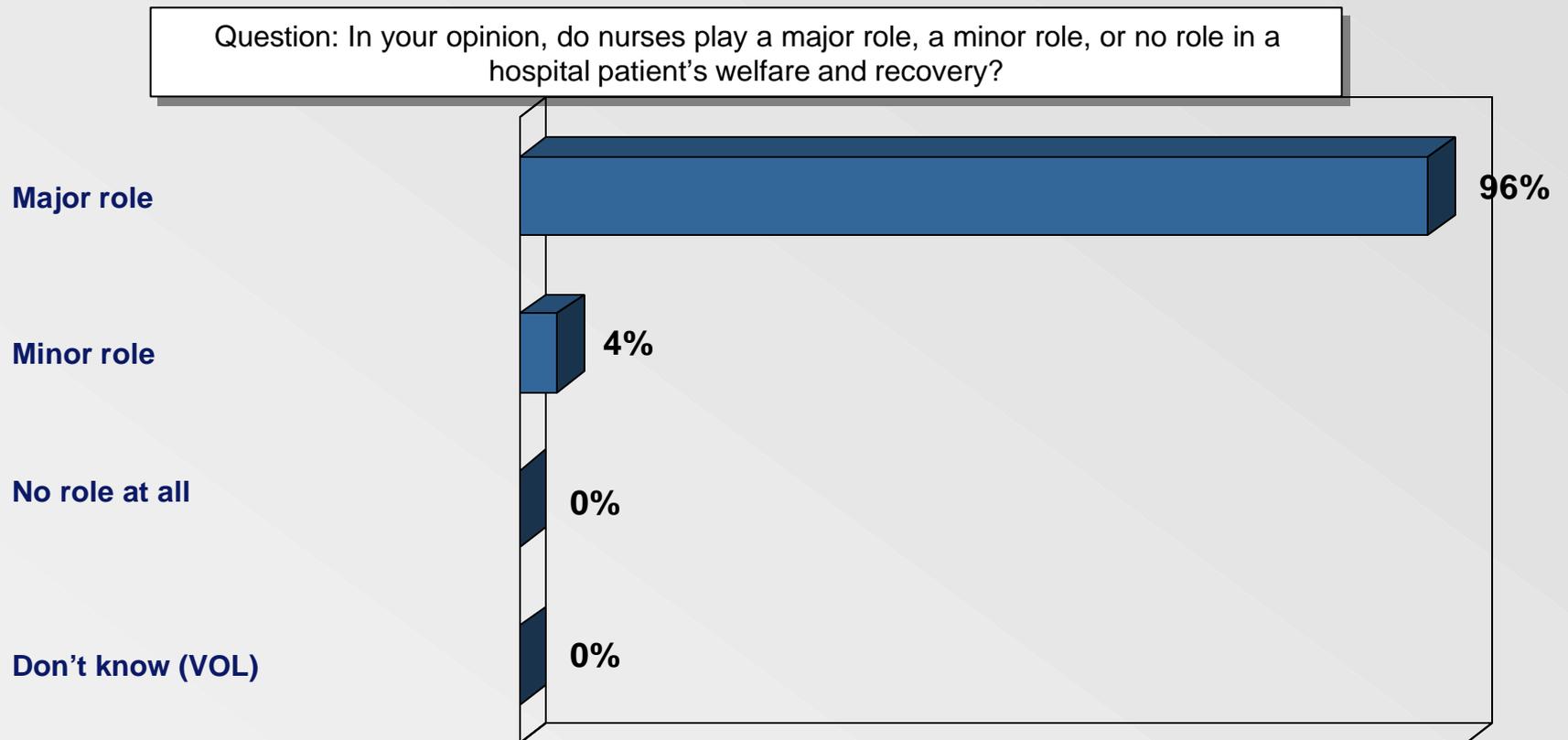




Nurses' Role in Patient Recovery

Americans believe nurses play a major role in a hospital patient's welfare and recovery.

- Nearly all (96%) Americans believe that nurses play a major role in a patient's welfare and recovery.





Selecting Hospital with Certified Nurses

Americans prefer hospitals that employ nurses with specialty certification.

- **Three in four (73%) Americans are much more likely to select a hospital that employs a high percentage of nurses with additional specialty certification.**

Question: If you needed hospital care and had a choice of hospitals, would you be much more likely, somewhat more likely, or no more likely to select a hospital that employed a high percentage of nurses with additional specialty certification?

