Supporting Statement

SECTION B

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Prepared for
Office of Management and Budget

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On behalf of

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Graduate School of Nursing
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B.   COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

1.   Respondent Universe

1.1   Target Populations and Data Sources and Estimated Response Rates

The target populations are nursing students enrolled in target nursing schools and young adults in voluntary online panels. The sampling frame of nursing students has been developed through collaborations with schools of nursing that offer a Bachelor of Science in Nursing (BSN) degree program and are located within a 10-25 mile radius of major Army, Navy and Air Force bases in the US. To develop this list, military bases were arrayed by size of workforce on each base and USUHS determined the target bases in consultation with the Tri Service nursing chiefs. We used that listing to identify BSN degree granting nursing schools within a 10-25 mile radius of those bases (see list in APPENDIX). All schools eligible were sent exploratory correspondence to determine eligibility and interest in participation once in October 2009 and later in August of 2010 (Recruitment letters and background materials are shown in the APPENDIX). It was at this time that it was determined that OMB Clearance would be needed for this study and that process began. Following OMB review we will do formal school recruitment. These schools were chosen for recruitment because legislation for the Tri Service Nursing Partnership requires that participating schools be located in proximity to bases with medical facilities for training purposes. The participation of schools has been requested and 10 schools have agreed to participate. Eligible students will be applicants to, or enrollees in, BSN degree programs.

We will also survey young adults who are online and living anywhere in the US ages 18-39, with an additional sample of those who live within 25-50 miles of the military bases described above. Potential respondents will be recruited from the general Harris Poll Online Panel (HPOL). While we would have liked to conduct a survey with a probability sample of young adults, there really is not a good online option for surveying this population that does not suffer from sample coverage, nonresponse or other challenges. We have chosen to use a nonprobability sampling approach that will enable us to gather data on perceived barriers and incentives to the pursuit of a military nursing career. We will use the information gathered for qualitative analysis only to see if themes emerge in the general population that are different than those measured in the student and military personnel surveys, although no formal statistical analyses are possible. . Apart from age and location, there are no other screening criteria. Twelve hundred (1200) interviews will be conducted among a general cross section of the population and an additional 800 interviews will be among respondents, age 18-39, residing within a 20-50 mile radius of targeted areas where the largest Army, Navy, Air Force bases exist, also consistent with the locations of nursing schools of interest – CA, CO, DC, HI, KY, MD, NC, OH, TN, TX, VA, WA.

1.2   Response Rates

Response rates to all surveys in the US have been falling steadily, and online surveys are no exception. The survey of young adults online is a qualitative, not quantitative effort, and as such will have a target number of completed interviews, but no formal response rate. We are targeting a response rate of 50-60% in the student nurse survey. We have included design features known to improve response rate, including endorsements by nursing school deans, respondent monetary incentives, frequent re-mailings, and questionnaire design techniques. We will collect information on demographic characteristics of non-respondents from participating nursing schools so that we can analyze non-respondent characteristics and ensure that they do not systematically differ from respondents.

2.0 Procedures for the Collection of Information

2.1 All interviews will be conducted online. Potential respondents in the targeted sample pools will receive an email invitation that describes the study. Those interested in participating will be directed to a website where the survey would be completed online.

Both surveys will be administered from secure servers at Harris Interactive. For the survey of the online young adult public, Harris will send email invitations, containing a unique link to the survey, to HPOL members in the US, age 18-39. Respondents may choose to complete the survey in one sitting or return to complete it at a later time (on returning they will begin with the last question they answered during the previous visit to the site).

For the public, qualitative survey, the survey site will be accessible to all potential respondents until the target completed cases in the cross section and regional populations have been reached. At this time, the site will be disabled and a notice will be placed on the site to inform potential respondents that the study enrollment has been completed. Despite the qualitative nature of the study, there are time, monetary and other resource costs associated with cleaning, processing and reporting on these data, so that we will not overrecruit for this nonprobability phase of the project..

For the survey of nursing school students, Harris will provide unique, school-identifying links and passwords to the online survey instrument to the nursing schools, who will be responsible for email recruitment using standardized, IRB and DOD approved protocols, including letters of endorsement from nursing school deans or their designates. The schools will be responsible for implementing sample selection protocols that Harris and MGH will provide to them, as well as instructionabout defining eligible populations and determining best times for contacts. These procedures assure that student identities are maintained by their schools and are not disclosed to Harris unless the student so desires in order to receive the incentive payment. In no case will MGH and USUHS researchers have access to student personal identifying information. Email recruitment notices have been approved by the Partners Health Care System IRB and the TMA review. Individual schools will use standard language approved by the IRB and will vary only by information identifying contacts within the school and the Dean. Copies of recruitment materials (initial contact and recontact) may be found in the APPENDIX.

2.2 Methodology for Stratification and Selection

We seek to interview approximately 200-250 students in each participating nursing school, for a total of 2,000 respondents from 8-10 schools. Specific counts and targets will not be known until school recruitment is complete. The number of schools may vary as the timing of review and approval may affect individual schools' ability to participate. Given variation in school enrollments, we expect there may be disproportionate stratification in the sample overall that could cause certain schools to have more influence than others in our analyses. We will construct post-stratification weights to account for known differences in the eligible enrollment at each school. For the online public survey, Harrris sample from the HPOL panel of respondents ages 18-29. We will draw additional targeted sample in the states specified. The Harris Poll Online^{SM} consists of approximately two million fully opted-in and active global members with a membership base concentrated in North America and Western Europe. Active members are defined as those who have been recruited or participated in research with us within the last 12 months. All panelists recruited have completed a "confirmed" or "double" opt-in (COI/DOI) process. This process requires that each registrant confirm his or her desire to join our panel by clicking on a link within an email that is sent to the registrant's email address upon registering. Panel respondents have been recruited from a multitude of sources, including but not limited to; Co-registration offers on partners' websites, targeted emails sent by online partners to their audiences, graphical and text banner placement on partners' websites (including social media, news, search, and community portals) trade show presentations, targeted postal mail invitations, and telephone recruitment of targeted populations.

HPOL contains panel member information including gender, birth year, race, education, income, zip code, marital status, employment, profession, household composition, internet usage/browser/operating system and other data to assist targeting of samples. Controls are in place to assure each panel member receives a limited number of survey invitations, cannot choose the subject of survey invitations, and can take any one survey only one time.

2.3   Estimation Procedures and degree of accuracy

The surveys of nursing students are intended to represent students enrolled in nursing programs who agree to participate in the survey and are located within the specified radius of military bases. There is no attempt to generalize these data to all nursing students, or even to schools that are eligible and refuse participation. We will combine data from participating schools, adjusting for known disproportionate probability of selection by eligible population at each school. For the nursing student survey. the estimation procedure will follow the standard procedures used in analyzing surveys, by taking into consideration design features, such as clustering and over-sampling. Analysis weights will be created based on the initial sampling probability and subsequent adjustments such as non-response and post-stratification adjustments. Nonresponse weights will be constructed using school name, year of graduation, gender as provided by each school. All analyses will be conducted as weighted analyses using SPSS, with the appropriate specification of design parameters. The proposed sample sizes of 2,000 completed interviews in the nursing student group will provide overall estimates with a margin of sampling error of $\pm 2\%$.

2.4   Unusual Problems Requiring Specialized Sampling

The online panel is a nonprobability sample and standard estimation techniques do not apply. The researchers are seeking to gather exploratory data with a population of young adults living in the US, and with a separate sample of young adults living in states within the 25-50 mile range of major military bases. We are aware of the challenges of sampling and surveying a nationally representative population of young adults. Diminishing response rates to telephone surveys, declining sample coverage in landline frames, the failure of cell phone and online surveys to live up to expectations create special problems in accessing a population that is of considerable interest to our survey. Vendors with "probability" online samples are unable to provide sufficient sample size in the age and region strata of interest to this study. Those "probability" panels have reported response rates of lower than 10% when recruitment, panel attrition are properly accounted for. Volunteer samples are non-probability convenience samples, but do offer researchers access to subjects that are of targeted age and region of residence. This population will be accessed for this study for exploratory purposes to assess similar incentives, barriers and factors in choosing careers. We recognize that proper estimation procedures are based on samples that are scientifically selected with known or equal probabilities of selection. The online non-probability sample will not support traditional estimation or comparative analysis.

Analyses of the data from the online survey of the public will include tabulation of responses for the purposes of summarizing themes in the data about barriers and incentives to the pursuit of a military career. We will explore whether in a population of non-nursing students and non-military there are different themes that might inform marketing, outreach, recruitment or other efforts to understand the motivation of this population to pursue a military nursing career. These data might be used by the Army, Navy and Air Force and/or by USUHS for marketing or program development purposes that may be accomplished without the need for generalizable point estimates. The survey results may further be used as pilot information in the development of new measures or to justify future quantitative data collection efforts.

2.5 Use of Periodic Data Cycles

There will be none.

3.   Procedures for Maximizing Response Rates

In addition to our efforts to develop the instruments with the guidance of content and methodology experts, the use of quality control procedures and pretesting (see section B4), and the use of sound survey design and fieldwork practice, we will use persistent, but not intrusive efforts at gaining respondent cooperation. For the public survey, we will make up to four contacts via email (an initial email plus three reminder emails). For the nursing student survey, we will recommend that partner schools also make up to four contacts via email (an initial email plus three reminder emails). For both surveys, the email invitations will be formatted in an appealing manner and describe the nature of the study, its purpose, sponsor and incentive being offered. Those nursing students who complete the survey will receive a $5.00 Amazon gift card incentive, and we have a reserve pool for additional gift card incentives if they are needed to boost participation. Public HPOL respondents will receive HI POINTS as an incentive and may be entered in periodic sweepstakes offered to HPOL respondents.

4.   Tests of Procedures or Methods to Be Undertaken

Three evaluation methods will be employed to measure usability and ensure that data collection systems are functional. The first method is internal quality control and questionnaire review by Harris senior quality professionals. This is a systematic review process to identify common sources of errors in surveys. Second, the Web-based instruments are designed for efficiency, clarity and comprehension. The Web-based version will be tested by computer programmers and research staff. This ensures the presence of all required questions, the display of appropriate follow-up questions, functionality of response categories, and response ranges of the questionnaire. Third, the performance of electronic systems will be tested prior to deploying the questionnaire. Harris will ensure that data collection systems function as expected and that range data and skip patterns apply properly. Prior to implementation, we will ensure these systems work as expected. Finally, we plan to use a "slow start" method to pilot test the survey with a randomly selected subsample of up to 20% of the sample. These initial respondents will be contacted 2-3 days prior to the mailing of the full sample. This will allow us to verify that our procedures are functional. Assuming no errors, the data collected in the pilot test data will be part of the final sample. If not, the extent of process malfunction will be evaluated and corrected.

5.   Individuals Involved in Statistical Design, Data Collection, and/or Data Analysis

Name	Organization	Role	Contact
Karen Donelan, ScD	Massachusetts General Hospital	Principal Investigator	kdonelan@partners.org 617 726 0681
Catherine Desroches, DrPH	Massachusetts General Hospital	Co-Investigator	cdesroches@partners.org 617-724-6958
Paola Miralles, BS	Massachusetts General Hospital	Senior Research Assistant	 617-724-9530

Peter Buerhaus, RN, PhD	Vanderbilt University	Consultant Investigator	Peter.Buerhaus@vanderbilt.edu (615) 936-8312
Roz Pierson, PhD	Harris Interactive	Vice President	rpierson@harrisinteractive.com 301.502.9018
Sandra Applebaum MS	Harris Interactive	Senior Research Manager	sapplebaum@harrisinteractive.com 212-539-9746
Lou Failla	Harris Interactive	Sampling	lfailla@harrisinteractive.com
Ada Sue Hinshaw, RN,PhD	USUHS-GSN	Dean	Adasue.hinshaw@usuhs.mil 301-295-9004
Carol Romano, RN, PhD	USUHS-GSN	Associate Dean and Professor	carol.romano@usuhs.mil 301-295-1180
Bruce Schoneboom, RN, PhD	USUHS-GSN	Former Associate Dean	Bruce.schoneboom@usuhs.mil Telephone not available.

APPENDIX A: RECRUITMENT EMAILS and STUDENT AND PUBLIC SURVEY
QUESTIONNAIRES

EMAIL TO STUDENTS

Dear Student:

We are writing to ask for your participation in a survey about nursing careers. We are conducting this
survey on behalf of the Henry Jackson Foundation and the Graduate School of Nursing at the
Uniformed Services University of the Health Sciences. Your responses will help to inform national
policy about the nursing workforce. This survey is being conducted with nursing students and with
young adults across the United States.

The survey is anonymous. The questionnaire is available online at the link provided. The survey
should take about 10-15 minutes to complete. After completing the study, you will be offered a $5
gift as a token of our appreciation. Researchers at Harvard and Massachusetts General Hospital will
not have access to your name or personal contact information. Administrators at your school will
have access to summary data, but not individual data about you. We do not expect that there are any
risks to you from your participation. Your participation is voluntary. Your decision to participate will
have no impact on your status as a student. We are grateful for your time and consideration.

Sincerely
Karen Donelan, ScD [insert name], Dean

REMINDER EMAIL TO STUDENTS
Dear Student:

Recently we sent you an email to request your participation in a survey about nursing careers.
If you have already responded, thank you. If you have not responded, we would very much
appreciate your response by [INSERT DATE].

We are conducting this survey on behalf of the Henry Jackson Foundation and the Graduate School
of Nursing at the Uniformed Services University of the Health Sciences. Your responses will help to
inform national policy about the nursing workforce. This survey is being conducted with nursing
students and with young adults across the United States.

The survey is anonymous. The questionnaire is available online at the link provided. The survey
should take about 10-15 minutes to complete. After completing the study, you will be offered a $5
gift as a token of our appreciation. Researchers at Harvard and Massachusetts General Hospital will
not have access to your name or personal contact information. Administrators at your school will
have access to summary data, but not individual data about you. We do not expect that there are any
risks to you from your participation. Your participation is voluntary. Your decision to participate will
have no impact on your status as a student. We are grateful for your time and consideration.

Sincerely
Karen Donelan, ScD [insert name], Dean

EMAIL TO GENERAL POPULATION

Dear Participant:

We are writing to ask for your participation in a survey about nursing careers. We are conducting this survey on behalf of the Henry Jackson Foundation and the Graduate School of Nursing at the Uniformed Services University of the Health Sciences. Your responses will help to inform national policy about the nursing workforce. This survey is being conducted with nursing students and with young adults across the United States.
The survey is anonymous. The questionnaire is available online at the link provided. The survey should take about 10-15 minutes to complete. After completing the study, you will be offered HIPOINTS valued at $5 as a token of our appreciation. Researchers at Harvard and Massachusetts General Hospital will not have access to your name or personal contact information. We do not expect that there are any risks to you from your participation. Your participation is voluntary. We are grateful for your time and consideration.
Sincerely
Karen Donelan, ScD and [insert name], Dean

REMINDER EMAIL TO GENERAL POPULATION

Dear [Participant]:

Recently we sent you an email to request your participation in a survey about nursing careers.
If you have already responded, thank you. If you have not responded, we would very much appreciate your response by [INSERT DATE].

We are conducting this survey on behalf of the Henry Jackson Foundation and the Graduate School of Nursing at the Uniformed Services University of the Health Sciences. Your responses will help to inform national policy about the nursing workforce. This survey is being conducted with nursing students and with young adults across the United States.
The survey is anonymous. The questionnaire is available online at the link provided. The survey should take about 10-15 minutes to complete. After completing the study, you will be offered HIPOINTS valued at $5 as a token of our appreciation. Researchers at Harvard and Massachusetts General Hospital will not have access to your name or personal contact information. Administrators at your school will have access to summary data, but not individual data about you. We do not expect that there are any risks to you from your participation. Your participation is voluntary. Your decision to participate will have no impact on your status as a student. We are grateful for your time and consideration.

Sincerely
Karen Donelan, ScD and [insert name], Dean

Note: Sample screen shots are shown. Full questionnaires are submitted in programmable format so that reviewers can see technical instructions. The surveys have not been programmed in their entirety pending review as a cost-savings measure.

SAMPLE SCREENSHOTS

Careers in Military Nursing - Students
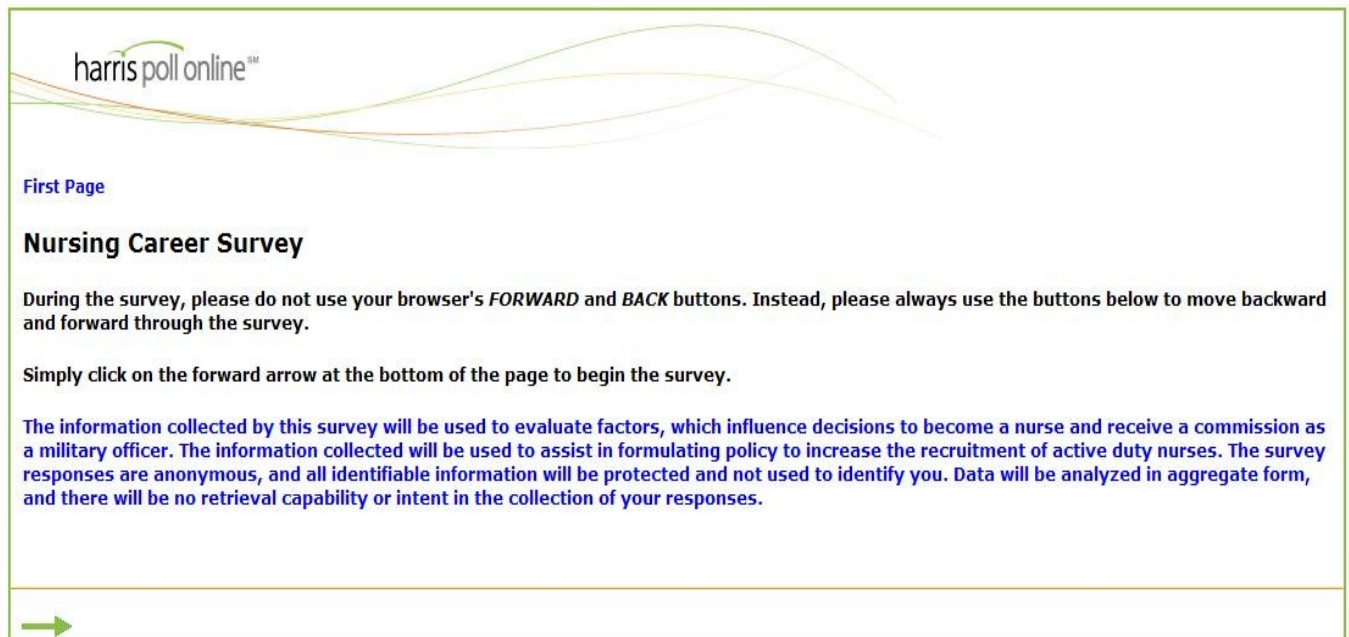
harris poll online ℠

q705

Overall, in the United States, would you say that the number of registered nurses currently available to work in patient care <u>in the U.S.</u> is...?

○ Much greater than needed

○ Somewhat greater than needed

○ About equal to the number that are needed

○ Somewhat less than needed

○ Much less than needed

PROGRESS

‖ QUIT

HARRIS INTERACTIVE   **Research Manager: Sandra Applebaum**
161 Avenue of the Americas   **email: sapplebaum@harrisinteractive.com**
New York, NY 10013   **phone: (212) 539-9746**

                                                          Field Manager: Judy Johnson
                                                          email: jjohnson@harrisinteractive.com
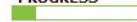   **phone: (585) 214-7186**

J39472

December 09, 2010

J:\US\NYC\39xxx\394xx\39472 Careers in Military Nursing - Public\Questionnaire\39472 Nursing Career Survey-Public_120910 (2).doc

Title for landing page (Required for online jobs): Public Nursing Career Survey

Demographics Template (Required for online jobs): Custom

SUBJECTS FOR QUESTIONNAIRE:

SECTION   600: SAMPLE PRELOAD & SCREENING
SECTION   700: PERCEPTIONS OF NURSING SHORTAGE, MILITARY NURSING IN THE MEDIA
SECTION   800: CAREERS AND EDUCATION BACKGROUND
SECTION   900: CAREER INTEREST AND PERCEPTIONS
SECTION 1000: REASONS TO PURSUE CAREER AS MILITARY NURSE
SECTION 1100: MILITARY RECRUITMENT/KNOWLEDGE
SECTION 1200: WEBOGRAPHICS
SECTION   300: DEMOGRAPHICS

SECTION 600: SAMPLE PRELOAD AND SCREENING

[PN: AT BOTTOM OF LANDING PAGE, DISPLAY THE FOLLOWING TEXT:

The information collected by this survey will be used to evaluate factors, which influence decisions to become a nurse and receive a commission as a military officer. The information collected will be used to assist in formulating policy to increase the recruitment of active duty nurses. The survey responses are anonymous, and all identifiable information will be protected and not used to identify you. Data will be analyzed in aggregate form, and there will be no retrieval capability or intent in the collection of your responses.]

BASE: ALL RESPONDENTS
Q75   PRELOAD – SAMPLE SUPPLIER (QV7/ICW FIELD 23)

1   *HPOL*

BASE: ALL RESPONDENTS
Q5   *PRELOAD – INCENTIVE ID (QV8/ICW FIELD 25)*

[5 DIGIT NUMERIC]
|_|_|_|_|_|

BASE: ALL RESPONDENTS
Q23   HIDDEN QUESTION – DETERMINE CODE FROM Q5 AND Q6

1   HPOL/Other
2   Harris/Decima – Choice of Aeroplan/Draw
3   Harris/Decima – Choice of Aeroplan/Draw/HIpts/HIsks

[INSERT PRE-LOADS HERE.]

BASE: ALL RESPONDENTS
Q605   PRELOAD - ZIP CODE FROM SAMPLE FILE

BASE: ALL RESPONDENTS
Q148   INITIAL SURVEY MODE

[PN: CAPTURE INITIAL MODE OF SURVEY]

1   WEB
2   CATI-COW

BASE: ALL RESPONDENTS
Q149   FINAL SURVEY MODE

[PN: CAPTURE CURRENT/FINAL MODE OF SURVEY]

1   WEB
2   CATI-COW

BASE: ALL RESPONDENTS

Q258   [IF COUNTRY UNKNOWN (Q159/>990) INSERT <center>The progress bar below indicates approximately
what portion of the survey you have completed.</center><P>]

[IF COUNTRY UNKNOWN (Q159/>990) INSERT "Thank you for agreeing to take this survey. Our first few questions will help us determine which questions to ask you."<P>]

In which country or region do you currently reside?

[PN: DISPLAY CODES IN ALPHABETICAL ORDER]
[DISPLAY RESPONSES IN TWO COLUMNS GOING DOWN.]

244	United States of America	171	New Zealand
14	Australia	179	Norway
15	Austria	190	Portugal
24	Belgium	215	Spain
42	Canada	223	Sweden
60	Denmark	224	Switzerland
76	France	266	England
85	Germany	267	Scotland
89	Greece	268	Wales
123	Italy	285	Northern Ireland
286	Ireland (Republic of Ireland)	996	Other country
168	Netherlands		

BASE: ALL RESPONDENTS

Q260   In which country or region do you currently reside?

[NOTE: Q260 IS FILLED WITH FINAL COUNTRY]

[PN: IF RESIDES IN US (260/244), ASK Q620. OTHERWISE JUMP TO Q268.]

BASE: RESIDES IN US (Q260/244)

Q620   In what state do you currently reside?

101	Alabama	121	Maryland	141	South Carolina
102	Alaska	122	Massachusetts	142	South Dakota
103	Arizona	123	Michigan	143	Tennessee
104	Arkansas	124	Minnesota	144	Texas
105	California	125	Mississippi	145	Utah
106	Colorado	126	Missouri	146	Vermont
107	Connecticut	127	Montana	147	Virginia
108	Delaware	128	Nebraska	148	Washington
109	District of Columbia	129	Nevada	149	West Virginia
110	Florida	130	New Hampshire	150	Wisconsin
111	Georgia	131	New Jersey	151	Wyoming
112	Hawaii	132	New Mexico		
113	Idaho	133	New York		
114	Illinois	134	North Carolina		
115	Indiana	135	North Dakota		
116	Iowa	136	Ohio		
117	Kansas	137	Oklahoma		
118	Kentucky	138	Oregon		
119	Louisiana	139	Pennsylvania		
120	Maine	140	Rhode Island		

BASE: ALL U.S. RESPONDENTS
Q320 U.S. REGION-HARRIS INTERACTIVE DEFINITION (DOES NOT APPEAR ON SCREEN)

1   East [318=107,120,122,130,140,146,121,131,133,139,109,149,108]
2   Midwest [318=114,115,123,136,150,116,117,124,126,128,135,142]
3   South [318=101,110,111,118,125,134,141,143,147,104,119,137,144]
4   West [318=103,106,113,127,129,132,145,151,105,138,148,102,112]
5   Non-U.S. State [318=153-160]
9   Unknown [ALL OTHERS]

BASE: ALL U.S. RESPONDENTS
Q325 U.S. REGION-CENSUS DEFINITION (DOES NOT APPEAR ON SCREEN)

1   East
2   Midwest
3   South
4   West
5   Non-U.S. State
9   Unknown [ALL OTHERS]

BASE: RESIDES IN US (Q260/244)
Q326 What is your zip code?

|__|__|__|__|__|__|__|__|__|__|

[ALLOW 10 DIGITS OR ALPHA NUMERIC CODE]

[MANDATORY]

BASE: ALL RESPONDENTS
Q268 Are you…?

1   Male
2   Female

BASE: ALL RESPONDENTS
Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).

[RANGE: 1900 to CURRENT YEAR]

|__|__|__|__|

BASE: ALL RESPONDENTS
Q276 [HIDDEN PRELIMINARY COMPUTE FOR AGE]

BASE: ALL RESPONDENTS
Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

BASE: ALL RESPONDENTS

Q610 CLASSIFICATION QUESTION – BEHIND THE SCENES

[PN: IF US (Q260/244) AND 18-39 (Q276/XX-XX), GET CODE 1.

IF US (Q260/244) AND CA, CO, DC, HI, KY, MD, NC, OH, TN, TX, VA, WA (Q620/X,X,X,X,X,X,XX,X,X,X)
AND QUALIFYING ZIP CODE FROM SAMPLE FILE [TBD] AND 18-39 (Q276/XX-XX), GET CODE 2.

ALL OTHERS, GET CODE 3.

1   NATIONAL
2   TARGETED
3   NOT QUALIFIED   JUMP TO Q98

BASE: ALL QUALIFIED RESPONDENTS (Q610/1,2)

Q615 QUOTA SET – BEHIND THE SCENES

1   NATIONAL   (Q610/1)   **(QUOTA = 1200)**
2   TARGETED   (Q610/2)   **(QUOTA = 800)**

BASE: ALL QUALIFIED RESPONDENTS (Q610/1,2)

Q635 QUOTA CHECK QUESTION - BEHIND THE SCENES

[PN: CHECK QUOTA AT Q615. IF ERROR CODE RETURNED, GET QUOTA CELL NOT FOUND (CODE 3).]

1   Quota Met
2   Quota Not Met
3   Quota Not Found

BASE: ALL RESPONDENTS

Q98 END OF SCREENER DISPOSITION STATUS OF RESPONDENT

[MULTIPLE RESPONSE]

29   OVER QUOTA (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
41   SCREENER REFUSAL #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
42   SCREENER REFUSAL #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
43   SCREENER REFUSAL #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
44   SCREENER REFUSAL #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
45   SCREENER REFUSAL #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
61   NOT QUALIFIED #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
62   NOT QUALIFIED #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
63   NOT QUALIFIED #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
64   NOT QUALIFIED #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
65   NOT QUALIFIED #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
66   NOT QUALIFIED #6 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
67   NOT QUALIFIED #7 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
68   NOT QUALIFIED #8 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
69   NOT QUALIFIED #9 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
70   NOT QUALIFIED #10 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
999   SCREENER COMPLETE (INSERT DEFINITION THAT MATCHES Q99/1 BELOW)

BASE: ALL RESPONDENTS
Q99   SCREENER QUALIFICATION IDENTIFICATION QUESTION (DOES NOT APPEAR ON SCREEN)

1   SCREENER QUALIFIED RESPONDENTS, QUOTA OPEN
2   PARTIALLY SCREENER QUALIFIED, QUOTA OPEN
3   SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
4   PARTIALLY SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
5   OVERALL QUOTA CLOSED
6   NOT SCREENER QUALIFIED

BASE: ALL RESPONDENTS
Q77   HIPOINTS VALUE (DOES NOT APPEAR ON SCREEN)

[PN: IF QUALIFIED (Q99/1), GET CODE 2. ALL OTHERS, GET CODE 1.]

1   30
2   100

[PN: DISPLAY Q705 & Q710 ON SAME SCREEN.]

BASE: ALL RESPONDENTS US AGE 18+
Q705   Overall, in the United States, would you say that the number of registered nurses currently available to work in patient care <U>in the U.S.</U> is…?

[RESULTS LABEL – Percent indicating number of nurses available for patient care]

1   Much greater than needed
2   Somewhat greater than needed
3   About equal to the number that are needed
4   Somewhat less than needed
5   Much less than needed
8   Don't know

BASE: ALL RESPONDENTS US AGE 18+
Q710   Overall, in the United States <U>military</U>, would you say that that the number of registered nurses currently available to work in patient care <U>in the U.S.</U> is…?

 [RESULTS LABEL – Percent indicating number of nurses in US military available for patient care]

1   Much greater than needed
2   Somewhat greater than needed
3   About equal to the number that are needed
4   Somewhat less than needed
5   Much less than needed
8   Don't know

[PN: IF QUALIFIED (Q99/1), ASK Q715. OTHERWISE JUMP TO Q905.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q715   Please indicate whether you have seen any of the following in the past year.

        Q716
        1   Yes
        2   No
        8   Don't Know

[RANDOMIZE]

1   News stories about military nurses providing care to wounded soldiers
2   News stories about the safety of military bases in the US
3   News stories about military personnel serving in Afghanistan or Iraq
4   News stories about shortages of nurses
5   News stories about nurses helping in natural disaster or war zones
6   Advertisements about military careers
7   News stories about impact of military deployment on members of the military and their families
8   Military video games such as Call of Duty

[PN: IF RESPONDED "YES' TO AT LEAST ONE ITEM AT Q715/1-8 AND Q716/1, ASK Q720. OTHERWISE JUMP TO Q805.]

BASE: RESPONDED "YES' TO AT LEAST ONE ITEM AT Q715/1-8 AND Q716/1
Q720   Please tell me if each item has made it more or less likely that you would consider a career in military nursing, or if they did not make a difference.

       Q721
     1   More likely
     2   Less likely
     3   Did not make a difference

[ONLY DISPLAY "YES" ITEMS AT Q715.]
[RANDOMIZE IN SAME ORDER AS Q715.]

1   News stories about military nurses providing care to wounded soldiers
2   News stories about the safety of military bases in the US
3   News stories about military personnel serving in Afghanistan or Iraq
4   News stories about shortages of nurses
5   News stories about nurses helping in natural disaster or war zones
6   Advertisements about military careers
7   News stories about impact of military deployment on members of the military and their families
8   Military video games such as Call of Duty

SECTION 800: CAREERS AND EDUCATION BACKGROUND

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q805　　In thinking about your career decisions, how much do you trust each of the following to provide good information?

　　　Q806
　　　1　　　Trust a great deal
　　　2　　　Trust somewhat
　　　3　　　Trust very little or not at all

[RANDOMIZE]

1　　　Family members
2　　　Friends
3　　　Television advertisements
4　　　Parent(s)
5　　　News organizations
6　　　Career information websites
7　　　Military recruiters
8　　　Employers
8　　　Career fairs/events
9　　　High school counselors/teachers

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q810　　Are you currently enrolled in…? Please select all that apply.

[MULTIPLE RESPONSE]

1　　　A certificate program
2　　　An associate's degree program
3　　　A bachelors' degree program
4　　　Not enrolled in school　　　　　　EXCLUSIVE

[PN: IF ENROLLED IN SCHOOL (Q810/1-3), ASK Q815. OTHERWISE JUMP TO Q835.]

BASE: ENROLLED IN SCHOOL (Q810/1,2,3)
Q815　　How are you paying for your education? Please select all that apply.

[MULTIPLE RESPONSE]
[RANDOMIZE KEEPING 1, 2 & 3 TOGETHER; 5, 6 & 7 TOGETHER AND 8 & 9 TOGETHER]

01　　　My own earnings (i.e., I am currently employed)
02　　　My own savings
03　　　My parents are paying
04　　　Employer
05　　　Scholarship from school I am attending
06　　　Scholarship funds from <U>outside</U> the school I am attending
07　　　Other scholarship
08　　　Government loan
09　　　Bank loan
10　　　ROTC or other military program
96　　　Other

BASE: ENROLLED IN SCHOOL (Q810/1,2,3)
Q820   Among all the sources listed below, which <U>one</U> covers the largest share of the costs of your education?

[PN: ONLY DISPLAY RESPONSES SELECTED AT Q811. IF ONLY SELECTED ONE RESPONSE AT Q815, JUMPFILL Q820 WITH Q815 RESPONSE AND DO NOT DISPLAY Q820.]

01   My own earnings (i.e., I am currently employed)
02   My own savings
03   My parents are paying
04   Employer
05   Scholarship from school I am attending
06   Scholarship funds from <U>outside</U> the school I am attending
07   Other scholarship
08   Government loan
09   Bank loan
10   ROTC or other military program
96   Other

BASE: ENROLLED IN SCHOOL (Q810/1,2,3)
Q825   Would you say that you and/or your family currently have difficulty paying for your education?

01   Yes, extreme difficulty
02   Yes, moderate difficulty
03   Yes, mild difficulty
04   No, no difficulty

BASE: ENROLLED IN SCHOOL (Q810/1,2,3)
Q830   Which of the following have you considered doing to help finance your education? Please select all that apply.

[MULTIPLE RESPONSE]
[RANDOMIZE]

1   Delaying my education
2   Entering an accelerated degree program
3   ROTC or other military program
4   Staying in a job because the employer provided tuition benefits
5   Working part-time
6   Other   ANCHOR

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q835   Do you now or have you ever worked as any of the following?

   Q836
   1   Yes
   2   No

[RANDOMIZE]

01   Registered nurse
02   Licensed practical nurse
03   Emergency medical technician
04   Firefighter
05   Police officer
06   Nurse's aide or CNA or CMA (Certified Nurse Assistant of Certified Medical Assistant)
07   Hospital orderly or assistant

SECTION 900: CAREER INTEREST AND PERCEPTIONS

[PN: DISPLAY Q905 & Q910 ON SAME SCREEN.]

BASE: ALL RESPONDENTS US AGE 18+
Q905   Have you ever considered a career in nursing?

[RESULTS LABEL – Percent ever considered a career in nursing]

1   Yes, strongly
2   Yes, somewhat
3   No

BASE: ALL RESPONDENTS US AGE 18+
Q910   Have you ever considered a career in the military?

[RESULTS LABEL – Percent ever considered a career in the military]

1   Yes, strongly
2   Yes, somewhat
3   No

[PN: IF QUALIFIED AND HAS CONSIDERED CAREER IN MILITARY (Q99/1 AND Q910/1,2), ASK Q910.
IF NOT QUALIFIED (Q99/X), JUMP TO Q1205. OTHERWSIE JUMP TO Q930.]

BASE: QUALIFIED AND HAS CONSIDERED CAREER IN MILITARY (Q99/1 AND Q910/1,2)
Q915   Do you have an interest in any particular branch of the military?

> **Q916**
> 1   Yes
> 2   No

1   Air Force
2   Army
3   Navy
4   Marine Corp
6   Other
Q917   I have no preference

[PN: IF HAS INTEREST IN OTHER BRANCH OF THE MILITARY (Q915/6 AND Q916/1), ASK Q920.
OTHERWISE JUMP TO Q930.]

BASE: HAS INTEREST IN OTHER BRANCH OF MILITARY Q915/6 AND Q916/1)
Q920   You mentioned that you have an interest in another branch of the military. What branch is that?

[MANDATORY TEXT BOX]

BASE: HAS CONSIDERED NURSING OR MILITARY CAREER (Q905/1,2 AND Q910/1,2)
Q922   Have you ever considered a career in nursing in the military?

1   Yes, Strongly
2   Yes, Somewhat
3   No

BASE: HAS CONSIDERED A CAREER IN NURSING IN THE MILITARY (Q922/1,2)
Q925   Have you ever had discussions about a military nursing career with…?

Q926
1   Yes
2   No

[RANDOMIZE]

1   Friends or family
2   Teachers
3   Military personnel
4   Nurses

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q930   How important do you think military nurses are to each of the following?

Q931
1   Very important
2   Somewhat important
3   Not very important
4   Not important at all

[RANDOMIZE]

1   Assuring the safety of health care services for military personnel
2   Assuring that military personnel can get health care when they need it
3   Assuring that the health care provided to military personnel is of high quality
4   Assuring that the country is prepared for a war
5   Assuring that the country is able to provide humanitarian aid and health care after a natural disaster (for example, the earthquake in Haiti)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q940   Please indicate the extent to which you agree or disagree with the following statements about military nursing.

Q941
1   Strongly agree
2   Somewhat agree
3   Somewhat disagree
4   Strongly disagree

Military nursing….

[RANDOMIZE]

01   Is a better career for women than for men
02   Requires too much training to be worth the effort
03   Is a good career for people who want to be in a respected profession
04   May expose people to discrimination based on sexual orientation or gender identity
05   Is a career that offers pay that makes it worth the risks
06   Is a physically challenging career
07   Is a great way to serve the United States /show patriotism
08   Would not be approved of by people close to me such as family and/or friends
09   Requires students to have strong backgrounds in science
10   Is a career in which someone can continue to be promoted
11   Would be considered an honor by people close to me such as family and/or friends
12   Would be a good choice for someone like me

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1005 We are interested in your opinions about military nursing as a career. Even if you have <U>never</U> considered a career in military nursing, please indicate how it would affect your decision to pursue a career as a military nurse.

[PN: DISPLAY COLUMN HEADINGS AT TOP, MIDDLE AND BOTTOM OF SCREEN.]

   Q1006
   1   Major reason to pursue
   2   Minor reason to pursue
   3   Makes no difference
   4   Minor reason <U>not</U> to pursue
   5   Major reason <U>not</U> to pursue

[RANDOMIZE GROUPS AND WITHIN GROUPS ACCORING TO NOTES BELOW.]

Career training/skills

[ROTATE KEEPING 1,2 & 3 TOGETHER]

01   Opportunity for specialized education and training
02   Opportunity to develop leadership skills
03   Opportunities for promotion
04   Length of time required for training

Salary and financial benefits

[RANDOMIZE KEEPING 7 & 8 TOGETHER]

05   Cash recruitment bonus
06   Tuition assistance
07   Military nurse or specialized nurse salary increases or bonuses
08   Military health, retirement and other employee benefits

Work environment

[RANDOMIZE KEEPING 11,12, & 13 TOGETHER]

09   Intellectual challenge of the job
10   Job security
11   International deployment for humanitarian purpose
12   U.S. domestic deployment for humanitarian purpose
13   International deployment for active duty in war time
14   Fear of discrimination or harassment

Physical and emotional health

[RANDOMIZE]

14   Concern for my personal safety
15   Requirement for physical fitness/conditioning
16   Concern about emotional effects of war
17   Exposure to workplace hazards, such as disease, weapons, wartime hazards

Relationships

[ROTATE KEEPING 17, 18, & 19 TOGETHER]

17   Family tradition of military service
18   Family responsibilities
19   Family and friends' opinions about military service
20   My current home environment

Values

[RANDOMIZE]

21   Requirement to follow orders
22   Opportunity to serve my country
23   Having to give up personal freedoms
24   Opportunity to take risks
25   Taking pride in myself as a military nurse
26   My religious or moral positions about military service and war
27   My opinions about tolerance in the military ("Don't ask, don't tell")

SECTION 1100: MILITARY RECRUITMENT/KNOWLEDGE

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1105 Are you currently serving or have you ever served in the United States military?

01   Yes, currently
02   Yes, previously
03   No

[PN: IF SERVED IN THE MILITARY (Q1105/1,2), ASK Q1110. OTHERWISE JUMP TO Q1120.]

BASE: SERVED IN THE MILITARY (Q1105/1,2)
Q1110 In which branch of the military do/did you serve?

1   Army
2   Navy
3   Air Force
6   Other

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1120 Have you ever visited with an ROTC or military recruiter?

1   Yes
2   No

[PN: IF VISITED WITH AN ROTC OR MILITARY RECRUITER (Q1120/1), ASK Q1130. OTHERWISE JUMP TO Q1140.]

BASE: VISITED WITH AN ROTC OR MILITARY RECRUITER (Q1120/1)
Q1130 How did you feel about your experience when you visited with an ROTC or military recruiter?

[TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1140 To the best of your knowledge, is there a large military base…?

      Q1141
      1   Yes
      2   No

1   In your state
2   Within a hour's drive of your campus

[PN: IF SERVED IN THE MILITARY (Q1105/1,2), ASK Q1150. OTHERWISE JUMP TO Q1160.]

BASE: SERVED IN THE MILITARY (Q1105/1,2)
Q1150 Have you ever received training in the military as a medic/corpsman?

1   Yes
2   No
9   Decline to answer

[PN: DISPLAY Q1160 & Q1165 ON SAME SCREEN.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1160   Were/Are any members of your immediate family (parents, siblings, grandparents) in the military?

1   Yes
2   No
9   Decline to answer

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1165   Were/Are any members of your immediate family (parents, siblings, grandparents) registered nurses?

1   Yes
2   No
9   Decline to answer

SECTION 1200: WEBOGRAPHICS

[PN: DISPLAY Q1205-Q1215 ON SAME SCREEN.]

BASE: ALL RESPONDENTS US AGE 18+
Q1205   Next, we have a few more general questions for you.

On how many separate occasions would you say you watched news programs on TV during the past 30 days?

[RANGE: 0-120]
|__|__|__|

BASE: ALL RESPONDENTS US AGE 18+
Q1210   On how many different occasions did you do vigorous physical exercise during the past 30 days?

[RANGE: 0-120]
|__|__|__|

BASE: ALL RESPONDENTS US AGE 18+
Q1215   Do you think that community service should be a requirement in schools?

1   Yes
2   No

[PN: DISPLAY Q1220-Q1255 ON SAME SCREEN.]

BASE: ALL RESPONDENTS US AGE 18+
Q1220   Have you chosen <U>not</U> to purchase a product or service or told someone <U>not</U> to purchase a product or service made by a particular company because the company's actions or policies conflicted with your values or beliefs?

1   Yes, in the past year.
2   Yes, more than 1 year ago, but within the past 2 years.
3   Yes, more than 2 years ago, but within the past 3 years.
4   Yes, more than 3 years ago.
5   No, I have never done this.

BASE: ALL RESPONDENTS US AGE 18+
Q1225   Most companies today want to know about the individual interests and lifestyle of their customers so they can tailor their information services and products to each customer's personal preferences. In general, do you see such personalization as a good thing?

1   Yes
2   No

SECTION 300: DEMOGRAPHICS

BASE: ALL RESPONDENTS
Q434   The next series of questions are for classification purposes only.

What is the highest level of education you have completed or the highest degree you have received?

01   Less than high school
02   Completed some high school
03   Completed high school
04   Completed some college
70   Associate Degree
05   Completed College
06   Completed some graduate school
07   Completed graduate school

BASE: U.S. AND INDICATED GRADUATE DEGREE
Q436   You indicated you completed a graduate degree. Which particular type of graduate degree did you complete? If you have more than one of the degrees listed below, please indicate the highest degree.

77   MA, MS, MFA
78   MBA
79   Ph.D., Psy.D. or other academic doctorate
80   J.D.
81   M.D.
82   Other graduate or professional degree

BASE: ALL RESPONDENTS
Q462   Which of the following income categories best describes your total 2010 <U>household</U> income before taxes?

1   Less than $15,000
2          $15,000 to $24,999
3          $25,000 to $34,999
4          $35,000 to $49,999
5          $50,000 to $74,999
6          $75,000 to $99,999
7          $100,000 to $124,999
8          $125,000 to $149,999
9          $150,000 to $199,999
10          $200,000 to $249,999
11          $250,000 or more
9994   Decline to answer

BASE: ALL US RESPONDENTS, 18+
Q465   Are you of Hispanic or Latino origin?

1   Yes
2   No
9   Decline to answer

BASE: ALL US RESPONDENTS, 18+

Q470 What is your race? Please select all that apply.

1 White
2 Black or African American
3 Native Hawaiian or other Pacific Islander
4 Asian
5 American Indian or Alaska Native
9 Decline to answer

BASE: ALL US RESPONDENTS, 18+

Q1305 What is your marital status?

1 Single, never married
2 Married/living with partner
3 Divorced
4 Separated
5 Widowed
9 Decline to answer

BASE: ALL US RESPONDENTS, 18+

Q1310 How many people do you have living in your household? Please indicate the number in each category. If none, please enter "0."

Q1311
[RANGE: 0-15]

1 Children 10 and under |__|__|
2 Children 11 – 17 |__|__|
3 Adults 18+ |__|__|

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1320 Thank you for taking the time to complete this study. In appreciation for your participation, in addition to HI Points, we would like to send you a $5.00 Amazon gift card.

Would you like to receive the gift card?

1 Yes, I would like to receive the gift card.
2 No

[PN: DISPLAY FOLLOWING TEXT AT BOTTOM OF SCREEN IN -2 SMALLER MEDIUM GRAY FONT]
Amazon.com is not a sponsor of this promotion. Amazon, Amazon.com, the Amazon.com logo, and 1-Click are registered trademarks of Amazon.com, Inc. or its affiliates.
** Restrictions apply to Amazon.com® gift cards. Gift cards are redeemable only for purchases of eligible products on www.amazon.com and may not be redeemed for cash, unless prohibited by law. See www.amazon.com/gc-legal for complete terms and conditions.]

[PN: IF WOULD LIKE TO RECEIVE GIFT CARD (Q1320/1), ASK Q1330. OTHERWISE JUMP TO Q59.]

BASE: WOULD LIKE TO RECEIVE GIFT CARD (Q1320/1)
Q1330   So that we may send you your giftcard, please provide your email address in the space below. Be sure that the information is correct before clicking the forward arrow. Any errors may result in the inability to properly process the gift card. <P>

Email address: [MANDATORY TEXT BOX.]

[PN: DO NOT DISPLAY giftcards@hpolsurveys.com BELOW AS A HYPERLINK]

Please add giftcards@hpolsurveys.com to your "safe senders" list or check your junk folder periodically for your gift card.

BASE: WOULD LIKE TO RECEIVE GIFT CARD (Q1320/1)
Q1335   [REFERENCE EMAIL ADDRESS INFORMATION AT Q1330.]

Please confirm that the email is correct and is the email address to which this survey was sent.

1   Yes, these details are correct.
2   No, there is an error in these details. [JUMP BACK TO Q1330]

BASE: ALL RESPONDENTS
Q59   STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

29   OVER QUOTA (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
41   SCREENER REFUSAL #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
42   SCREENER REFUSAL #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
43   SCREENER REFUSAL #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
44   SCREENER REFUSAL #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
45   SCREENER REFUSAL #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
61   NOT QUALIFIED #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
62   NOT QUALIFIED #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
63   NOT QUALIFIED #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
64   NOT QUALIFIED #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
65   NOT QUALIFIED #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
66   NOT QUALIFIED #6 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
67   NOT QUALIFIED #7 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
68   NOT QUALIFIED #8 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
69   NOT QUALIFIED #9 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
70   NOT QUALIFIED #10 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
999   COMPLETE (INSERT DEFINITION THAT MATCHES Q60/1 BELOW)

BASE: ALL RESPONDENTS
Q60   STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

1   QUALIFIED RESPONDENTS, QUOTA OPEN
2   PARTIALLY QUALIFIED, QUOTA OPEN
3   QUALIFIED RESPONDENTS, QUOTA CLOSED
4   PARTIALLY QUALIFIED RESPONDENTS, QUOTA CLOSED
5   OVERALL QUOTA CLOSED
6   NOT QUALIFIED

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J39470

December 14, 2010

J:\US\NYC\39xxx\394xx\39470 Careers in Military Nursing\Questionnaire\39470 Careers in Military Nursing – Students_121410.doc

Title for landing page (Required for online jobs): Nursing Career Survey

Demographics Template (Required for online jobs): Custom

SUBJECTS FOR QUESTIONNAIRE:

SECTION   600: SAMPLE PRELOAD & SCREENING
SECTION   700: PERCEPTIONS OF NURSING SHORTAGE, MILITARY NURSING IN THE MEDIA
SECTION   800: CAREERS AND EDUCATION BACKGROUND
SECTION   900: NURSING INTEREST AND PERCEPTIONS
SECTION 1000: PERCEPTIONS OF MILITARY NURSING AS A CAREER
SECTION 1100: REASONS TO PURSUE CAREER AS MILITARY NURSE
SECTION 1200: MILITARY RECRUITMENT/KNOWLEDGE
SECTION 1300: FACTUALS

SECTION 600: SAMPLE PRELOAD AND SCREENING

[PN: AT BOTTOM OF LANDING PAGE, DISPLAY THE FOLLOWING TEXT:
.
The information collected by this survey will be used to evaluate factors, which influence decisions to become a nurse and receive a commission as a military officer. The information collected will be used to assist in formulating policy to increase the recruitment of active duty nurses. The survey responses are anonymous, and all identifiable information will be protected and not used to identify you. Data will be analyzed in aggregate form, and there will be no retrieval capability or intent in the collection of your responses.]

BASE: ALL RESPONDENTS
Q75   PRELOAD – SAMPLE SUPPLIER (QV7/ICW FIELD 23)

998   General Client Sample (Online)

BASE: ALL RESPONDENTS
Q5   PRELOAD – INCENTIVE ID (QV8/ICW FIELD 25)

[5 DIGIT NUMERIC]
|_|_|_|_|_|

[INSERT PRE-LOADS HERE. NUMBERING OF SAMPLE PRELOADED VARIABLES SHOULD BEGIN WITH Q600.]

BASE: ALL RESPONDENTS
Q600   PRELOAD - SCHOOL NAME

01
02
03
04
05
06
07
08
09
10

[PN: DETECT PRESENCE OF COOKIE SET VALUE IN Q630.]

BASE: ALL RESPONDENTS
Q630   COOKIE STATUS - BEHIND THE SCENES

1   Cookie not present
2   Cookie present [RESEARCHER NOTE: These would be dups.]

BASE: ALL RESPONDENTS
Q148   INITIAL SURVEY MODE

[PN: CAPTURE INITIAL MODE OF SURVEY]

1   WEB
2   CATI-COW

BASE: ALL RESPONDENTS
Q149   FINAL SURVEY MODE

[PN: CAPTURE CURRENT/FINAL MODE OF SURVEY]

1   WEB
2   CATI-COW

BASE: ALL RESPONDENTS
Q605   Are you currently enrolled as a nursing student at [INSERT SCHOOL NAME FROM Q600]?

1   Yes
2   No

BASE: ALL RESPONDENTS
Q610   CLASSIFICATION QUESTION – BEHIND THE SCENES

[PN: IF CURRENTLY ENROLLED AS NURSING STUDENT (Q605/1), GET CODE 1.

ALL OTHERS, GET CODE 2.

1   QUALIFIED   ASK Q630
2   NOT QUALIFIED   JUMP TO Q98

BASE: ALL QUALIFIED RESPONDENTS (Q610/1)
Q615   QUOTA SET – BEHIND THE SCENES

[PN: IF CURRENTLY ENROLLED AS NURSING STUDENT (Q605/1), GET CODE 1.

1   QUALIFIED   **(QUOTA = 2000)**

BASE: ALL QUALIFIED RESPONDENTS) (Q610/1)
Q635   QUOTA CHECK QUESTION - BEHIND THE SCENES

[PN: CHECK QUOTA AT Q615. IF ERROR CODE RETURNED, GET QUOTA CELL NOT FOUND (CODE 3).]

1   Quota Met
2   Quota Not Met
3   Quota Not Found

BASE: ALL RESPONDENTS
Q98   END OF SCREENER DISPOSITION STATUS OF RESPONDENT

[MULTIPLE RESPONSE]

29   OVER QUOTA (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
41   SCREENER REFUSAL #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
42   SCREENER REFUSAL #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
43   SCREENER REFUSAL #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
44   SCREENER REFUSAL #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
45   SCREENER REFUSAL #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
61   NOT QUALIFIED #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
62   NOT QUALIFIED #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
63   NOT QUALIFIED #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
64   NOT QUALIFIED #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
65   NOT QUALIFIED #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
66   NOT QUALIFIED #6 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
67   NOT QUALIFIED #7 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
68   NOT QUALIFIED #8 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
69   NOT QUALIFIED #9 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
70   NOT QUALIFIED #10 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
999   SCREENER COMPLETE (INSERT DEFINITION THAT MATCHES Q99/1 BELOW)

BASE: ALL RESPONDENTS
Q99   SCREENER QUALIFICATION IDENTIFICATION QUESTION (DOES NOT APPEAR ON SCREEN)

1   SCREENER QUALIFIED RESPONDENTS, QUOTA OPEN
2   PARTIALLY SCREENER QUALIFIED, QUOTA OPEN
3   SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
4   PARTIALLY SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
5   OVERALL QUOTA CLOSED
6   NOT SCREENER QUALIFIED

[PN: IF QUALIFIED (Q99/1), ASK Q705. OTHERWISE JUMP TO QXXX.]

SECTION 700: PERCEPTIONS OF NURSING SHORTAGE, MILITARY NURSING IN THE MEDIA

[PN: DISPLAY Q705 & Q710 ON SAME SCREEN.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q705   Overall, in the United States, would you say that the number of registered nurses currently available to work in patient care <U>in the U.S.</U> is…?

1   Much greater than needed
2   Somewhat greater than needed
3   About equal to the number that are needed
4   Somewhat less than needed
5   Much less than needed
8   Don't know

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q710   Overall, in the United States <U>military<U>, would you say that that the number of registered nurses currently available to work in patient care <U>in the U.S.</U> is…?

1   Much greater than needed
2   Somewhat greater than needed
3   About equal to the number that are needed
4   Somewhat less than needed
5   Much less than needed
8   Don't know

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q715   Please indicate whether you have seen any of the following in the past year?

> **Q716**
> 1   Yes
> 2   No
> 8   Don't Know

[RANDOMIZE]

1   News stories about military nurses providing care to wounded soldiers
2   News stories about the safety of military bases in the US
3   News stories about military personnel serving in Afghanistan or Iraq
4   News stories about shortages of nurses
5   News stories about nurses helping in natural disaster or war zones
6   Advertisements about military careers
7   News stories about impact of military deployment on members of the military and their families
8   Military video games such as Call of Duty

[PN: IF RESPONDED "YES' TO AT LEAST ONE ITEM AT Q715/1-8 AND Q716/1, ASK Q720. OTHERWISE JUMP TO Q805.]

BASE: RESPONDED "YES' TO AT LEAST ONE ITEM AT Q715/1-8 AND Q716/1

Q720   Please tell me if each item has made it more or less likely that you would consider a career in military nursing, or if they did not make a difference.

      Q721
1   More likely
2   Less likely
3   Did not make a difference

[ONLY DISPLAY "YES" ITEMS AT Q715.]
[RANDOMIZE IN SAME ORDER AS Q715.]

1   News stories about military nurses providing care to wounded soldiers
2   News stories about the safety of military bases in the US
3   News stories about military personnel serving in Afghanistan or Iraq
4   News stories about shortages of nurses
5   News stories about nurses helping in natural disaster or war zones
6   Advertisements about military careers
7   News stories about impact of military deployment on members of the military and their families
8   Military video games such as Call of Duty

SECTION 800: CAREERS AND EDUCATION BACKGROUND

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q805   In thinking about your career decisions, how much do you trust each of the following to provide good information?

> **Q806**
> 1   Trust a great deal
> 2   Trust somewhat
> 3   Trust very little or not at all

[RANDOMIZE]

01   Family members
02   Friends
03   Television advertisements
04   Parent(s)
05   Family members or friends who are nurses
06   News organizations
07   Career information websites
08   Military recruiters
09   Employers
10   Career fairs/events
11   High school counselors/teachers

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q810   How are you paying for your nursing education? Please select all that apply.

[MULTIPLE RESPONSE]
[RANDOMIZE BLOCKS KEEPING 1, 2 & 3 TOGETHER; 5 & 6 TOGETHER WITH ITEM 6 ON THE BOTTOM AND 7 & 8 TOGETHER]

01   My own earnings (i.e., I am currently employed)
02   My own savings
03   My parents are paying
04   Employer
05   Scholarship from school I am attending
06   Other scholarship
07   Government loan
08   Bank loan
09   ROTC or other military program
96   Other

[PN: IF ONLY ONE RESPONSE SELECTED AT Q810, DO NOT DISPLAY Q815 AND JUMPFILL Q815 WITH Q810 RESPONSE.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q815   Among all the sources listed below, which <U>one</U> covers the largest share of the costs of your education?

[PN: ONLY DISPLAY RESPONSES SELECTED AT Q810.]

01   My own earnings (i.e., I am currently employed)
02   My own savings
03   My parents are paying
04   Employer
05   Scholarship from school I am attending
06   Other scholarship
07   Government loan
08   Bank loan
09   ROTC or other military program
96   Other

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q816   Would you say that you and/or your family currently have difficulty paying for your education?

01   Yes, extreme difficulty
02   Yes, moderate difficulty
03   Yes, mild difficulty
04   No, no difficulty

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q820   Which of the following have you considered doing to help finance your nursing degree? Please select all that apply.

[MULTIPLE RESPONSE]
[RANDOMIZE]

1   Delaying my education
2   Entering an accelerated degree program
3   ROTC or other military program
4   Staying in a job because the employer provided tuition benefits
5   Working part-time
6   Other

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q830   Do you now or have you ever worked as any of the following…?

      Q831
      1   Yes
      2   No

[RANDOMIZE]

01   Registered nurse
02   Licensed practical nurse
03   Emergency medical technician
04   Firefighter
05   Police officer
06   Nurse's aide or CNA or CMA (Certified Nurse Assistant of Certified Medical Assistant)
07   Hospital orderly or assistant

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q905   Which of the following best describes what you would like to do next if you graduate with a nursing degree? Please select all that apply.

1   Patient care in a hospital
2   Patient care in a setting other than hospital
3   Serve in military as a nurse
4   Enroll in graduate program - not in nursing
5   Enroll in graduate school - in nursing
6   Other

BASE: WOULD LIKE TO ENROLL IN GRADUATE NURSING PROGRAM (Q905/5)
Q910   Which one of the following best describes the graduate program you would most likely pursue?

01   Clinical nurse specialist
02   Nurse practitioner
03   Nurse midwife
04   Nurse anesthetist
05   Doctoral program – Nursing Practice
06   Doctoral program – Nursing Research
07   Administration
08   Nurse educator
96   Other

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q915   For each of the following areas of nursing practice, please indicate your level of interest in working in each specialty as a registered nurse?

       Q916
       1   Strongly interested
       2   Somewhat interested
       3   Not interested

[RANDOMIZE]

01   Critical care and trauma nursing
02   Primary care
03   Preventive medicine
04   Women's health
05   Operative and postoperative care (for patients after surgery)
06   Psychiatric/mental health care
07   Acute care (hospital nursing)
08   Ophthalmic care (eye care)
96   Other   ANCHOR

SECTION 1000: PERCEPTIONS OF MILITARY NURSING AS A CAREER

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1005   D1   Have you ever considered a career in nursing in the military?

1   Yes, Strongly
2   Yes, Somewhat
3   No

[PN: IF HAS CONSIDERED MILITARY NURSING CAREER (Q1005/1,2), ASK Q1010. OTHERWISE JUMP TO Q1015.]

BASE: HAS CONSIDERED MILITARY NURSING CAREER (Q1005/1,2)
Q1010   Do you have an interest in being a nurse within any of the following particular branches of the military?

   Q1011
   1   Yes
   2   No

1   Air Force
2   Army
3   Navy
4   Marine Corp
6   Other
Q1012   I have no preference.

[PN: IF HAS INTEREST IN OTHER BRANCH OF MILITARY (Q1010/6 AND Q1011/1), ASK Q1013. OTHERWISE JUMP TO Q1015.]

BASE: HAS INTEREST IN OTHER BRANCH OF MILITARY (Q1010/6 AND Q1011/1)
Q1013   You mentioned that you have an interest in another branch of the military. What branch is that?

[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1015   Have you ever had discussions about a military nursing career with…?

   Q1016
   1   Yes
   2   No

[RANDOMIZE]

1   Friends or family
2   Teachers
3   Military personnel
4   Nurses

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1020 How important do you think military nurses are to each of the following?

Q1021
1   Very important
2   Somewhat important
3   Not very important
4   Not important at all

[RANDOMIZE]

1   Assuring the safety of health care services for military personnel
2   Assuring that military personnel can get health care when they need it
3   Assuring that the health care provided to military personnel is of high quality
4   Assuring that the country is prepared for a war
5   Assuring that the country is able to provide humanitarian aid and health care after a natural disaster

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1025 Please indicate the extent to which you agree or disagree with the following statements about military nursing.

Q1021
1   Strongly agree
2   Somewhat agree
3   Somewhat disagree
4   Strongly disagree

Military nursing….

[RANDOMIZE]

01   Is a better career for women than for men
02   Requires too much training to be worth the effort
03   Is a good career for people who want to be in a respected profession
04   May expose people to discrimination based on sexual orientation or gender identity
05   Is a career that offers pay that makes it worth the risks
06   Is a physically challenging career
07   Is a great way to serve the United States / show patriotism
08   Would not be approved of by people close to me such as family and/or friends
09   Requires students to have strong backgrounds in science
10   Is a career in which someone can continue to be promoted
11   Would be considered an honor by people close to me such as family and/or friends
12   Would be a good choice for someone like me

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1030 To your knowledge, are there currently formal military training or educational programs on your campus (e.g., ROTC)?

1   Yes
2   No
8   Don't know

[PN: IF MILITARY TRAINING OR EDUCATIONAL PROGRAMS ON CAMPUS (Q1030/1), ASK Q1035. IF NO PROGRAM ON CAMPUS OR DON'T KNOW (Q1030/2,8), JUMP TO 1040.]

BASE: MILITARY TRAINING OR EDUCATIONAL PROGRAMS ON CAMPUS (Q1030/1)
Q1035   To what extent do you feel students pursuing military careers are welcome on your campus?

1   To a large extent
2   To a moderate extent
3   Not at all

[PN: JUMP TO Q1050.]

[PN: DISPLAY Q1040 & Q1045 ON SAME SCREEN.]

BASE: NO PROGRAM ON CAMPUS OR DON'T KNOW (Q1030/2,8)
Q1040   If a formal military nursing program were available on your campus, to what extent would be interested in taking courses?

1   To a large extent
2   To a moderate extent
3   Not at all

BASE: NO PROGRAM ON CAMPUS OR DON'T KNOW (Q1030/2,8)
Q1045   If a formal military nurse education degree program were offered on your campus do you think other students would…?

1   Strongly support the program
2   Somewhat support the program
3   Somewhat oppose the program
4   Strongly oppose the program
8   Don't know

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1105 For each of the following, Please indicate how it would affect your decision to pursue a career as a military nurse.

[PN: DISPLAY COLUMN HEADINGS AT TOP, MIDDLE AND BOTTOM OF SCREEN.]

Q1106
1 Major reason to pursue
2 Minor reason to pursue
3 Makes no difference
4 Minor reason <U>not</U> to pursue
5 Major reason <U>not</U> to pursue

Career training/skills

[ROTATE KEEPING 1,2 & 3 TOGETHER]

01 Opportunity for specialized education and training
02 Opportunity to develop leadership skills
03 Opportunities for promotion
04 Length of time required for training

Salary and financial benefits

[RANDOMIZE KEEPING 7 & 8 TOGETHER]

05 Cash recruitment bonus
06 Tuition assistance
07 Military nurse or specialized nurse salary increases or bonuses
08 Military health, retirement and other employee benefits

Work environment

[RANDOMIZE KEEPING 11,12, & 13 TOGETHER]

09 Intellectual challenge of the job
10 Job security
11 International deployment for humanitarian purpose
12 U.S. domestic deployment for humanitarian purpose
13 International deployment for active duty in war time
14 Fear of discrimination or harassment

Physical and emotional health

[RANDOMIZE]

14 Concern for my personal safety
15 Requirement for physical fitness/conditioning
16 Concern about emotional effects of war
17 Exposure to workplace hazards, such as disease, weapons, wartime hazards

Relationships

[ROTATE KEEPING 17, 18, & 19 TOGETHER]

17   Family tradition of military service
18   Family responsibilities
19   Family and friends' opinions about military service
20   My current home environment

Values

[RANDOMIZE]

21   Requirement to follow orders
22   Opportunity to serve my country
23   Having to give up personal freedoms
24   Opportunity to take risks
25   Taking pride in myself as a military nurse
26   My religious or moral positions about military service and war
27   My opinions about tolerance in the military ("Don't ask, don't tell")

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1205   Are you currently serving or have you ever served in the United States military?

1   Yes, currently
2   Yes, previously
3   No

[PN: IF SERVED IN THE MILITARY (Q1205/1,2), ASK Q1210. OTHERWISE JUMP TO Q1220.]

BASE: SERVED IN THE MILITARY (Q1205/1,2)
Q1210   In which branch of the military do/did you serve?

1   Army
2   Navy
3   Air Force
6   Other

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1220   Have you ever visited with an ROTC or military recruiter?

1   Yes
2   No

[PN: IF VISITED WITH AN ROTC OR MILITARY RECRUITER (Q1220/1), ASK Q1230. OTHERWISE JUMP TO Q1240.]

[PN: DISPLAY Q1230 & Q1235 ON SAME SCREEN.]

BASE: VISITED WITH AN ROTC OR MILITARY RECRUITER (Q1220/1)
Q1230   Was the military recruiter able to answer all of your questions?

1   Yes
2   No

BASE: VISITED WITH AN ROTC OR MILITARY RECRUITER (Q1220/1)
Q1235   Did the visit with the military make you more or less likely to want to pursue a career in the military?

1   More likely
2   Less likely
3   Did not make a difference

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1240   To the best of your knowledge, is there a large military base…?

        Q1241
        1   Yes
        2   No

1   In your state
2   Within an hour's drive of your campus

BASE: SERVED IN THE MILITARY (Q1205/1,2)
Q1250   Have you ever received training in the military as a medic/corpsman?

1   Yes
2   No
9   Decline to answer

[PN: DISPLAY Q1260 & Q1265 ON SAME SCREEN.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1260   Were/Are any members of your immediate family (parents, siblings, grandparents) in the military?

1   Yes
2   No
9   Decline to answer

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1265   Were/Are any members of your immediate family (parents, siblings, grandparents) registered nurses?

1   Yes
2   No
9   Decline to answer

SECTION 1300: FACTUALS

[PN: DISPLAY Q1305 & Q1310 ON SAME SCREEN.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1305 What is your year of birth? Please enter your response as a four-digit number (for example, 1982).

[RANGE: 1935-1995]
|__|__|__|__|

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1310 Are you…?

1   Male
2   Female

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1311 What is your marital status?

1   Single, never married
2   Married/living with partner
3   Divorced
4   Separated
5   Widowed
9   Decline to answer

[PN: DISPLAY Q1312 & Q1313 ON SAME SCREEN.]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1312 Are you of Hispanic or Latino origin?

1   Yes
2   No
9   Decline to answer

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1313 What is your race? Please select all that apply.

[MULTIPLE RESPONSE]

1   White
2   Black or African American
3   Native Hawaiian or other Pacific Islander
4   Asian
5   American Indian or Alaska Native
9   Decline to answer

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1314   How many people do you have living in your household? Please indicate the number in each category. If none, please enter "0."

Q1315
[RANGE: 0-15]

1	Children 10 and under	|__|__|
2	Children 11 – 17	|__|__|
3	Adults 18+	|__|__|

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1316   What do you anticipate your earnings will be for your first nursing position (as a full-time, 12 month per year position)?

1   Less than $25,000
2        $25,000 - $49,999
3        $50,000 - $74,999
4        $75,000 - $99,999
5        $100,000 - $124,999
6        $125,000 - $149,999
7        $150,000 - $200,000
8        $200,000+
9   Decline to answer

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1320   Thank you for taking the time to complete this study. In appreciation for your participation we would like to send you a $5.00 Amazon gift card.

Would you like to receive the gift card?

1   Yes, I would like to receive the gift card.
2   No

[PN: DISPLAY FOLLOWING TEXT AT BOTTOM OF SCREEN IN -2 SMALLER MEDIUM GRAY FONT]
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[PN: IF WOULD LIKE TO RECEIVE GIFT CARD (Q1320/1), ASK Q1330. OTHERWISE JUMP TO Q<mark>XXXX</mark>.]

BASE: WOULD LIKE TO RECEIVE GIFT CARD (Q1320/1)

Q1330   Please provide your email address in the space below. Please be sure to provide the email address to which this survey was sent. Be sure that the information is correct before clicking the forward arrow. Any errors may result in the inability to properly process the gift card. <P>

Email address: [MANDATORY TEXT BOX.]

[PN: DO NOT DISPLAY giftcards@hpolsurveys.com BELOW AS A HYPERLINK]

Please add giftcards@hpolsurveys.com to your "safe senders" list or check your junk folder periodically for your gift card.

Q1335   [REFERENCE EMAIL ADDRESS INFORMATION AT Q1330.]

Please confirm that the email is correct and is the email address to which this survey was sent.

1   Yes, these details are correct.
2   No, there is an error in these details. [JUMP BACK TO Q1330]

[PN: DISABLE BACK BUTTON AT Q1340.]

BASE: NOT QUALIFIED (Q99 NE 1)
Q1340   Based on your responses, the remaining questions are not relevant to you. We apologize for any inconvenience this may have caused.

BASE: ALL RESPONDENTS
Q59   STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

29   OVER QUOTA (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
41   SCREENER REFUSAL #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
42   SCREENER REFUSAL #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
43   SCREENER REFUSAL #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
44   SCREENER REFUSAL #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
45   SCREENER REFUSAL #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
61   NOT QUALIFIED #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
62   NOT QUALIFIED #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
63   NOT QUALIFIED #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
64   NOT QUALIFIED #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
65   NOT QUALIFIED #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
66   NOT QUALIFIED #6 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
67   NOT QUALIFIED #7 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
68   NOT QUALIFIED #8 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
69   NOT QUALIFIED #9 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
70   NOT QUALIFIED #10 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
999   COMPLETE (INSERT DEFINITION THAT MATCHES Q60/1 BELOW)

BASE: ALL RESPONDENTS
Q60   STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

1   QUALIFIED RESPONDENTS, QUOTA OPEN
2   PARTIALLY QUALIFIED, QUOTA OPEN
3   QUALIFIED RESPONDENTS, QUOTA CLOSED
4   PARTIALLY QUALIFIED RESPONDENTS, QUOTA CLOSED
5   OVERALL QUOTA CLOSED
6   NOT QUALIFIED

[PN: THANK YOU PAGE: DO NOT DISPLAY TEXT "Want to be excluded from any more emails regarding this study?" AND PICTURE THAT GOES WITH THE TEXT.]

 [PN: SET COOKIE UPON SURVEY COMPLETION]