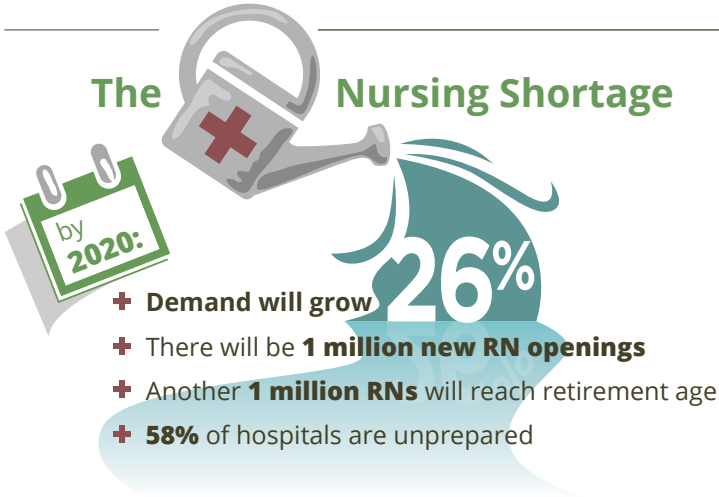


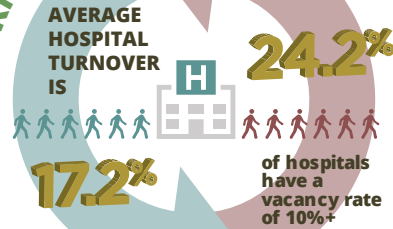
NURSES+



The Nursing Shortage



RN Turnover



5 Reasons Nurses Leave


- + Mandatory overtime
- + Floating to other units
- + Non-nursing tasks
- + Bullying and toxic behavior
- + Bad managers

5 Reasons Nurses Stay


- + Variety of settings
- + Making a difference
- + Innovative medicine
- + Flexible shifts
- + Fast-paced setting

RN Stats

Average age: **50**



91% female, **9%** male

60% are married 

55% hold a bachelor's degree or higher

Average RN salary: **\$68,910**

74% of nurses report overall job satisfaction

New Grad Nurses (NGNs)




DIVERSITY: in Nursing



- 75.4%** of RNs white
- 9.9%** are black or African American
- 8.3%** are Asian
- 4.8%** are Hispanic or Latino
- 1.3%** categorize themselves as two or more races
- 0.4%** are American Indian or Alaskan Native

Good Places to Find Nurses



- 65%** use mobile devices professionally at work
- 1.5 million** are on Facebook
- Over 50%** use YouTube to follow health topics
- LinkedIn is the choice of CNOs and nurse managers
- 600,000** get Nurse.com magazine
- 4 million** visit allnurses.com each month



Need some help with nurse recruiting?

TO SPEAK TO OUR EXPERTS, CONTACT US TODAY.