

THE JOURNAL OF NURSING ADMINISTRATION

# JONA

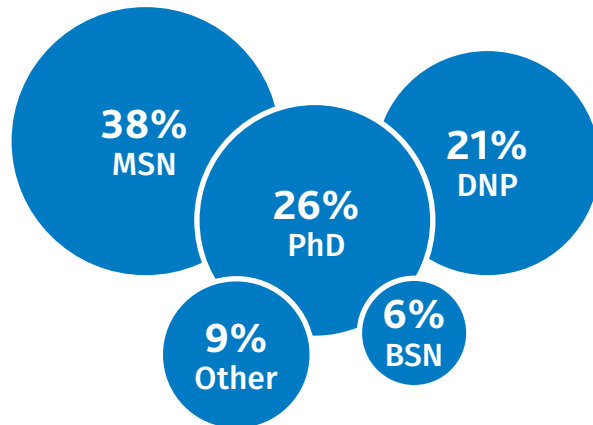
## Audience Profile



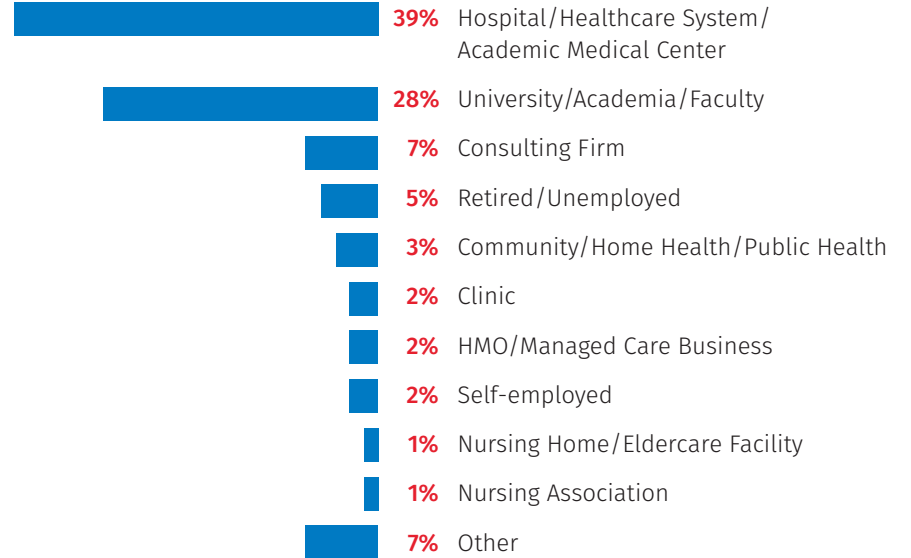
### Primary Role\*

- **31%** CNO/System CNO/Nurse Executive/Clinical Nurse Leader
- **24%** Director/Patient Care Service/Nurse Manager/Quality/Outcomes Manager
- **24%** Academic Faculty/Educator
- **12%** Consultant, Healthcare Services
- **6%** Nurse Scientist Manager/Nursing Research
- **6%** Clinical Nurse Specialist/Clinical Educator/Staff Development
- **5%** Retired/Unemployed
- **3%** Management, Non-hospital Healthcare Organization
- **2%** Vice President (Non-nursing Executive Role)
- **1%** COO/CEO
- **1%** Nurse Practitioner
- **19%** Other

### Highest Degree Earned\*

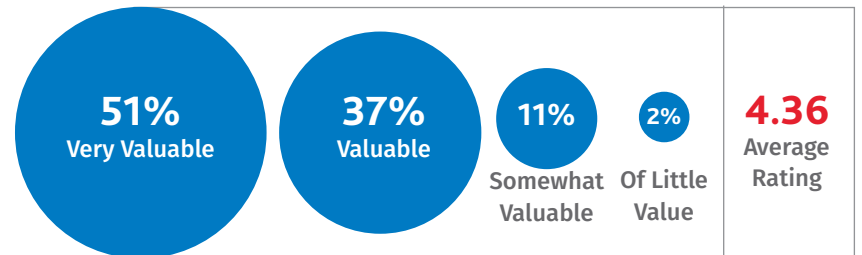


### Work Setting\*



### Value of Journal\*

On a scale of 5 to 1, with 5 representing "Very Valuable" to 1 "Not at All Valuable".



### Types of Ads Readers Would Like to See in Journal\*

