

STUDY:

80% of nurses plan
to stay in field until
retirement despite
ongoing concerns



It's no secret that the last few years have been tough for nurses. From the onset of the COVID-19 pandemic to this past winter's fears of a "tri-demic", nurses have dealt with stress and burnout, all while tasked with keeping their communities safe and healthy.

Today, as we unveil the findings of our 4th annual State of US Nursing Report for 2023, we can finally share some good news despite ongoing concerns: **80% of nurses plan to stay in the industry until retirement, up from 55% in 2022.**

We analyzed our own proprietary hiring data of over 700,000 nurses. The findings highlight:

Areas where nurses have seen specific improvements.

Areas health systems, nursing education leaders, and Incredible Health could provide further support.



MORE NURSES PLAN ON STAYING IN THE INDUSTRY UNTIL RETIREMENT

Last year only 55% of nurses reported planning on **staying in the industry until retirement**. Today, that number **has increased to 80%**.

Most nurses (**54%**) surveyed would **recommend nursing as a career**.

10% fewer nurses plan to leave their roles within the year, indicating an overall increase in job satisfaction.

This data highlights a crucial trend toward more nurses remaining in the field at a time when the nursing shortage is at a critical level in the United States.

MENTAL HEALTH HAS STABILIZED

Our previous reports have flagged worsening mental health concerns among the nursing population. New data suggests nurse mental health is no longer in decline.

There was a one-point increase in nurses **reporting good mental health - from 25% in 2021 to 26% in 2023.**

While compensation is only one factor nurses consider when evaluating new permanent jobs, it remains an important tool for attracting nurses to key roles.

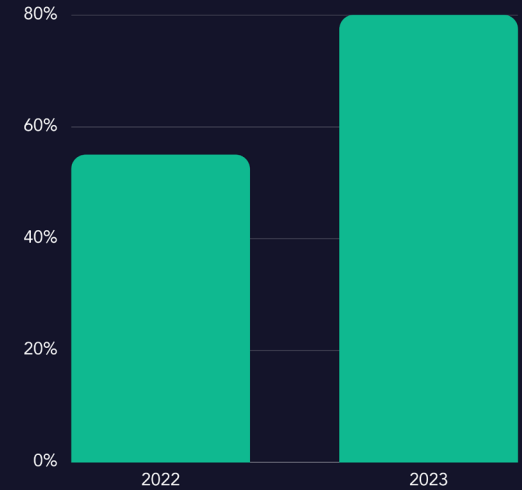
SIGNING BONUSES ARE ON THE RISE

Nearly half (48%) of offers made on the Incredible Health platform included a sign-on bonus, up 14% over last year, pointing to health systems leveraging bonuses to bridge salary gaps. The average bonus was \$11,767, 8% higher than last year.

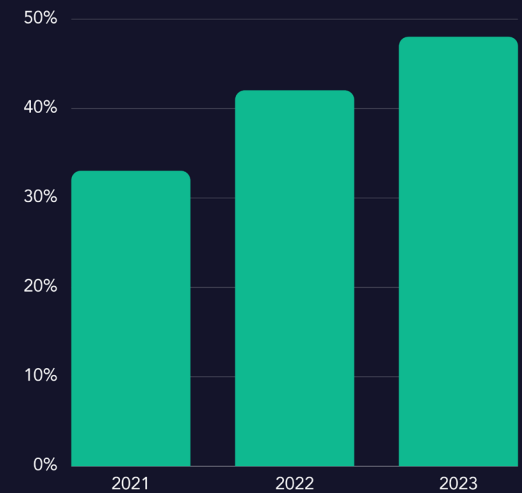
Hospitals in South Carolina had the highest average payout for sign-on bonuses at an average of \$17,763.

California continues to report the highest overall salaries in the nation. Though only 40% of offers included a sign-on bonus, with a lower average amount (\$10,931) than other states.

% OF US NURSES PLANNING TO REMAIN IN INDUSTRY UNTIL RETIREMENT



% OF US PERMANENT NURSE JOB OFFERS THAT INCLUDE SIGNING BONUS



Every year brings new technology and increased usage of social media throughout the U.S. economy. For nurses in the healthcare industry, the impact of these trends is mixed.

NURSES USE SOCIAL MEDIA FOR COMMUNITY AND SUPPORT

Well over half **(60%) of nurses believe it is important to use social media as a nurse** in today's healthcare industry, with **77% of respondents saying it's a source of community and support.**

52% of nurses said they communicate with their health systems via social media.

AI and virtual nursing are trending topics, yet most nurses still haven't experienced the impact of the technologies firsthand.

Nurse sentiment towards AI in healthcare is split as **half think it will make a positive impact on the industry, and half disagree.**

63% of nurses feel AI used within the industry could potentially create an imbalance between older and younger generations in the healthcare system.

Only **one-fourth (25%) of nurses reported their health systems are using virtual nursing.**

METHODOLOGY

We analyzed hiring data from more than 700,000 Incredible Health nurse profiles in March 2023. We also surveyed more than 3,000 registered nurses in the United States in March 2023.

Areas of improvement for the US nursing industry

Many recent improvements in key areas of the nursing industry are likely due to market forces, hospital executive attention, and media attention over the course of the past year. However, there are several identifiable areas where additional progress would significantly impact the overall nursing experience and make the field more attractive to new entrants.

A majority of nurses (84%) do not think the healthcare industry is improving fast enough when it comes to addressing understaffing, burnout, and pay - so our time to act is now.

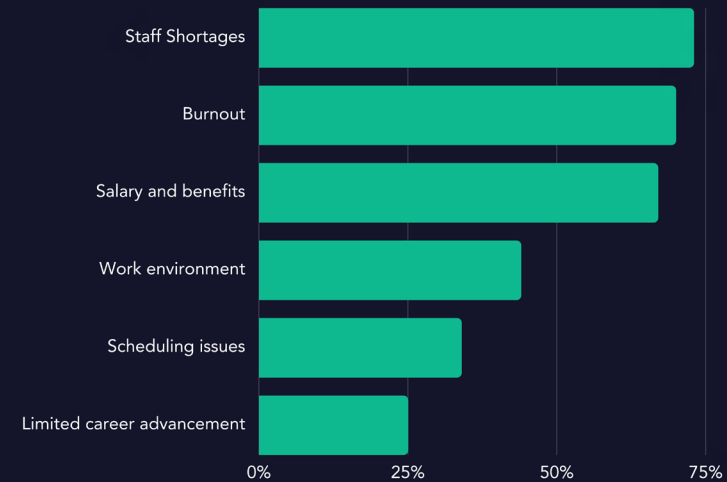
STAFFING SHORTAGES REMAIN A TOP ISSUE

The vast majority (93%) of nurses surveyed reported that **staffing shortages have worsened over the last year.**

73% point to inadequate staffing as their top concern in the industry, and 55% report being dissatisfied with the current staffing in their own facilities.

Burnout closely follows staffing as a main concern for nurses in the field and is the top reason nurses would leave the industry ahead of retirement.

NURSES' MAIN CONCERNS



NURSES ARE FRUSTRATED BY COMPENSATION GAPS

One-third (33%) of nurses reported feeling fairly compensated in their roles.

Nearly two-thirds (65%) of nurses shared that they have considered shifting from a permanent role to a travel nurse role primarily for a pay increase.

NURSES ARE NOT IMMUNE TO THE ECONOMIC CLIMATE

84% reported increased stress at work due to the state of the broader economy.

69% of nurses reported being impacted by the downturn. Those surveyed pointed to layoffs, delayed retirement, and a need to pick up additional jobs to make ends meet as ways they were impacted.

Nurses value clear communication from their employers, and **59% of nurses reported feeling dissatisfied with how their organization addressed recent economic concerns with staff.**

ABOUT INCREDIBLE HEALTH

Incredible Health continues to work closely with health systems to address these specific areas and more. In fact, 75% of the nation's top-ranked health systems trust us with finding their most important resource: top, permanent nursing talent to deliver high-quality care. Hospitals use Incredible Health to hire nurses in fewer than 20 days – which also decreases the stress on nurses looking for new or better roles.

If your hospital is looking for a better way to hire and retain nurses, [click here](#). If you're a nurse looking for your next permanent role, [click here](#).

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