



AWHONN Membership Survey Report

AUGUST 2021



AWHONN

PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS

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INTRODUCTION

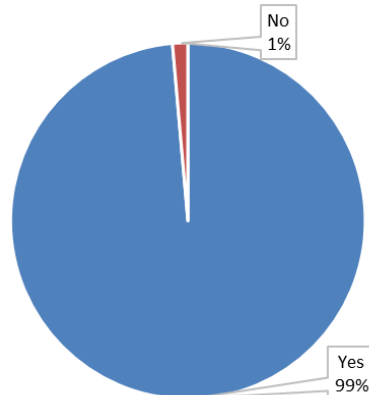
The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) conducted a member survey from July 23, 2021, to August 22, 2021. Data from the survey allows AWHONN to construct profiles of its member types, shedding light on the composition and characteristics of its membership. The results are critical for the collection of professional and personal demographics, tracking feelings about AWHONN membership value, experience, and engagement, gauging members’ perception of AWHONN’s commitment to diversity, equity, and inclusion, and for added membership marketing efforts. The survey was conducted by the Membership and Volunteer Engagement and Analytics, Operations, Policy, and Strategic Initiatives Departments.

The 2021 membership survey was sent out via email to the full 22,741 AWHONN members. A total of 953 complete responses were received, for an overall response rate of 4%. The response rate is slightly lower than in the past when a 5%-6% response rate had been recorded. Respondents were encouraged to complete the survey by being offered the chance to win a gift card for completing the survey. This incentive was offered each week during the time the survey was open. The completion time for the survey was approximately 15 minutes. When applicable, the graphs and tables throughout this report indicate the total number of individual respondents (as an n-value).

PROFESSIONAL EXPERIENCE

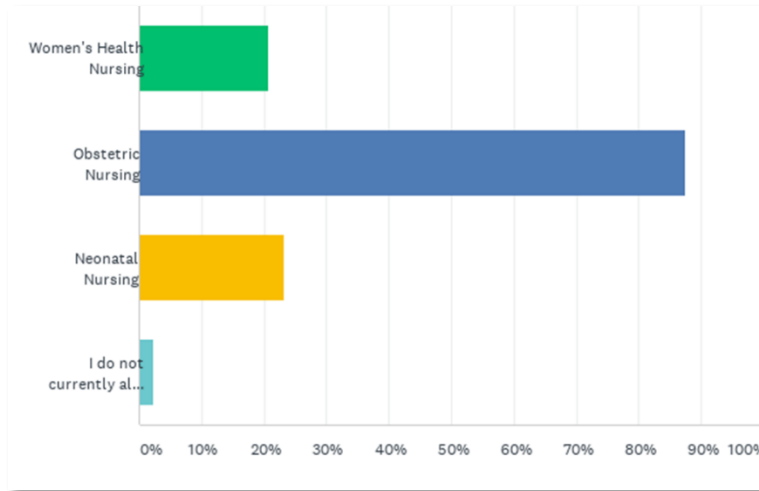
AWHONN members reported approximately 99% are registered nurses (Exhibit 1).

Exhibit 1. Are you a registered nurse?
(Percent of Respondents, n = 963)



21% report they closely align with women’s health nursing, while 87% identified as closely aligned with obstetric nursing, and 23% identified alignment with neonatal nursing (Exhibit 2). Members were given the opportunity to select more than one answer if they felt that they aligned with more than one specialty.

**Exhibit 2. In which AWHONN specialty area(s) do you most closely align?
(Percent of Respondents, n = 958)**



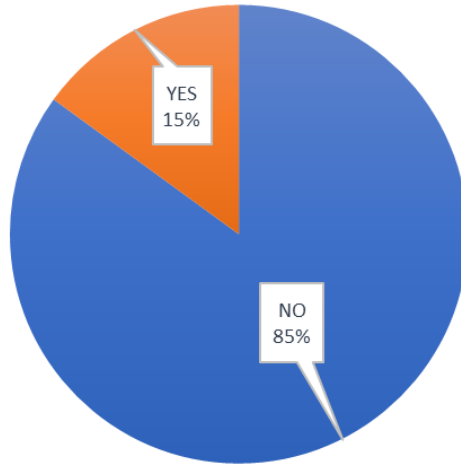
5% of respondents noted aligning only in women’s health; 61% align only with obstetric nursing; 4% align only with neonatal nursing. Other combinations of the specialties were also reported (2a).

**Exhibit 2a. In which AWHONN specialty area(s) do you most closely align?
(Percent of Respondents, n = 958)**

Category	% of Total
Obstetric Only	61%
Obstetric & Neonatal	12%
WH & Obstetric	8%
WH, Obstetric & Neonatal	6%
WH Only	5%
Neonatal Only	4%
WH & Neonatal	1%
I do not align with any of the above	2%
Total	100%

85% of AWHONN members are not advanced practice nurses (APRNs) (Exhibit 3).

**Exhibit 3. Are you an advanced practice nurse?
(Percent of Respondents, n = 958)**



25% of members indicated they are between 15 – 24 years practicing women’s health, obstetric, or neonatal nursing and an additional 24% indicated they have been practicing in the specialty for over 35 years (Exhibit 3a).

**Exhibit 3a. Career stage in women’s health, obstetric, or neonatal nursing
(Percent of Respondents, n = 933)**

ANSWER CHOICES	RESPONSES
I'm currently in school to become a registered nurse	0.75%
I'm currently in school to become an advanced practice registered nurse	1.50%
Less than 2 years	3.32%
2 - 5 years	4.93%
6 - 14 years	15.33%
15 - 24 years	24.76%
25 - 34 years	20.69%
35 + years	23.90%
Retired	4.07%
I have not ever worked as a nurse	0.54%
Prefer not to answer	0.21%

Work Setting

The typical AWHONN member reported working in a Community Hospital (42%) in 2021 (Exhibit 4).

**Exhibit 4. Describe your current work setting
(Percent of Respondents, n = 933)**

ANSWER CHOICES	RESPONSES
Academic/Tertiary Care Hospital	29.37%
Birth Center Attached to an Inpatient Hospital	6.97%
Community Hospital	42.44%
Critical Access Hospital	8.15%
Federal/Military Hospital	1.18%
Freestanding Birth Center	0.54%
Higher Education Institution	10.40%
Home Health	0.54%
Indian Health Center	0.54%
Non-clinical office setting (e.g. consultants, attorneys, etc.)	3.54%
Outpatient/Ambulatory Care Office Setting	6.22%
Retired	3.97%
Prefer not to answer	0.64%
Other (please specify)	7.61%

70% of members report Intrapartum as a primary clinical focus, followed by Mother/Baby (57%), Antepartum (52%), and Postpartum (51%) (Exhibit 5). Members could select more than one area of clinical focus for this question.

**Exhibit 5. Primary clinical focus
(Percent of Respondents, n = 915)**

ANSWER CHOICES	RESPONSES
Antepartum	52.46%
Breast Feeding & Lactation	29.40%
Family Planning Clinic	3.39%
Gynecology	9.40%
Infertility Center	0.98%
Intrapartum	70.93%
Mother/Baby	57.49%
Neonatal Intensive/Intermediate Nursery	18.25%
Postpartum	51.91%
Prenatal	16.72%
Well Baby Nursery	29.40%
Women's Health Ambulatory Care	9.51%
I do not have a clinical focus area in my education or practice	2.84%
Other (please specify)	6.45%

80% of AWHONN members report working full-time in 2021 (Exhibit 6). 19% report 1000-1999 newborns were born at their facility in the previous calendar year, 17% report less than 500 newborns,

and 16% report more than 4,000 newborns were born at their facility in the previous calendar year (Exhibit 7).

Exhibit 6. Employment status
(Percent of Respondents, n = 915)

ANSWER CHOICES	RESPONSES
▼ Part Time (work less than 32 hours per week)	10.71%
▼ Full Time (work 32 or more hours per week)	80.00%
▼ Perdiem	2.51%
▼ Retired	3.06%
▼ Project-based consultant or contractor	1.09%
▼ Not employed - Not currently looking for work	0.66%
▼ Not employed - Actively looking for work	0.87%
▼ Other (please specify) Responses	1.09%

Exhibit 7. Newborns born at facility in last calendar year
(Percent of Respondents, n = 740)

ANSWER CHOICES	RESPONSES
▼ Less than 500	17.03%
▼ 500 - 999	12.70%
▼ 1000 - 1999	19.05%
▼ 2000 - 2999	13.92%
▼ 3000 - 3999	11.89%
▼ 4000+	16.62%
▼ Unknown	4.73%
▼ Prefer not to answer	0.41%
▼ Not applicable	2.97%
▼ Other (please specify) Responses	0.68%

Level III (34%) NICU facility was reported as the highest facility among AWHONN members, followed by 26% working in a Level II NICU facility (Exhibit 8).

Exhibit 8. Facility NICU level
(Percent of Respondents, n = 740)

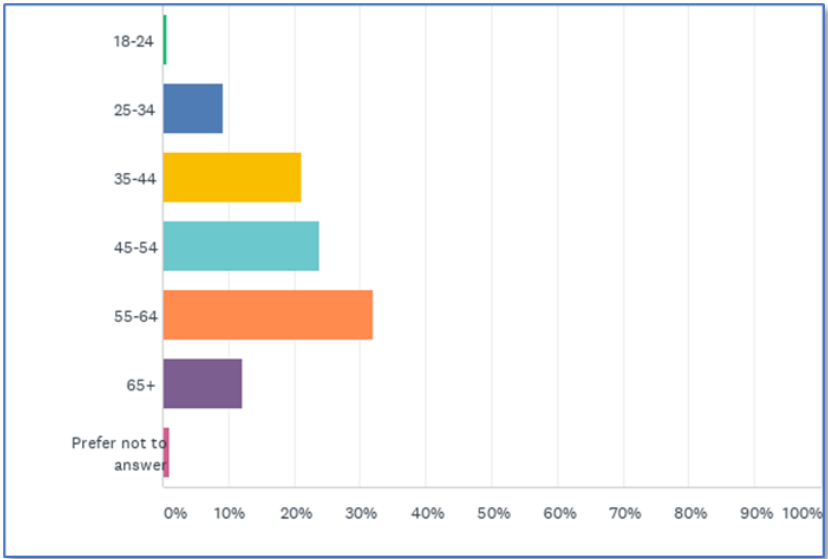
ANSWER CHOICES	RESPONSES
Level I	14.32%
Level II	26.22%
Level III	34.05%
Level IV	13.78%
Unknown	2.30%
Prefer not to answer	0.14%
Not applicable	7.43%
Other (please specify)	Responses 1.76%

PERSONAL DEMOGRAPHICS

Age

The typical age bracket of AWHONN members is between 55-64 years (32%) in 2021. 44% of AWHONN members identify over 55 years. This percent is approximately the same as the last time a member survey was conducted. Only 10% of members were less than 34 years old in 2021 (Exhibit 9).

Exhibit 9. Age
(Percent of Respondents, n = 910)



Race/Ethnicity

AWHONN has begun collecting information about the racial and ethnic backgrounds of its members. Members are given eight race categories and are allowed to select more than one. All fields were required, and respondents had the option to select ‘Prefer not to answer’.

The vast majority of AWHONN members are white. In fact, 83% of members identified themselves as white alone. Approximately 10% identified as either Black or African American alone or Hispanic, Latino/a, Latinx alone. 1% of members are of some other race or two or more races (Exhibit 10). Compared to national averages, according to the National Council of State Boards of Nursing (NCSBN) and the National Forum of State Nursing Workforce Centers (Forum) workforce survey, [approximately 19.2% of RN respondents were minorities, which includes ‘other’ and ‘two or more races’ \(Smiley et al., 2021\).](#)

The distribution of AWHONN members by race is significantly different from the overall U.S. population. According to the latest estimates from the [Census Bureau, 81% of the U.S. population is of one race, while 2.8% is two or more races. Of those of a single race, 60% is white, 13% is Black or African American, 6% is Asian, 1% is American Indian/Alaska Native, less than 0.2% is Native Hawaiian/Pacific Islander, and 2% is some ‘other’ race \(Exhibit 10\) \(U.S. Census Bureau, 2021\).](#)

Exhibit 10. Race/Ethnicity: AWHONN members vs U.S. population
(Percent of Respondents, n = 910)

	U.S. Population	AWHONN Members
Race		
White alone	60	84
Black or African American alone	13	5
American Indian or Alaska Native alone	1	1
Asian alone	6	2
Pacific Islander alone	*	*
Other alone	4	*
Two or more	3	2
Hispanic, Latino, or Spanish Origin		
Yes	19	5
No	81	95

Source: U.S. Census Bureau 2021 Quick Facts

*Less than 0.5%

Gender and Sexual Orientation

Less than 1% of AWHONN members identified as male in 2021. Two members identified as non-binary (Exhibit 11).

Exhibit 11. Gender
(Percent of Respondents, n = 910)

ANSWER CHOICES	RESPONSES
Female	97.80%
Male	0.88%
Non-binary	0.22%
Prefer to not disclose	1.21%
Prefer to self-describe (please specify)	0.11%

91% of AWHONN members identified as straight with approximately 4% identifying as gay, lesbian, bisexual, queer, or questioning (Exhibit 12).

Exhibit 12. Sexual orientation
(Percent of Respondents, n = 910)

ANSWER CHOICES	RESPONSES
Lesbian	1.10%
Gay	0.22%
Straight	90.99%
Bisexual	2.53%
Queer	0.33%
Questioning	0.11%
Prefer not to disclose	4.40%
Prefer to self-describe (please specify)	1.10%

AWHONN ENGAGEMENT

85% of AWHONN members report that the national organization demonstrates a strong commitment to diversity, equity, and inclusion through its actions, policies, and programs. Just 12% of respondents answered neither agree nor disagree with the statement on DEI initiatives from the national organization (Exhibit 13).

Exhibit 13. National organization DEI actions, policies, and programs
(Percent of Respondents, n = 891)

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A
46.58%	38.50%	12.35%	1.01%	0.79%	0.79%

58% of AWHONN members report that the local Section demonstrates a strong commitment to diversity, equity, and inclusion through its actions, policies, and programs, with 25% recording a response of neither agree nor disagree with the statement (Exhibit 14).

Exhibit 14. Section/Chapter DEI actions, policies, and programs
(Percent of Respondents, n = 891)

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A
27.38%	30.53%	25.03%	2.13%	1.46%	13.47%

Past Activities

Members were asked to rate a range of activities they have engaged in the past three years. Multiple responses could be recorded. 56% of members report engaging in virtual/online education and events in the past three years. The online HUB community engagement of the past three years was 43%, and 37% of members have either participated at the AWHONN Convention or taken an in-person course (Exhibit 15).

**Exhibit 15. All activities undertaken in the past three years
(Percent of Respondents, n = 876)**

ANSWER CHOICES	RESPONSES
Annual Convention	36.99%
AWHONN on Capitol Hill	4.34%
AWHONN In-person Courses (Fetal Monitoring, Obstetric Patient Safety, etc.)	37.90%
Contributed on an AWHONN writing team, product development team or other project based volunteer opportunity	7.31%
Participated in the online hub community	42.81%
Received an AWHONN grant, scholarship or research award	4.34%
Section Conference & Chapter Meetings	34.70%
Section/Chapter Leadership Conference	11.99%
Served as an AWHONN Section and/or Chapter Leader	12.67%
Virtual/Online education and events (Includes POEP, NOEP, Webinars, Town Halls, etc.)	55.71%
Volunteered on the AWHONN Board, national committees, journal editorial boards and/or task forces	8.22%
Did not participate in any AWHONN activities	13.58%
Other activities not listed	4.11%

Membership

86% of AWHONN members report being very or somewhat satisfied with their membership. This represents a 1% increase compared to the last time this question was asked of members in a survey. Additionally, 94% of members report highly likely or somewhat likely to renew their membership, which represents a 3% increase in this response since the last time the question was asked of members (Exhibit 16 & 17).

**Exhibit 16. How satisfied are you with your AWHONN membership?
(Percent of Respondents, n = 843)**

VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	NOT AT ALL SATISFIED	NOT A MEMBER
55.75%	29.89%	7.35%	3.68%	0.71%	2.61%

Exhibit 17. How likely are you to renew your AWHONN membership?
(Percent of Respondents, n = 843)

HIGHLY LIKELY	SOMEWHAT LIKELY	NEITHER LIKELY NOR UNLIKELY	SOMEWHAT UNLIKELY	NOT AT ALL LIKELY	NOT A MEMBER
77.58%	16.25%	1.54%	1.66%	0.95%	2.02%

Approximately 80% of survey respondents report being full members of AWHONN, and 13% report being e-members. Full members represent 58% of all member categories, while e-members represent 36% of all member categories (Exhibit 18).

Exhibit 18. Current AWHONN membership status
(Percent of Respondents, n = 843)

Category	% of total
Full Member	79.7%
E-Member	13.1%
Emeritus	2.1%
Lifetime	0.8%
Student	0.8%
Non-member	3.1%
Other	0.4%
Total	100.0 %

Survey respondents were asked about their level of volunteer engagement with AWHONN. 48% of AWHONN members report they have never served as an AWHONN volunteer, nor are they interested in serving. Approximately 15% responded affirmatively to serving as a volunteer, and 26% noted they had not previously served but would be interested in applying for a future volunteer role (Exhibit 19).

Exhibit 19. Currently serve as an AWHONN volunteer
(Percent of Respondents, n = 843)

ANSWER CHOICES	RESPONSES
Yes	14.95%
No - I've applied but never been selected	2.25%
No - I've never served as a volunteer leader but I'm interested in applying	26.10%
No - I've never served as a volunteer leader & I'm not interested in serving	48.28%
No - I'm not currently serving but I have served in the past	8.42%

Product and Resource Satisfaction

AWHONN members were asked to rate their satisfaction and importance of a range of products and services the association offers. 93% of respondents report EBP Resources are very important, and 80% report that in-person courses are very important (Exhibit 20).

Exhibit 20. Product and resource satisfaction
(Percent of Respondents, n = 843)

Item	% responding as "Very Important"	% responding as "Very Satisfied"
AWHONN EBP Resources	93.0%	65.7%
AWHONN In-Person Courses	80.0%	65.7%
AWHONN Online Education	77.3%	52.2%
AWHONN Journals	74.5%	67.0%
AWHONN Advocacy	69.0%	47.8%
AWHONN Convention	66.0%	49.4%

SUMMARY

Approximately 15% of respondents are APRNs; AWHONN's reach to nurses who are exclusively women's health or neonatal nurses who work outside of hospitals and academia is limited. 44% of the membership is 55 years and older, but a higher survey response was from younger nurse demographics. Members' perception is AWHONN's National Office has a higher commitment to DEI compared to AWHONN's Sections and Chapters. AWHONN must continue to diversify its membership (race, ethnicity, sexual orientation) and ensure demographic data are completed in the association's database. Members are engaged through online education, AWHONN HUB, in-person events, AWHONN Convention, and Section/Chapter events. There are gaps between items that are very important and items where members are satisfied. Overall, most respondents are satisfied with their AWHONN membership and are likely to renew.

REFERENCES

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