

# Community Attitudes about Research: 2019 Survey Results

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# Recruitment Locations

## 2019 Survey

### Community -Based Agencies

Rochester Area Task Force on AIDS

CTSI Community Advisory Council

### Races/Walks for a Cause

Strollin' for the Colon 5k

Tour De Cure bicycle and foot race

### Farmers Markets

Pittsford Farmers Market

Westside Farmers Market

Rochester Public Market\*

### Festivals

Clarissa St Reunion

Summer Soul Fest\*

Puerto Rican Festival\*

Black Pride

Clothesline Festival at MAG

### Community Events

Speak Life! Health Equity Conference

Men's Health Day at Locust Hill Country Club

Parsells Ave Health Fair\*

"March for Science" at Lyell Ave Library

### Street Outreach

Susan B. Anthony Neighborhood

Ontario Beach Park

### Social Media

Shared across CTSI social media channels

Paid Facebook/Instagram Advertising\*\*

*\*High Yield Location (>30 surveys completed)*

*\*\* 31% of all surveys completed via this method*

# Demographics (N=637)

Demographic		Number (%)	Demographic		Number (%)
Gender	Woman	352 (55)	Ethnicity	Not Hispanic	417 (65)
	Man	179 (28)		Hispanic/Latino	57 (9)
	Other	9 (1)	Language	English	505 (79)
Age	18-34	191 (30)		Spanish	15 (2)
	35-64	256 (40)		Other (ASL, Arabic, French, USA)	16 (3)
	65+	91 (14)	Education	Graduate School	149 (23)
Sexual Orientation	Heterosexual	435 (68)		University Graduate or 4-yr degree	148 (23)
	Gay or Lesbian	43 (7)		Some College or 2-yr degree	148 (23)
	Bisexual	35 (5)		High School or GED	76 (12)
	Other	16 (3)		Some High School	15 (2)
Race	White	337 (53)		8 <sup>th</sup> grade or less	3 (<1)
	Black or AA	126 (20)		Zip Code	NYS
	Asian	34 (5)	City of Rochester		173 (27)
	Not Listed	28 (4)	Outside NYS		67 (11)
	A. Indian or A. Native	12 (2)			
	N. Hawaiian or other P. Is.	2 (<1)			

# Research Experience

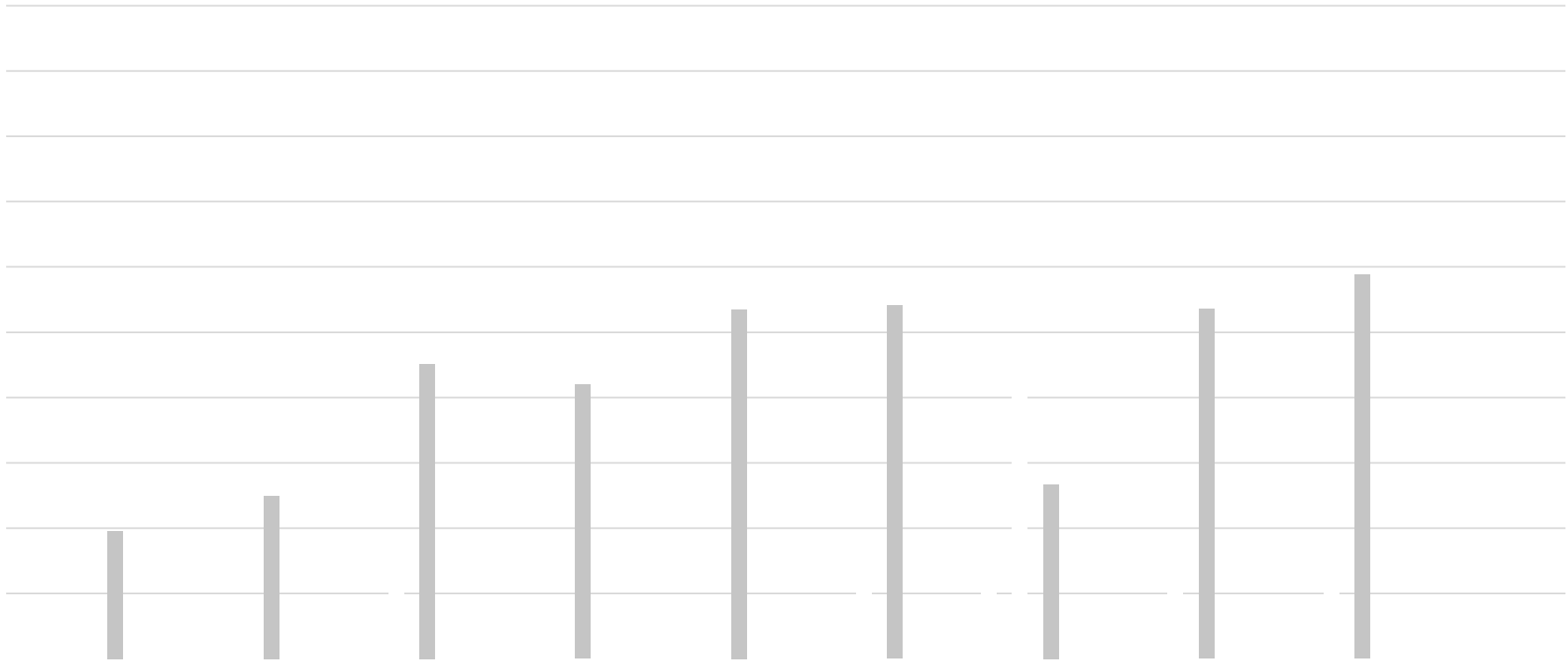
## 2019 Survey

- 47% of respondents have never been asked to participate in a research study
- 38% said they did participate
  - 15% were unsure or left the question blank
-



# Opinions about Clinical Research



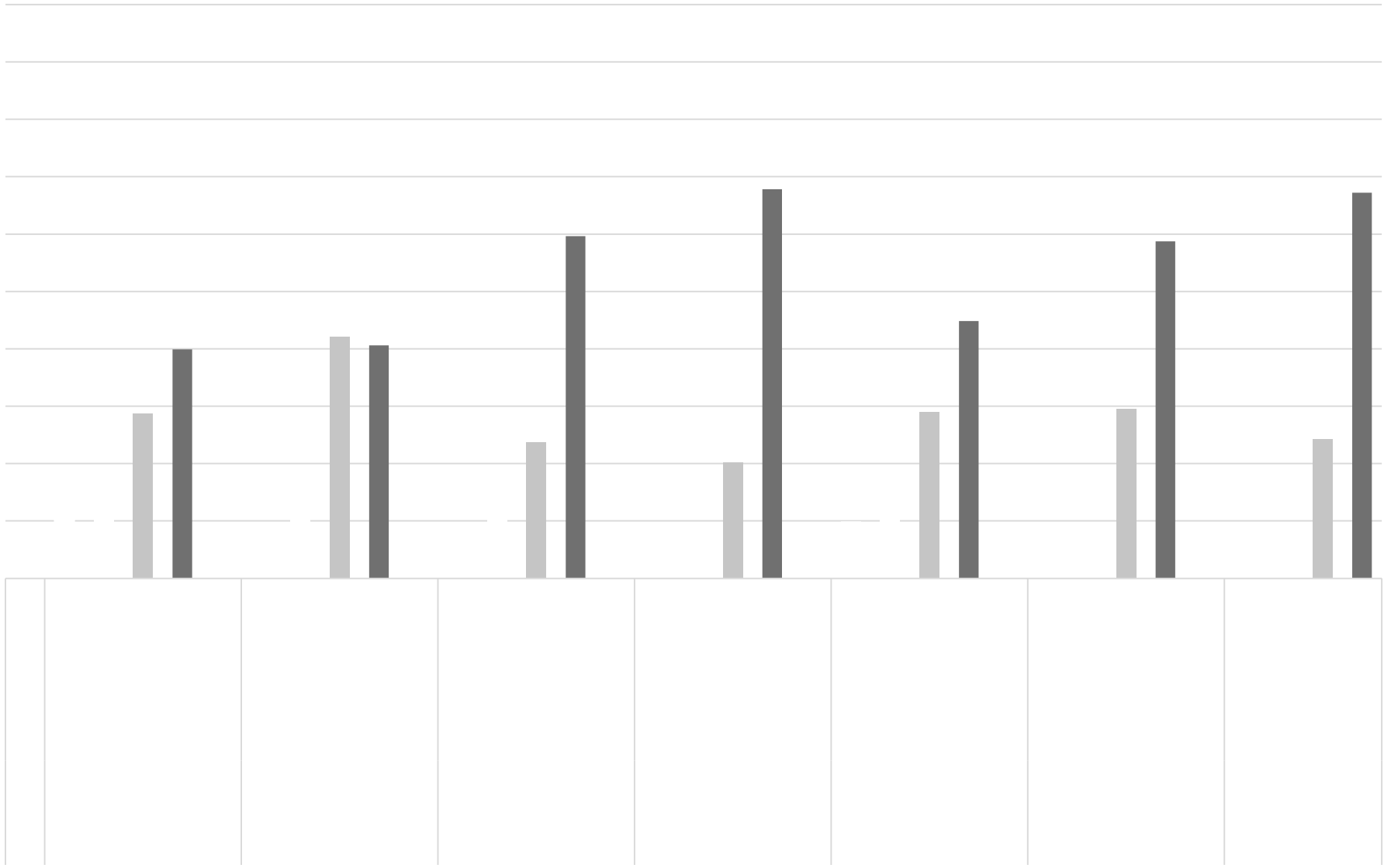




# Opinions

# Motivators





# Motivators

	91
	88
	88
	83
	82
	73
	69

# Type of Research Activity







# Demographic Comparisons

- Men vs Women
- Age
  - 18-34, 35-64, 65+
- Education
- Zip code
  - City vs Non



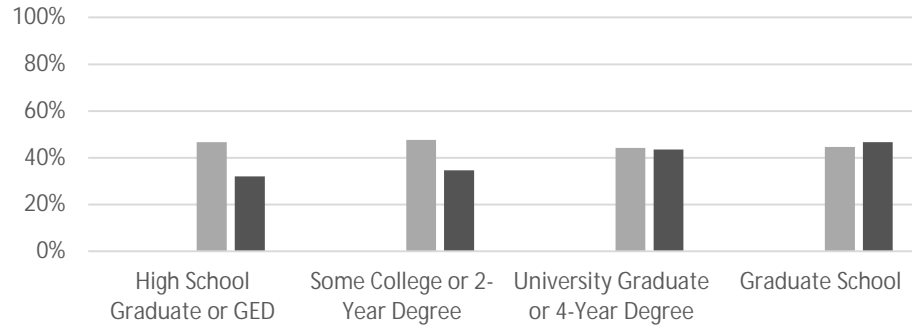
# Age

	answering agree or strongly agree			
Opinion-Black asked to participate in riskier studies	50	41	33	0.0414
	answering somewhat or very			
Research activity- blood sample	73	81	90	0.0003
Research activity- genetic info	57	70	78	0.0005
Research activity- take medication	43	55	71	0.0004
Research activity- get injection	38	53	62	0.0004
	answering moderately important or very important			
Motivator- get paid	83	65	51	<0.0001

# Level of Education

p=0.034

The organization running the research influences  
my decision to participate in clinical research;  
education



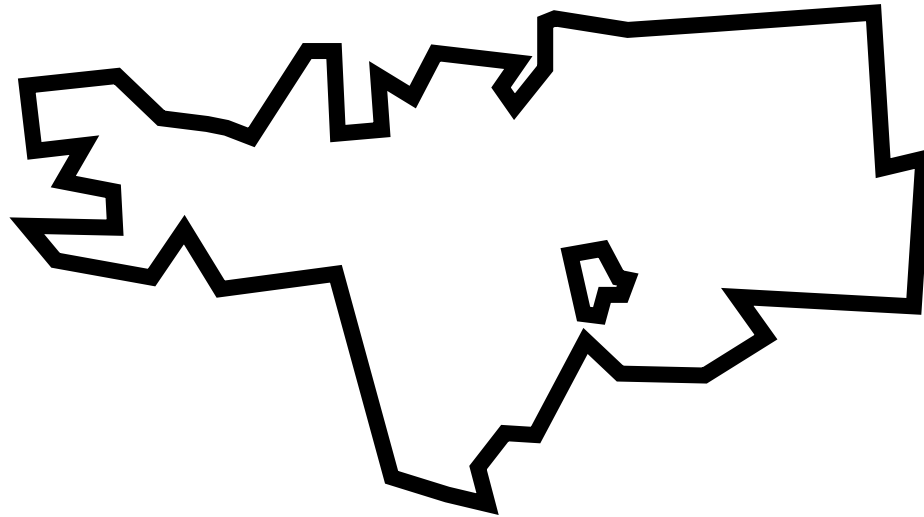
p=0.0001

p=0.0227

# Zip Code

People in the city were more often motivated to participate in a research study if they received medical care at no costs (82% of city vs. 72% of non-city;  $p=0.0364$ ).

14605, 14606, 14607, 14608, 14609,  
14611, 14613, 14619, 14621



# Ethnicity

# Race- Opinions

Trust	85	96	<0.0001
Blacks greater risk studies	53	36	<0.0001
Encourage family member	78	91	<0.0001
Benefit them or family	92	98	<0.0001

Other significant differences where people of color responded less positively were research is valuable, results of research are worth learning about, organization running research, among friends and coworkers there is a positive attitude about research, research is safe.





# Race- research activities

People of color were less likely to participate regardless of the type of research activity except for taking part in an exercise program.





# Conclusions

Research viewed positively in general.

People of color still have concerns about riskier studies.

Younger adults and people of color are less likely to participate.

Altruism is a strong motivator.

Compensation should be considered for younger people and people of color.

People are less likely to participate in studies with riskier methods.

# Future work

Multivariate analyses

Compare 2019 data to 2008 and 2010

