



Why are Survey Respondents Refusing a Free Health Exam at Home?

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Research Objectives

- Objective 1: What concerns and reasons for refusals do respondents have/give for not participating in the home health exam?
- Objective 2: Among the top reasons for refusal, what sociodemographic, health, and paradata measures predict the reason given for not participating?

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How were respondents' reasons collected?

- Those who refused the home health exam were asked why they refused at the end of the initial invitation.
 - There are several reasons why someone may not want to take part in a study. Please tell me the main reason why you don't want to take part in this study?
Read if necessary: The study sponsor wants to understand your concerns so they can plan better versions of this study in the future.
- 649 cases had an entry for this question.

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What was the procedure for coding reasons?

1. Create an initial coding scheme for reasons for refusal.
2. Two coders use coding scheme to code the rest of the reasons.
3. The coders compare how they categorized reasons for refusal and adjudicate any differences or add categories to the coding scheme when necessary.

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Major Categories for Reasons for Refusal

- Lack of interest
- Lack of time
- Privacy concerns
- Didn't want someone in their house
- Study collects too much information
- Distrust the government
- Family member concerns or obligations
- Phobia of needles or giving blood
- Other (e.g., entries that stated 'personal reasons', 'I want to think about it', Refused to give a reason, etc.)

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Top Reasons for Refusal

- Among adults who refused to participate in the study what were their concerns?

	Number	*Percent
Lack of interest	290	44.7
Lack of time	169	26.0
Privacy concerns	107	16.5
Didn't want someone in their house	34	5.2
Study collects too much information	42	6.5
Distrust the government	21	3.2
Family member concerns or obligations	10	1.5
Phobia of needles or giving blood	14	2.2
Other Reason	46	7.1

*Percentages don't add to 100% because respondents could have mentioned more than one reason for refusal.

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Top 3 Refusal Reasons Broken into Subcategories (Part 1)

Lack of Interest	
General lack of interest but no additional detail provided	55.5%
Sees own doctor/Prefers going to own doctor/Own doctor will do those tests	21.4%
No need	7.2%
Already get enough tests	5.9%
Not incentivizing enough/Not worth it	2.8%
Very healthy/No benefit to me	1.0%
Gets additional health information elsewhere/In another study	0.7%
Multiple Reasons	5.5%
Total: 290	100%

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Top 3 Refusal Reasons Broken into Subcategories (Part 2)

Lack of Time	
General lack of time but no additional detail provided	69.2%
Bothersome/Too much trouble	8.3%
Not home/Traveling	7.7%
Inconvenient	3.6%
Difficult to schedule	2.4%
Multiple Reasons	8.9%
Total: 169	100%

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Top 3 Refusal Reasons Broken into Subcategories (Part 3)

Privacy Concerns	
General privacy concern but no additional detail provided	65.4%
Intrusive	19.6%
Not comfortable	15.0%
Total: 107	100%

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Predicting Reasons for Refusal

- Use bivariate and multivariate analyses to determine the sociodemographic, health, and paradata predictors of reasons for refusal.
 - Step 1: Examine distributions and chi-square test results.
 - Step 2: Run logistic regression models.
 - Separate model for each refusal reason.
 - Dependent variables are the top three refusal reasons; lack of interest, lack of time, and privacy concerns.
 - Independent variables are...

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Types of Independent Variables of Interest

- | <u>Sociodemographic</u> | <u>Health</u> | <u>Paradata</u> |
|--|---|--|
| <ul style="list-style-type: none"> ▪ Sex ▪ Age ▪ Race and Hispanic Origin ▪ Educational Attainment ▪ Marital Status ▪ Family Size ▪ Income ▪ Employment Status | <ul style="list-style-type: none"> ▪ Self-Rated Health ▪ Chronic Conditions ▪ Disability ▪ COVID-19 History (Tested or Diagnosed) ▪ Health Insurance Coverage ▪ Last Doctor's Visit (Past 12 Months) ▪ Unmet Medical Needs Due to Cost or COVID-19 | <ul style="list-style-type: none"> ▪ Interview Length ▪ Percentage of DK/RF Responses in the Interview |

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Findings from Models

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Model 1: Lack of Interest

Characteristic	Odds Ratio	Characteristic	Odds Ratio
Interview Length		How often get social/emotional support?	Reference
Less than 30.9 minutes	1.78*	Always	0.71
30.9 to less than 38.9 minutes	1.14	Usually	0.71
38.9 to less than 49.1 minutes	0.74*	Sometimes, Rarely, Never	
49.1 minutes or more	Reference	Delayed getting medical care due to Coronavirus pandemic?	
Education Level		Yes	0.57*
Less than HS	1.98	No	Reference
HS/GED	1.58	Ever tested for COVID-19?	
Some college	1.27	Yes	Reference
Bachelor's degree or higher	Reference	No	1.23
Residence Type		Worked last week	
Urban	Reference	Yes	Reference
Rural	1.36	No	1.35
Ever cardiovascular disease			
Yes	1.50		
No	Reference		

*OR is significant at $p < .05$

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Model 2: Lack of Time

Characteristic	Odds Ratio	Characteristic	Odds Ratio
Number of Family Members		Ever had high blood pressure	
One person	Reference	Yes	0.96
Two people	1.24	No	Reference
Three people	2.16*	Ever been told you had COVID-19 by a doctor?	
Four+	1.54	Yes	Reference
Age Groups		No	0.61
18-34 years old	1.40	Worked last week	
35-64 years old	0.86	Yes	Reference
65+	Reference	No	0.45*
Family income			
Less than \$34,999	0.84		
\$35,000-49,000	0.51		
\$50,000-74,999	0.85		
\$75,000-99,999	0.83		
\$100,000+	Reference		

*OR is significant at $p < .05$

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Model 3: Privacy Concerns

Characteristic	Odds Ratio	Characteristic	Odds Ratio
Age Groups		Working past week	
18-34 years old	0.72	Yes	Reference
35-64 years old	0.98	No	1.46
65+	Reference	Ever had high blood pressure	
Interview Length		Yes	1.22
Less than 30.9 minutes	0.52*	No	Reference
30.9 to less than 38.9 minutes	0.89	Delayed getting medical care due to Coronavirus pandemic?	
38.9 to less than 49.1 minutes	1.13	Yes	1.55
49.1 minutes or more	Reference	No	Reference

*OR is significant at $p < .05$

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Discussion

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Summary of Findings

- Objective 1: A lack of interest, time, and privacy concerns were the most common reason for not participating.
- Objective 2:
 - More likely to cite a lack of interest if spent less than 30 mins on the survey.
 - Less likely to cite a lack of interest if spent 38-49 mins on the survey.
 - Less likely to cite a lack of interest if delayed medical care because of the pandemic.
 - More likely to cite a lack of time if more people in the respondents family.
 - Less likely to cite a lack of time if didn't work last week.
 - Less likely to cite privacy concerns if spent less than 30 mins on the survey.

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Key Takeaways

- Ultimately, understanding which factors predict common reasons for refusal can inform the planning of similar studies to improve response rates by customizing study materials to better address respondents' concerns and training interviewers to describe the study to respondents.
- Findings from this presentation serve as a starting point!

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Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

