

Cleveland Clinic Heart Health Survey 2017

*“Your heart: What you
really need to know”*

November 2017



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Overview & Background

Cleveland Clinic conducted consumer research on perceptions, feelings and knowledge related to general and personal heart health. The research's main objectives were to:

- Glean media-worthy data on consumers' knowledge of and perceptions on heart health, specifically around:
 - how much people know about their own heart health,
 - how the heart works and
 - how to protect their heart
- Increase public awareness of the importance of heart health and garner positive publicity for Cleveland Clinic across the US on the topic timed to Heart Month 2018

Methodology

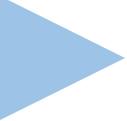
The following findings present results from an online survey conducted by among a national probability sample consisting of 1,007 adults, 470 men and 537 women 18 years of age and older, living in the continental United States.

Age, gender, region, ethnicity, race, education, and income were weighted to be nationally representative.

This online survey was conducted by Research Now between October 18 and 23, 2017. The margin of error at a 95% confidence level is +/- 3.1% for the total sample.

Key Findings Summary





HEART HEALTH KNOWLEDGE



Americans need to get more informed and knowledgeable about heart health, as many know nothing or only a little about it

- About half (49%) know nothing at all or only a little about their personal heart health.
 - About equally as many (51%) of Americans say they know a lot about it.
- A majority, three-in-five (59%) Americans, know nothing at all or only a little about heart health overall.
 - Only about two-in-five (41%) know a lot about it



There's a need for early education, as Millennials are already falling behind older generations in how much they know about heart health

- There are large gaps between generations, with Boomers being more knowledgeable on the topic of heart health than Millennials:
 - Millennials (16%) compared to Boomers (4%) know nothing at all about their personal heart health.
 - Similarly, Boomers (49%) are much more likely than Millennials (32%) to know a lot about heart health overall.

HEART HEALTH KNOWLEDGE (cont.)

Not only do Millennials know less about heart health, they'd rather browse Instagram than learn about it

- Instead of learning about heart health, about a quarter of all Americans say they'd rather look at pictures on Instagram (22%) or spend 30 minutes reading about my favorite celebrity (22%).
- And this number is even higher among Millennials who are seemingly disinterested in heart health:
 - About a third would rather spend time on Instagram (37% vs. 21% Gen X vs. 13% Boomers) or celebrity news (32% vs. 23% Gen X vs. 14% Boomers) than learn about heart health.
- While Americans overall know about equally as much about their favorite sports team (43%) as heart health overall (41%), men seem more interested in pop culture than heart health.
 - In fact, men are significantly more likely so say they know a lot about their favorite sports team (56%) than heart health overall (45%).

Men may know more about heart health than women, but knowledge is still secondary to their favorite sports teams

- Women are significantly less likely than men to know a lot about heart health overall (37% vs. 45%) but are on par with men when it comes to their personal heart health (49% vs. 53% men).
- Around two-in-five (37%) Americans don't know what to ask their doctor to protect themselves from heart disease.
 - Women (43%) are more likely than men (31%) to agree that they don't know what to ask their doctor to protect themselves from heart disease.

HEART HEALTH KNOWLEDGE (cont.)

Perception of heart health knowledge and reality differ

- Around nine-in-ten (87%) mistakenly believe cardiac arrest is another term for a heart attack, and only about a third (32%) know that heart valves make sure blood flows in one direction through the heart.
 - Men (37%) are more likely than women (28%) to understand the roles of heart valves.
- Further, while about two-thirds (64%) of Americans know that the human heart has four chambers, only one-in-ten (10%) know that electricity keeps their heart beating in rhythm.
 - Men are once again more likely than women to know the right amount of heart chambers (68% vs. 61%) and that electricity keeps your heart beating in rhythm (14% vs. 6%).

PREPAREDNESS IN CASE OF AN EMERGENCY

Americans are limited in knowledge when it comes to recognizing symptoms of a heart attack

- Many confuse stroke and heart attack symptoms:
 - Six-in-ten (59%) falsely think sudden numbness or weakness of face, arm or leg are a symptom of a heart attack.
 - Around one-third think slurred speech (39%) and sudden trouble seeing in one or both eyes (32%) are indications of a heart attack.
- While most Americans know that pressure/squeezing/fullness or pain in the center of one's chest (81%), shortness of breath (77%) and pain in one or both arms (71%) are typical symptoms of a heart attack, significantly fewer know that pain in the back or jaw (43%) and nausea/vomiting (40%) can be indicators as well.

Americans show a need for further education on how to respond to signs of a heart attack

- Most (82%) Americans know to call 911 as the first step if they think they have a heart attack, but only about one-third (36%) know to also chew an aspirin.
 - Not surprising, older generations, are more aware of these potentially life-saving first steps, as Boomers (47%) and Gen X (33%) are significantly more likely to know to chew aspirin than Millennials (23%).
- In fact, about one-in-ten Americans think the first thing to do when experiencing a heart attack is to call their physician (12%) or even worse, drive to the hospital themselves or with a friend/family (8%).
- Additionally, Millennials (9%) are much more likely than other generations to say they'd rest and drink cold water as a first reaction when experiencing a heart attack (Boomers 4%, Gen X 5%).

PREPAREDNESS IN CASE OF AN EMERGENCY (cont.)

▶ Many Americans, especially Millennials, think they know how to perform CPR – but in fact need a refresher course

- Slightly over half (54%) of Americans think they know how to perform CPR, with Millennials particularly confident compared to Boomers (60% vs. 49%).
- However, only one-in-six (15%) know that no breaths and just chest compressions are the right approach (ratio of breaths to chest compressions) for the average person performing CPR on an adult.
 - Boomers (25%) are about four times as likely as Millennials (6%) to know this fact.
- What is more, only one-in-ten (11%) know that 100-120 compressions per minute is the right pace when performing CPR chest compressions.
 - Interestingly, here Millennials (15%) are ahead of Boomers (7%) to be aware of this.

▶ While few Americans know if their workplace is equipped with an AED, those who do are ready to react

- Only about a quarter (27%) of Americans say that there is an automated external defibrillator (AED) at their place of work.
 - Women (30%) are more likely than men (20%) to not know if there is an AED at their work.
- However, those who know that their workplace has an AED are prepared for emergencies:
 - Most Americans who have an automated external defibrillator (AED) at their workplace also know where it is (88%) and how to use it (68%).

TAKING RESPONSIBILITY

The pressure is on doctors to keep Americans informed on their heart health

- About nine-in-ten (87%) Americans expect their doctor to tell them about their heart health, with significantly fewer (62%) making it a point to always ask their doctor about their heart health themselves.
 - Women (56%) are even less likely than men (69%) to always ask their doctor about heart health.
 - Similarly, Millennials (56%) are much less likely than Boomers (68%) to always ask their doctor about their heart health – and instead are more likely to say they don't know what to ask their doctor to protect themselves from heart diseases (49% Millennials vs. 26% Boomers).

Many Americans are aware of the dangers of smoking and how it increases the risk of heart disease, which led many to quit their habit

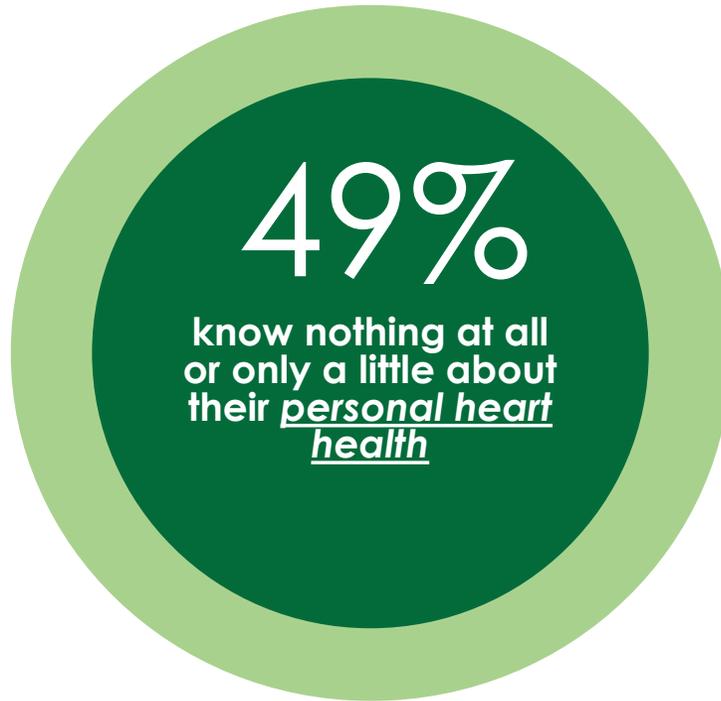
- Two-thirds (65%) are aware that smoking can increase the risk of heart disease because it increases narrowing and clogging of the arteries, and about half (50%) know the dangers as it increases blood pressure.
- Fewer, but still about a third, are aware that smoking can increase the risk of heart disease due to an increased tendency for blood to clot (34%) and decreased exercise tolerance (31%).
 - In comparison, a small number of Americans, about one-in-twenty (4%), refuse to believe smoking increases the risk of heart disease.
- Among current and former smokers, about five-in-ten quit smoking because of concerns over their heart health (18%) or because of other health concerns such as cancer (19%).
 - These reasons are true for Boomers (22% heart health concerns, 23% other health concerns) more so than for Millennials (13% heart health concerns, 10% other health concerns).
- About one-in-six (14%) would like to quit smoking because of concerns over their heart health but have not been successful in the past.

However, fewer are aware of the impact of injection drug abuse

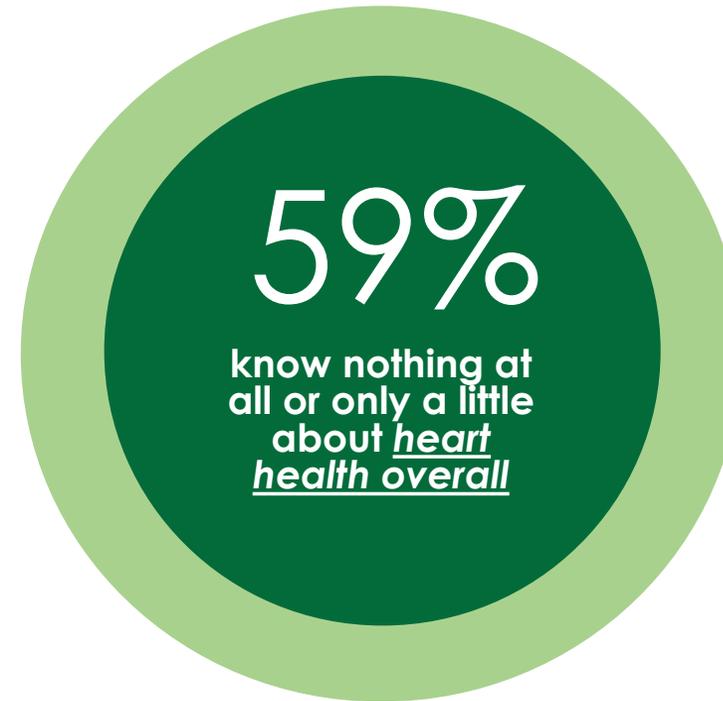
- Only about one-in-six (17%) know that injection drug abuse is leading to more cardiac valve replacement surgeries in younger people.

Heart Health Knowledge

Americans need to get more informed and knowledgeable about heart health



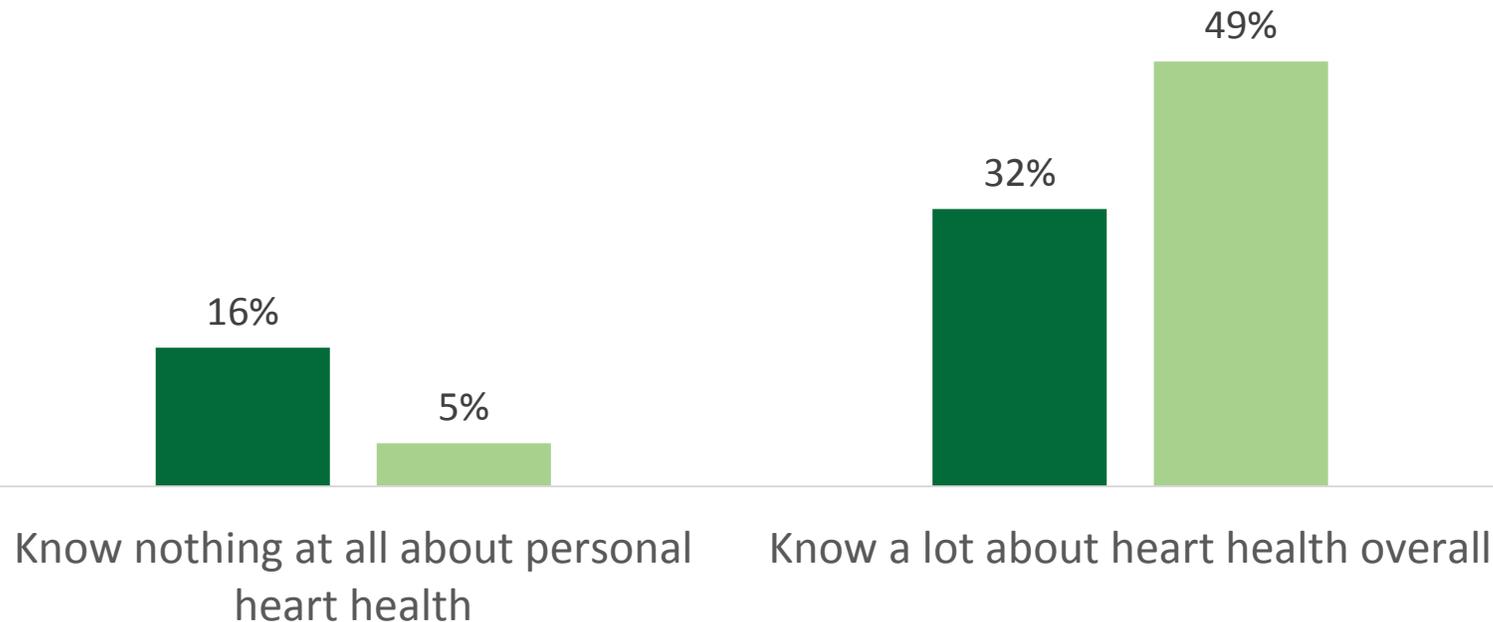
About equally as many (51%)
Americans know a lot about it.



Only about two-in-five (41%) know a
lot about it

Need for early education - Millennials falling behind older generations in heart health knowledge

Knowledge levels by generations
■ Millennials ■ Boomers



There are **large gaps between generations**, with Boomers being more knowledgeable on the topic of heart health than Millennials:

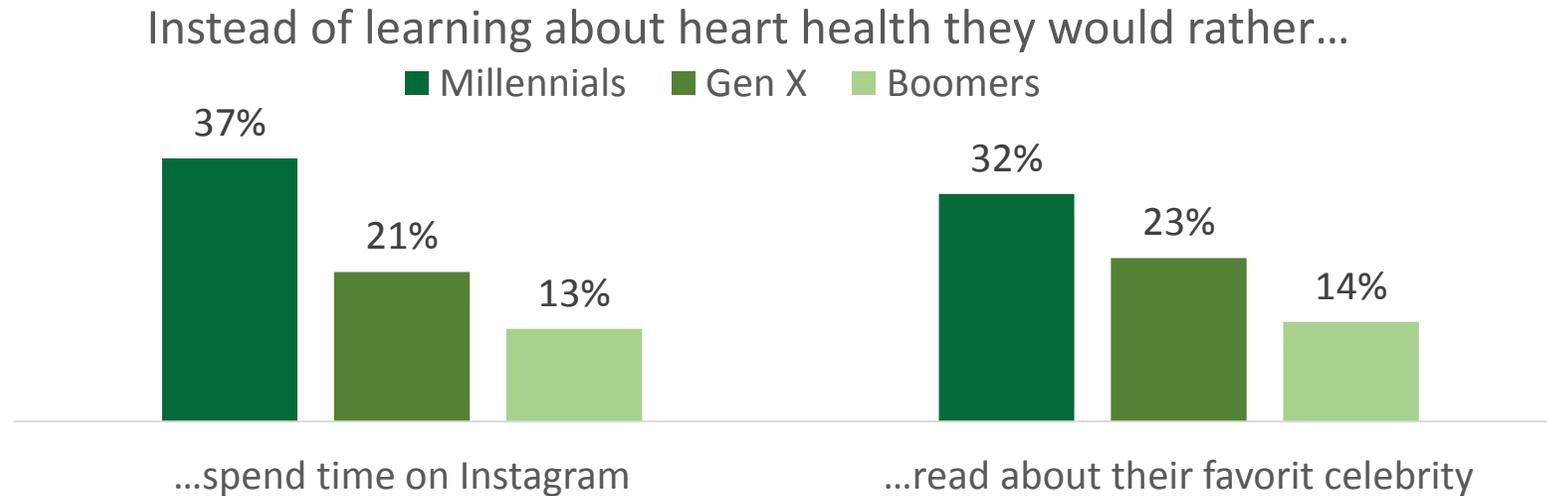
- Millennials (16%) compared to Boomers (5%) **know nothing at all** about their personal heart health.
- Similarly, Boomers (49%) are much more likely than Millennials (32%) to **know a lot** about heart health overall.

Millennials rather browse Instagram than learn about heart health

22% Would rather look at pictures on Instagram than learning about heart health

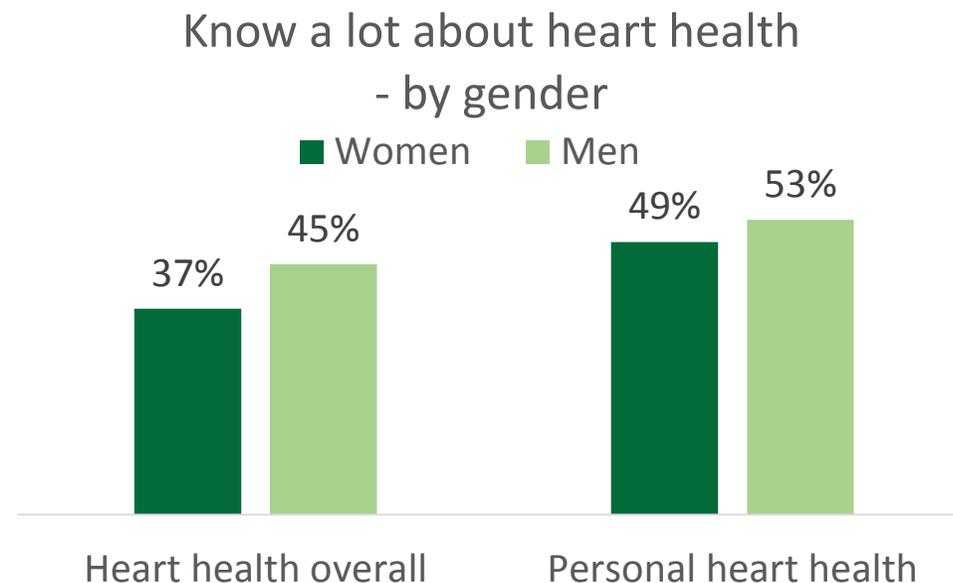
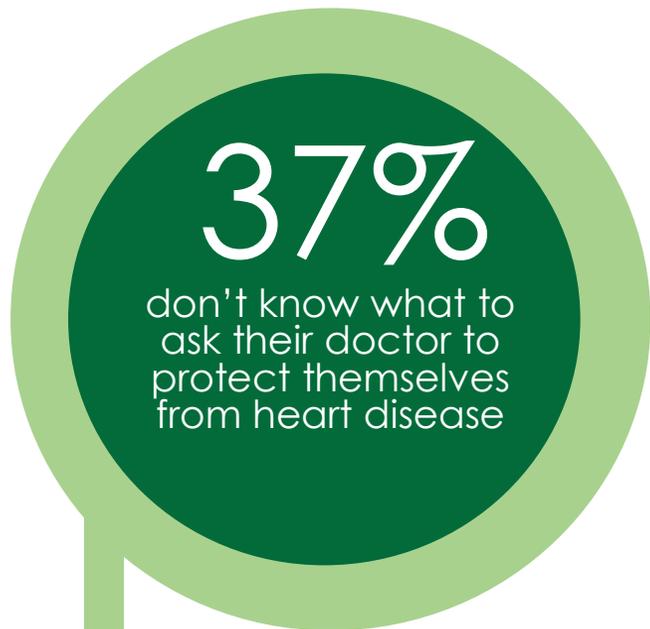
22% Would rather spend 30 minutes reading about their favorite celebrity

And this number is even higher among Millennials who are seemingly disinterested in heart health:





Men know more about heart health than women, but knowledge is still secondary to their favorite sports teams



Women (43%) are more likely than men (31%) to agree that they **don't know what to ask their doctor to protect themselves** from heart disease.

Men are significantly more likely to know a lot about their favorite sports team

56%	45%
Sports team	Heart health

Perception of heart health: knowledge and reality differ

87%

mistakenly believe cardiac arrest is another term for a heart attack

&

Only
32%

know that **heart valves** make sure blood flows in one direction through the heart

64%

know that the **human heart has 4 chambers.**

&

Only
10%

know that **electricity keeps their heart beating** in rhythm.

Preparedness in Case of an Emergency



Americans are misinformed when it comes to recognizing the symptoms of a heart attack

59%

falsely think sudden numbness or weakness of face, arm or leg are a symptom of a heart attack

Around one-third mistakenly think slurred speech and sudden trouble seeing in one or both eyes are indications of a heart attack.

39%

Slurred speech

32%

sudden trouble seeing in one or both eyes

Many Americans know the following symptoms of a heart attack:

- pressure/squeezing/fullness or pain in the center of one's chest (81%),
- shortness of breath (77%)
- pain in one or both arms (71%)

But significantly fewer know about :

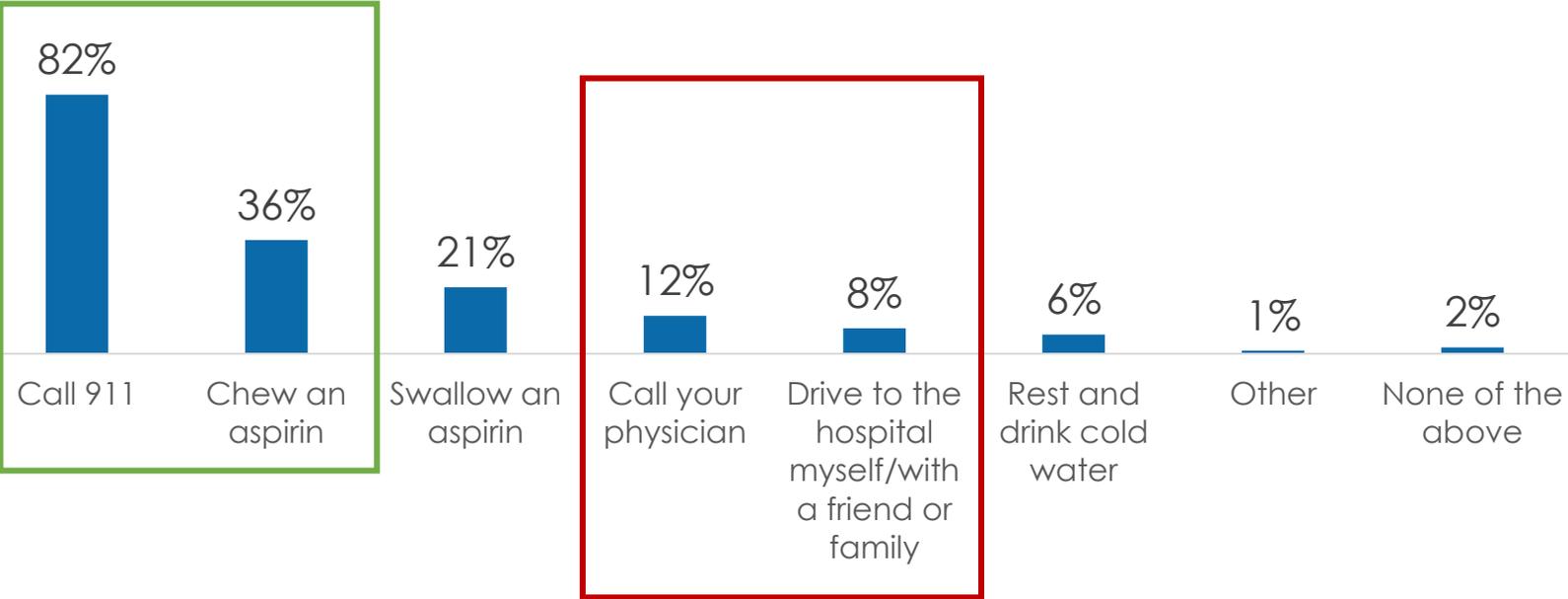
- pain in the back or jaw (43%)
- nausea/vomiting (40%)



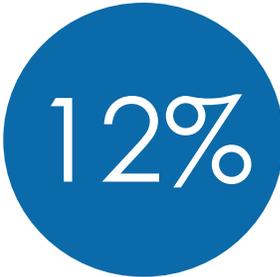
Americans need further education on how to respond to signs of a heart attack

Most Americans know to call 911 as the first step if they think they have a heart attack, but only about one-third know to also chew an aspirin.

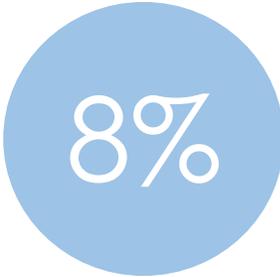
Which, if any, of the following should you do first if you think you're having a heart attack?



BUT

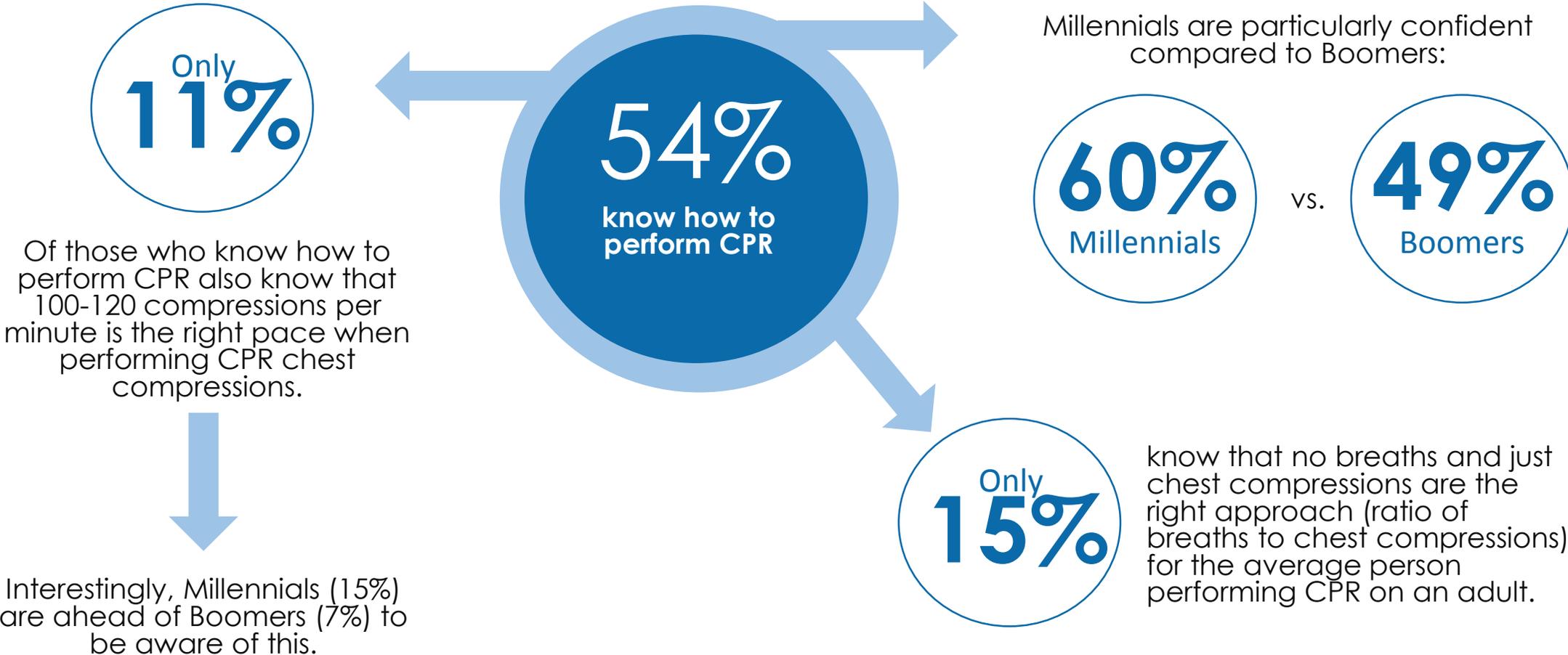


think the **first thing** to do when experiencing a heart attack is to call their physician



think the **first thing** to do when experiencing a heart attack is to drive to the hospital themselves or with a friend or family

Many Americans, especially Millennials, think they know how to perform CPR – but in fact need a refresher course





Only
27%

Have an automated external defibrillator (AED) at their place of work.



Women (30%) are more likely than men (20%) to not know if there is an AED at their work.

However, those who know that their workplace has an AED are prepared for emergencies:

88%

who have an automated external defibrillator (AED) at their workplace also **know where it is**

68%

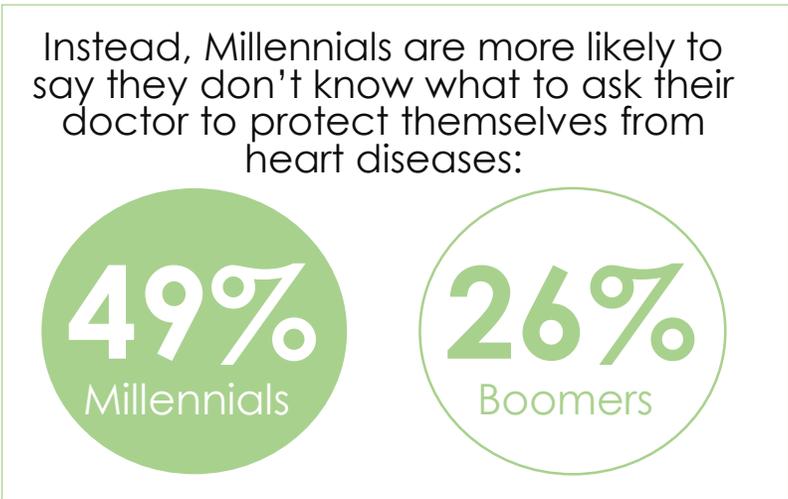
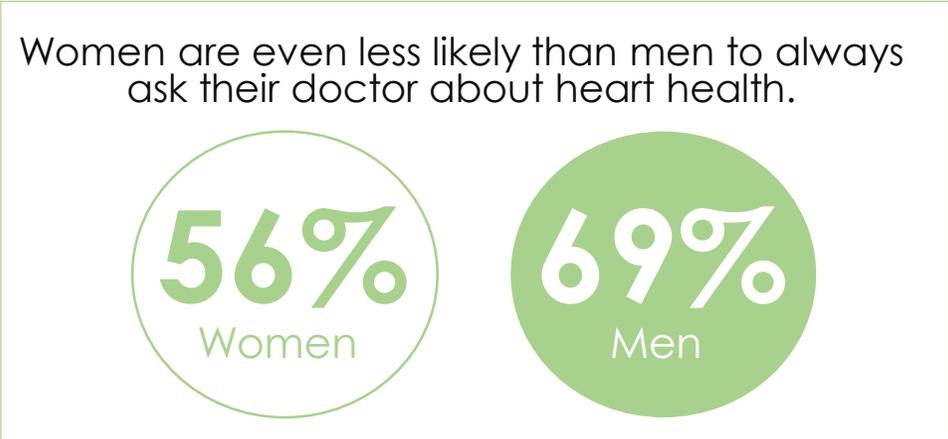
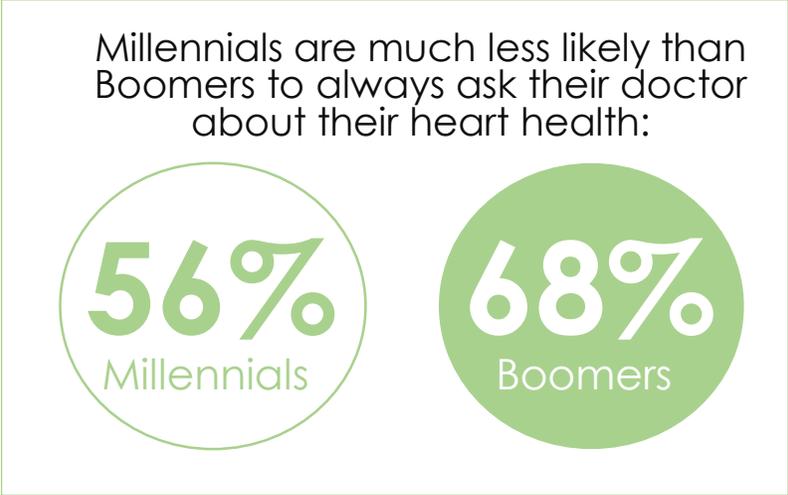
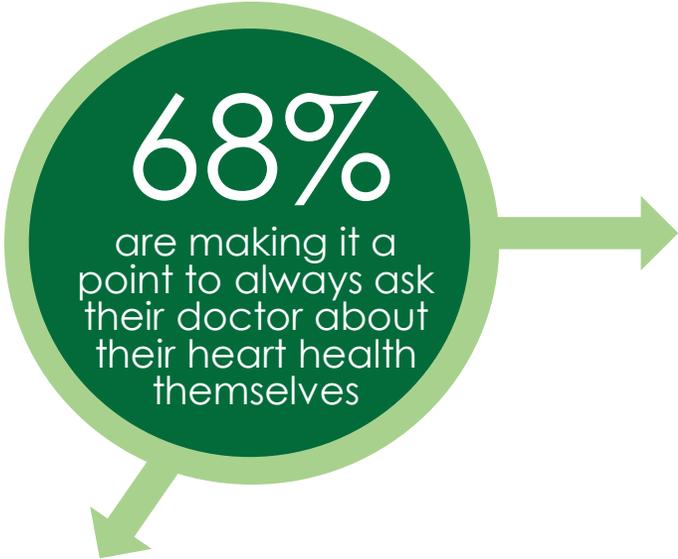
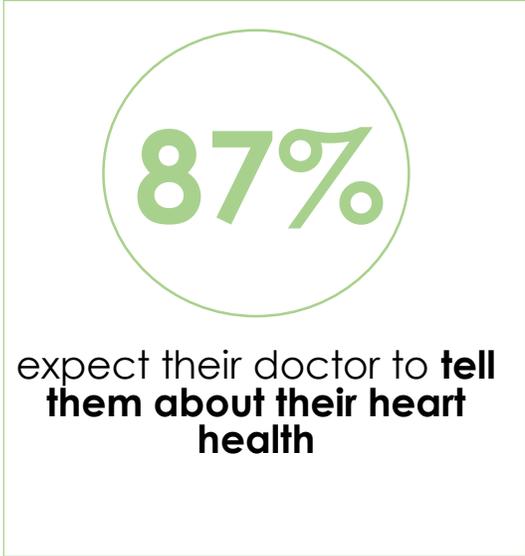
who have an automated external defibrillator (AED) at their workplace also **know how to use it**



Q17: Is there an AED (automated external defibrillator) where you work? (Base: Total n=1,007, women n=537, men n=470); Q18: Do you know where it is? (Base: Those who have an AED at work, total n=269); Q19: Do you know how to use it? (Base: Those who have an AED at work, total n=269)

Taking Responsibility

Pressure is on doctors to keep Americans informed on their heart health



Many are aware of the dangers of smoking

65%

are aware that smoking can increase the risk of heart disease because it increases narrowing and clogging of the arteries

50%

know the dangers as it increases blood pressure

Fewer, but still about a third, are aware that smoking can increase the risk of heart disease due to an increased tendency for blood to clot (34%) and decreased exercise tolerance (31%).

Among current and former smokers, about five-in-ten quit smoking because of...

concerns over their heart health:

18%

other health concerns such as cancer

19%

14%

would like to quit smoking because of concerns over their heart health but have not been successful in the past.



However, fewer are aware of the impact of injection drug abuse



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*“Your heart: How it
works and why it fails”*

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