

Americans don't know the facts about heart disease.

A national survey from MDVIP reveals misconceptions, gender disparities and limited guidance among Americans when it comes to understanding and preventing this silent killer.

Heart Fail



62%

of Americans fail Heart Attack IQ quiz

Quiz Grade	% of Adults
A (90%+)	<1%
B (80%-89%)	3%
C (70%-79%)	12%
D (60%-69%)	23%
FAIL (0%-59%)	62%



don't know that most heart attacks occur in people with normal cholesterol



don't know that 2 out of 3 people with diabetes will die from heart disease



don't know that a heart attack happens when a blood clot forms over plaque



don't know that some heart attacks cause no symptoms at all, especially in diabetics

Women Take Warning



Women have a lower chance of surviving a first heart attack than men. Yet, women lag behind in knowledge and prevention.

55%

OF WOMEN

VS.

67%

OF MEN

say they know the risk factors for heart disease

51%

OF WOMEN

VS.

61%

OF MEN

say they know the symptoms of heart disease

43%

OF WOMEN

VS.

56%

OF MEN

feel well-informed on the best ways to screen for heart disease

48%

OF WOMEN

VS.

58%

OF MEN

believe they're doing everything they can to prevent heart disease

Matters of the Heart



What Americans say would happen if they had a heart attack tomorrow...

7 out of 10

would feel depressed



6 out of 10

would be a heavy burden to family



7 out of 10

would be financially strained



4 out of 10

would worry about having sex



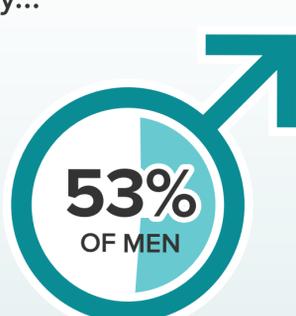
Prevention: A Primary Concern



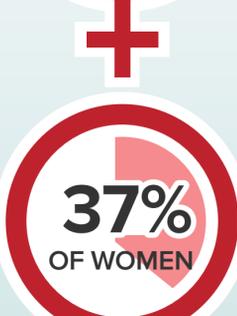
80% of heart disease is preventable, but only...



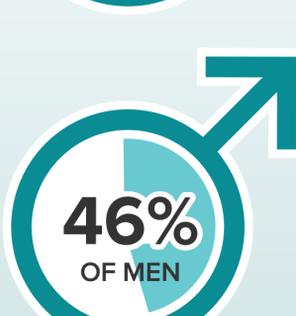
AND



have asked their primary care doctor for help on how to prevent heart disease



AND



have been coached by their primary care doctor on specific lifestyle habits

Get Heart Smart



Visit MDVIP.com/HeartAttackIQ to take the quiz and see how much you know about heart disease.



Talk to your primary care doctor to better understand your own risk and what you can do to reduce it.

About the survey

These are the findings from an Ipsos poll conducted on behalf of MDVIP. Learn more about the survey results and methodology at www.mdvip.com/HeartAttackIQ.

