

**KNOW  
YOUR  
NUMBERS**

# Cleveland Clinic Heart Health Survey

# Table of Contents

Section	Slide #
Survey Objectives and Methodology	3
Key Findings Part 1: Perceived Heart Health Knowledge	4
Key Findings Part 2: Heart Health Related Misperceptions	5
Key Findings Part 3: Actions Taken	6
Detailed Findings: Perceived Heart Health Knowledge	7
Detailed Findings: Heart Health Related Misconceptions	11
Detailed Findings: Actions Taken	14

## Survey Objectives and Methodology

- To gather insights into Americans' perceptions & knowledge of heart disease and its specific risk factors, Cleveland Clinic, in collaboration with Braun Research, conducted a survey among general population consumers titled *"Know Your Numbers."*
- The telephone survey was conducted among a national probability dual-sample consisting of 1,002 adults, 485 men and 517 women 18 years of age and older, living in the continental United States was conducted.
  - Region, gender, age, race and ethnicity were weighted to be nationally representative.
  - Interviewing for this survey was conducted by Braun Research between September 23-29, 2016.
- Differences between the following demographic groups were also explored:
  - Gender
  - Age
- Survey results have a margin of error of +/- 3.1 percent at the 95% confidence level for the total sample.

# Key Findings Part 1: Perceived Heart Health Knowledge

## Despite Americans' concern over dying from heart disease, there is a need for increased education on heart disease risk factors and their implications.

- Most Americans are concerned about dying from heart disease (68%) and understand several of the measures needed to calculate their risk.
- A majority of Americans understand that their blood pressure (77%), weight (67%), LDL (low-density lipoprotein) cholesterol (52%) and Body Mass Index/BMI (52%) are important factors regarding the risk of heart disease.
  - Significantly fewer Americans know that their waist circumference (36%) and fasting glucose level (29%) are important factors in determining heart disease risk.
  - Further, while half (52%) are aware that BMI is an important factor, only about a quarter (23%) know that a person is considered overweight with a BMI of 25 or more.
- More than half (59%) of Americans incorrectly think that knowing one's heart rate is an important factor in calculating heart disease risk.
- Only one-third (34%) of Americans know that an "apple-shaped body" (upper body fat especially in the stomach region) is most dangerous for their heart health.

## Understanding what numbers you need to know. More Americans know their bank account balance than their blood pressure.

- Although a majority (70%) of Americans know their weight, they are more likely to know their bank account balance (46%) than other important health indicators such as their blood pressure (38%) or waist circumference (30%).
- Furthermore, while one quarter (26%) can state their retirement savings off the top of their head, only one in five (18%) can name their BMI and even fewer can speak to their LDL (low-density lipoprotein) cholesterol (12%) or fasting glucose level (11%).

## Key Findings Part 2: Heart Health Related Misperceptions

### There is a clear disconnect on the link between high blood pressure, diabetes and heart disease.

- A majority of Americans know that uncontrolled high blood pressure can lead to a heart attack (75%), stroke (74%), heart failure (62%) and death (60%). However, fewer know that uncontrolled high blood pressure can also cause aneurisms (45%).
- Only four in ten (40%) Americans understand a normal blood pressure reading is less than 120 (systolic) and less than 80 (diastolic).
- Americans are more likely to believe the leading cause of death in people with diabetes is kidney disease/failure (35%). Only 27 percent know the actual cause of death is heart disease.

### Misperceptions also exist when it comes to good vs. bad cholesterol and prevention.

- Half (52%) of Americans are aware that LDL (low-density lipoprotein) cholesterol is an important number to know in order to understand their risk of heart disease.
  - However, only one quarter (25%) know that HDL (high-density lipoprotein) is your “good” cholesterol.
- Most Americans are either unsure (33%) or mistaken (51%) that triglycerides are a type of cholesterol.
  - Interestingly, Millennials (ages 18-34) are the least likely to make that mistake (43% vs. 51% overall think this is true).
- The vast majority (88%) of Americans do not know they should start getting cholesterol screened at age 18 to 24.

## Key Findings Part 3: Actions Taken

**Americans look for a magic pill... About two-thirds of Americans are afraid to die of heart disease, and many look to supplements to enhance their heart health.**

- Nearly seven-in-ten (67%) Americans have taken one or more types of supplements regularly to enhance their heart health.
- Many Americans regularly take supplements, such as multivitamins (46%), fish oil (31%), B vitamins (26%), Omega 3s (23%), Magnesium (13%) or CoQ10 (10%) to improve their heart health.

# PERCEIVED HEART HEALTH KNOWLEDGE

*Americans are afraid of dying from heart disease, but lack knowledge on heart disease risk factors, implications and what each number means.*

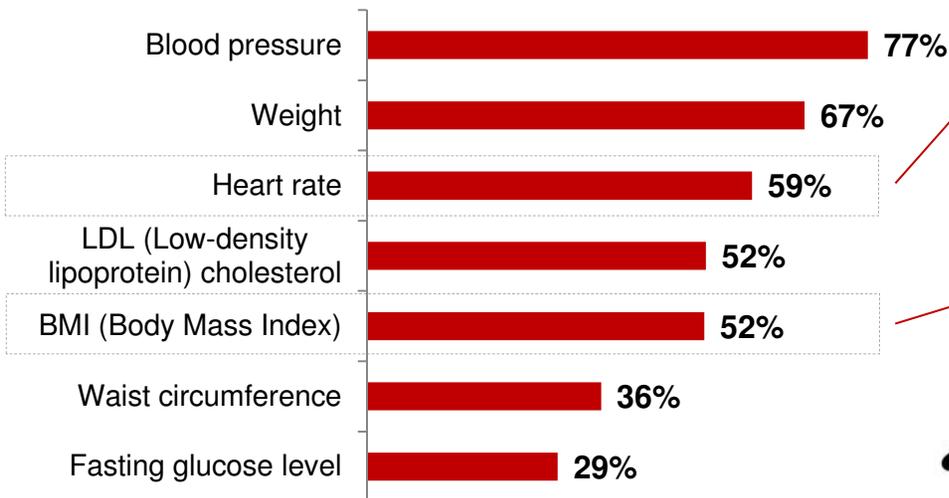
**KNOW  
Y♥UR  
NUMBERS**

# Despite Americans' concern over dying from heart disease, there is a need for increased education on heart disease risk factors and their implications.

**68%** of Americans are concerned about dying from heart disease



## Perception of Important measures to know to understand the risk of heart disease



...however

**59%** of Americans *incorrectly* think that knowing one's heart rate is an important factor in calculating heart disease risk

Only **23%** of Americans know that a person is considered overweight with a BMI of 25 or more *(despite awareness of its importance for understanding heart disease risk)*

Only about **1/3** of Americans know that an "apple-shaped body" is most dangerous for their heart health



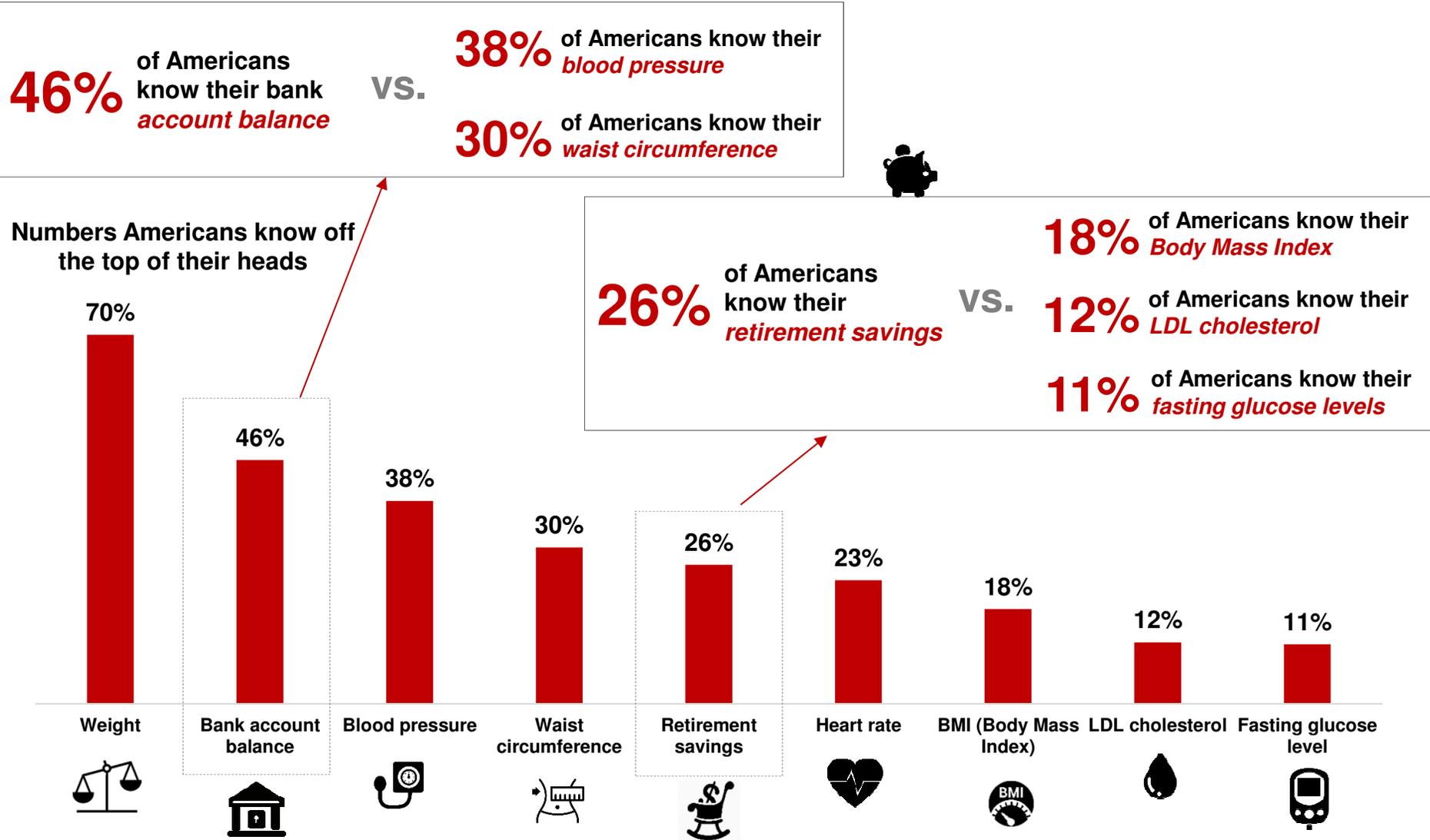
Q1. How concerned are you about dying from each of the following: Heart disease N=1002

Q2. Which, if any, of the following measures are important to know to understand your risk of heart disease? Select all that apply. N=1002

Q5. What body shape is most dangerous for your heart health? N=1002

Q12. A person is considered overweight if they have a Body Mass Index of... N=1002

# Understanding what numbers you need to know. More Americans know their bank account balance than their blood pressure.



Q3. Which, if any, of the following numbers do you know off the top of your head? Select all that apply. N=1002

# Men are more likely than women to know a number of key health metrics.

## Numbers Americans know off the top of their heads Men vs. Women



**41%**

Waist circumference

**18%**



**28%**

Heart rate

**19%**



**14%**

LDL cholesterol

**10%**



**13%**

Fasting glucose level

**9%**



# HEART HEALTH RELATED MISCONCEPTIONS

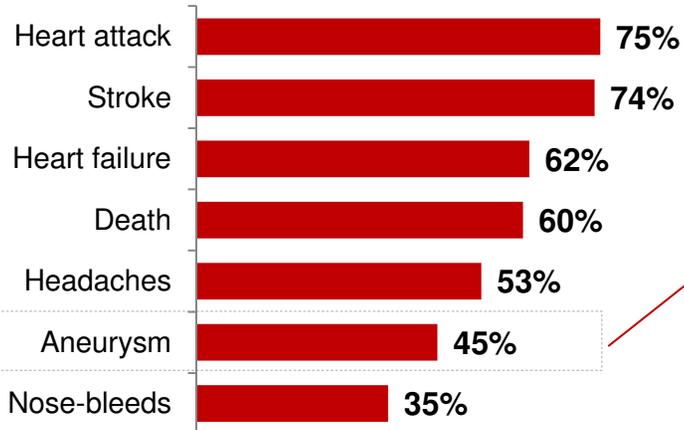
*Many misconceptions exist regarding cholesterol, prevention and the link between heart disease and other illnesses.*

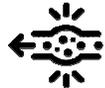
**KNOW  
Y♥UR  
NUMBERS**

# There is a clear disconnect on the link between high blood pressure, diabetes and heart disease.

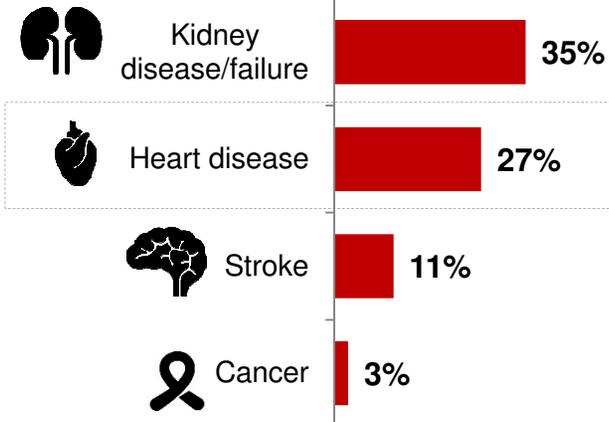


## Perceived implications from uncontrolled high blood pressure



Only **45%**  of Americans know that uncontrolled high blood pressure can lead to an aneurysm

## Perceived leading cause of death in people with diabetes



Only **27%** of Americans know that heart disease is the leading cause of death in people with diabetes

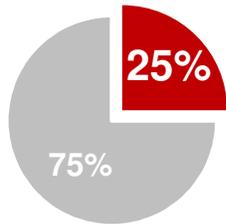
Only **4-in-10** Americans understand a normal blood pressure reading is <120 (systolic) and <80 (diastolic). 

Q9. Which of the following is a normal blood pressure? N=1002  
 Q10. Which, if any, of the following can result from uncontrolled high blood pressure? Select all that apply. N=1002  
 Q11. What is the leading cause of death in people with diabetes? N=1002

# Misperceptions also exist when it comes to good vs. bad cholesterol and prevention.

**52%** of Americans know that LDL cholesterol is an important number to know in order to understand their risk of heart disease

**88%** of Americans do **NOT** know that they should start getting cholesterol screened at age 18 to 24.



Yet, only  $\frac{1}{4}$  know that HDL (high-density lipoprotein) is your “good” cholesterol.

Americans 65 years or older are more likely to know that HDL is considered “good” cholesterol.

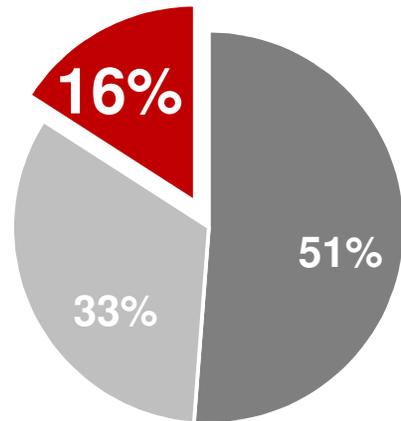


**36%** of Americans 65+

vs.

**22%** of Americans 18-34  
**23%** of Americans 35-44  
**22%** of Americans 45-54  
**25%** of Americans 55-64

Only **16%** of Americans know that triglycerides are **NOT** a type of cholesterol



■ True  
 ■ Not sure  
 ■ False



Millennials (ages 18-34) are the least likely to mistake triglycerides for a type of cholesterol:

**43%** vs. **51%** overall think this is true

Q2. Which, if any, of the following measures are important to know to understand your risk of heart disease? Select all that apply. N=1002  
 Q6. Is the following statement true or false? - Triglycerides are a type of cholesterol. N=1002  
 Q7. Which, if any, of the following measures are known as “good” cholesterol? Selected all that apply. N=1002  
 Q8. At what age should you start getting your cholesterol screened? N=1002

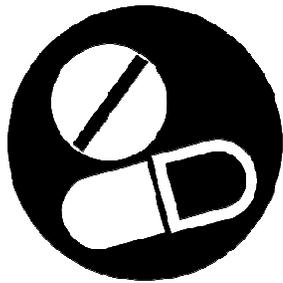
# ACTIONS TAKEN

*Americans look for a magic pill – and take supplements to enhance their heart health.*

**KNOW  
Y♥UR  
NUMBERS**

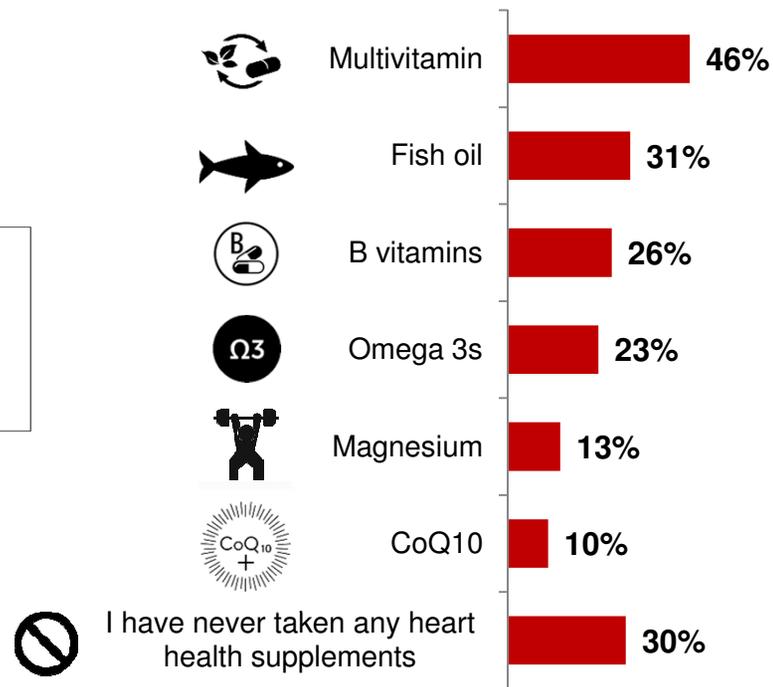
# Americans look for a magic pill... About two-thirds of Americans are afraid to die of heart disease, and many look to supplements to enhance their heart health.

**68%** of Americans are concerned about dying from heart disease



**67%** of Americans have taken one or more types of supplements regularly to enhance their heart health.

## Americans have tried various supplements to enhance their heart health



**KNOW  
Y♥UR  
NUMBERS**

# **Cleveland Clinic Heart Health Survey**