PULSE CHECK: HEALTH OPINIONS & BEHAVIORS IN AMERICA

When the calendar turns to February, it’s time to think red for American Heart Month. The third Mayo Clinic National Health Checkup examines health knowledge and practices across the U.S. – with a particular focus on heart health attitudes, influencers and behaviors.

Headlines for Heart Month

HEART ON THE MIND

Cardiac Concerns

African-American

71%

Caucasian

41%

Hispanic

37%

Reasons to Think About Heart Health

1. Family member or friend diagnosed with heart disease
2. Visiting a primary care physician
3. Conversations with significant other or children

More than half of these Baby Boomers

Modified Their Lifestyle

• FAMILY HISTORY

Nearly 1/4 of respondents cite a family history of heart disease.

• Made Aspirin a Go-to

As a result, many have...

Dietary changes

Regular blood pressure & cholesterol monitoring

Increased exercise

67%

59%

51%

51%

Did you know? Daily aspirin therapy isn’t for everyone. Check with your doctor first, as there is potential for serious side effects.

INFORMATION TOOLS

Heart-Health Influencers

Doctors

81%

Family members

63%

MORE WOMEN

Eat “heart-healthy”

MORE MEN

Exercise regularly

Informative Tactixs

Learn about health conditions

71%

Manage health proactively

62%

Heart-Health Influencers

General search engines help Americans...

People who make the biggest impact on Americans’ knowledge...

Doctors

81%

Family members

63%

Health Issues

• African-Americans

• Caucasians

• Hispanic

Politics

• Baby Boomers

• Millennials

Stress Factors: more likely to say...

Job and/or School

Politics

Unrelieved stress may damage arteries and worsen other risk factors for heart disease.

SOURCES OF STRESS

1. STRESS FACTOR IN PAST YEAR...

Job and/or School

Politics

• Baby Boomers

• Millennials

• Hispanic

• Caucasians

• African-Americans

Weight loss or management

70%

Men

60%

Women

45%

59%

Recreation

45%

Women

59%

Men

Exercising Smarter

Target Heart Rate

Less than half of Americans know what it should be during exercise.

But, maintaining it reduces risk of over- or under-training.

Stress: More than half of respondents think about heart health if a celebrity or athlete was diagnosed with heart disease.