

Sudden Cardiac Arrest Coalition National Public Survey




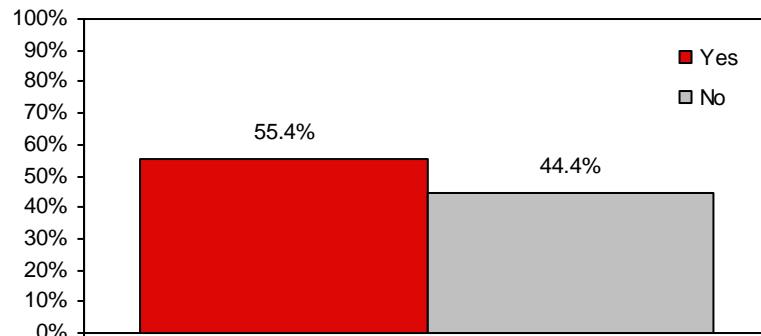
Conducted February 26, 2007
N= 800 Likely Voters
Margin Of Error: +/- 3.46%




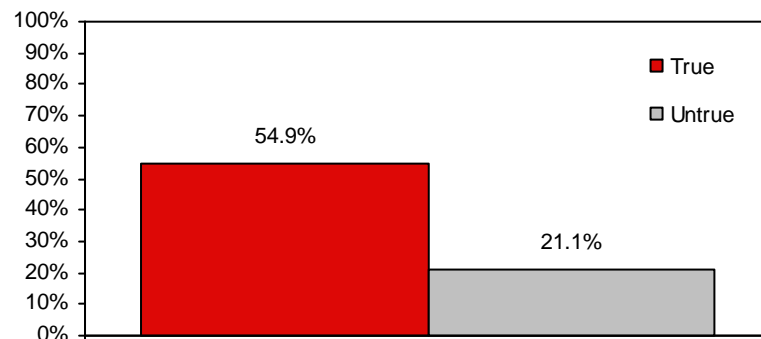
Heart Disease:


Voters Know The Gravity Of The Problem & The Potential Personal Risks

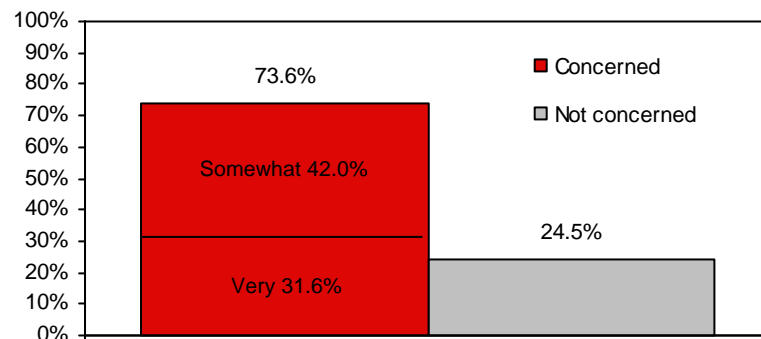
 Do you have a history of heart disease or any other cardiovascular problems in your family?



 True/Untrue: Sudden cardiac arrest is the leading cause of cardiovascular death in the United States.




 Sudden cardiac arrest occurs when the heart stops working abruptly and without warning. Knowing this, how concerned are you that you or a family member is at risk of having sudden cardiac arrest in the next five years—very concerned, somewhat concerned or not at all concerned?






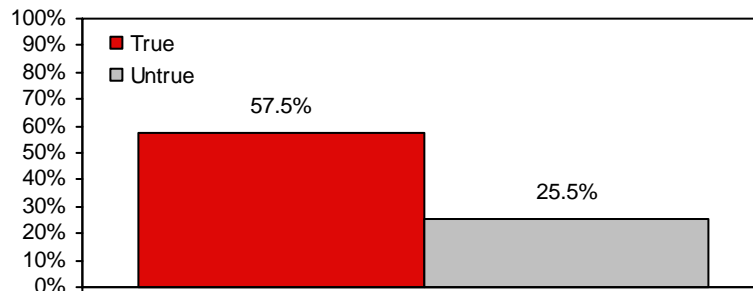
Sudden Cardiac Arrest:


SCA Misunderstood By Voters. Agree More Awareness Needed.

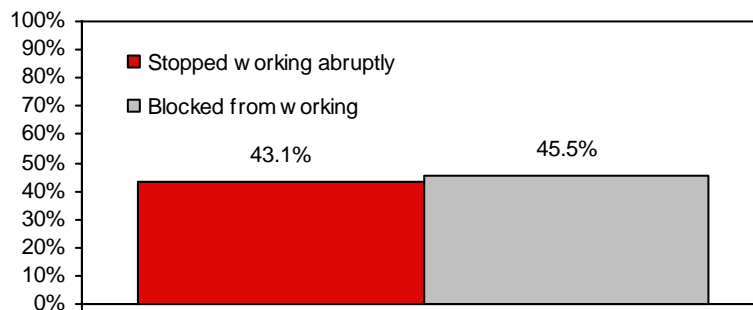
 Please tell me what issue or action you most associate with sudden cardiac arrest?


Don't know	26.6
Heart attack	17.1
Listed symptom/Attack	10.6
Death/Fatal	9.5
Requires CPR	4.9
Heart stop/Arrhythmia	4.6
Named other causes	4.0
Obesity	3.3

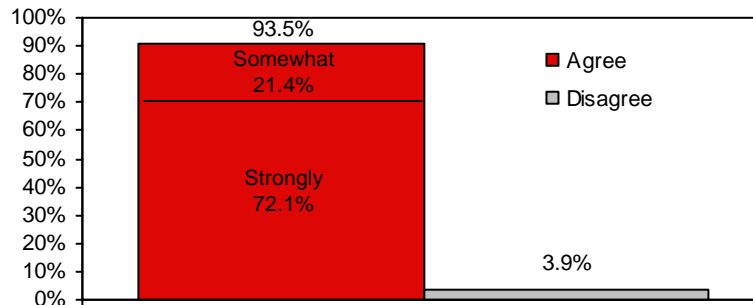
 True/Untrue: Experiencing sudden cardiac arrest is the same as a having a heart attack.



 Which of the following best describes sudden cardiac arrest: Sudden cardiac arrest occurs when the heart abruptly and without warning stops working—preventing blood from being pumped to the rest of the body; *or*, sudden cardiac arrest occurs when blockage in a blood vessel stops the flow of blood to the heart—causing the heart muscle to die.



 Agree/Disagree: It is important to raise awareness about sudden cardiac arrest.





Sudden Cardiac Arrest:

Voters Believe Size Of Affected Population Should Drive Medical Research

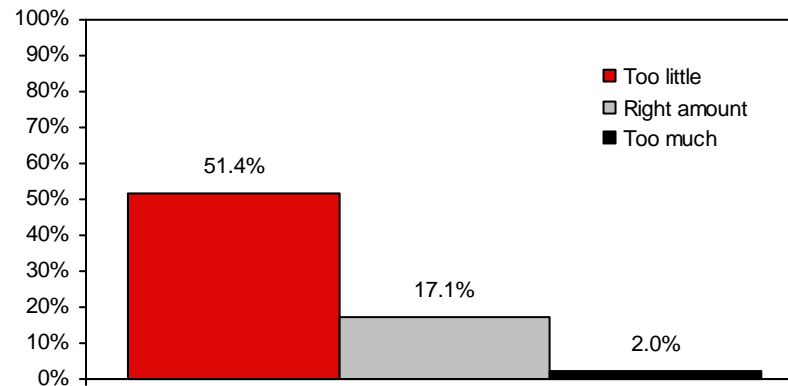
Which of the following factors is most important when determining how much attention an area of medical research should receive:

The number of people affected by the medical problem	33.6
The fatality rate associated with the medical problem	15.9
The medical problem's impact on a person's quality of life	12.1
The severity of the symptoms	9.8
The costs to treat the medical problem	9.5
Who the medical problem affects, for example children, African Americans or seniors	8.6
How much funding the medical problem already receives	2.8



Sudden Cardiac Arrest: Demand For More Federal Funding Is High

Do you believe the medical research community, including the federal government, is dedicating too much, too little or just the right amount of funding for sudden cardiac arrest research, education and treatment?





Sudden Cardiac Arrest:

Research, Education & Treatment Funding Has Overwhelming Support

AED Distribution

Favor/Oppose: widespread distribution of automated external defibrillators in order to quickly help treat sudden cardiac arrest victims?

Education Campaign

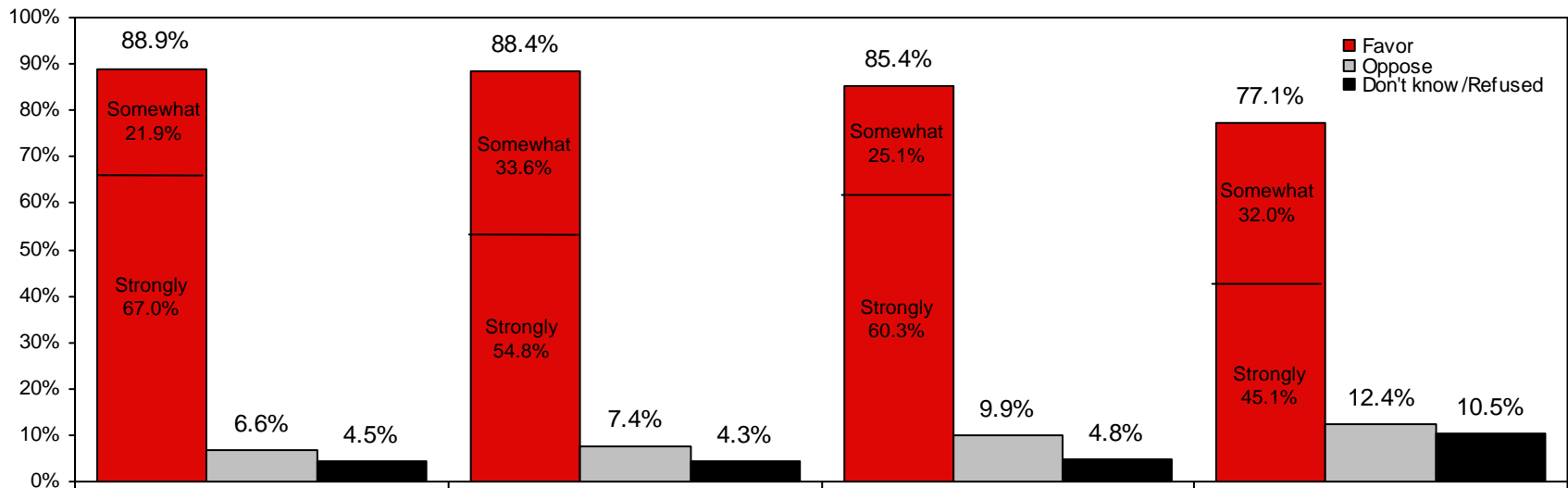
Favor/Oppose: Federal funding for a public awareness campaign about how to detect, prevent and treat sudden cardiac arrest in order to decrease the number of cardiac arrest deaths each year

Cardiac Risk Exams

Favor/Oppose: Federal funding for cardiac risk assessment exams for all new Medicare recipients as part of their initial physical in order to identify high risk patients

General SCA Funding

Favor/Oppose: increasing federal funding for sudden cardiac arrest research, education and treatment?

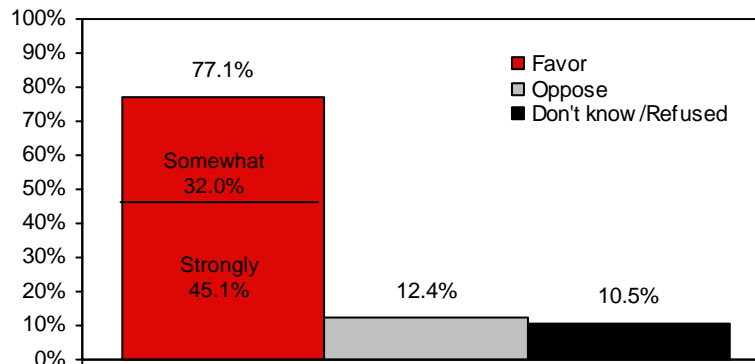




Sudden Cardiac Arrest: Support for Federal Involvement



Do you favor or oppose increasing federal funding for sudden cardiac arrest research, education and treatment?



Why do you favor increasing federal funding for sudden cardiac arrest?

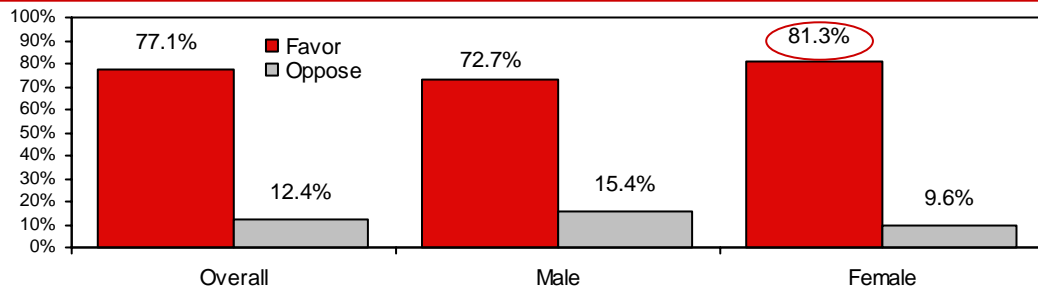
Education/Awareness	26.1
Save lives	10.0
Need funds/Attention	6.6
I/Kin had/At risk	6.6
Research to treat/Solve	6.5
Don't know	6.2
Affects many people	5.8
Prevention/Measures	5.3



Sudden Cardiac Arrest Funding: Target Groups

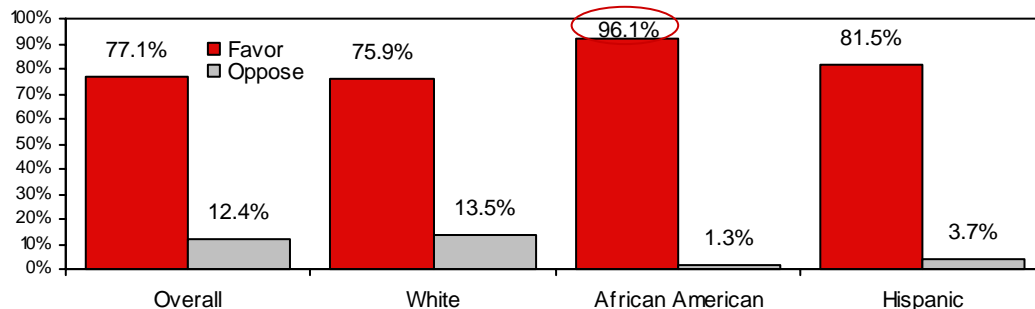
Gender:

Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Gender



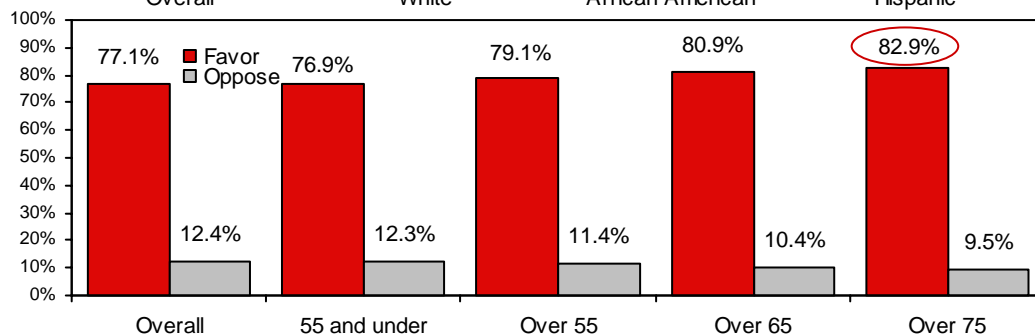
Race:

Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Race



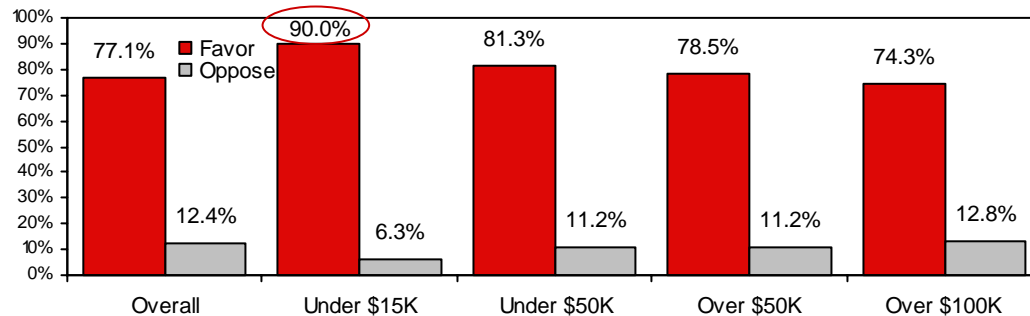
Age:

Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Age



Income:

Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Income

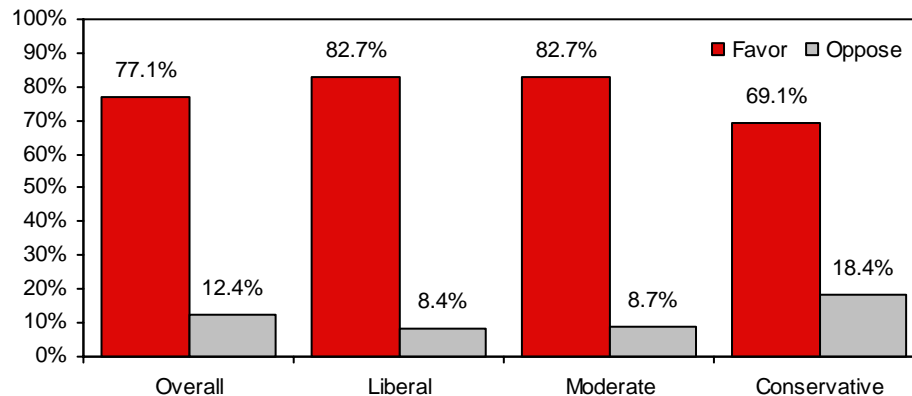




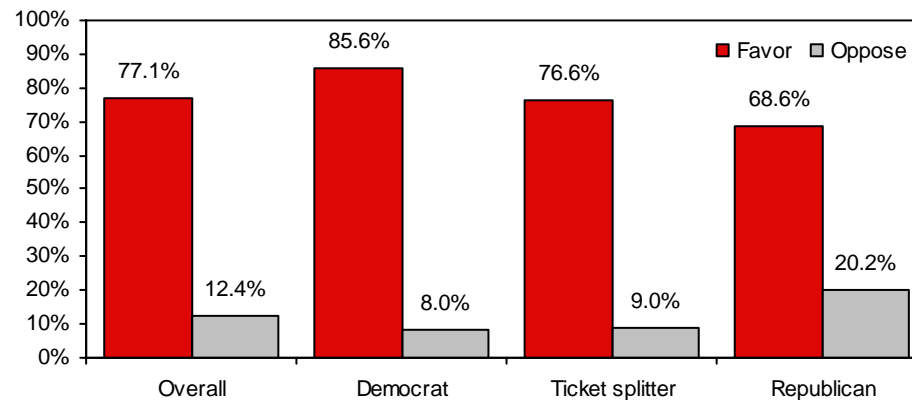
Sudden Cardiac Arrest Funding: Broad Ideological & Behavioral Support



Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Ideology



Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Vote Behavior





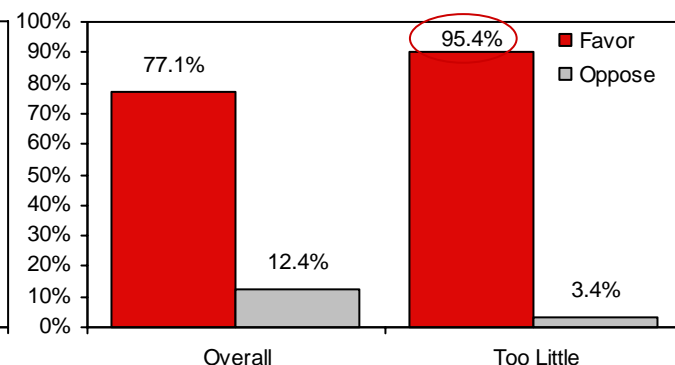
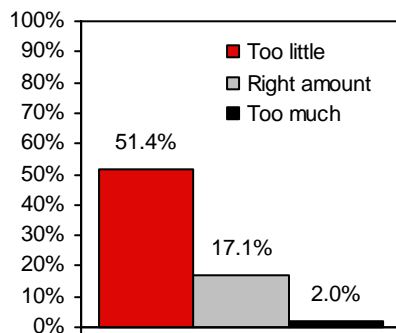
Sudden Cardiac Arrest Funding: Key Factors

Death Of SCA Funding, Personal Anxiety & Public Recognition



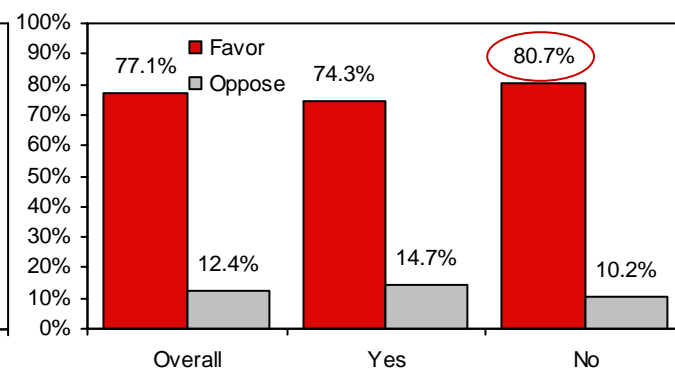
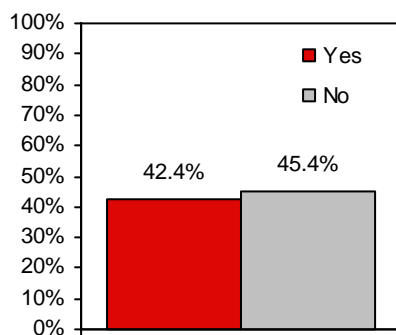
Do you believe the medical research community, including the federal government, is dedicating too much, too little or just the right amount of funding for sudden cardiac arrest research, education and treatment?

- Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Too Little SCA Funding



Do you think friends & neighbors would be able to recognize when someone is experiencing sudden cardiac arrest?

- Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Whether Friends & Neighbors Would Recognize A Sudden Cardiac Arrest



Sudden cardiac arrest occurs when the heart stops working abruptly and without warning. Knowing this, how concerned are you that you or a family member is at risk of having sudden cardiac arrest in the next five years—very concerned, somewhat concerned or not at all concerned?

- Favor/Oppose Increasing Federal Funding For Sudden Cardiac Arrest By Concerned /Not Concerned Will Have SCA In Next Five Years

