

SUDDEN CARDIAC ARREST COALITION NATIONAL PUBLIC SURVEY RESULTS

KEY FINDINGS:

LACK OF AWARENESS OF SUDDEN CARDIAC ARREST

- Voters nationwide misunderstand Sudden Cardiac Arrest (SCA) – what it is and how it differs from a heart attack.
- When asked what issue or action they most associate with SCA – 26.6% say they don't know and 17.1 % say it's a heart attack; while only 4.6% name that it is a heart stop or arrhythmia.
- 57.5 % believe SCA is the same as having a heart attack.
- 45.5% believe SCA occurs when the heart is blocked from working, while 43.1% know it is when the heart stops working abruptly.
- Even with that misunderstanding, SCA is so frightening to them, that almost all of them believe - 93.5% of voters – it is important to raise awareness of SCA.

PUBLIC DEMAND FOR FEDERAL FUNDING FOR SUDDEN CARDIAC ARREST

- Voters nationwide are overwhelmingly supportive of additional federal funding to help pay for increased sudden cardiac arrest research, educational activities and treatments (77.1% favor). Specifically, 88.9% favor widespread distribution of automated external defibrillators, 88.4% favor funding for a public awareness campaign on the issue and 85.4% favor funding for cardiac risk assessment exams for all new Medicare recipients.
- The majority of voters (51.4%) believe there is too little funding being dedicated to the issue today. This perceived dearth of current funding is driving demand for action.
- Personal anxiety is another key factor affecting voter support for increased federal funding. Approximately 74% of voters said they were concerned that they or a family member could have a sudden cardiac arrest within the next five years. Among those who said they were concerned, 82.9% said they favor increasing sudden cardiac arrest funding.
- Support for increased federal funding is strong across all various segments of the population:
 - By Gender:*
 - Women favor increasing federal funding for SCA - 81.3%
 - Men favor increasing federal funding for SCA - 72.7%
 - By Race:*
 - Hispanics favor increasing federal funding for SCA - 81.5%
 - African-Americans favor increasing federal funding for SCA - 96.1%
 - Caucasians favor increasing federal funding for SCA - 75.9%
 - By Age:*
 - People over 75, favor increasing federal funding for SCA - 82.9%
 - Over 65, increasing federal funding for SCA - 80.9%
 - Over 55, increasing federal funding for SCA - 79.1%
 - 55 and under, increasing federal funding for SCA - 76.9%
 - By Income*
 - Incomes over \$100k, favor increasing federal funding for SCA - 74.3%
 - Over \$50K, favor increasing federal funding for SCA - 78.5%
 - Under \$50K, favor increasing federal funding for SCA - 81.3%
 - Under \$15K, favor increasing federal funding for SCA - 90.0%

American Safety and Health Institute
Black Women's Health Initiative
Cardiac Arrhythmia Research and Education (CARE) Foundation
Cardiac Electrophysiology Society
Heart Rhythm Society
Hypertensive Cardiomyopathy Association
Infirmary Support Foundation
International Association of Fire Fighters
Louis J. Acampora Foundation
Matt Foley Save A Life Foundation
Medic First Aid International
Mirrored Hearts
National Association of EMS Physicians
Parent Heart Watch
Pediatric Electrophysiology Society
Project A.C.A.R.
Save-A-Life Foundation
Society for Women's Health Research
Sudden Arrhythmic Death Syndromes (SADS) Foundation
Sudden Cardiac Arrest Association
WomenHeart (National Coalition for Women with Heart Disease)

