



Opinion Research
Strategic Communication

Public Awareness of Heart Valve Disease

Results of National Survey Research For The Alliance for Aging Research

June 2016

Introduction and Overview of Methodology

More than 5 million Americans have been diagnosed with heart valve disease.¹ Valve diseases involve damage to one or more of the heart's valves, and while some types are not serious, others can lead to major complications—including death. Valve defects can be there at birth or develop from damage later in life.

Despite the high number of people estimated to have heart valve disease, public awareness of this group of cardiovascular diseases is low. As the Alliance for Aging Research inaugurates a heart valve disease public awareness campaign, the organization asked Belden Russonello Strategists to look into the question of how knowledgeable Americans are when it comes to heart valve disease.

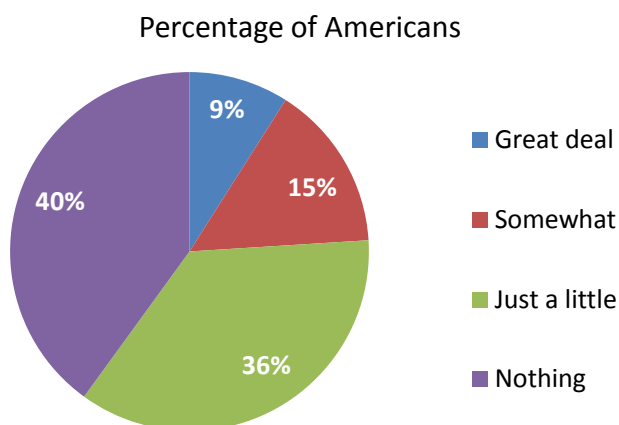
To measure awareness and familiarity of the public, we put questions on Telephone CARAVAN, a national omnibus survey. The data were collected from 2,018 adults (18 years old and older) living in the continental United States, during two waves of interviewing in the first half of May 2016.

The Telephone CARAVAN study was conducted using two probability samples: randomly selected landline telephone numbers and randomly selected mobile (cell) telephone numbers. Of the 2,018 interviews, 1,018 were from the landline sample and 1,000 from the cell phone sample. The margin of error for the sample of 2,018 is +/- 2.18% at the 95% confidence level. Smaller subgroups will have larger error margins.

Findings

The results of the survey indicate that the American public has very little familiarity with heart valve disease. While about half say they have ever heard of heart valve disease, only nine percent of Americans say they know a great deal about valve disease, and another 15% say they know somewhat about it—for a total of 24% saying they know a great deal or somewhat about heart valve disease.

Level of Awareness of Valve Disease



Question H2: Would you say you know a great deal, somewhat, just a little, or nothing about heart valve disease?

Some groups are especially unfamiliar:

- African Americans and Latinos are the least aware, at 18% and 19% respectively, compared to 26% of non-Hispanic whites who say they know a great deal or somewhat about valve disease.
- Also, the level of familiarity with valve disease is lower among individuals with household incomes under \$35,000 – at 22% knowing a great deal or somewhat, compared to those with incomes of \$100,000 or more at 29%.

Of those surveyed, four percent said that they have ever been diagnosed with valve disease. Among those who are 65 years and older in the survey, nine percent report ever having been diagnosed with valve disease. National prevalence estimates show that more than 1 in 8 people age 75 and older have moderate to severe valve disease.ⁱⁱ

Note: Percentages in tables and charts may not add to 100 due to rounding.

Level of Awareness of Valve Disease

Would you say you know a great deal, somewhat, just a little, or nothing about heart valve disease?

	Great deal	Somewhat	Just a little	Nothing/Don't know
All	9%	15	36	40
Men	10%	13	39	38
Women	8%	17	34	41
18-34	4%	10	33	53
35-44	10%	17	35	38
45-54	8%	16	40	36
55-64	15%	16	38	31
65+	10%	22	38	30
White - Non-Hispanic	10%	16	39	35
Black - Non-Hispanic	5%	13	32	50
Hispanic	6%	13	33	48
<\$35K	7%	15	34	44
\$35K - <\$50K	8%	16	37	39
\$50K - <\$75K	9%	13	41	36
\$75K - <100K	10%	17	40	33
\$100K+	12%	18	37	33
HS grad or less	6%	13	36	45
Some college	9%	18	36	37
College grad or more	12%	16	38	33

Incidence: Four percent of the respondents to the survey say they have ever been diagnosed with heart valve disease. Nine percent of those ages 65 and older report having such a diagnosis.

Incidence of Valve Disease

Have you ever been diagnosed with heart valve disease?	Yes	No
All	4%	96
Men	5%	95
Women	3%	96
18-34	1%	99
35-44	1%	99
45-54	3%	97
55-64	6%	92
65+	9%	90
White - Non-Hispanic	4%	96
Black - Non-Hispanic	4%	95
Hispanic	3%	97
<\$35K	4%	95
\$35K - <\$50K	4%	96
\$50K - <\$75K	3%	97
\$75K - <100K	2%	98
\$100K+	3%	96
HS grad or less	2%	97
Some college	5%	94
College grad or more	4%	96

ⁱ Nkomo et al. 2006. Burden of Valvular Heart Diseases: A Population-Based Study. *Lancet* 368(9540):1005-11.

ⁱⁱ Ibid.