

# Half (51%) of English Canadians 40 years and Older Agree They are Prepared in the Event of a Heart Attack

*Most (94%) Agree They Are Not Too Young to Worry About Having a Heart Attack*

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Ipsos Reid

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### *Most (94 %) Agree They Are Not Too Young to Worry About Having a Heart Attack*

**Toronto, ON** – A new Ipsos Reid survey commissioned by Bayer Inc. reveals only half (51 %) of Canadians 40 years and older, excluding Quebec agree they are prepared in the event of a heart attack, despite the fact that almost all (94%) agree they are not too young to worry about having a heart attack.

Other results from the survey reveal that:

- More people have candles, flashlights and dry foods for a blackout (92%) than a first aid kit in the house (76%) or ASPIRIN® in the medicine cabinet (62%).
- The vast majority, over nine in ten (92%), think heart attacks can happen at any time of day, in any setting. Canadians, however, believe they are most likely to occur during outdoor activities (84%) and at the gym (83%).
- Only half (51%) agree they are prepared in the event of a heart attack, yet 70% are prepared for a house fire, and 85% are prepared for a power outage/blackout.
  - Among those surveyed, women feel least prepared for a heart attack (49% agree they feel prepared) when compared to other emergency situations, such as a house fire (66%) or power outage (86%).
- Seventy-three per cent believe you should have ASPIRIN® 81mg with you at all times so that you can take in the event of a heart attack after calling 911.



*These are findings from an Ipsos Reid survey conducted between August 29 to September 3<sup>rd</sup>, 2014 on behalf of ASPIRIN-Bayer. A sample of n=1,004 Canadians excluding Quebec, age 40 and older, from Ipsos' Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population over 40 according to Census data for Canada, and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the total sample is accurate to within +/-3.5 percentage points had all Canadians in this sample universe been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.*

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