A red apple with a heart and ECG cutout, a stethoscope, and a pill on a wooden surface.

CROÍ THIRD AGE MAYO **GENERAL PUBLIC SURVEY RESULTS**

Final Report of Findings

16th December 2022

Contents

1. Introduction

2. Survey Results

Own it, Check it, Sort it

3. Summary of Key Findings

INTRODUCTION

1

Project Background

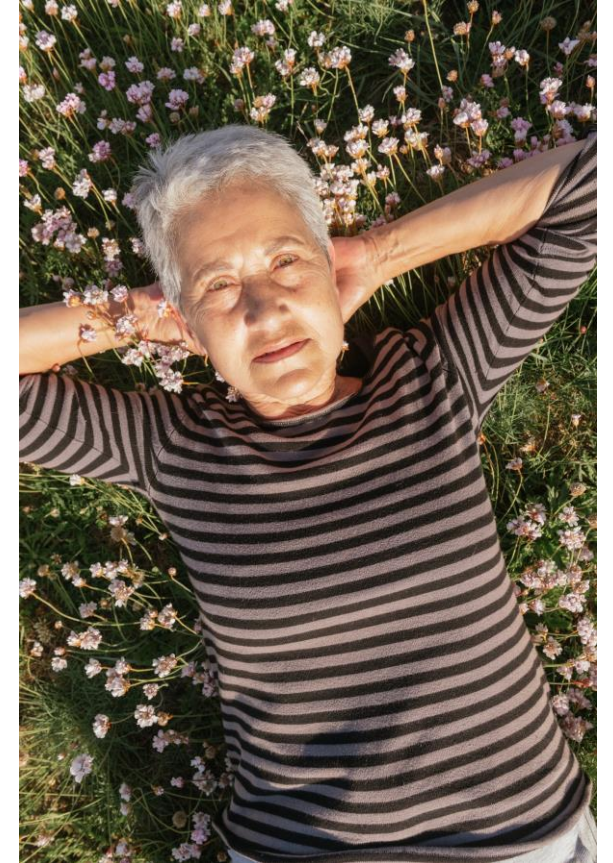
Following on from the successful *Invisible Nation* project on ASCVD conducted by Ipsos earlier this year, Croí wished to understand the views and attitudes of Co. Mayo residents surrounding heart health.

As one of Ireland's leading charities focusing on heart disease and stroke, and with a particular focus on the West of Ireland, it was important to Croí to gain a better understanding of this population, as part of the *Third Age* project.

With Co. Mayo having one of the highest rates of over 55's in the country, Croí see the potential for our ageing population to remain engaged and continue to make a positive contribution in their communities.

Croí *Third Age Mayo* aims to offer a new way of thinking about ageing and is specifically designed to promote and support the cardiovascular health and well-being of the over 55 population in the county, under the three banners of:

✓ **Own it, Check it, Sort it**



Objectives & Methodology

The overall aim of this survey is to establish a baseline of awareness and understanding around CVD and prevention in order to monitor changes that may result from ongoing activities as part of the Croí Third Age Mayo project.

This data will enable Croí to report on key indicators of healthy ageing in Mayo, identify areas to target Third Age activities, and to inform policy and advocacy activities.

The research looks at a number of key themes including;

- Understanding and awareness of CVD & risk factors
- Engagement in screening activities & barriers to same
- Engagement in risk factor management activities & barriers to same
- Sentiment towards heart health and preventative measures overall



400 telephone interviews with adults aged 45 years and older, living in Co. Mayo.

Average interview length of 13 minutes.



Ad-hoc survey conducted via CATI (telephone) methodology, with fieldwork between 22nd September – 11th October 2022.*



Mix of landline and mobile numbers called using random digit dialling (RDD) and Ipsos re-contact sample from Co. Mayo.

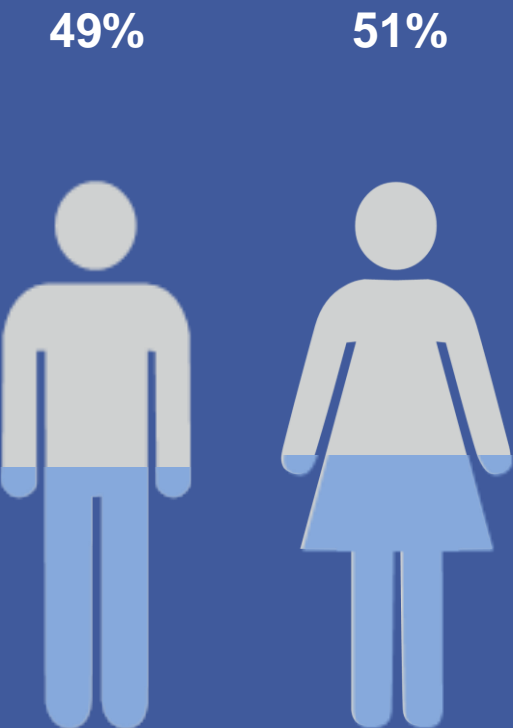


Quotas for age & gender, plus watching tally on region to ensure good spread. Data is then weighted in line with the most up-to-date CSO estimates of the population.

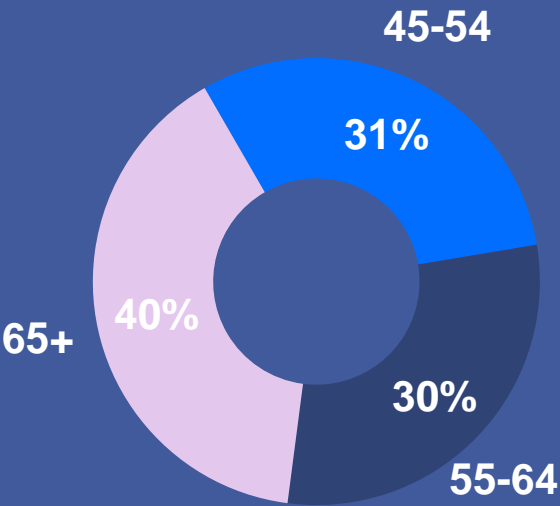
*It is worth noting that the survey fieldwork partly overlapped with Irish Heart's 'Her Heart Matters' campaign in September.

Sample Profile – Demographics

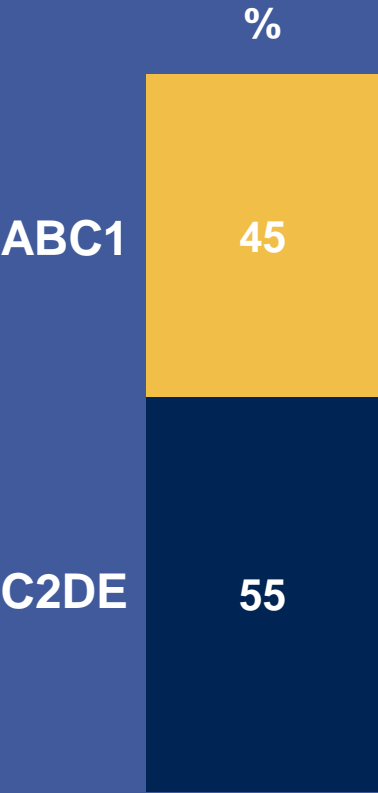
Gender



Age



Social Class

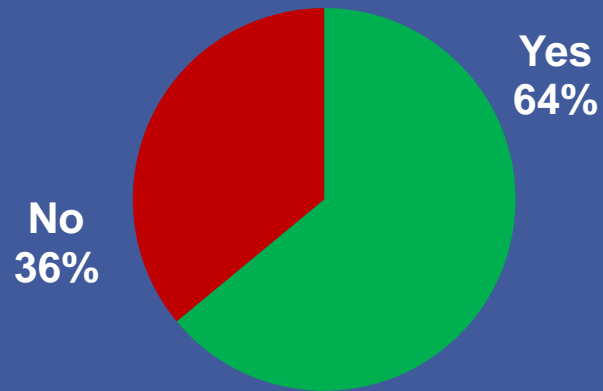


Base: All Respondents: 400

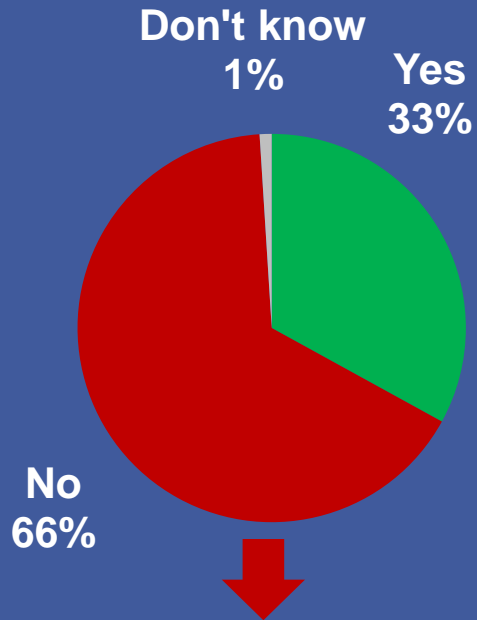


Sample Profile – Demographics

Private Health Insurance

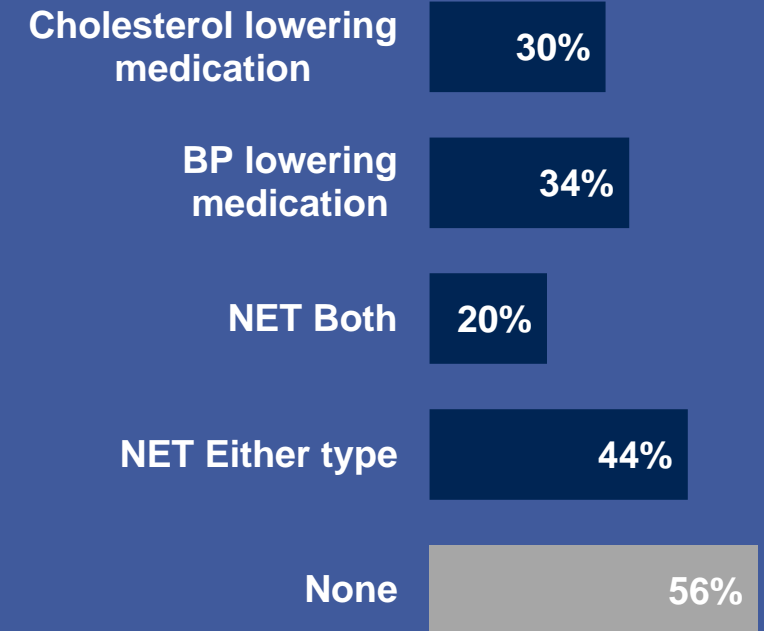


Medical Card



Of those without medical card:
15% have GP visit card
85% do not have GP visit card

Medication Taken



Base: All Respondents: 400

Survey introduced to respondents as follows... *(Croí not mentioned)*

We're now going to ask some questions about cardiovascular health.

By cardiovascular health we mean aspects of health related to the heart and blood vessels.

It doesn't matter how much or little you may know about this topic, it's simply your honest opinions we're interested in.

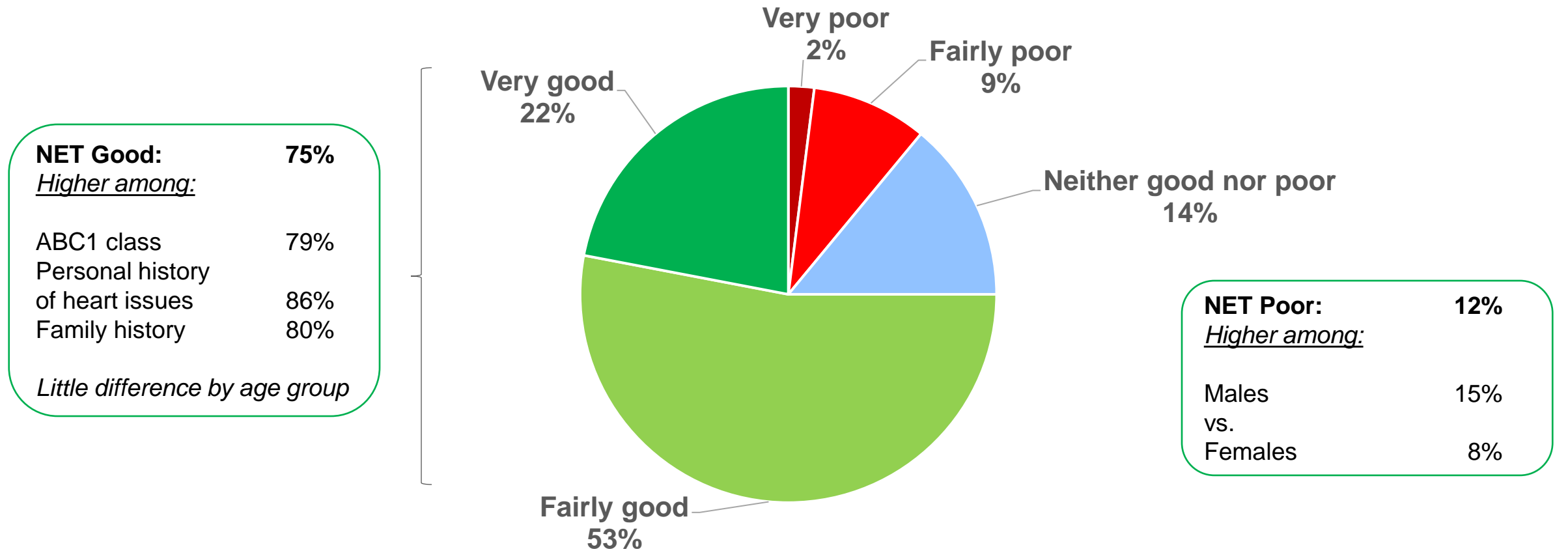
SURVEY RESULTS

2

(I) OWN IT

Three in four say they have a good understanding of CV health

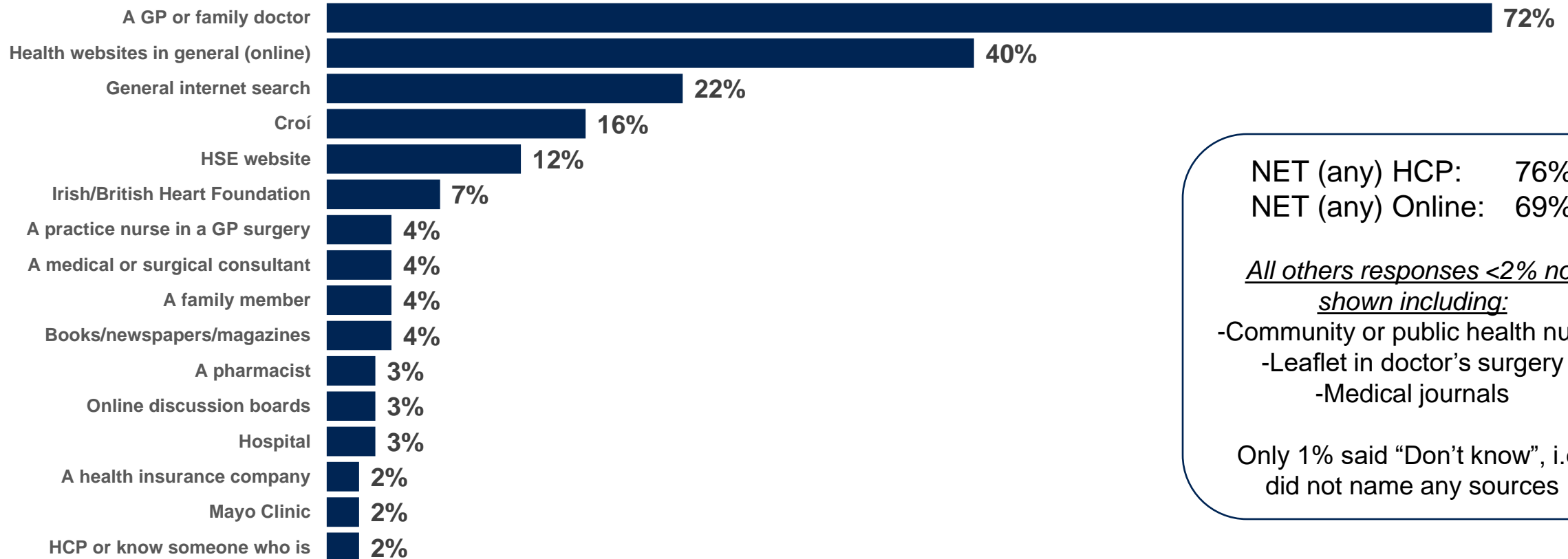
SELF RATING OF UNDERSTANDING OF CARDIOVASCULAR HEALTH



Q.1 Before today, how would you rate your knowledge/understanding of the term cardiovascular health, would that be...
Base: All Respondents: 400

The GP and the internet are the two key sources for heart disease info

SOURCES USED FOR HEART DISEASE INFORMATION - SPONTANEOUS



NET (any) HCP: 76%

NET (any) Online: 69%

All others responses <2% not shown including:

- Community or public health nurse
- Leaflet in doctor's surgery
- Medical journals

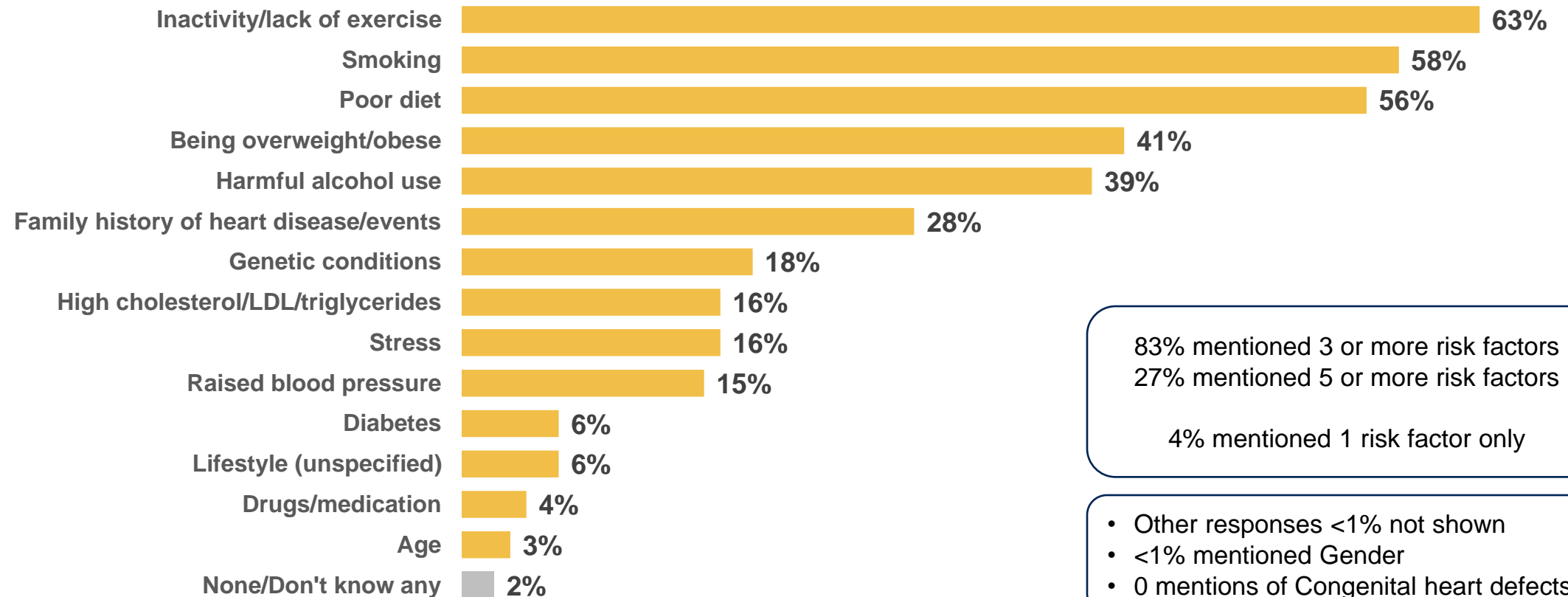
Only 1% said "Don't know", i.e. did not name any sources

Q.2 Cardiovascular disease is also known as heart disease. If you were looking for information on heart disease, what sources of information would you use? Any others?

Base: All Respondents: 400

Majority can name several risk factors for developing heart disease

AWARENESS OF HEART DISEASE RISK FACTORS - SPONTANEOUS

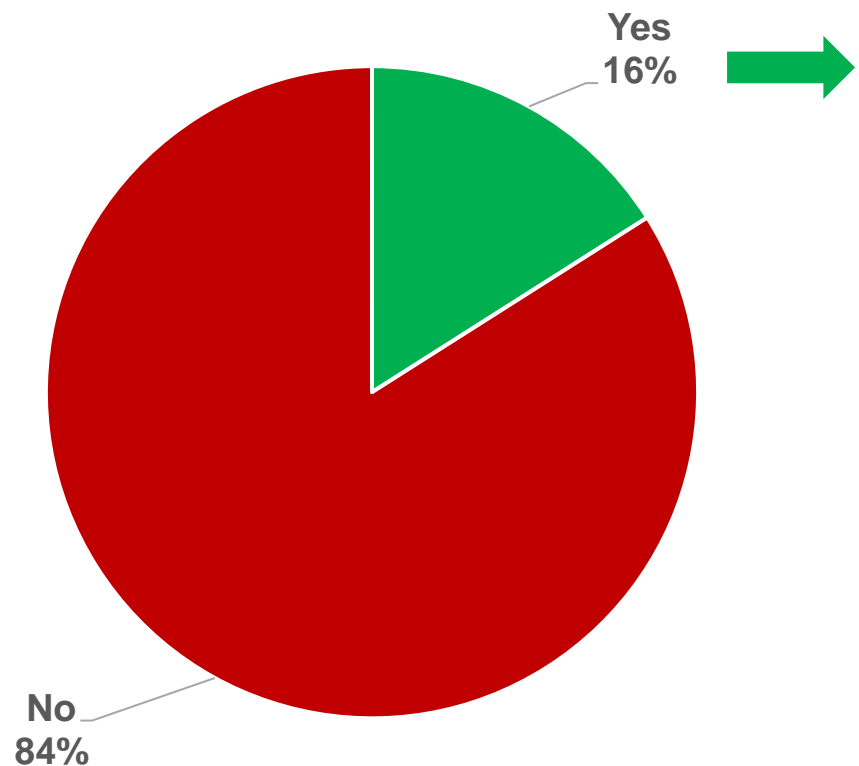


Q.3 There are a number of factors that can increase a person's risk of developing heart disease. These could be related to an individual or their behaviours. Which of these risk factors, if any, are you aware of? Any others?

Base: All Respondents: 400

Approximately one in six had personal experience of a heart condition

INCIDENCE OF EXISTING HEART CONDITION



Variation in % by demographic group

Male	Female	45-54	55-64	65+	ABC1	C2DEF
22%	9%	9%	13%	23%	13%	19%

Q.4a Do you personally have an existing heart condition, for example a history of heart disease, heart attack or stroke, heart failure, atrial fibrillation/irregular heart beat?
Base: All Respondents: 400

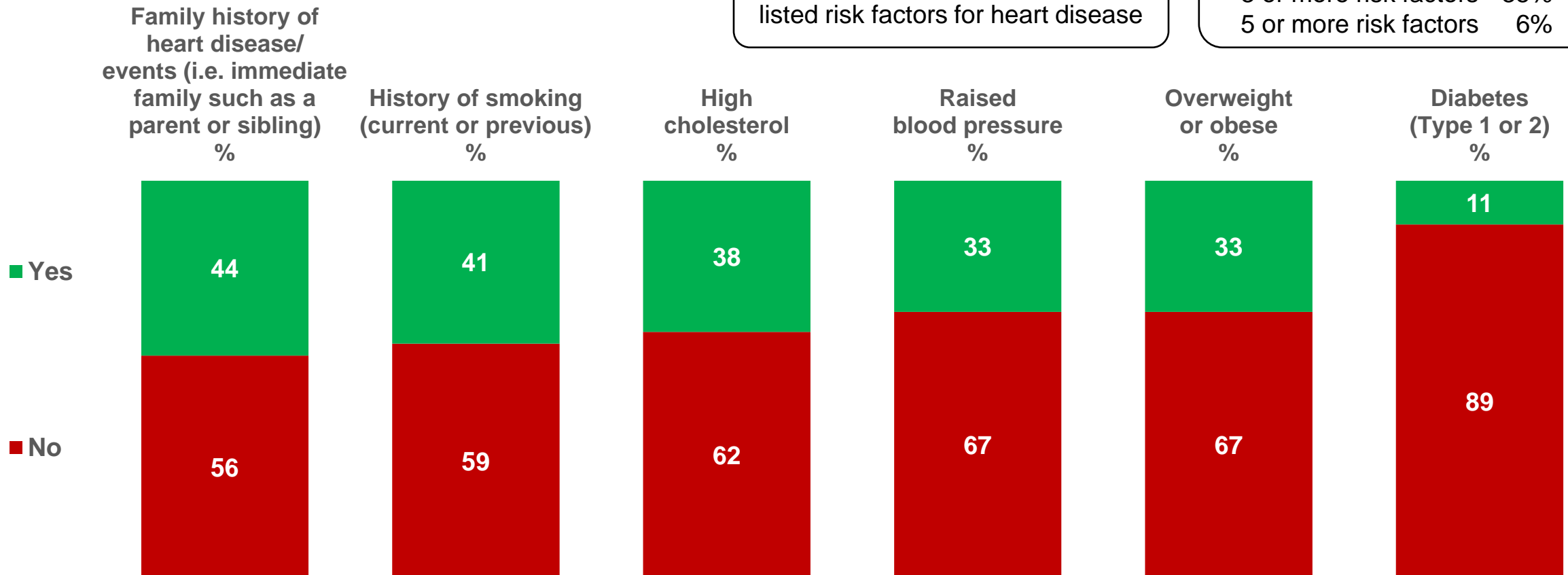


A range of risk factors are evident to the older population in this area

RISK FACTORS APPLICABLE TO RESPONDENT (PROMPTED)

17% claimed to have none of the listed risk factors for heart disease

1 risk factor only	23%
2 or more risk factors	60%
3 or more risk factors	35%
5 or more risk factors	6%

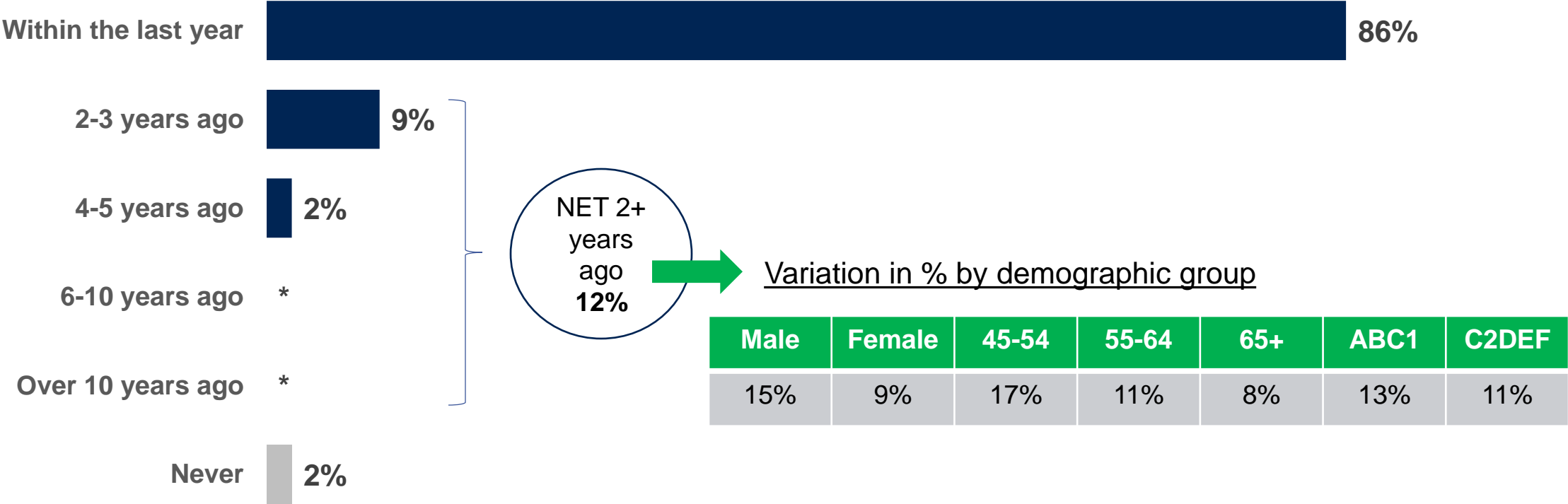


Q.4b Which, if any, of the following risk factors for heart disease have you been medically diagnosed with or would apply to you?
Base: All Respondents: 400

(II) CHECK IT

Majority have had a heart health check within the past year

MOST RECENT HEART HEALTH CHECK

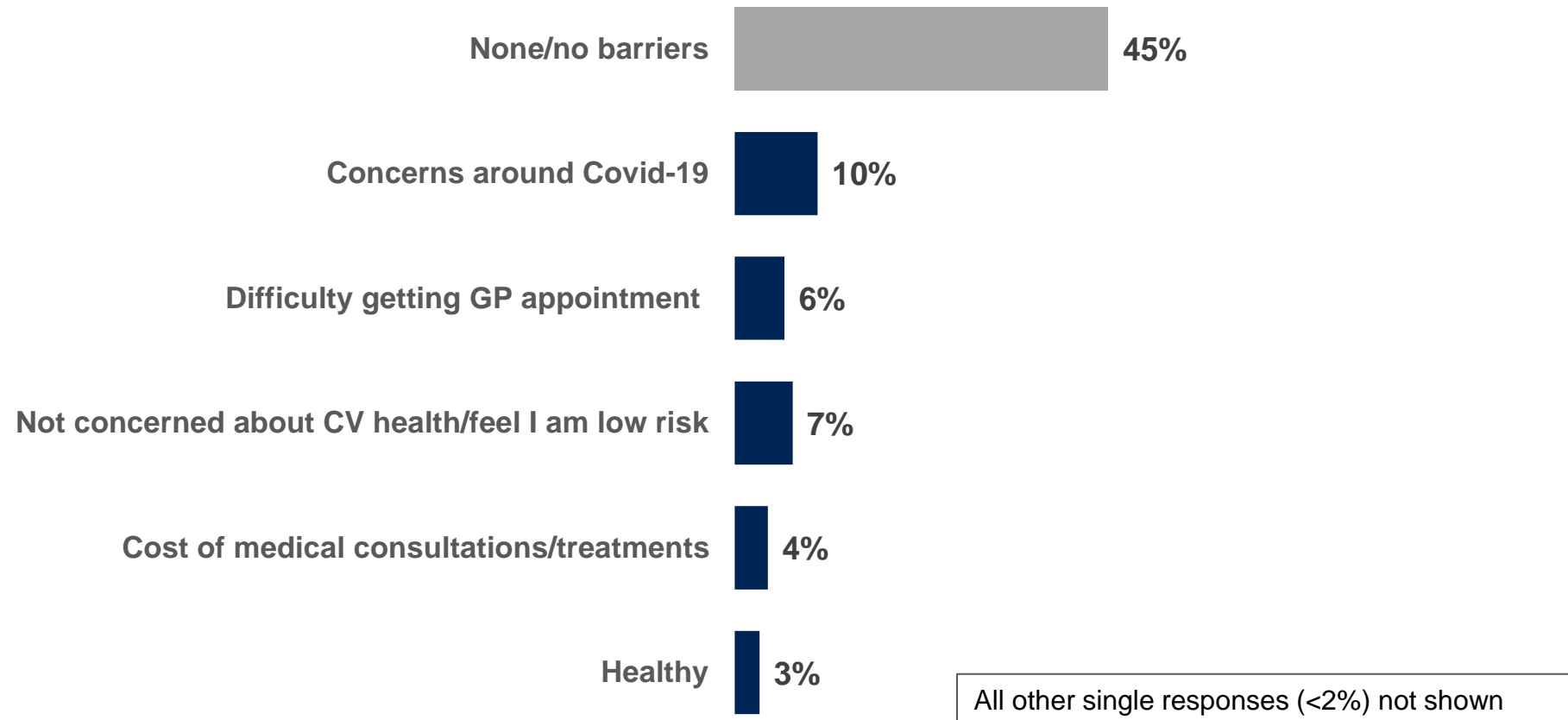


Q.5 People sometimes get their heart health checked by a qualified medical professional like a GP, for example, a blood pressure test, pulse check or cholesterol test.
When, if at all, did you last have such a check-up?
Base: All Respondents: 400



Many cannot cite a major barrier to having a heart check up

BARRIERS TO HAVING HEART HEALTH CHECKED, OR CHECKED MORE FREQUENTLY (AMONG THOSE WHO HAVE NOT CHECKED IN PAST YEAR*)



Q.6 What reasons, if any, might make you less likely to get your heart health checked, or checked more frequently? Any others?

Base: All respondents whose last heart health check was >1 year ago: 57* (*Caution, small base)

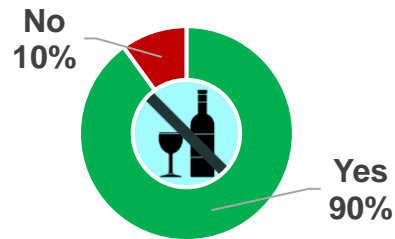
Note: Question filter changed mid way through fieldwork so that only those who had not had recent heart health check (>1 year ago) were asked.

(III) SORT IT

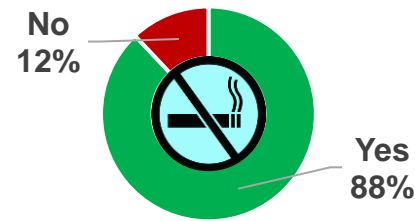
Most maintain that they take measures to maintain their heart health

ACTIVITIES UNDERTAKEN TO MAINTAIN HEART HEALTH

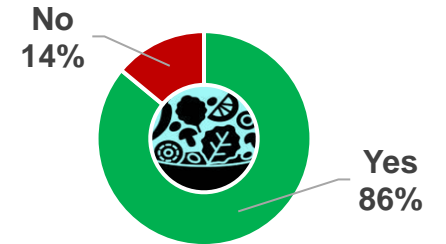
Limit alcohol consumption



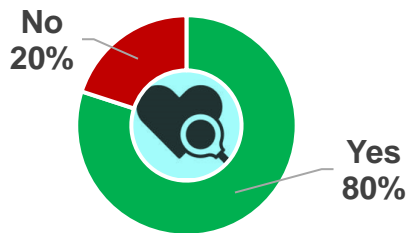
Avoid smoking



Maintain a healthy diet

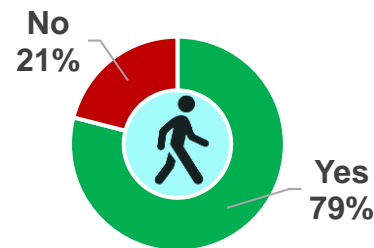


Have my heart health checked every 1-2 years by a medical professional



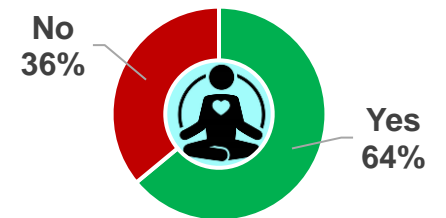
71% of 45-54 y.o.
vs.
87% of 65+ y.o.

Take regular exercise (including walking)



86% of females
vs.
73% of males

Limit stress or engage in stress-lowering activities

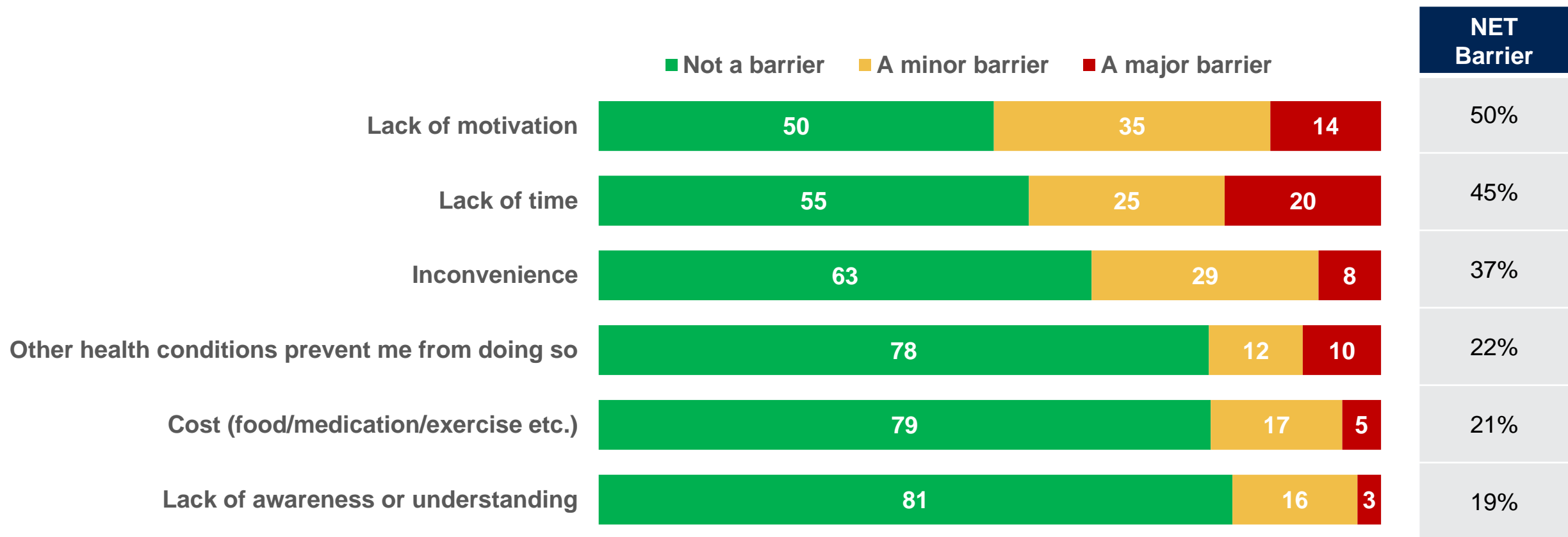


Q.7 Here are a number of things people can do to maintain their heart health. Which of the following do you typically do on a regular basis?
Base: All Respondents: 400

0 respondents said 'none of these'.
11% said 'no' to 3 or more actions.

Lack of motivation and time, as well as inconvenience, are barriers

BARRIERS TO ENGAGING IN ACTIVITIES TO MAINTAIN HEART HEALTH (PROMPTED)



Q.8 To what extent, if at all, are the following factors a barrier to you engaging in activities to maintain your heart health?
Base: All Respondents: 400



Those in the 65+ age group are less likely to cite barriers to “sorting it”

BARRIERS TO ENGAGING IN ACTIVITIES TO MAINTAIN HEART HEALTH (FROM SIX THAT WERE PROMPTED)

	TOTAL	Male	Female	45-54	55-64	65+	ABC1	C2DEF
0 barriers	22%	22%	22%	14%	19%	30%	25%	19%
1 barrier only	27%	28%	26%	21%	27%	32%	27%	27%
2+ barriers	51%	50%	52%	65%	54%	38%	49%	54%

68% of 45-54 year olds said lack of time was a barrier (vs. 45% overall)

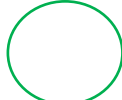
60% of 45-54 year olds said lack of motivation was a barrier (vs. 50% overall)

27% of C2DE class said lack of understanding was a barrier (vs. 19% overall)

29% of C2DEF class said other health conditions were a barrier (vs. 22% overall)

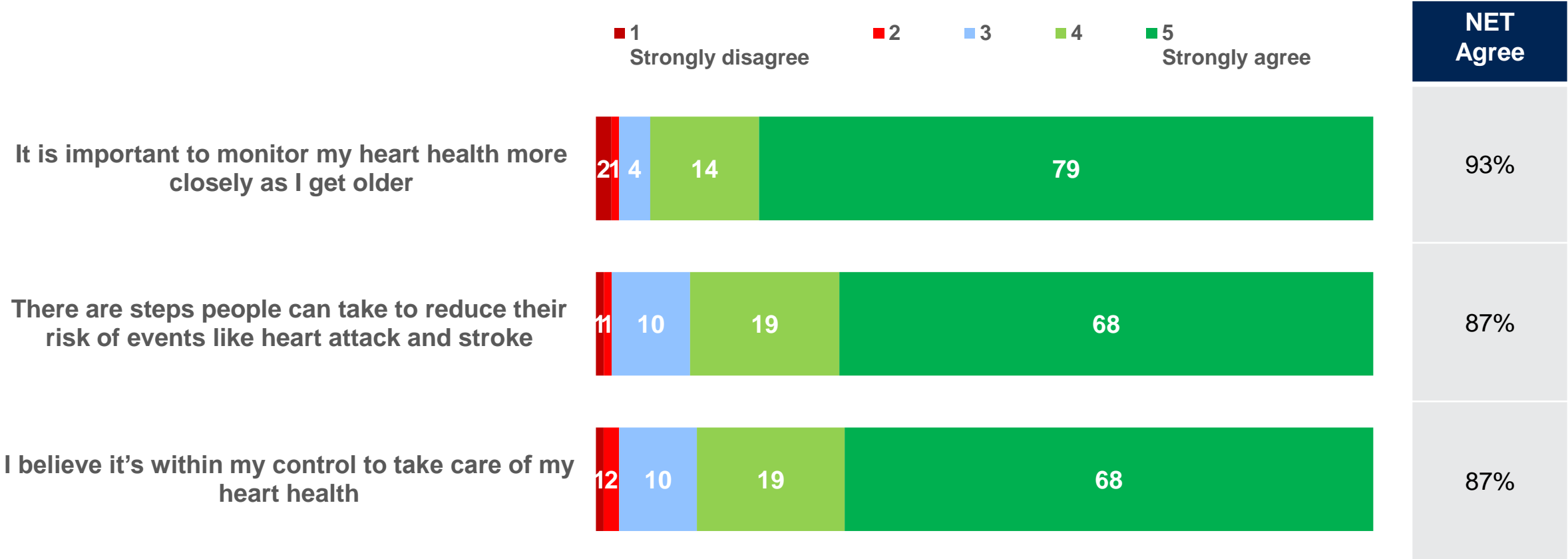
31% of 45-54 year olds & 29% of the C2DE class said cost was a barrier (vs. 21% overall)

Q.8 To what extent, if at all, are the following factors a barrier to you engaging in activities to maintain your heart health?
Base: All Respondents: 400

  = significantly higher/lower

Majority believe in taking control of one’s own heart health

ATTITUDES TOWARDS HEART HEALTH (I)



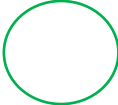
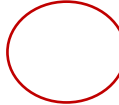
Q.9 Here are some things people have said about their heart health. To what extent do you agree or disagree with each statement, on a scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree?
Base: All Respondents: 400



45-54 year olds most likely to believe they can reduce risk of events

ATTITUDES TOWARDS HEART HEALTH (I) - DEMOGRAPHICS

NET Agree	TOTAL	Male	Female	45-54	55-64	65+	ABC1	C2DEF
It is important to monitor my heart health more closely as I get older	93%	93%	94%	96%	94%	90%	96%	90%
There are steps people can take to reduce their risk of events like heart attack and stroke	87%	85%	88%	94%	84%	83%	89%	85%
I believe it's within my control to take care of my heart health	87%	89%	86%	87%	86%	88%	89%	86%

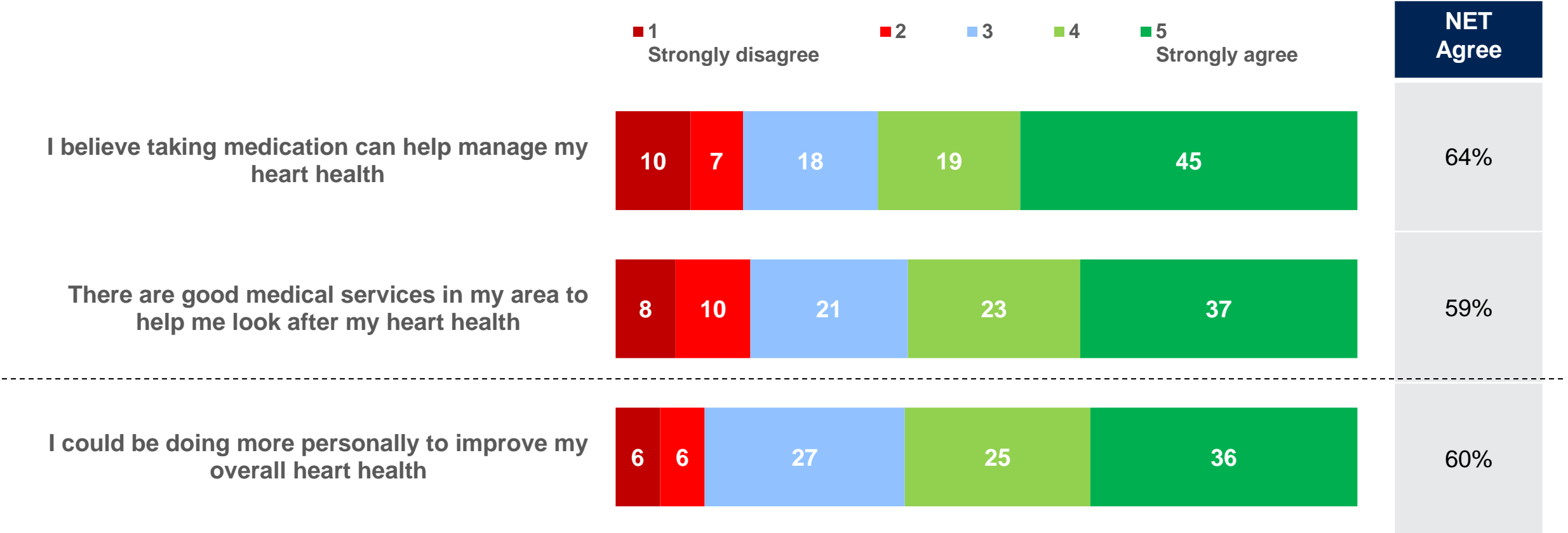
  = significantly higher/lower

Q.9 Here are some things people have said about their heart health. To what extent do you agree or disagree with each statement, on a scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree?

Base: All Respondents: 400

6 in 10 say they could be doing more to improve their heart health

ATTITUDES TOWARDS HEART HEALTH (II)



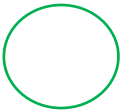
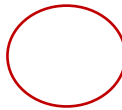
Q.9 Here are some things people have said about their heart health. To what extent do you agree or disagree with each statement, on a scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree?
Base: All Respondents: 400



65+ age group more accepting of taking medication for heart health, but also least likely to believe they can take steps to improve this

ATTITUDES TOWARDS HEART HEALTH (II) - DEMOGRAPHICS

NET Agree	TOTAL	Male	Female	45-54	55-64	65+	ABC1	C2DEF
I believe taking medication can help manage my heart health	64%	65%	63%	58%	55%	75%	66%	61%
There are good medical services in my area to help me look after my heart health	59%	59%	59%	53%	51%	71%	57%	63%
I could be doing more personally to improve my overall heart health	60%	63%	58%	70%	60%	53%	64%	56%

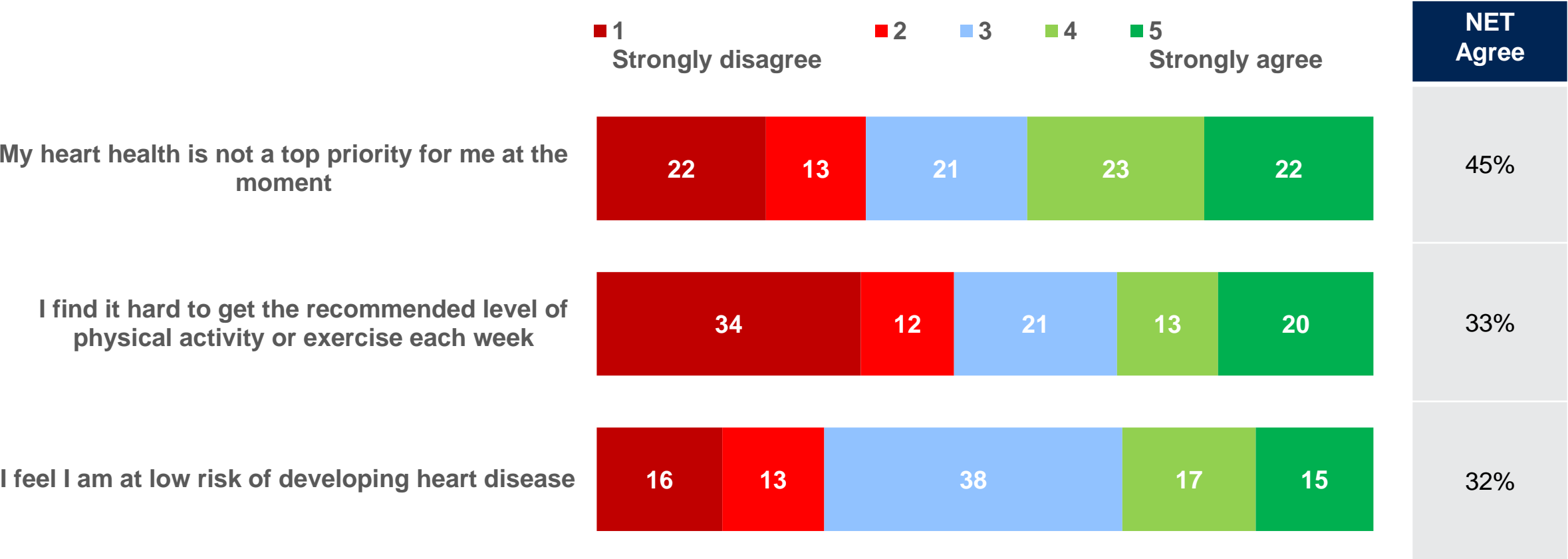

 = significantly higher/lower

Q.9 Here are some things people have said about their heart health. To what extent do you agree or disagree with each statement, on a scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree?

Base: All Respondents: 400

Close to half say heart health is not a top priority for them currently

ATTITUDES TOWARDS HEART HEALTH (III)



Q.9 Here are some things people have said about their heart health. To what extent do you agree or disagree with each statement, on a scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree?
Base: All Respondents: 400



Those not prioritising their heart health are across demographic groups

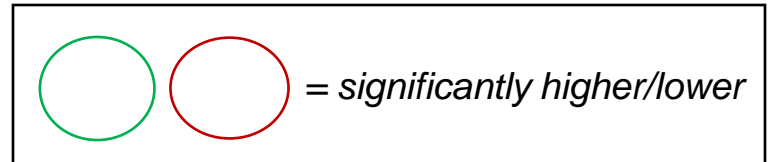
ATTITUDES TOWARDS HEART HEALTH (III) - DEMOGRAPHICS

NET Agree	TOTAL	Male	Female	45-54	55-64	65+	ABC1	C2DEF
My heart health is not a top priority for me at the moment	45%	44%	46%	39%	47%	48%	43%	47%
I find it hard to get the recommended level of physical activity or exercise each week	33%	32%	33%	32%	34%	32%	30%	36%
I feel I am at low risk of developing heart disease	32%	29%	35%	26%	38%	32%	34%	30%

25% with a history of smoking feel they are at low risk of developing heart disease

24% with a CV family history feel they are at low risk of developing heart disease

16% of those who are overweight/obese feel they are at low risk of developing heart disease



Q.9 Here are some things people have said about their heart health. To what extent do you agree or disagree with each statement, on a scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree?

Base: All Respondents: 400

Advice relates to taking personal responsibility for one's heart health

ADVICE TO YOUNGER SELF ABOUT KEEPING HEART HEALTHY (SPONTANEOUS)



Exercise 42%

"Exercise more, especially in your forties and fifties."

"Keep yourself active and fit. Stick with team sports. Don't procrastinate about going to doctors if something is wrong."



Don't smoke/quit 33%

"Never smoke and have health checks earlier in life."

"For people to mind their bodies better, and not smoking and drinking in excess."



Eat healthily/ good diet 30%

"Keep away from high fatty foods and cholesterol and moderate exercise."

"Cut down on eating sweet stuff and eat more healthily."



Others <15%

Reduce alcohol intake

Avoid stress

Maintain healthy weight

Monitor your health / have regular GP check-ups

Healthy lifestyle (general)

Awareness of family history

Be happy/enjoy life

Better education on heart health

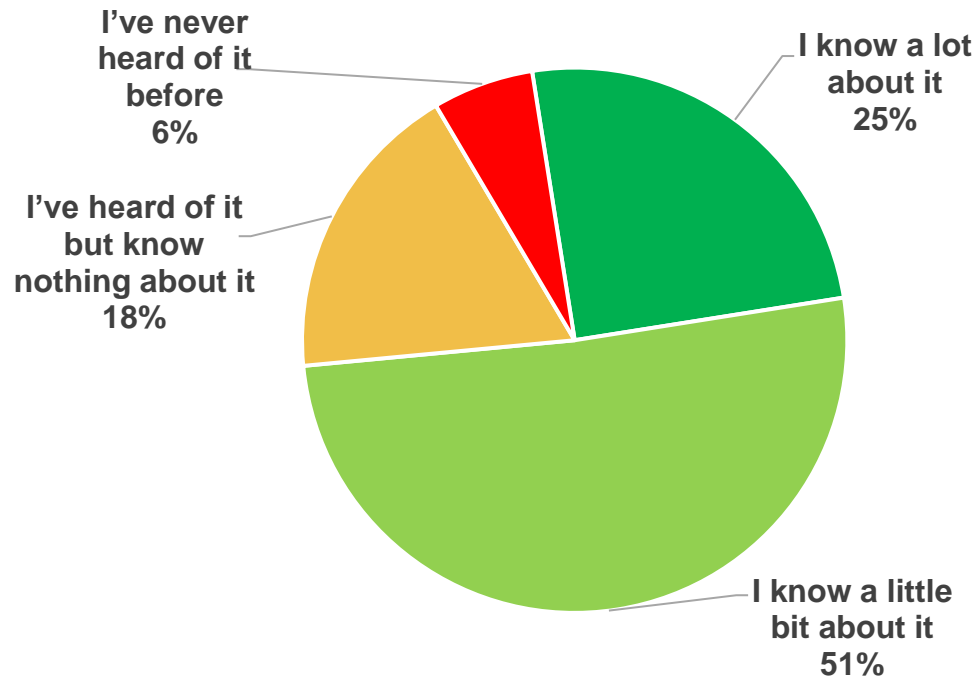
Q.10 If you could go back and advise your younger self about keeping your heart healthy, what advice would you give?

Base: All Respondents: 400

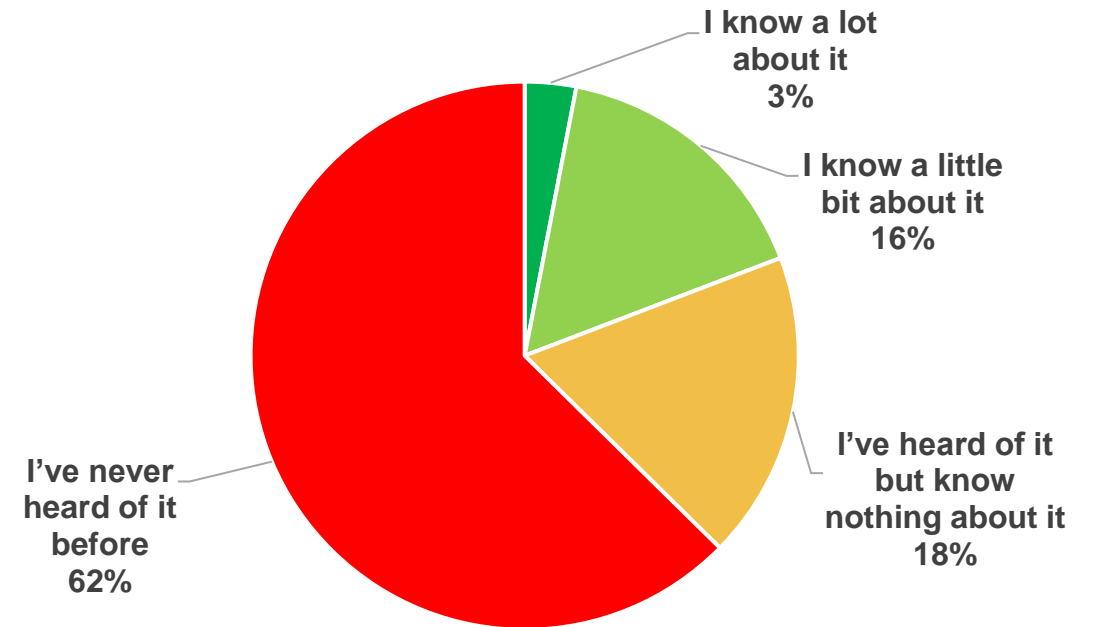
Over 9 in 10 people aged 45 and over in Mayo have heard of Croí, though awareness of *Third Age* project is much lower

AWARENESS OF CROÍ AND *THIRD AGE*

Awareness of Croí, the West of Ireland Cardiac & Stroke Foundation



Awareness of Croí's Third Age Mayo Project



Q.11a Before today, to what extent if at all were you aware or not of Croí, the West of Ireland Cardiac & Stroke Foundation?

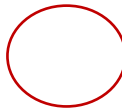
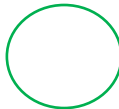
Q.11b And to what extent if at all were you aware or not of Croí's Third Age Mayo project?

Base: All Respondents: 400

Variation in awareness of Third Age by age and social class

AWARENESS OF THIRD AGE – DEMOGRAPHIC DIFFERENCES

	TOTAL	Male	Female	45-54	55-64	65+	ABC1	C2DEF
Heard of Croí Third Age project (NET)	38%	37%	39%	27%	33%	49%	30%	46%



= significantly higher/lower

Q.11b And to what extent if at all were you aware or not of Croí's Third Age Mayo project?
Base: All Respondents: 400

A POSITIVE SURVEY EXPERIENCE FOR RESPONDENTS & INTERVIEWERS, WITH A VARIETY OF MENTIONS FOR CROÍ

RESPONDENT FEEDBACK ON SURVEY, PROVIDED BY IPSOS INTERVIEWERS



The fact the intro mentioned it was an important study in Co. Mayo encouraged people to do it. It was more personal to them.

A lot of respondents who were aware of Croí had nothing but praise for the organisation. It's a great support for a lot of people with lots of information available.

Another gentleman had two heart attacks and three strokes. He felt he was “a ticking time bomb”. He had a lot of personal issues and was very stressed. He mentioned he attends the Croí service in Castlebar and found them to be fantastic. A great service.

Respondents were very happy to take part, especially those who were aware of Croí. Some were involved with Croí either fundraising for them or involved in the defibrillators in their communities.

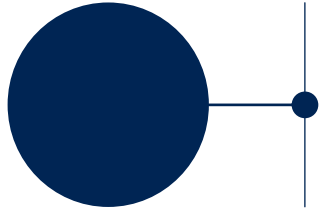
A lady I interviewed was a primary school principal and at the end of survey had decided one of their fundraisers at the school this year would be for Croí so she took the number to contact them.

The downside to this interview was that I heard most of all their other health issues as well!

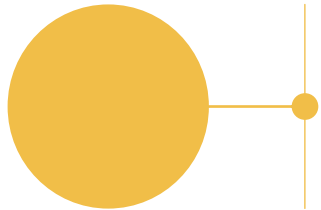
SUMMARY OF KEY FINDINGS

3

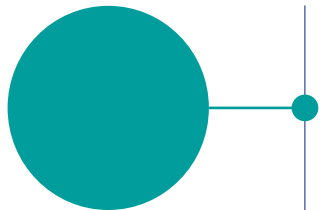
Summary of Key Findings – *Own It*



Three in four people in Co. Mayo who are aged 45 and over say they have a good understanding of cardiovascular health, with healthcare professionals and the internet being the primary sources of information.

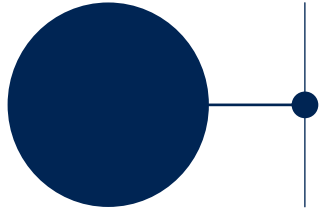


The majority can name several risk factors for developing heart disease, with 83% able to name at least three. Lack of exercise, smoking and poor diet are the top three risk factors mentioned, with being overweight and alcohol use also commonly cited.

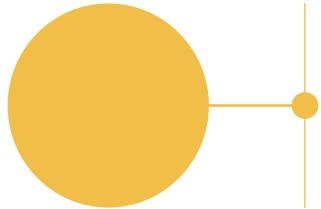


Approximately one in six had personal experience of a heart condition, rising to almost one in four of those aged 65 and over. Males were more likely to have a cardiac history vs. females, as were those in lower socio-economic groups.

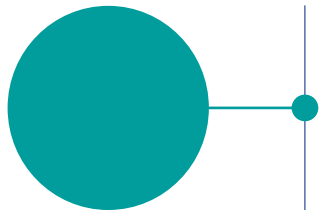
Summary of Key Findings – *Check It*



86% have had their heart health checked within the past year. A further 12% have had it checked 2 or more years ago, with higher proportion of males in this 'lapsed' category. 2% of those surveyed have never had a heart health check.

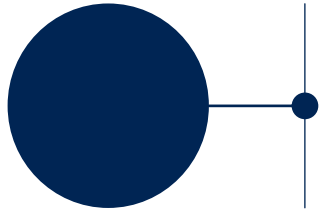


Among those who were less likely to have their heart checked (or who had never done so), almost half (45%) could not provide any barriers that were preventing them from doing so.

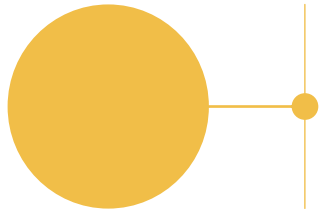


Though minor overall, the barriers that were mentioned were concerns around Covid-19, difficulty getting an appointment, feeling they were healthy or not at risk, and the potential cost involved in consultations and medicines.

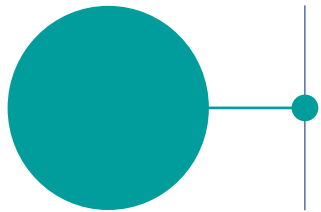
Summary of Key Findings – Sort It



Most people surveyed claim that they take measures to maintain their heart health, in particular limiting alcohol consumption, avoiding smoking and maintaining a healthy diet. Females are more likely to exercise regularly (vs. males), while those aged 65+ are more likely to regularly visit their doctor (vs. those aged 45-54).



The major barriers to managing one's heart health better tend to be attitudinal (lack of time, motivation and inconvenience) rather than issues such as cost, health issues or a lack of understanding. There are also variations by social class and age band.



6 in 10 say they could be doing more to improve their heart health, but 45% also admit that heart health is not a top priority for them at the moment. Almost one in three (32%) feel they are at low risk of developing heart disease, including notable proportions of those with confirmed risk factors.

THANK YOU

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