

## WORLD STROKE DAY STUDY\*:

Key Findings Based on Four-Country Analysis (Brazil, Ireland, South Korea, United States)  
10/17/14

### **Despite most respondents claiming to be knowledgeable about stroke, very few know women are more likely than men to experience a stroke, or the actual percentage of people who will have a stroke.**

- About half or more of respondents in each country (74% in Ireland, 71% in U.S., 58% in South Korea and 48% in Brazil) indicate they know “some” or “a great deal” about stroke.
- Only 1 one in 10 adults interviewed know women are more likely than men to suffer a stroke (17% in U.S., 13% in Brazil, 8% in Ireland and 5% in South Korea).
- About 1 in 5 respondents know about 1 in 6 people will suffer a stroke (22% in Ireland, 18% in U.S., 18% in Brazil and 17% in South Korea).
- Fewer than 1 in 6 survey respondents know about 1 in 5 women will suffer a stroke (19% in U.S., 16% in Brazil, 16% in Ireland and 10% in South Korea).

### **Some people know high blood pressure and smoking are risk factors for stroke, but very few know unaided it is important to manage one’s diabetes and weight.**

- When asked in an open-ended question, 1 in 4 adults know high blood pressure and smoking are key risk factors associated with stroke.
- Only about 1 in 10 know diabetes or being overweight are risk factors.
- Conversely, when provided with a list of nine risk factors, at least 6 in 10 adults are able to affirm that seven of the items are indeed risk factors.

### **Some adults recognize slurred speech, facial or arm numbness, and sudden unexplained headaches are warning signs and symptoms of stroke, but few are aware unaided that loss of balance or coordination, vision issues or confusion may be signaling a stroke.**

- 1 in 5 can state that slurred speech is an indicator of a stroke.
- Roughly 1 in 7 state numbness/paralysis and headaches are a warning sign or symptom.
- Just 6 percent know vision issues, 3 percent know balance issues and 3 percent know confusion may warn you a stroke is happening or imminent.
- When provided with a list of five warning signs or symptoms of a stroke, at least 6 in 10 adults are able to correctly identify that four of the items may be indicators of a stroke.

### **On the positive side, strong majorities of survey respondents know you should call emergency services and get a suspected stroke victim to the hospital immediately.**

- About nine in 10 respondents know to immediately call emergency services and get a potential stroke victim to the hospital (92% Brazil, 89% U.S., 89% Ireland and 85% South Korea).

*\*This World Stroke Day Study was conducted within the metropolitan areas of four major world cities – New York, São Paulo, Dublin and Seoul – between Oct. 2 and 9, 2014, among 1,418 adults aged 18 and over (at least 350 per metropolitan area). In addition, for comparison purposes, at least 500 interviews among adults living in each country (United States, Brazil, Ireland and South Korea) were completed between Oct. 6 and 13, 2014. This online survey was sponsored by Covidien and conducted by APCO Insight, an international opinion research consultancy. Respondents for this survey were selected from among those who have agreed to participate in an opt-in survey panel. The data have been weighted to reflect the demographic composition of adults in each of the metropolitan areas or countries as appropriate.*