

The Generational Divide



Not all age groups perceive cardiovascular disease (CVD) risk the same according to a recent poll



38%
of younger people
(age 18-56)

vs.



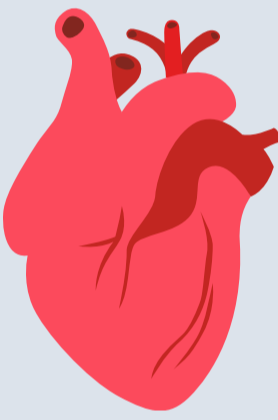
20%
of older generations
(age 57+)

believe that being young – or



Eating right ✓
Exercising ✓

Aiming to reach weight goals ✓



means NOT having to worry about CVD or heart disease.

Among those in the general public who report being diagnosed with (or are at risk of) CVD,

31%
of younger generations
(age 18-56)

vs.

7%
of older people
(age 57+)

feel overwhelmed about managing their CVD risk.



33%
of people 18-56
years of age feel
fearful

compared to

14%
of people age 57+