Passion for Innovation.
Compassion for Patients.™

Decalogue Survey Results - Spain

May 2025

Methodology

Online Survey

Field time: 25/03/2025 – 14/04/2025

Key market: Spain

Target groups: General public

Respondents: 808

**Definition of patients
by pre-existing conditions:**

- Diabetes
- Heart conditions (not heart failure)
- Hypertension
- Cardiovascular disease
- Obesity
- Substance abuse – drugs/alcohol
- Arrhythmia /Atrial Fibrillation
- Blood disorders (non cancerous)

- Heart Failure
- High Cholesterol
- Leukemia
- Stroke
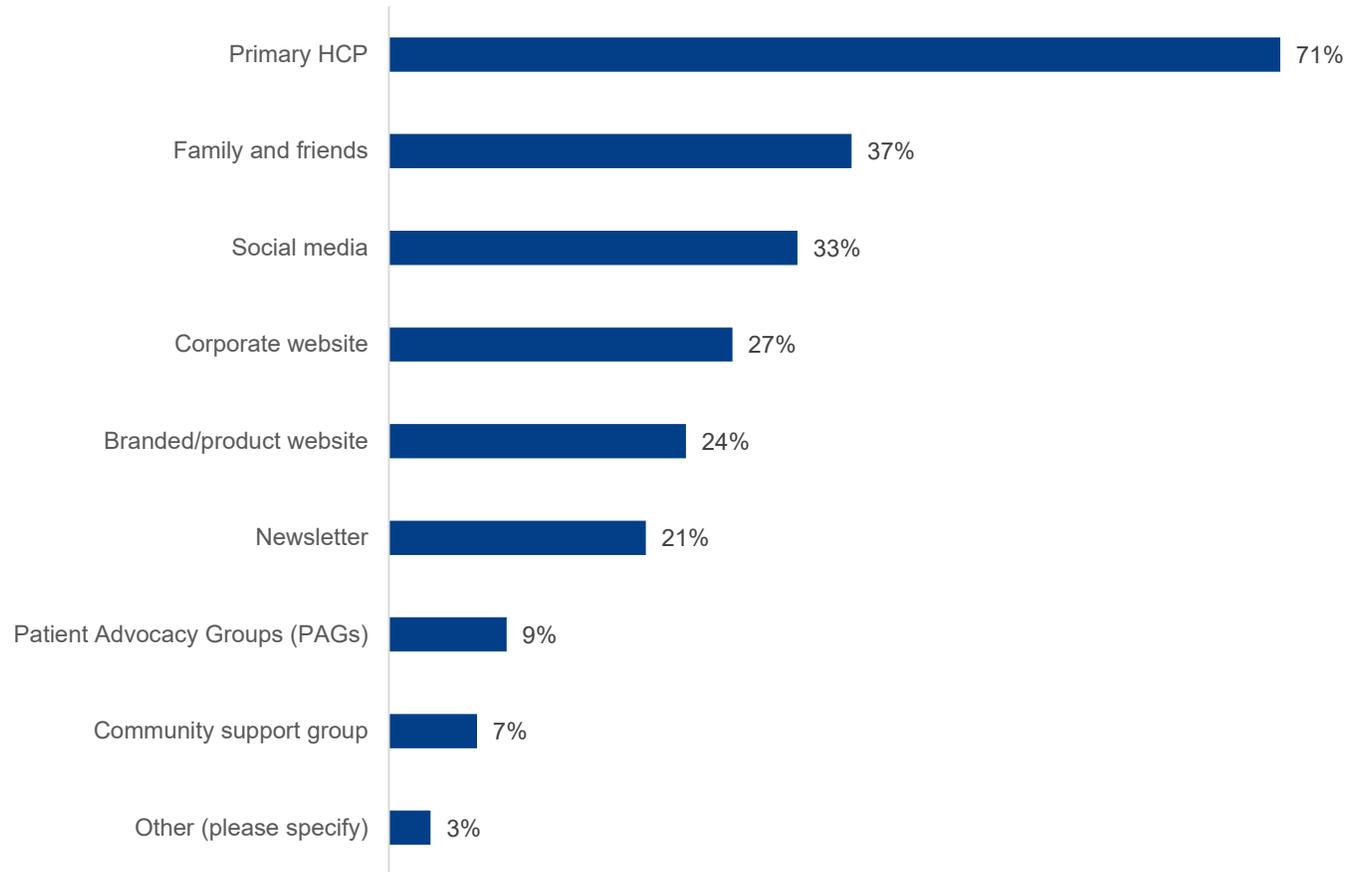- Heart Murmur
- Heart Attack
- Heart burn

General Public

Primary healthcare providers are the leading source of cardiovascular health information for Spaniards

Q5. Where do you search for cardiovascular health information?

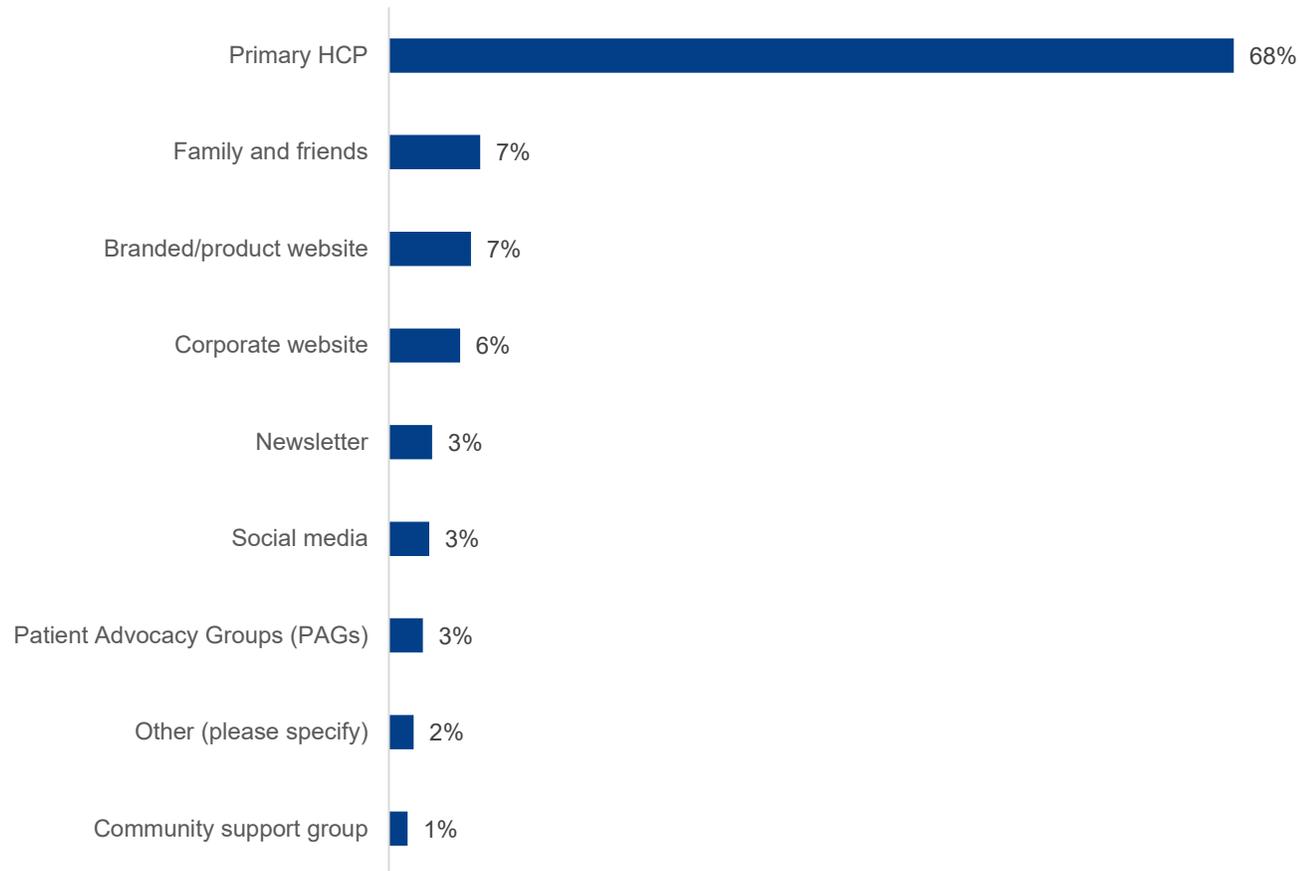| Source	Percentage
Primary HCP	71%
Family and friends	37%
Social media	33%
Corporate website	27%
Branded/product website	24%
Newsletter	21%
Patient Advocacy Groups (PAGs)	9%
Community support group	7%
Other (please specify)	3%

n = 808

- **71%** of Spaniards **rely on their primary healthcare provider** for cardiovascular health information.

- **37%** turn to **family and friends**, and **33%** search via **social media**.

- **Corporate and branded websites** (**27%** and **24%**, respectively) are less frequently used.

Primary healthcare providers are overwhelmingly considered the most trustworthy source of cardiovascular health information

Q6. Which of these do you feel is most trustworthy?

Primary HCP — 68%
Family and friends — 7%
Branded/product website — 7%
Corporate website — 6%
Newsletter — 3%
Social media — 3%
Patient Advocacy Groups (PAGs) — 3%
Other (please specify) — 2%
Community support group — 1%

n = 808

- **68%** of the **general public trust their primary healthcare provider the most**.

- **7%** trust **family and friends**, and **7%** trust **branded/product websites**.

- **Social media, corporate websites, and newsletters** are trusted by only **3%** each.

Most respondents are concerned about misinformation in media on cardiovascular health

Q7. To what level are you concerned about misinformation in the media regarding cardiovascular health information?
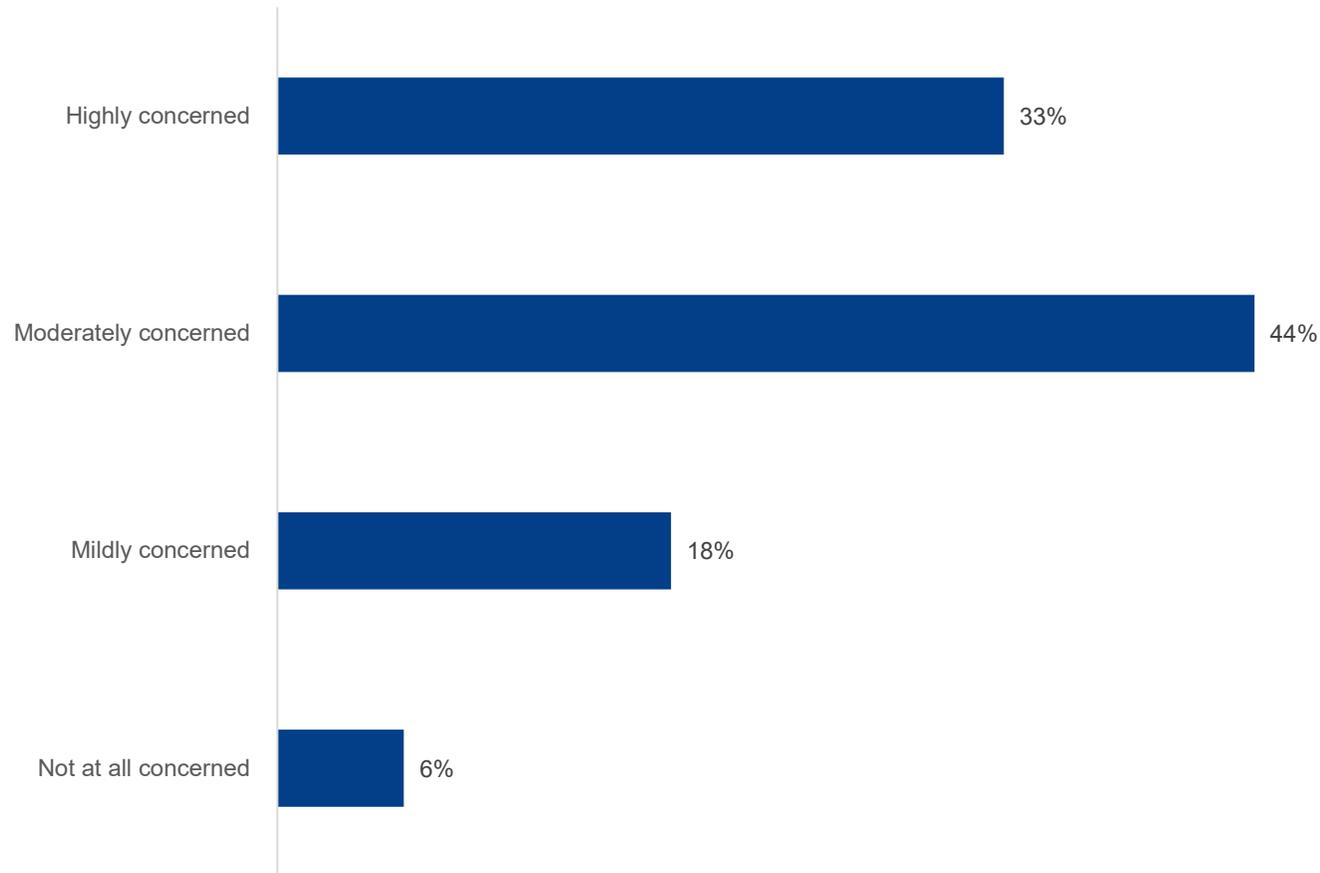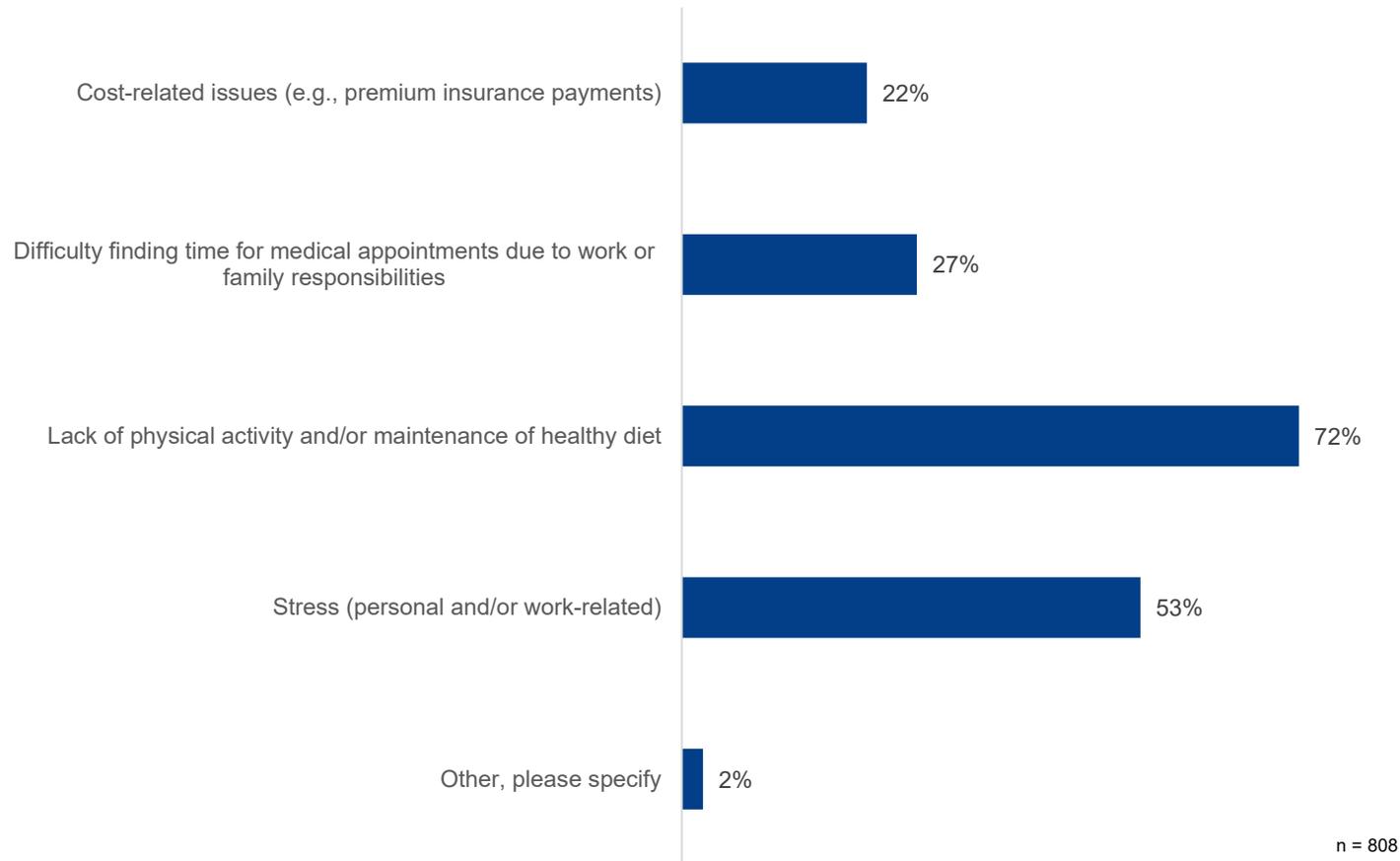

- **44%** of the general public are **moderately concerned** about misinformation in the media.

- **33%** are **highly concerned, showing a significant level of caution.**

- **18%** are **mildly concerned**, and only **6%** are **not at all concerned**.

n = 808

Q8. What are the main barriers to maintaining good cardiovascular health?

| Barrier	Percentage
Cost-related issues (e.g., premium insurance payments)	22%
Difficulty finding time for medical appointments due to work or family responsibilities	27%
Lack of physical activity and/or maintenance of healthy diet	72%
Stress (personal and/or work-related)	53%
Other, please specify	2%

n = 808

- **72%** of respondents cite **lack of physical activity and/or poor maintenance of a healthy diet** as the main barrier.

- **53%** identify **stress** (personal or work-related) as a significant obstacle.

- **27%** struggle with **finding time for medical appointments**, and **22%** are affected by **cost-related issues**.

Half of respondents are unaware of gender differences in cardiovascular disease symptoms

Q9. Are you aware of any difference in symptoms in cardiovascular disease between men and women?
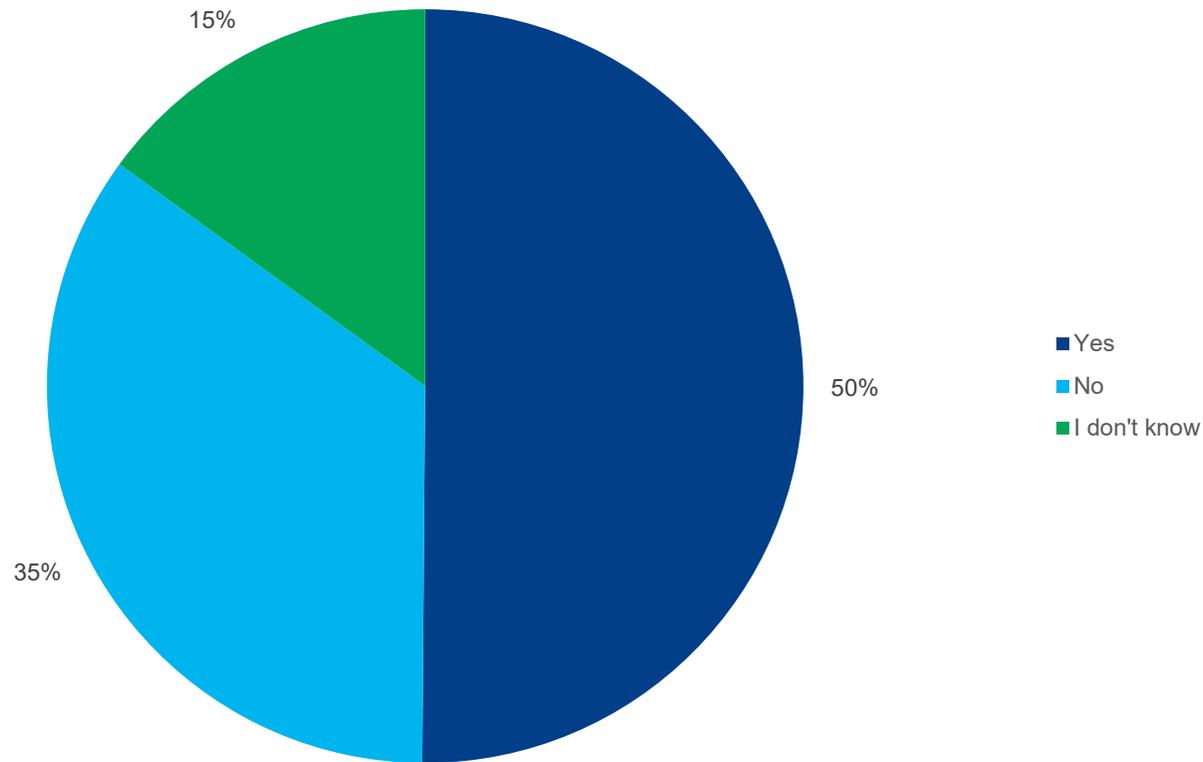

- **50%** of respondents are **unaware of any difference** in symptoms between men and women.

- **35%** are **not sure**, and only **15%** are **aware of the differences**.

n = 808

Many are comfortable discussing their cardiovascular health with friends, family, and colleagues

Q10. Do you avoid/feel put off speaking to friends, family or colleagues about your cardiovascular health?

|	
Yes	14%
Sometimes	26%
No	60%
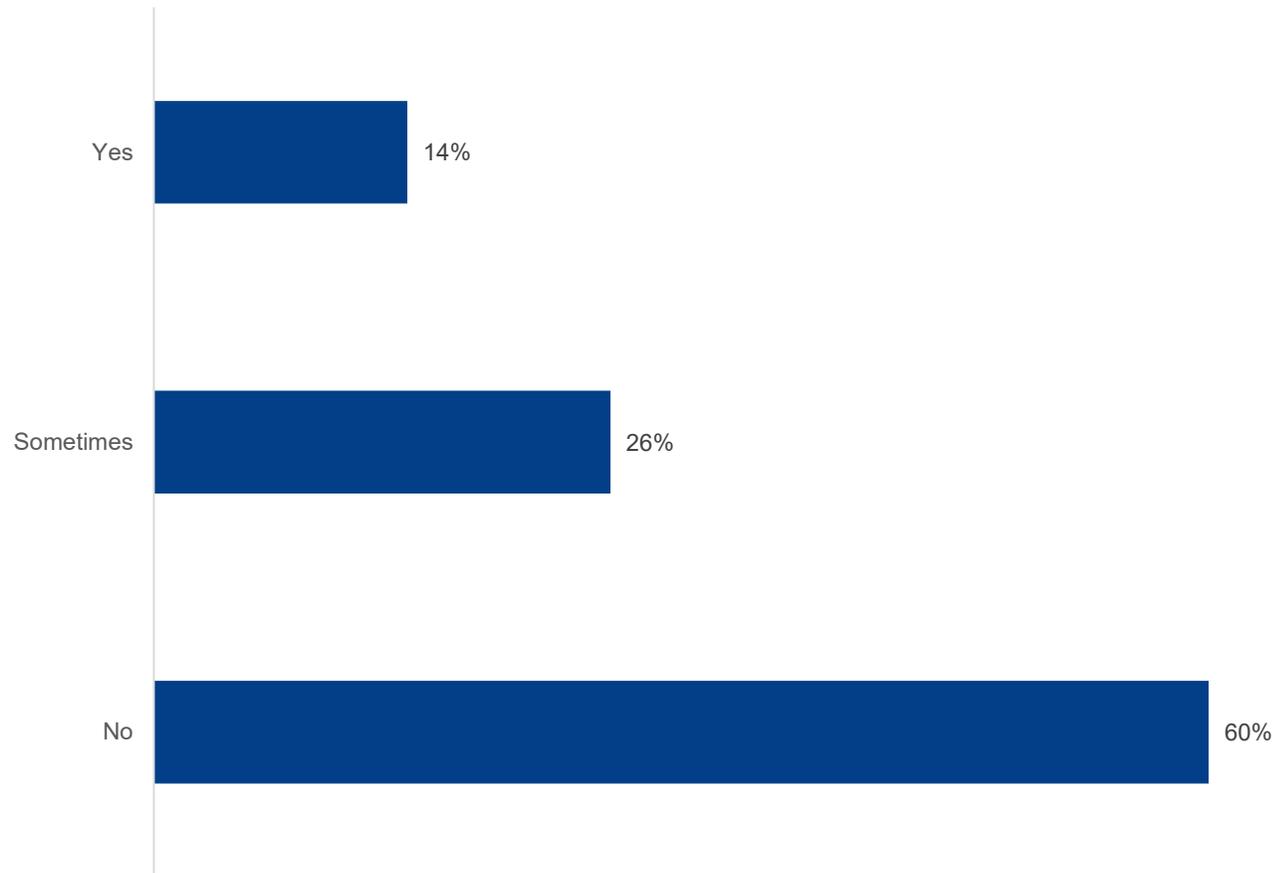
n = 808

- **60%** of Spaniards **do not avoid** talking about their cardiovascular health.

- **26%** **sometimes avoid** these discussions, and **14%** **always avoid** them.

Most Spaniards feel confident in managing their cardiovascular health

Q11. Do you feel confident in your ability to manage your cardiovascular health?

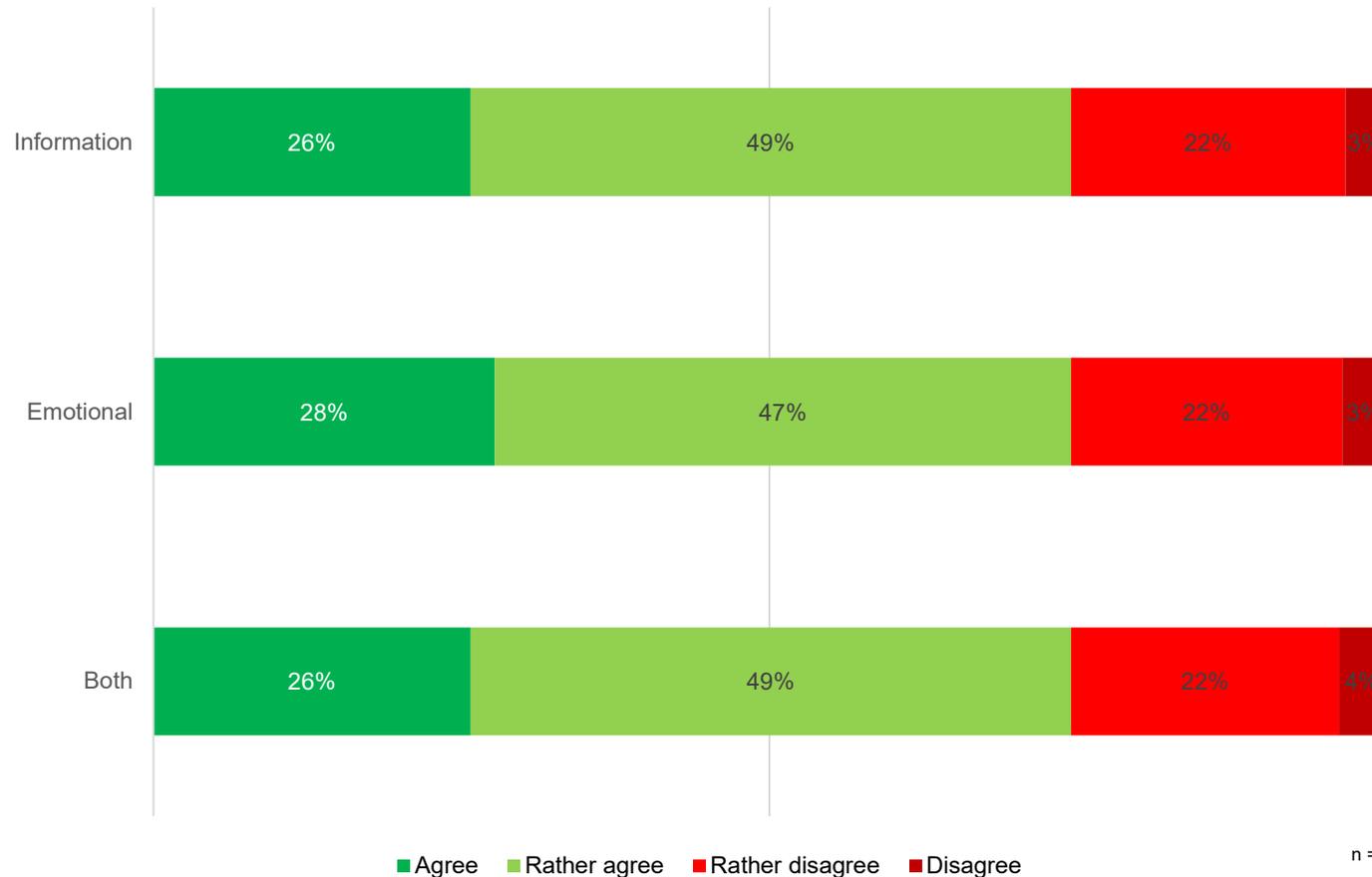|	
Very confident	14%
Somewhat confident	59%
Not very confident	25%
Not at all confident	2%
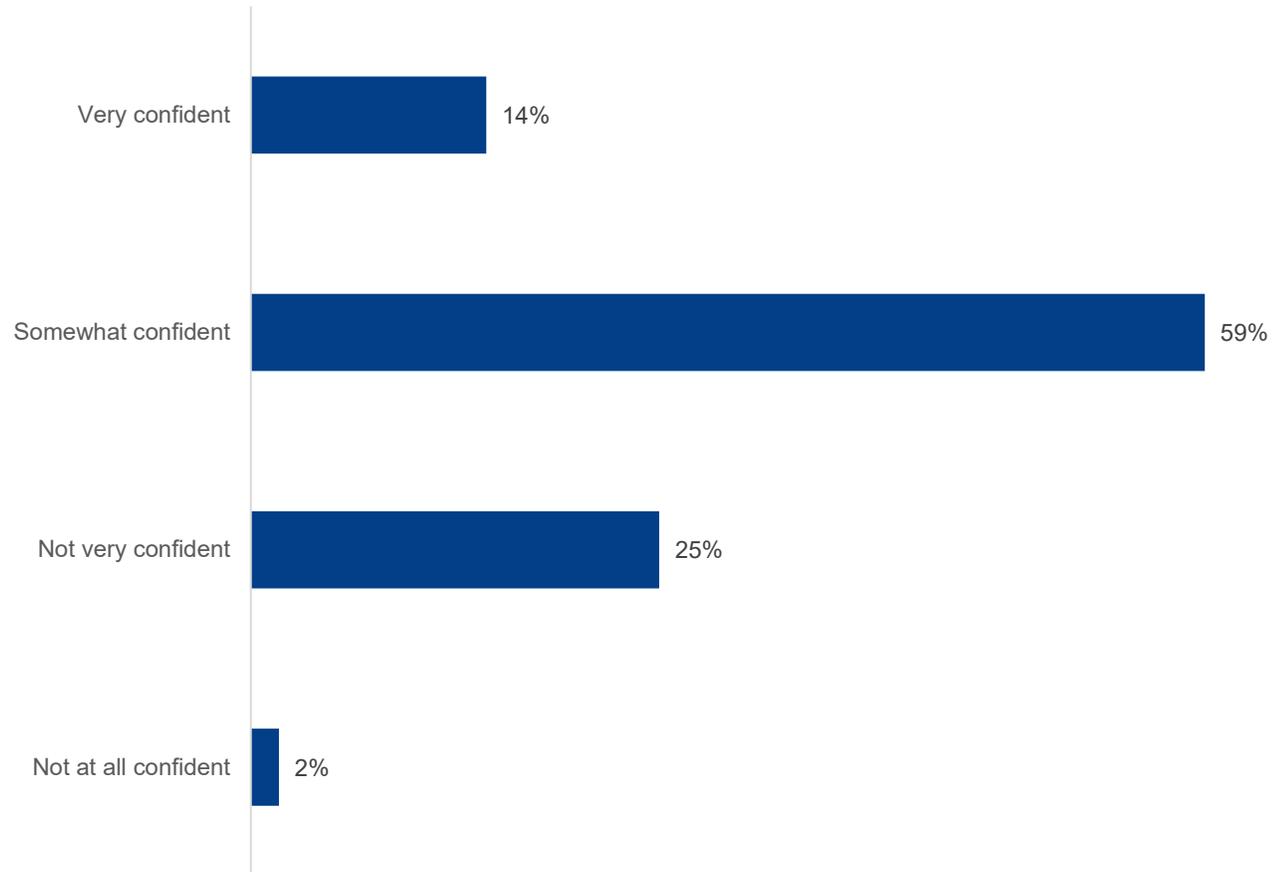
n = 808

- **59%** of respondents are **somewhat confident** in their ability to manage their cardiovascular health.

- **25%** are **not very confident**, and **14%** are **very confident**.

- Only **2%** feel **not at all confident**.

Over half feel generally supported in managing their cardiovascular health, especially with information available
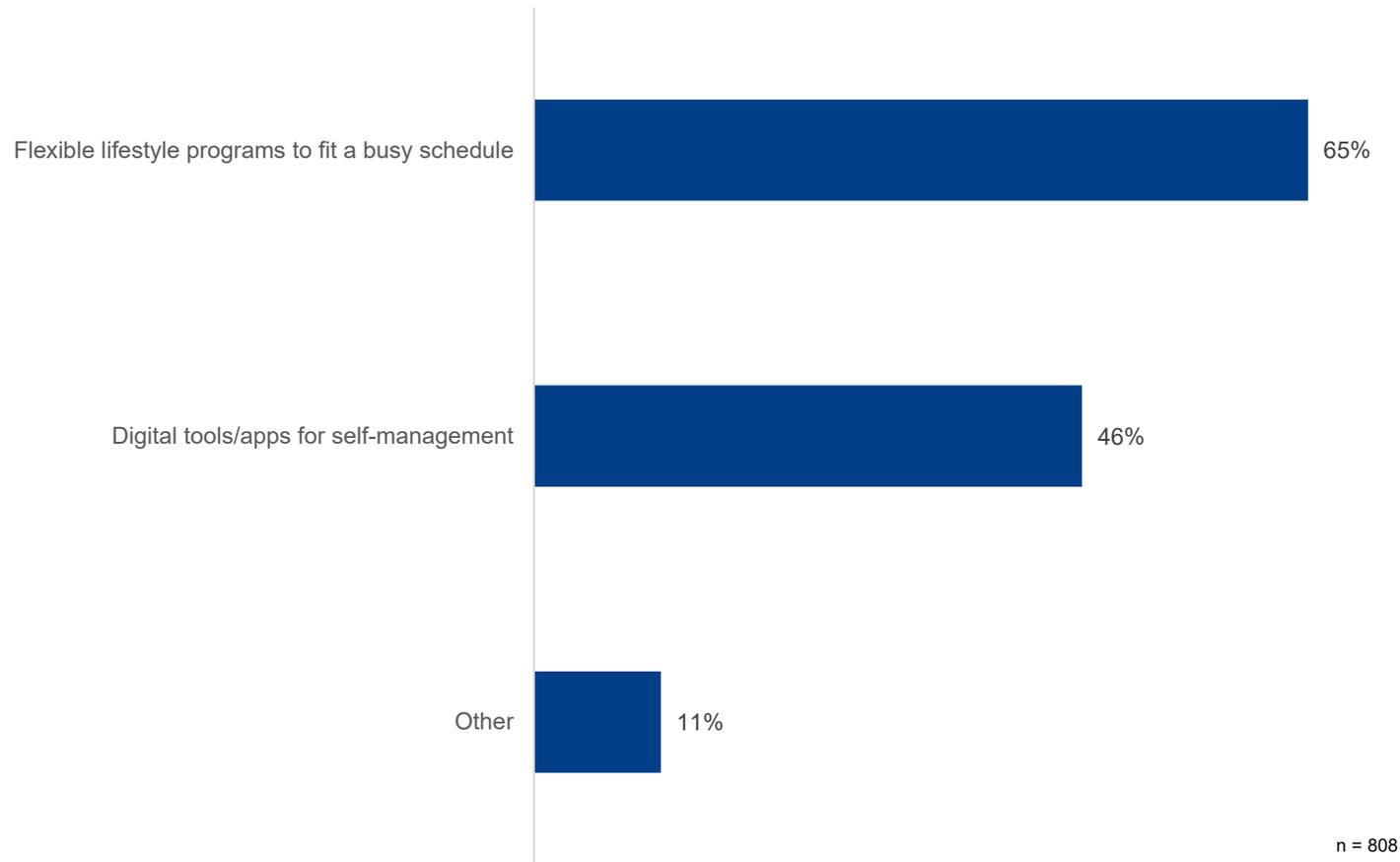
Q12. How much do you agree with the following statement: I have enough support (emotional and/or information) to care for my cardiovascular health.

	Agree	Rather agree	Rather disagree	Disagree
Information	26%	49%	22%	3%
Emotional	28%	47%	22%	3%
Both	26%	49%	22%	4%

n = 808

- **49%** of respondents **rather agree that they have enough information support**, while **26%** agree.

- **47% rather agree they have emotional support**, while **28%** agree.

- **49%** rather agree **about having both emotional and informational support**, with **26%** agreeing.

Support for cardiovascular health - flexibility and digital tools are key

Q13. What do you believe would be helpful?

Flexible lifestyle programs to fit a busy schedule ▮ 65%

Digital tools/apps for self-management ▮ 46%

Other ▮ 11%

n = 808

- **65%** of respondents believe **flexible lifestyle programs** to fit a busy schedule would be helpful for improving cardiovascular health.

- **46%** find **digital tools/apps** for self-management helpful.

Majority respondents rate their knowledge as good or excellent

Q14. How would you rate your level of understanding of cardiovascular disease, its symptoms and your own personal risk?

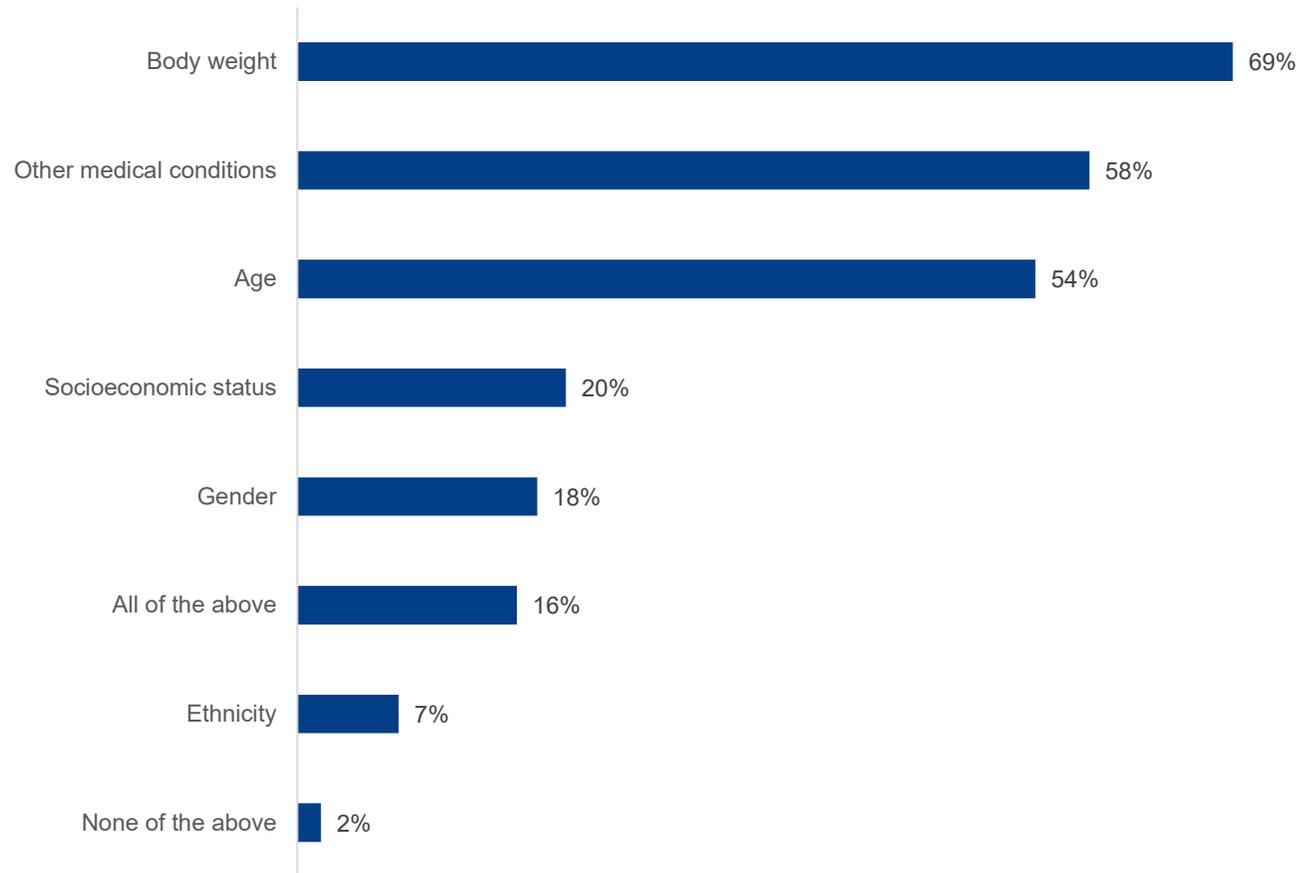|	
Excellent	11%
Good	55%
Fair	31%
Poor	3%

n = 808
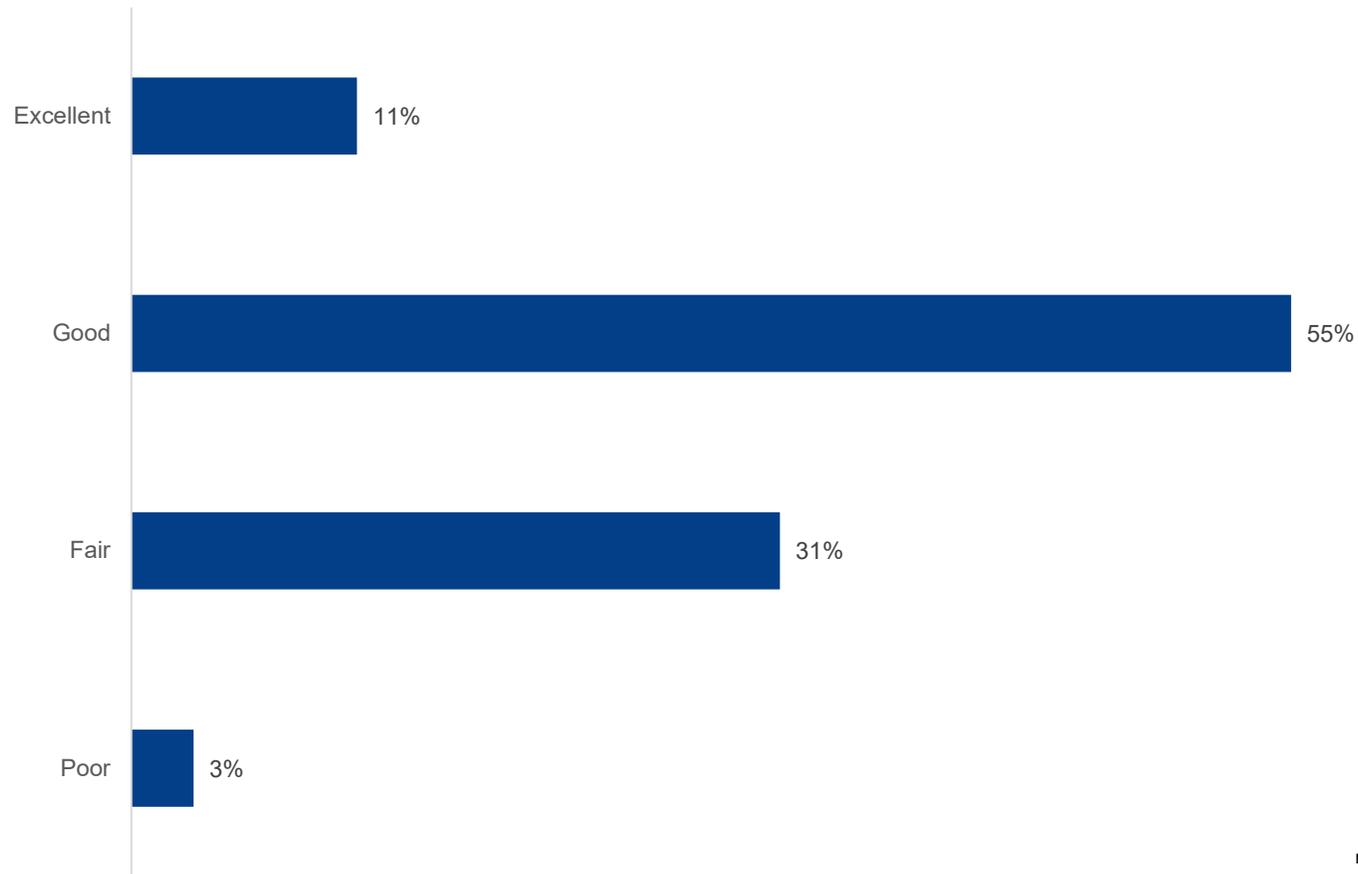
- **55%** rate their **understanding of cardiovascular disease, its symptoms, and their personal risk as good**. An additional **11%** consider their understanding excellent.

- **31%** rate their understanding as **fair**.

- **3%** rate their understanding as **poor**.

Body weight is seen as the most significant contributor with medical conditions coming in second

Q15. Which factors do you think contribute most to someone's risk of developing cardiovascular disease? Please select all that apply.

Factor	Percentage
Body weight	69%
Other medical conditions	58%
Age	54%
Socioeconomic status	20%
Gender	18%
All of the above	16%
Ethnicity	7%
None of the above	2%

n = 808

- **69%** of respondents view **body weight** as the most significant risk factor for cardiovascular disease, and **54%** believe **age plays a central role.**

- **58%** consider other **medical conditions** as a major influence on risk.

- **20%** attribute **socioeconomic status** as an important factor.

- **18%** of respondents see **gender** as a key risk factor, while **7%** consider it to be **ethnicity**.

- **16%** think **all of the listed factors** collectively influence the risk.

Thank you