

## Heart Disease

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

#### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

#### Regional interest

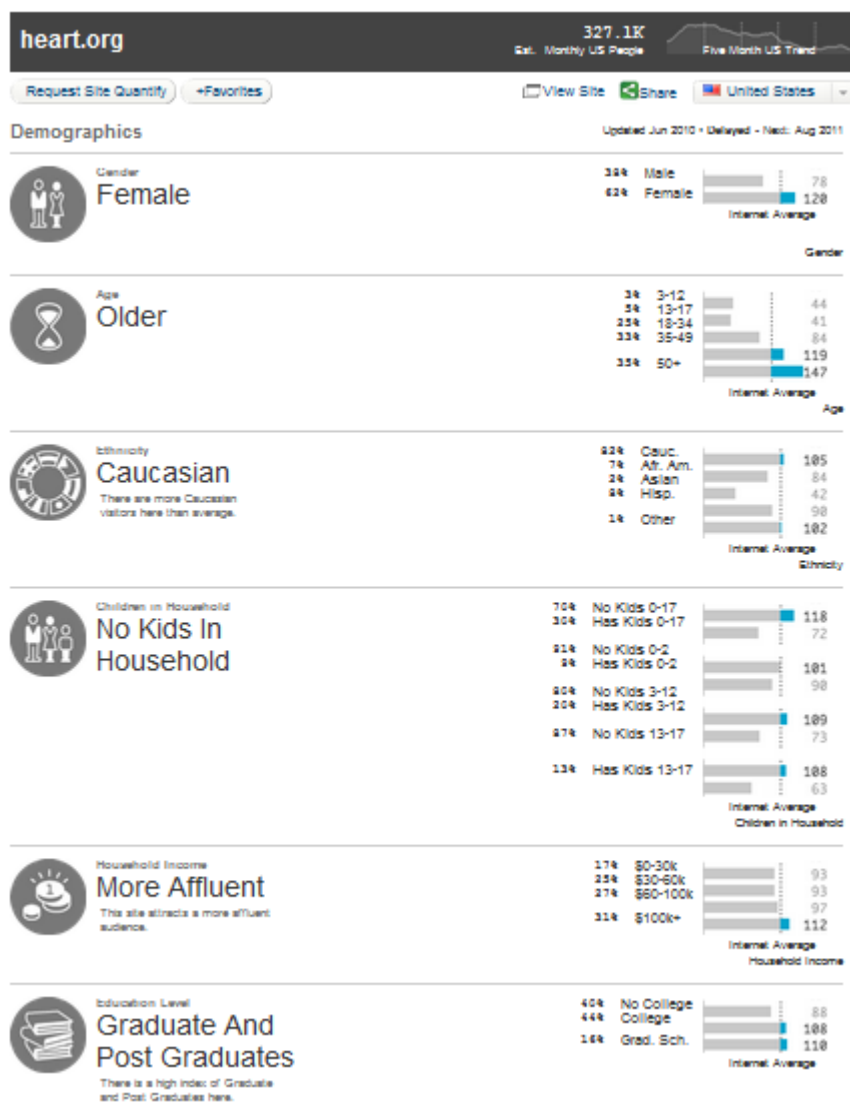
1.	<a href="#">Philippines</a>	100
2.	<a href="#">United States</a>	59
3.	<a href="#">Australia</a>	57
4.	<a href="#">New Zealand</a>	47
5.	<a href="#">United Kingdom</a>	43
6.	<a href="#">Singapore</a>	42
7.	<a href="#">South Africa</a>	41
8.	<a href="#">Canada</a>	40
9.	<a href="#">India</a>	39
10.	<a href="#">Ireland</a>	35

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on heart.org)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on heart.org)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Aug 2011 • Next: Sep 2011

Data Source: United States Monthly

	Affinity	
Nonprofit	7.4x	<div></div>
Kids	6.7x	<div></div>
Health News & Info	4.4x	<div></div>
Science/Nature	3.8x	<div></div>
Schools/Universities	3.5x	<div></div>
Government	3.4x	<div></div>
Home & Gardening	2.9x	<div></div>
Healthcare	2.7x	<div></div>
Pharmacy	2.7x	<div></div>
Sports/Outdoors	2.7x	<div></div>
Politics & Commentary	2.6x	<div></div>
Apparel	2.5x	<div></div>
Food	2.4x	<div></div>
Seniors	2.4x	<div></div>
Books	2.3x	<div></div>



## **Frequently Asked Questions**

- How to lower your risk of heart disease?
- What is the difference between coronary and congenital heart disease?
- What is the life expectancy of someone with heart disease?
- What are some important facts about heart disease?
- What kind of heart disease can stress/depression give you?
- What is the best diet for people with heart disease, stroke and blood disorders?
- How does smoking cause heart disease?
- Who can get heart disease?
- What are the chances of one parent having congenital heart disease of passing it onto their children?
- How can heart disease damage your heart?
- What are the symptoms of coronary heart disease and how do you get it?
- Can someone with heart disease eat a diabetic diet?
- Does high cholesterol need to be present to have heart disease?
- What is heart disease and what are the causes of heart disease?
- What strategies could you undertake to combat heart disease?
- What is the effect of hypertension to heart disease?
- Is it true that if one person is having a heart attack he also has high blood pressure?
- What kind of foods cause heart disease?

- Is there a support group/online board for people with heart disease?
- What foods can someone with coronary heart disease have/eat?
- Can adolescents develop a heart disease?
- What are the different types of heart diseases?
- Is it true that heart disease is the leading killer of women?
- What is the difference in coronary heart disease between men and women?
- Are fish oil supplements useless for decreasing chances of heart disease?
- What is the main reason people get heart disease?
- Is heart disease one of the factors of getting sleep deprivation?
- Is it possible to have rheumatic heart disease even it was cured already?
- If you have a family history of heart disease, is there anything you can do?
- What are the four major factors that are known to increase the risk of coronary heart disease?
- How would you know if you have heart disease?
- Can a stressful job lead to heart disease?



## **Problems & Frustrations**

- **Possibly showing early signs of congestive heart disease**

For the past 14 plus years I have had frequent urination issues. I was getting up to go to the bathroom two to four times a night, and unable to go back to sleep unless I did use the bathroom. I did not think anything of it as I was 20 one at the time, and thought it was normal. Now over the years it has progressed. Last night for example from midnight till 6.45 am I went to the bathroom five times. I have read several places that this is a big symptom of congestive heart disease. I do have premature ventricle contractions that a number of doctors have said are benign. My blood pressure runs from 130 over 90 to 120 over 100, but nothing really high. Although I have had moments with bad headaches and some dizzy spells, but no machine to test my blood pressure. No doctor has ever put me on medication for high blood pressure. In February 2010 I went to the ER with chest pains and feeling faint. They did an EKG and immediately admitted me and did blood work. They found the enzyme that controls how much fluid is around the heart was elevated. This baffled the doctors, because this indicated congestive heart, but the x-rays showed nothing. I had no swelling anywhere. So, they watched till all the chest pains went away and sent me home with an appointment for an echocardiogram. Had the echocardiogram done, and the only thing that showed up was "trace" leakage in a valve. I was told this was fairly normal that most people have it. They also saw my premature ventricle contractions I went to see my doctor who looked over the results and said everything looked fine and it was all dismissed. So, I now sit here with controlled diabetes, frequent urination, and I am losing more sleep. Is it possible I have been exhibiting early signs of congestive heart disease for the past fourteen years or would it have progressed more in that time? This is very frustrating and also a bit scary as my grandmother died of congestive heart failure and my uncle had severe heart disease. Also, if I have congestive heart disease, can it be stopped by losing weight?

- **Experiencing chest pains**

I've been battling 'atypical' chest pain for years now, and right up to this day, I am still in pain. In fact, it's worse than ever. I've now spent a TREMENDOUS amount of money on doctors and tests that revealed nothing. Echo stress tests, angiogram, endoscopy, x-rays, blood tests, ECGs, and the list goes on. I've seen regular doctors, specialists, even a chiropractor...heck, I even caved in to a friend's advice and went to see a 'traditional chinese' physician. I was desperate to get better. I am now literally broke, and my pains are getting WORSE. For the past 8-9 days, I've been chest pain that comes and goes, back pain that usually coincides with the chest pain, pain in my left forearm (including wrist and hand), pain in my left leg and bottom of my left foot. The doctors don't seem to want to see me anymore. My husband suggested seeing a "pain management doctor". You see, I would do that, if only I know the source(s) of my pain. After all those tests, NONE of the doctors were able to give me a proper diagnosis. It was maybe this, or maybe that. Heart disease runs in my family and I believe I might have some heart-related issue that is still not discovered yet. I really do believe there is something going on with me but I have nowhere to go for answers already. Maybe I (or my family) will know when it is only too late. But for the sake of my husband and child, I really don't want that to happen. I am at my wit's end. I've tried everything in my power. What else can I do?

- **Stopped medication and started having chest pains**

I was diagnosed with cardiovascular disease and was put on medication a year ago but I have stopped it last December. Anyway ever since I stopped medication, I have been getting mainly left sometimes middle chest pains that feels tight/discomfort and pinch like. Sometimes with the chest discomfort I get a sore left arm and a tingling arm and neck and sometimes I get a nauseas feeling in my chest too. The sensations have been going on for 6 months and gradually becoming worse. Also sometimes the left chest discomfort moves to



other parts of my left chest, EG Upper left Chest, Lower left Chest, Near Armpit. Should I resume my medication?

- **Hole in the heart**

I have had a 'hole in the heart' my whole life with other symptoms to go along with it and I have a question. I normally get puffed or worn out after any exercise I do, but recently, I have been getting a tingle feeling in my fingers, lips and feet and they feel like they need to be rubbed, massaged. This hasn't happened all my life, only recently and recently being maybe the last two years. Just wondering if anyone else had information on this or maybe you've experienced the same?

- **Pregnant and experiencing shortness of breath**

I'm 22 years old and 7 months pregnant. I have had shortness of breath which I notice more when I'm resting. I check my heart rate and when I'm resting, it sits between 110 to 120 and when walking, it goes to 130-140, The pregnancy consultant has referred me to cardiologist. I'm just wondering if this is something to worry about as my dad has had several heart attacks and had to get a bypass. Any information would be appreciated.

- **Severe heart palpitations**

I had severe palpitations in March this year and was diagnosed with heart mumur and a moderate leaky heart valve. The palpitations have virtually gone away albeit for the occasional skipped beat, which I have had all my life. I am 71. If this valve problem deteriorates within the next 3/6 months I will need to consider a valve repair. But now I wake up in the middle of the night and my heart beats quite fast and loud approx 75/80 min when I check pulse. I thought that the heart rate really slows down when sleeping. My

normal heart rate is 60 min during the day sitting standing just doing normal things. My blood pressure is absolutely normal. Can anyone relate to waking up due to a fast heartbeat?

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I have had Atrial Flutter for many years and in the year 2000, I had an atrial myxoma removed from my heart. I recovered but the palpitations continued and got worse. To cut a long story short i have now been put on medication which helps but I still get bouts occasionally in which I feel like I am going to die. It's turning me into a couch potato because I feel like I can't exert myself by exercising. When it does happen, i go into full blown panic attack which doesn't help. Does anyone have advice on how I can be a more active, yet not aggravate my condition?

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As long as I can remember I've had random heart palpitations. Recently though, I have had weird episodes in which I almost faint. I will be standing or sitting, doesn't matter, and its almost like my heart trips over itself and bubbles/beats into my throat and all of this pressure goes to my neck and head from my chest. During the episode my face was extremely red, and after it ended, my face got very pale, very fast. I felt like I was going to faint, with all of the pressure and the weird beating coming from my chest. Does anyone know what this is? Am I in any danger? I'm a 17 year old female, a little underweight but nothing major.



- **Had a double bypass surgery and having problems adapting to a healthier lifestyle**

I had a double bypass to help me cope with my heart problems. I'm doing fairly well after the surgery, but I'm still having troubles changing my lifestyle to a healthier one. What should I do?

- **Worried as stress test reveals heart does not relax normally**

I had a stress test and an echo done a couple of weeks ago. Results of stress test showed normal. After reviewing echo, I was told my heart does not relax normally. I will be going back to my doctor. I'm fearful of what to expect.

- **Had a heart attack and now noticing fluttering in chest**

Three weeks ago, I had a heart attack (clot in a stent). Luckily, I had help fast enough, the clot was removed and another stent added. For about a day or so, my heartbeat would shoot up to 145 for a few seconds. I also had some irregular beats that went away after three days. I was prescribed medication for this. My heartbeat is back to normal; I'm wearing a heart rate monitor, and it's reading 48-52 beats per minute when I'm resting, which is what it was before my heart attack. As suggested by my cardiologist, I'm taking it easy. I feel fine. I am exercising - walking, riding my bike - and keeping my heart rate down, at least for the next few weeks. However, for perhaps the past 24 hours, I've noticed what feels like a slight fluttering in the upper left portion of my chest. The feeling comes and goes, and it seems to be coming more frequently, every few minutes, and it lasts 20 seconds or so. I was in cardiac rehabilitation yesterday, hooked up to a monitor, and the person monitoring me didn't say she saw anything amiss. However, I'm not sure I experienced the flutter while I was hooked up. Frankly, I'm not sure I'm not imagining this. Should I be worried about this?

- **Stressed out at work**

For awhile, I've been having this near fainting spells that come and go lasting a couple seconds at the most. My cardiologist told me to monitor the situation and look out for the symptoms. This morning was the worst with my face feeling tingling, heart racing, feeling sick to my stomach and feeling tired after the episode. The strange thing 99% of the time, it happens at work. My job requires me to stand most of my 8.5hr shift. I've been undergoing a stressful period at work too and I'm afraid the stress has hit my body.

- **Born with heart murmur and worried of future implications**

My diet isn't the healthiest, since I like drinking. I was born with a heart murmur which required open heart surgery at a very young age. I'm in my early 30's now. Recently I had a heart check up. Though no problems were found, I can't help but feel worried that all this is going to affect me in just a matter of time.

- **Poor blood circulation**

My blood circulation is poor and I try to keep my hands and feet warm. It seems like when I drink anything with caffeine, my blood circulation decreases, and I get cold hands and feet. I have read a lot about circulation and they say stay away from caffeine all together, but I also read a lot about tea and people have talked about how beneficial tea is for you and that it improves circulation... Should I try to drink tea to improve my blood circulation?

- **Problem of ventricular ectopic beats**

In 1981 I was diagnosed with ventricular ectopic beats. After a lot of reassurance from my cardiologist I managed to cope with them for many years, running marathons and getting

pretty fit. About 4 years ago I had an attack of atrial fibrillation which scared the life out of me. Around the same time I developed high blood pressure. I was then treated for the AF and the blood pressure and have to take medication for the AF. I have had a number of AF attacks in the interim but they tend to last about an hour and the cardioigist is not concerned. However, in the last few weeks, the ectopics have returned with a vengeance and I have been put on a beta blocker. This has helped although my ability to exercise is limited. I have found the frequency of the ectopics have decreased but they seem to feel different when I get them now. Before the beta blocker, I could feel the missed beat and then the thump as the normal beat resumed. The gap between normal beats was pretty consistent. Now when I get one, the feeling is not as pronounced and the gap between beats is less, almost like I have missed a half beat! Unfortunately due to my problems with ectopics over many years and my running career I am VERY conscious of my heart beat and an expert at taking my own pulse. I am also quite anxious by nature so that doesn't help. I now feel I am now just taking drugs to get me through this and not interested or able to exercise properly. The end result is that I am now pretty depressed about the whole thing. I am not sure whether it is an age thing (I am now 56) but my ability to cope seems to have lessened with time. Is there anything I can do to cope better with my symptoms?

- **Scared of having to go for heart surgery for Pericarditis**

I recently just saw a Cardiologist for my Pericarditis that I have been suffering with for over 5 years now and she said I have exhausted all medication options and that surgery is my next option. I'm really scared to have heart surgery at such a young age (I'm 31) so wanted to see what other have gone through and what their results were. Are there any side effects? Has anyone had a Pericardial Stripping surgery to get rid of their Pericarditis? If so, any information you can give me on it would be greatly appreciated.

- **Underwent bypass heart surgery and experiencing slight complications**

I am 3 months post surgery after having bypass heart surgery. I had 5 bypasses done. 2 weeks after surgery, I had a chest x-ray and the doc said that I seem to have a paralyzed left diaphragm. This was confirmed also a couple of weeks ago. My symptoms are shortness of breath. It takes some effort to get that big breath that makes your lungs feel full. I cannot get a good answer to what I can expect in the future. Has anyone else experienced this? I know that there is surgery to correct this. However, I don't know if the nerve controlling the diaphragm was damaged or has been irritated. The surgeons' office is saying wait a few more weeks and see if there is any improvement, but any input would very helpful.

- **Experienced a minor heart attack despite being an active sportsman**

I have just had a big shock and don't really know what to do. I'm an active sportsman and mountaineer and have been developing a plan to climb higher with the goal of attempting Everest in 2 years time. However a routine check up recently showed some suspicious signs and an EKG confirmed that sometime in the past I have had a minor heart attack. It is difficult to pin down when this could have been. I don't really know what to do now. Does that mean mountains are off limits and I suspect that I would no longer be accepted on expeditions or be able to get insurance?

- **Fear of a chemical stress test**

Evidently I had a "silent" heart attack, and my cardiologist is going to be doing a chemical stress test because I cannot do the normal stress test -- I'm disabled due to spinal problems. Can you tell me what it is like, and does part of it leave you gasping for breath? If so, will the cardiologist be there?



- **Heart failure**

My father is 53 years old and his heart failure is as a result of a faulty heart valve, something that was present at birth. He is slightly overweight but on the whole, he eats well. He works full time and it is quite an active job, so he gets exercise through this. He manages to go about normal activities well enough, such as going for a walk or doing the weekly shop. He is controlling the condition through medication and always takes his meds as directed, he doesn't miss doses- the doc said he doesn't need an operation at the moment. In his last check up, he did a treadmill fitness test thing and he was only a few marks below the average for someone his age WITHOUT a bad heart. Can anyone tell me what the outlook is? I mean, if he was to continue to live sensibly as he is now, could he have a good few years left in him? He was diagnosed 5/6 years ago. I've also heard that heart failure is an umbrella term - is it possible to have a heart failure that isn't part of the classic 1-4 spectrum? I spoke to my Dad about it last night and apparently, he doesn't know what stage/class (i.e. 1-4, A-D) he is at. I'm not sure whether I believe this - I think he's just trying to protect me from the reality of the situation. I asked him about his life expectancy etc and apparently, he doesn't know this either - he just reckons that he's going to look after himself so he can live as long as he can. What I'm essentially asking is, is it possible to live to a decent old age if you manage the condition and yourself really well?