**Summary**

**Objective.** To determine gender differences in the parameters of subjective-objective measure of health in the urban population aged 25-64 years and their attitude to prevention and treatment of cardiovascular diseases (CVD).

**Materials and methods**. This study was made according with the algorithms of the program of World Health Organization (WHO) «MONICA - psychosocial» on the representative sample of Tyumen population between males and females (2000 people total).

**Results.** Obtained results show that the majority of Tyumen population aged 25-64 years, mostly young women and older men, trusts in the possibility of prevention of serious diseases. A major part of this open population objectively estimates the possibilities of modern medicine in the prevention of heart disease, young women have the most critical attitude and old women have the least critical one. More than a half of Tyumen population, particularly men of the old age group, believe in successful treatment of heart disease.

**Conclusion.** Investigation of people’s attitude to CVD prevention and treatment is important for planning and development of prevention strategies, and identification of gender differences in subjective-objective measure of health allows estimating the needs of specific populations in preventive care.

**Key words**

open population of Tyumen, gender differences, attitude to prevention, attitude to treatment, cardiovascular diseases.