

Beautify Your Heart

SURVEY RESULTS



* Survey was taken
by 1,000 women,
ages 18+

A Need For Cholesterol Education

- Sixty percent of respondents said they do not know what their cholesterol number is
- Fifty-nine percent (more than half) of respondents said they do not believe they are at risk for heart disease
- Seventy-eight percent of the 25- to 34-year-old women surveyed do not believe they are at risk for heart disease
- Forty percent of the women surveyed admit they don't know the difference between LDL and HDL cholesterol
- Fewer than half (40 percent) of 18- to 24-year-old women know that cholesterol can be checked via a blood test
- Fewer than half of the women surveyed are receptive to talking with their family (32 percent) or friends (19 percent) about their risk for heart disease

Know Your Number

- Thirty-seven percent of respondents (about one in three) have not had their cholesterol checked in the past year
- Nearly half (48 percent) of respondents have not asked their health care provider to check their cholesterol during the past year
- Ninety-seven percent of respondents would have their cholesterol checked during their yearly physical if their health care provider suggested it
- Sixty-six percent, or two out of three, of respondents ages 55+ said they have high cholesterol

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Know Your Risk

- Thirty percent of respondents said they believe they are at the highest risk for breast cancer as opposed to heart disease

Change Your Number

- Eighty-four percent of respondents said they are likely to eat healthier to manage their cholesterol
- Seventy-seven percent of respondents said they are likely to exercise daily to manage their cholesterol
- Twenty-nine percent of respondents said they are likely to take a statin daily to manage their cholesterol

Understanding Fiber

- Eighty-nine percent of respondents said they are not likely to look for foods high in fiber when purchasing a food product
- Forty-one percent of respondents said they are likely to take a fiber supplement daily to manage their cholesterol
- More than half of the women surveyed (56 percent) admitted they don't know the difference between soluble and insoluble fiber

“Fifty-nine percent of respondents said they do not believe they are at risk for heart disease.”

METHODOLOGY

Opinion Research Corporation's national probability telephone sample is a random-digit-dialing system and was used for this study. The study included 1,009 representative interviews among female adults 18 years of age and older, living in private households in the continental United States. Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population.