

## Detailed Tables

**Thinking specifically about cholesterol, based on conversations you have had with a medical professional, is your own cholesterol level ...?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - J/K - L/M  
Overlap formulae used. \* small base

		REGION						GENDER		AGE	
	Total	BC	AB	SK/MN	ON	QC	ATL	Male	Female	Under 40	40+
		A	B	C	D	E	F	J	K	L	M
Base: All respondents											
Unweighted Base	1000	132	97	68	379	247	77	458	542	348	621
Weighted Base	1000	132	97*	68*	379	247	77*	483	517	369	603
High	107 11%	11 8%	12 12%	8 12%	47 12%	16 6%	13 17%	53 11%	54 11%	23 6%	79 13%
Normal	537 54%	56 42%	42 43%	36 52%	213 56%	146 59%	45 58%	252 52%	284 55%	160 43%	360 60%
Low	95 9%	13 10%	12 13%	5 8%	32 8%	32 13%	1 1%	50 10%	45 9%	29 8%	65 11%
Have never discussed this with a doctor	251 25%	51 38%	31 32%	19 28%	80 21%	52 21%	18 23%	122 25%	129 25%	154 42%	94 16%
(DK/NS)	11 1%	2 1%	0 -	0 -	8 2%	1 1%	0 -	6 1%	5 1%	2 1%	6 1%

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used.

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	128	232	351	283	207	269	349
Weighted Base	1000	127	235	354	278	210	273	345
High	107 11%	14 11%	28 12%	41 12%	25 9%	24 11%	27 10%	37 11%
Normal	537 54%	68 53%	125 53%	177 50%	162 58%	107 51%	157 58%	185 54%
Low	95 9%	11 9%	12 5%	37 11%	35 13%	14 7%	10 4%	52 15%
Have never discussed this with a doctor	251 25%	33 26%	69 29%	96 27%	52 19%	63 30%	78 29%	70 20%
(DK/NS)	11 1%	2 2%	2 1%	2 1%	4 2%	1 1%	1 0	2 1%

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*To the best of your knowledge, what factors contribute to high cholesterol?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - J/K - L/M  
Overlap formulae used. \* small base

		REGION						GENDER		AGE	
	Total	BC	AB	SK/MN	ON	QC	ATL	Male	Female	Under 40	40+
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Base: All respondents											
Unweighted Base	1000	132	97	68	379	247	77	458	542	348	621
Weighted Base	1000	132	97*	68*	379	247	77*	483	517	369	603
Don't eat the right/healthy food	768 77%	97 73%	76 78%	49 73%	312 82%	173 70%	61 79%	354 73%	414 80%	290 79%	460 76%
Lack of exercise	281 28%	47 36%	33 34%	18 26%	96 25%	64 26%	23 30%	123 25%	159 31%	120 32%	155 26%
Genetics (i.e. have a family history of cardiovascular disease)	222 22%	33 25%	18 19%	15 23%	94 25%	48 20%	13 17%	92 19%	131 25%	63 17%	150 25%
Fat/ transfat/ saturated fat/ oil/ grease	107 11%	22 17%	5 5%	5 7%	20 5%	47 19%	8 10%	52 11%	54 11%	33 9%	73 12%
Carry excess weight/obesity	81 8%	10 7%	5 5%	3 5%	26 7%	33 13%	4 5%	36 8%	45 9%	22 6%	57 10%
Smoking	81 8%	13 10%	11 11%	3 4%	26 7%	22 9%	6 8%	41 9%	40 8%	27 7%	52 9%
Stress	75 8%	7 5%	9 9%	3 4%	27 7%	22 9%	7 9%	34 7%	41 8%	18 5%	53 9%
Alcohol/ drinking	16 2%	3 2%	4 4%	1 1%	2 0	5 2%	2 3%	10 2%	6 1%	1 0	15 2%
Improper functioning of the liver	14 1%	1 1%	0 -	1 1%	3 1%	8 3%	1 1%	6 1%	7 1%	4 1%	10 2%
Lifestyle in general	13 1%	1 1%	2 2%	1 1%	6 2%	2 1%	1 1%	8 2%	5 1%	5 1%	8 1%
Age	9 1%	1 1%	1 1%	0 -	3 1%	2 1%	2 3%	2 0	7 1%	4 1%	5 1%
Other	58 6%	7 5%	7 7%	4 5%	17 5%	19 8%	5 7%	26 5%	32 6%	23 6%	34 6%
(DK/NS)	52 5%	7 6%	6 6%	7 10%	12 3%	12 5%	7 10%	27 6%	24 5%	19 5%	29 5%

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**To the best of your knowledge, what factors contribute to high cholesterol?**

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Overlap formulae used.

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Base: All respondents								
Unweighted Base	1000	128	232	351	283	207	269	349
Weighted Base	1000	127	235	354	278	210	273	345
Don't eat the right/healthy food	768 77%	83 65%	174 74%	273 77% A	234 84% ABC	153 73%	204 75%	287 83% EF
Lack of exercise	281 28%	15 12%	47 20%	109 31% AB	110 39% ABC	59 28%	65 24%	119 35% F
Genetics (i.e. have a family history of cardiovascular disease)	222 22%	9 7%	36 15% A	73 21% A	104 37% ABC	25 12%	52 19% E	108 31% EF
Fat/ transfat/ saturated fat/ oil/ grease	107 11%	15 12%	29 12%	40 11%	23 8%	34 16% G	33 12% G	22 6%
Carry excess weight/obesity	81 8%	12 9%	12 5%	34 9% B	25 9%	13 6%	25 9%	27 8%
Smoking	81 8%	10 8%	12 5%	40 11% BD	18 7%	15 7%	27 10%	23 7%
Stress	75 8%	11 8%	14 6%	23 7%	28 10%	19 9%	26 9%	25 7%
Alcohol/ drinking	16 2%	1 1%	6 3%	5 1%	3 1%	8 4% F	1 0	6 2%
Improper functioning of the liver	14 1%	0 -	2 1%	9 2%	3 1%	0 -	5 2%	6 2%
Lifestyle in general	13 1%	0 -	0 -	6 2% B	7 2% B	1 0	5 2%	5 2%
Age	9 1%	1 1%	1 1%	4 1%	3 1%	3 2% F	0 -	6 2% F
Other	58 6%	6 5%	18 8%	20 6%	15 5%	14 7%	18 7%	18 5%
(DK/NS)	52 5%	19 15% BCD	14 6% D	16 4% D	2 1%	18 9% FG	11 4%	6 2%

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**What, if anything, are you currently doing to achieve a healthy cholesterol level?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - J/K - L/M  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE	
		BC	AB	SK/MN	ON	QC	ATL	Male	Female	Under 40	40+
		A	B	C	D	E	F	J	K	L	M
Base: All respondents											
Unweighted Base	1000	132	97	68	379	247	77	458	542	348	621
Weighted Base	1000	132	97*	68*	379	247	77*	483	517	369	603
Increasing physical activity level	428 43%	58 44%	42 44%	30 44%	157 42%	109 44%	33 42%	207 43%	222 43%	175 47% M	244 40%
Eating healthier foods/ better diet	196 20%	23 17%	16 17%	16 23%	61 16%	63 26% D	17 22%	87 18%	110 21%	85 23% M	106 18%
Increasing consumption of fruits and vegetables	181 18%	33 25% C	18 18%	6 9%	71 19%	43 18%	11 14%	73 15%	108 21% J	64 17%	116 19%
Reducing calorie consumption in general	134 13%	10 8%	21 22% ACDE	5 7%	53 14%	23 9%	22 28% ACDE	57 12%	77 15%	49 13%	81 13%
Reduce fat consumption	116 12%	17 13% C	7 7%	2 2%	41 11% C	44 18% BCD	7 9%	45 9%	71 14% J	31 8%	81 13% L
Achieving and maintaining a healthy weight	111 11%	16 12%	13 13%	5 8%	46 12%	26 10%	6 7%	47 10%	64 12%	27 7%	81 13% L
Taking medication	68 7%	5 4%	4 4%	6 9%	30 8%	20 8%	4 5%	34 7%	34 7%	2 0	63 10% L
Reducing calorie consumption from alcohol or sweets	44 4%	9 7%	3 3%	2 3%	14 4%	11 5%	5 7%	14 3%	30 6% J	9 3%	33 5% L
Increasing consumption of soluble fibre	33 3%	5 4%	4 4%	0 -	12 3%	12 5%	0 -	13 3%	20 4%	10 3%	23 4%
Not smoking/Quitting smoking	29 3%	6 5%	1 1%	2 3%	7 2%	10 4%	2 3%	12 2%	17 3%	5 1%	23 4% L
Increasing intake of omega-3 fatty acids	24 2%	5 4%	0 -	0 -	7 2%	10 4% B	3 4%	11 2%	13 3%	11 3%	13 2%
Taking vitamin supplements	22 2%	3 2%	4 4%	0 -	11 3%	4 2%	1 1%	8 2%	14 3%	5 1%	16 3%
Vegetarian diet/ reduce meat	19 2%	3 2%	1 1%	1 1%	7 2%	7 3%	1 1%	6 1%	13 2%	6 2%	12 2%
Reduce stress	13 1%	3 2%	0 -	0 -	6 1%	3 1%	1 1%	5 1%	8 2%	2 1%	10 2%

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - J/K - L/M  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE	
		BC	AB	SK/MN	ON	QC	ATL	Male	Female	Under 40	40+
		A	B	C	D	E	F	J	K	L	M
Eat out less		1	0	1	4	4	0	2	8	7	3
	10 1%	1 1%	-	2%	1%	2%	-	0	1%	2% M	0
Other		9	7	2	37	17	10	30	52	27	54
	82 8%	7%	8%	2%	10%	7%	12% C	6%	10% J	7%	9%
Nothing		27	23	21	62	38	19	102	87	82	101
	189 19%	20%	23%	31% DE	16%	15%	24%	21%	17%	22% M	17%
(DK/NS)		0	0	1	4	3	0	4	4	3	4
	8 1%	-	-	1%	1%	1%	-	1%	1%	1%	1%

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Base: All respondents								
Unweighted Base	1000	128	232	351	283	207	269	349
Weighted Base	1000	127	235	354	278	210	273	345
Increasing physical activity level	428 43%	29 23%	84 36% A	163 46% AB	150 54% AB	70 33%	126 46% E	171 50% E
Eating healthier foods/ better diet	196 20%	26 20%	46 20%	64 18%	57 21%	48 23%	59 22%	66 19%
Increasing consumption of fruits and vegetables	181 18%	21 17%	30 13%	67 19% B	63 23% B	42 20%	48 18%	65 19%
Reducing calorie consumption in general	134 13%	10 8%	31 13%	54 15% A	40 14%	20 10%	45 17% E	53 15%
Reduce fat consumption	116 12%	23 18% BD	24 10%	43 12%	25 9%	33 16% F	24 9%	37 11%
Achieving and maintaining a healthy weight	111 11%	11 8%	17 7%	48 13% B	36 13% B	13 6%	29 11%	48 14% E
Taking medication	68 7%	13 10% D	19 8% D	28 8% D	9 3%	13 6%	22 8%	16 5%
Reducing calorie consumption from alcohol or sweets	44 4%	9 7%	9 4%	12 3%	14 5%	9 4%	11 4%	11 3%
Increasing consumption of soluble fibre	33 3%	2 2%	4 2%	7 2%	20 7% ABC	1 1%	10 4% E	16 5% E
Not smoking/Quitting smoking	29 3%	2 2%	3 1%	15 4%	8 3%	3 1%	11 4%	7 2%
Increasing intake of omega-3 fatty acids	24 2%	5 4% B	1 1%	9 2%	9 3% B	4 2%	8 3%	7 2%
Taking vitamin supplements	22 2%	3 2%	1 1%	11 3% B	7 3%	6 3%	7 2%	3 1%
Vegetarian diet/ reduce meat	19 2%	5 4% C	4 2%	3 1%	7 3%	12 6% FG	4 1%	3 1%
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		A	B	C	D	E	F	G
Eat out less	10 1%	0 -	2 1%	4 1%	4 1%	4 2%	2 1%	3 1%
Other	82 8%	16 12% D	20 9%	29 8%	18 6%	22 11%	18 7%	28 8%
Nothing	189 19%	27 21%	47 20%	75 21% D	39 14%	49 23% G	48 18%	51 15%
(DK/NS)	8 1%	1 1%	4 2%	1 0	2 1%	4 2% F	0 -	2 1%

## Detailed Tables

*As you may know, cardiovascular disease is the leading cause of death in Canada. To the best of your knowledge, what factors contribute to cardiovascular disease?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - J/K - L/M  
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		REGION						GENDER		AGE	
	Total	BC	AB	SK/MN	ON	QC	ATL	Male	Female	Under 40	40+
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Base: All respondents											
Unweighted Base	1000	132	97	68	379	247	77	458	542	348	621
Weighted Base	1000	132	97*	68*	379	247	77*	483	517	369	603
Don't eat the right/healthy food	494 49%	68 52%	50 52%	30 44%	178 47%	126 51%	41 53%	221 46%	273 53% J	171 46%	312 52%
Smoking	456 46%	72 55% BC	33 34%	26 38%	177 47% B	110 45%	38 49%	216 45%	241 47%	164 44%	282 47%
Lack of exercise	438 44%	70 53% BD	37 38%	29 43%	157 42%	112 45%	34 43%	197 41%	242 47%	167 45%	264 44%
Carry excess weight/obesity	273 27%	36 27%	22 22%	17 25%	108 29%	61 25%	29 37% BE	104 21%	169 33% J	74 20%	191 32% L
Genetics (i.e. have a family history of cardiovascular disease)	198 20%	25 19%	15 16%	15 22%	83 22%	46 18%	15 20%	81 17%	117 23% J	70 19%	122 20%
Stress	163 16%	9 7%	10 10%	8 11%	58 15% A	69 28% ABCDF	9 12%	71 15%	92 18%	45 12%	109 18% L
High cholesterol	141 14%	16 12%	6 6%	8 12%	47 12%	55 22% ABDF	8 11%	58 12%	84 16%	48 13%	89 15%
Environment/ pollution	53 5%	11 8% EF	3 3%	1 1%	31 8% CEF	7 3%	0 -	25 5%	28 5%	25 7%	28 5%
Alcohol/ drinking	51 5%	10 8%	7 7%	3 4%	18 5%	11 4%	3 4%	27 6%	24 5%	11 3%	40 7% L
Hypertension	33 3%	2 2%	2 2%	4 5%	16 4%	7 3%	2 2%	9 2%	24 5% J	7 2%	25 4%
Diabetes	20 2%	3 2%	3 3%	0 -	9 2%	5 2%	0 -	9 2%	11 2%	5 1%	14 2%
Lifestyle in general	16 2%	1 1%	2 2%	2 4% E	9 2%	1 0	0 -	8 2%	8 2%	5 1%	11 2%
Improper use of medication	11 1%	2 1%	0 -	0 -	3 1%	6 2%	0 -	6 1%	5 1%	4 1%	6 1%



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*As you may know, cardiovascular disease is the leading cause of death in Canada. To the best of your knowledge, what factors contribute to cardiovascular disease?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - J/K - L/M  
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		REGION						GENDER		AGE	
	Total	BC	AB	SK/MN	ON	QC	ATL	Male	Female	Under 40	40+
		A	B	C	D	E	F	J	K	L	M
Arteriosclerosis/ poor circulation		0	0	0	4	2	0	0	6	2	4
	1%	-	-	-	1%	1%	-	-	1%	0	1%
Age		0	0	0	4	0	1	2	3	2	3
	1%	-	-	-	1%	-	1%	0	1%	1%	0
Other		9	3	2	9	6	1	15	15	8	22
	3%	7%	3%	3%	2%	3%	1%	3%	3%	2%	4%
(DK/NS)		DE									
	106	9	20	10	45	13	8	58	47	64	37
	11%	7%	21%	15%	12%	5%	10%	12%	9%	17%	6%
			ADE	E	E					M	

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Don't eat the right/healthy food	494 49%	45 35%	92 39%	194 55% AB	163 59% AB	92 44%	122 45%	207 60% EF
Smoking	456 46%	47 37%	95 40%	188 53% ABD	125 45%	97 46%	132 48%	162 47%
Lack of exercise	438 44%	31 24%	77 33%	170 48% AB	159 57% ABC	80 38%	119 43%	181 52% EF
Carry excess weight/obesity	273 27%	18 14%	53 22%	110 31% AB	91 33% AB	34 16%	86 31% E	105 30% E
Genetics (i.e. have a family history of cardiovascular disease)	198 20%	6 5%	26 11%	81 23% AB	85 31% ABC	22 11%	48 17% E	98 28% EF
Stress	163 16%	22 18%	31 13%	56 16%	53 19%	30 14%	47 17%	62 18%
High cholesterol	141 14%	12 9%	26 11%	61 17% AB	41 15%	31 15%	29 11%	50 14%
Environment/ pollution	53 5%	4 3%	13 6%	24 7%	11 4%	10 5%	11 4%	22 6%
Alcohol/ drinking	51 5%	2 2%	14 6%	21 6%	15 5%	13 6%	15 5%	15 4%
Hypertension	33 3%	3 3%	4 2%	15 4%	10 3%	5 2%	8 3%	11 3%
Diabetes	20 2%	3 2%	3 1%	6 2%	8 3%	4 2%	7 2%	6 2%
Lifestyle in general	16 2%	0 -	4 2%	10 3%	3 1%	0 -	5 2%	9 3% E
Improper use of medication	11 1%	1 1%	4 2%	3 1%	2 1%	4 2%	1 0	2 1%

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		A	B	C	D	E	F	G
Arteriosclerosis/ poor circulation	6 1%	1 1%	2 1%	1 0	2 1%	2 1%	0 -	3 1%
Age	5 1%	0 -	2 1%	2 1%	1 0	3 1%	1 0	1 0
Other	30 3%	5 4%	4 2%	10 3%	11 4%	6 3%	11 4%	8 2%
(DK/NS)	106 11%	29 23% CD	39 16% CD	24 7%	11 4%	31 15% G	25 9% G	17 5%