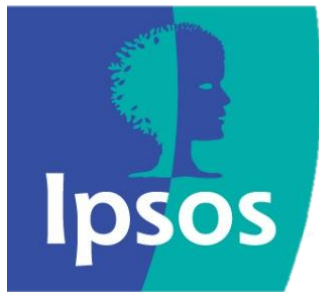


Only One in Ten (12%) Canadians Aware of High Blood Pressure as a Chronic Condition or Disease, when it's a Leading Risk Factor for Stroke and a Major Risk Factor for Heart Disease.

Only Six in Ten (59%) Canadians Concerned they'll Develop High Blood Pressure when 90% of Canadians will.

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Six in Ten (59%) Canadians Concerned they'll Develop High Blood Pressure when 90% of Canadians will

Toronto, ON – Only one in ten (12%) Canadians are aware of hypertension/high blood pressure as a chronic condition or disease, when in reality it's a leading risk factor for stroke and a major risk factor for heart disease, according to an Ipsos poll conducted on behalf of the Dairy Farmers of Canada and the Heart and Stroke Foundation. The only other chronic conditions or diseases Canadians are more aware of than hypertension/high blood pressure when asked - unaided - to think of chronic conditions/diseases the body could develop, are cancer (51%), diabetes (45%) arthritis (29%) and heart/cardiovascular disease (27%). Other chronic conditions or diseases that are top of mind for Canadians are listed in the table below.

Chronic Conditions/Diseases	% Aware
Cancer (unspecified)	51%
Diabetes	45%
Arthritis	29%
Heart/ cardiovascular diseases	27%
Hypertension/ high blood pressure	12%

Asthma	10%
Multiple Sclerosis (MS)	9%
Crohn's disease	8%
Alzheimer's	8%
Cholesterol/ high cholesterol	6%
Chronic Obstructive Pulmonary Disease (COPD/ MPOC)	5%
Fibromyalgia	4%
Parkinson's disease	4%

*Proportions less than 4% are excluded from the table

Among Canadians that have heard of hypertension/high blood pressure, six in ten (59%) are concerned of personally developing it. Canadians 50 years of age or older (62%) are more likely than Canadians under the age of 50 (56%) to be concerned about personally developing hypertension/high blood pressure. Canadians, however, are more concerned about personally developing cancer (74% - 30% very/44% somewhat) and heart disease or stroke (69% - 25% very/44% somewhat) and are less worried about personally developing diabetes (54% - 21% very/33% somewhat) and obesity (46% - 19% very/28% somewhat).

Furthermore, Canadians think that hypertension/high blood pressure is more common for men, with 63% thinking approximately 25% or more of men in Canada currently have high blood pressure, while the proportion is much less for women with 51% of Canadians thinking that approximately 25% of women or more currently have it. In reality, after the age of 60, high blood pressure is more common amongst women – with more than half of all women being diagnosed with high blood pressure.

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Risk Factors for Hypertension/High Blood Pressure

On average, Canadians give 51% of the responsibility of developing hypertension/high blood pressure to lifestyle habits as well as 27% of the responsibility to genetics/heredity and 22% to age. Regionally, Canadians in the Atlantic are most likely to think lifestyle habits is a more important factor, assigning it 53.9% of the responsibility while British Columbians give it 52.5%, Albertans 51.4%, Quebecers 50.2%, Ontarians 50% and Canadians in the Prairies give it 49.3%. In fact, the risk of high blood pressure increases with age but can be reduced by healthy lifestyle habits.

Lifestyle habits are important for anyone who wants to decrease their risk of developing hypertension/high blood pressure, and a very important lifestyle habit is the type of food that one consumes. The top three foods Canadians think will decrease the risk of developing hypertension/high blood pressure are fruits and vegetable (88%), fish (78%) and legumes (76%). However, dairy products may help manage blood pressure and reduce the risk of developing heart disease or having a stroke, but only 60% of Canadians said milk, cheese and/or yogurt. In the table below include other foods that Canadians think will help reduce the risk of developing hypertension/high blood pressure.

Foods	% Think Help Decrease Risk for Hypertension/High Blood Pressure
Fruit and vegetables	88%
Fish	78%

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Legumes	76%
Whole grains	74%
Nuts	63%
Milk/Cheese/Yogurt (Net)	60%
Yogurt	54%
White meat and poultry	52%
Milk	32%
Cheese	19%
Red meat	9%
Processed meats and deli meats	5%
Salty snacks	4%
Salt	4%

These are some of the findings of an Ipsos poll conducted between February 8th and February 16th, 2016, on behalf of Dairy Farmers of Canada and the Heart and Stroke Foundation. For this survey, a sample of 2,548 Canadians from Ipsos' online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the



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poll is accurate to within +/- 2.2percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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