Cholesterol Counts is an awareness program which aims to rally Americans to take an active role in understanding there is more to be done to control high LDL-C (bad cholesterol). The Cholesterol Counts Poll asks a range of questions about both individual health and perception of cholesterol management and risks, to gauge how much Americans really know about cholesterol. The first wave of results from the poll provides a snapshot of the current state of cholesterol awareness and knowledge in America on a national and state level. Cholesterol Counts is brought to you by Sanofi US and Regeneron Pharmaceuticals, Inc. in collaboration with the Foundation of the National Lipid Association, Mended Hearts and Preventive Cardiovascular Nurses Association.

**WISCONSIN**  
(N=200)

**LAST TIME CHOLESTEROL WAS TESTED**

- **Not Sure**: 6%
- **Less than 6 months**: 37%
- **6 months–less than one year**: 22%
- **One year–less than two years**: 15%
- **Two years or more**: 7%
- **Never**: 14%

**PEOPLE FROM WI RESPONDED:**

**TRUE**

- LDL cholesterol is considered “bad” cholesterol.  
  (Correct Answer: True)

**FALSE**

- Having high LDL cholesterol levels puts you at a greater health risk.  
  (Correct Answer: True)

**NOT SURE**

- It’s better to have high levels of LDL cholesterol than HDL cholesterol.  
  (Correct Answer: False)

**FACTORS PEOPLE FROM WI RESPONDED THAT CAN INFLUENCE CHOLESTEROL LEVEL**

(Correct Answer: All of them)

**SELF-REPORTED AVERAGE CHOLESTEROL NUMBERS IN WI**

- **LDL-C**: 127
- **HDL-C**: 56
- **TOTAL**: 181

**PEOPLE IN WI WHO HAVE TAKEN A PRESCRIPTION MEDICATION TO MANAGE THEIR HIGH LDL-C**

- **22%**

**KNOW THEIR LDL CHOLESTEROL NUMBER**

- **12%**