Cholesterol Awareness, Attitudes and Behaviours in Singapore*

Understanding the key barriers and opportunities to beat the block

Did you know that globally, 80% of cardiovascular disease (CVD) — including heart disease and stroke — is preventable?[1]

In Singapore, CVD accounts for almost

1 IN 3 DEATHS[2]

APPROXIMATELY

22 PEOPLE DIE

from CVD (heart disease and stroke) every day[2]

About the survey[3]

Beat the Block is an initiative grounded in the insights from a survey conducted in Singapore. The survey aimed to unveil current understanding of what blood cholesterol is, its impact, and how best to manage it.

This research surveyed

1,000 respondents in Singapore

(General population and individuals diagnosed with high blood cholesterol)

21 - 75 years old

Awareness gaps in cholesterol management[3]

36% strongly agree that high blood cholesterol requires urgent attention

51%* do not practice any preventative measures

* respondents who have not been diagnosed with high blood cholesterol

93% believe diet and exercise are equally as effective as prescription medication

Cholesterol testing in practice[3]

ONLY 3 IN 10 RESPONDENTS

claim that they discuss their blood cholesterol level with their doctor

75%

could not recall their latest blood cholesterol level

Misconceptions and practices around cholesterol treatment[3]

72% believe long-term use of statins can damage the kidney and liver

60% believe long-term use of statins would lead to higher risk of cancer

33% of patients claim they miss or skip their prescription sometimes

High blood cholesterol is a serious and silent threat that can happen to anyone. Speak to a healthcare professional to learn how to manage your blood cholesterol today.

For more information, visit https://beattheblock.sg

Unless stated otherwise, all data in this infographic is based on actual results of a survey conducted to gather insights on the knowledge, attitudes, beliefs and behaviour of Singaporeans towards blood cholesterol management commissioned by Singapore Heart Foundation and Novartis Singapore and conducted by IQVIA in 2023.

References

1. World Heart Federation. Prevention. Available at: https://world-heart-federation.org/what-we-do/prevention/ [Last accessed: September 8, 2025].
2. Singapore Heart Foundation. Heart Disease Statistics. Available at: https://www.myheart.org.sg/health/heart-disease-statistics/ [Last accessed: September 8, 2025]
3. Data on file.

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