



Consumer Sodium Research

Concern, Perceptions, and Action

August 2011

**International Food
Information Council**
1100 Connecticut Avenue
Washington, DC 20036
www.foodinsight.org



- **OBJECTIVES & METHODOLOGY**

- **EXECUTIVE SUMMARY**

- **RESEARCH FINDINGS**

- **Concern**
- **Awareness**
- **Perceptions**
- **Action**
- **Communication**
- **Demographics**

OBJECTIVES

Overarching Objective: To understand consumers' perceptions, awareness and actions toward sodium and assess any potential changes over time.

To achieve this objective, the study measured and trended the following issues:

- Awareness of sodium consumption
- Perceptions of low-sodium products
- How sodium ranks compared to other factors that contribute to a healthful diet
- Current measures consumers are taking regarding sodium consumption
- Preferences regarding sodium communication

METHODOLOGY

METHODOLOGY	Web survey was conducted by Cogent Research, Cambridge, Massachusetts
MARKETS	National
POPULATION	Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region, and Gender
DATA COLLECTION PERIOD	April 15 - May 5, 2011
SAMPLE SIZE (ERROR)	n= 1003 (\pm 3.00 pp at 95% confidence level)

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

NOTES:

- 1) Statistical significant differences from previous year are noted in the report with up or down arrow keys:
▲ / ▼ Significant increase/decrease from year indicated.
- 2) Top 2 refers to the top two answers, 4 or 5 on a 5-point scale; for instance: extremely/very interested
- 3) Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.
- 4) <3%, "Other" and "don't know/refused" not shown on slides 13, 16, 46, 48 and 53.
- 5) For questions 21, 25, 26, 35, 35A, 36, 36A 38, data was not trended because questions were changed in 2011 and for question 63A because the question was added in 2011.
- 6) For chart on slide 43, the base does not include the "not applicable" answer alternative.
- 7) Values shown on slide 43 may not add up to the top 2 boxes values shown on slide 44 due to rounding.

METHODOLOGY

NOTES:

- Q18 - In 2011, 8% of Americans (age 25-34) are extremely concerned compared to 2% in 2009
- Q18 - In 2011, 8% of Americans (age 65-74) are extremely concerned compared to 18% in 2009
- Q31 - In 2011, 28% of Americans (age 45-54) strongly agree compared to 18% in 2009
- Q32 - In 2011, 14% of Americans (age 18-24) somewhat disagree compared to 24% in 2009
- Q32 - In 2011, 14% of Americans (age 25-34) disagree compared to 7% in 2009
- Q32 - In 2011, 23% of Americans (age 55-64) somewhat agree compared to 36% in 2009
- Q33 - In 2011, 10% of Americans (age 18-24) somewhat disagree compared to 20% in 2009
- Q34 - In 2011, 32% of Americans (age 25-34) say they are currently trying to limit sodium compared to 21% in 2009
- Q34 - In 2011, 33% of Americans (age 65-74) say they do not need to limit sodium compared to 16% in 2009
- Q39 - In 2011, 64% of Americans (Age 75+) report having consumed low-sodium products compared to 88% in 2009
- Q39 - In 2011, 27% of Americans (Age 75+) say “they don’t know” if they have consumed low-sodium products compared to 10 in 2009
- Q40 - In 2011, 7% of total Americans say they usually purchase low-sodium products compared to 5% in 2009
- Q40 - In 2011, 23% of Americans (age 25-34) say they never purchase low-sodium products compared to 33% in 2009
- Q40 - In 2011, only 7% of Americans (age 75+) say they often purchase low-sodium products compared to 23% in 2009
- Q40 - In 2011, 72% of Americans (age 75+) say they occasionally purchase low-sodium products compared to 50% in 2009
- Q45 - In 2011, 72% of Americans (age 18-24) say they have not been recommended to reduce sodium compared to 84% in 2009
- Q45 - In 2011, 7% of Americans (age 18-24) answer “don’t know” compared to 1% in 2009
- Q49 - In 2011, only 15% of Americans (age 18-24) say they are not at all interested compared to 28% in 2009
- Q49 - In 2011, only 17% of Americans (age 25-34) say they are not at all interested compared to 31% in 2009
- Q49 - In 2011, 15% of Americans (age 45-54) say they are not at all interested compared to 23% in 2009

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EXECUTIVE SUMMARY

Sodium intake is not top of mind for Americans.

- **Level of concern remains low.** Only 4 in 10 Americans are concerned about their sodium intake. General concern is slightly higher when thinking about individuals with high blood pressure or weight issues.
- **Awareness of personal sodium consumption remains low.** When asked about the amount of sodium they consume on average per day, most Americans admit they don't know. This may be quite worrying given that the percentage of those who don't know is higher among individuals suffering from high blood pressure and heart disease.
- **Sodium continues to be perceived as third-tier among the factors contributing to a healthy diet.** Increasing fruits and vegetables tops the list while monitoring calories and limiting sugar and carbs are increasingly becoming more important for a healthy diet.

A good understanding of sodium is still lacking.

- **Americans do not know the appropriate sodium intake for a healthy individual.** While the ideal sodium intake for a healthy individual is about 2,300 mg, many Americans report not knowing what it is or understate the values.
- **There is no clear understanding of what constitutes high and low-sodium.** When asked about specific amount per serving that would make a product high or low in sodium, 3 in 10 Americans say they don't know. Among those who provide an answer opinions are widely spread.
- **Many are confused about what contributes the most sodium to their diet.** Americans tend to believe that the foods with highest amount of sodium per serving also contribute most sodium to their personal diet. Thus, they overlook the impact of repeatedly consuming specific foods which, in spite of their "low-sodium profile," may significantly impact their diet.

EXECUTIVE SUMMARY

Americans rely primarily on food labels and packaging to distinguish between high and low-sodium products.

- ***To determine whether a food is high or low in sodium most Americans would read the food label/package.*** While this may be helpful for those individuals who have a good understanding of the appropriate amount of sodium a healthy individual should consume, it may not provide much direction for those individuals who are uninformed about sodium.
- ***Close to half of Americans would also turn to food packaging and labels to learn more about sodium and its impact on health in general.***
- ***Americans' reliance on labels and packaging seems to be correlated to the belief that most of the sodium in their diet comes from processed or packaged foods.***
- ***Communications that foods or beverages are low in sodium positively impact consumers' perceptions of those products.***

Consumers' actions toward sodium vary by age group.

- ***As Americans grow older they are more likely to limit their sodium consumption.*** While the elderly are already taking actions in this respect, the younger generations are still at the planning stage. The main reasons why Americans are limiting or have limited their sodium intake are to improve overall health or to address a current health condition.
- ***In 2011, more Americans report that they usually purchase low sodium products.*** This predisposition is also strongly correlated with age.
- ***Consumers of all ages are interested in learning more about sodium.*** If in the past Americans age 55 and older were more interested in learning more about the impact of sodium on health, in 2011 both younger and older generations want to learn more.

EXECUTIVE SUMMARY

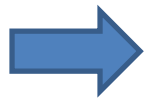
Blood pressure and weight issues motivate Americans to think differently about their sodium consumption.

- ***The general perception among Americans is that individuals with high blood pressure or weight issues should be concerned about their sodium intake.*** In fact, 64% of those treated for high blood pressure were also told to reduce sodium intake with medical professionals and family members cited as the most common sources of sodium reduction recommendations.
- ***Sodium is perceived as one of the greatest factors that impact high blood pressure, second in line after weight reduction.*** This explains why Americans think that individuals with high blood pressure and weight issues should be concerned with their sodium consumption. Also, this is the reason why some Americans are limiting or have limited their sodium intake. This is part of a larger commitment to help prevent or treat a certain medical condition, such as high blood pressure, or simply to improve overall health.
- ***While low fat and low calories claims remain most compelling in selection of products based on front-of-pack claims, low sodium is also a key factor.*** What makes the low sodium claim compelling is sodium's perceived effect on blood pressure accompanied by the belief that sodium is not healthy to consume.
- ***In spite of their concern and awareness of risks associated with sodium intake, American consumers acknowledge that they are more likely to succeed in moderating alcohol consumption and eating a balanced diet than in reducing the sodium they consume.***

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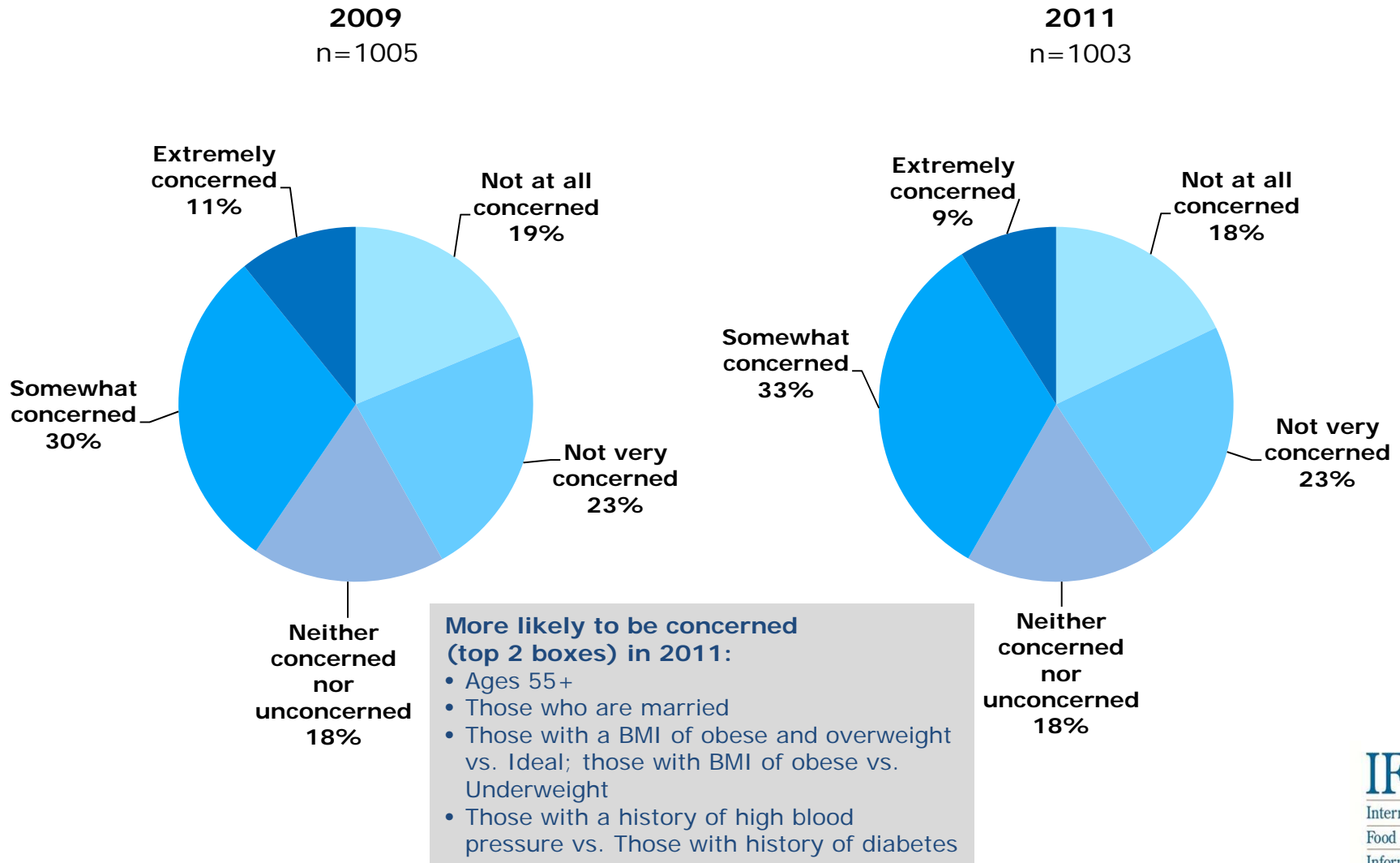


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OVERALL SODIUM CONCERN

Most Americans remain not concerned with their sodium intake.

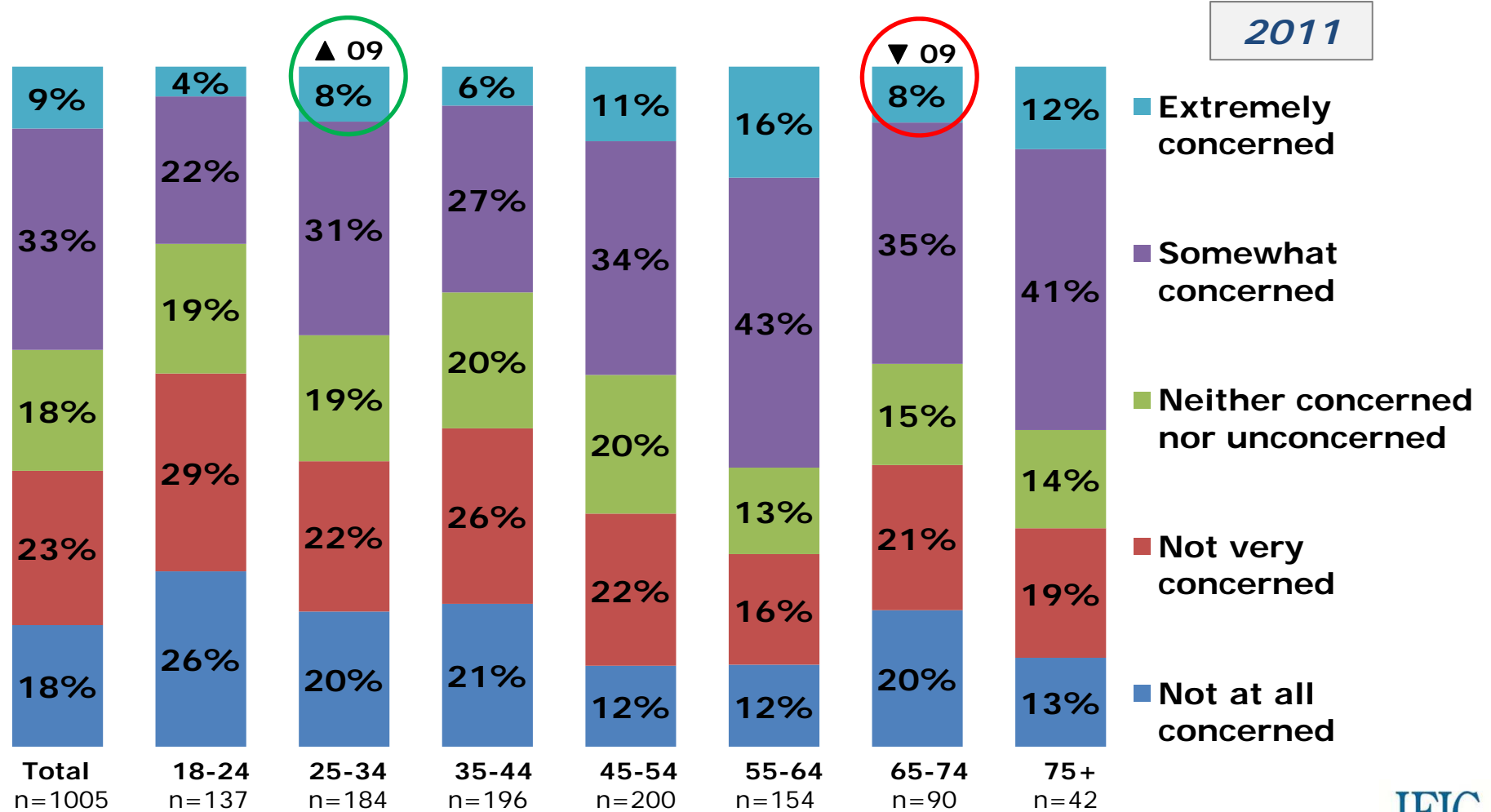
Only 42% of Americans are concerned with their sodium intake.



Q18. How concerned are you with your personal sodium intake?

OVERALL SODIUM CONCERN

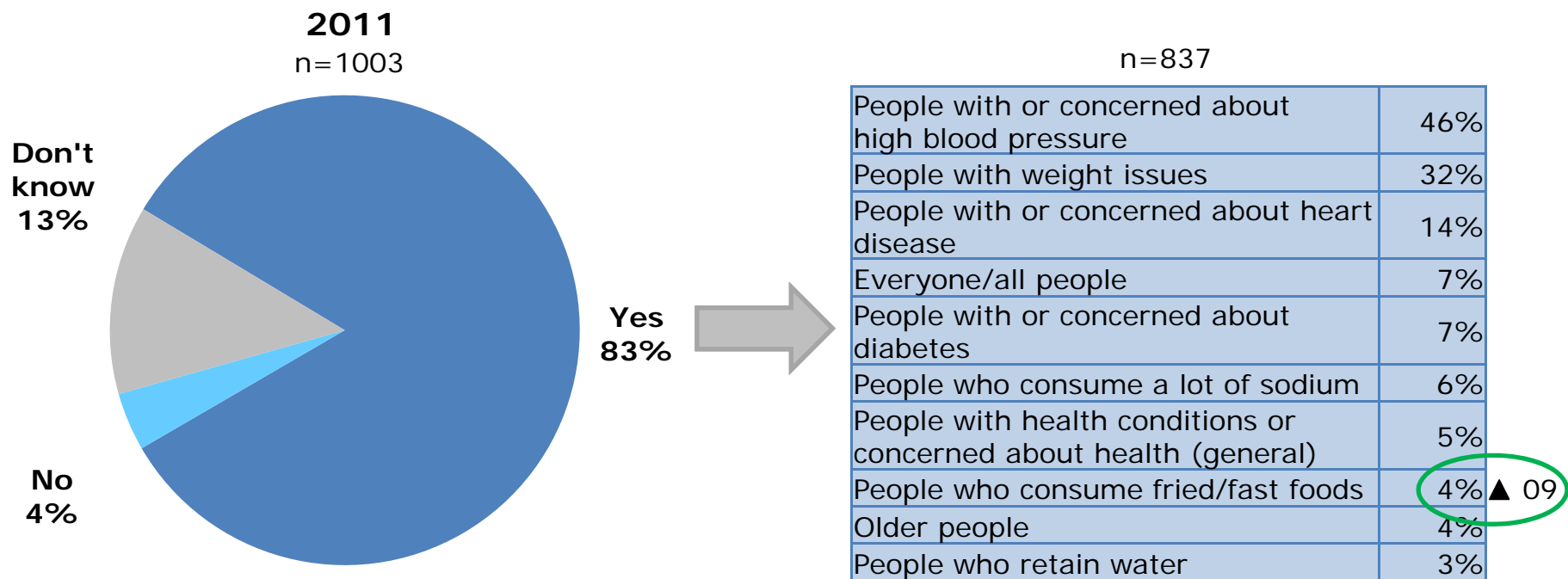
A look at concern by age groups reveals that compared to 2009, more Americans age 25-34 say they are extremely concerned with their sodium intake while fewer individuals age 65-74 report such concern.



Q18. How concerned are you with your personal sodium intake?

PERCEPTIONS OF CONCERN AMONG POPULATION

Although most Americans are not worried about their own consumption of sodium, they do think people with high blood pressure or weight issues should be concerned.

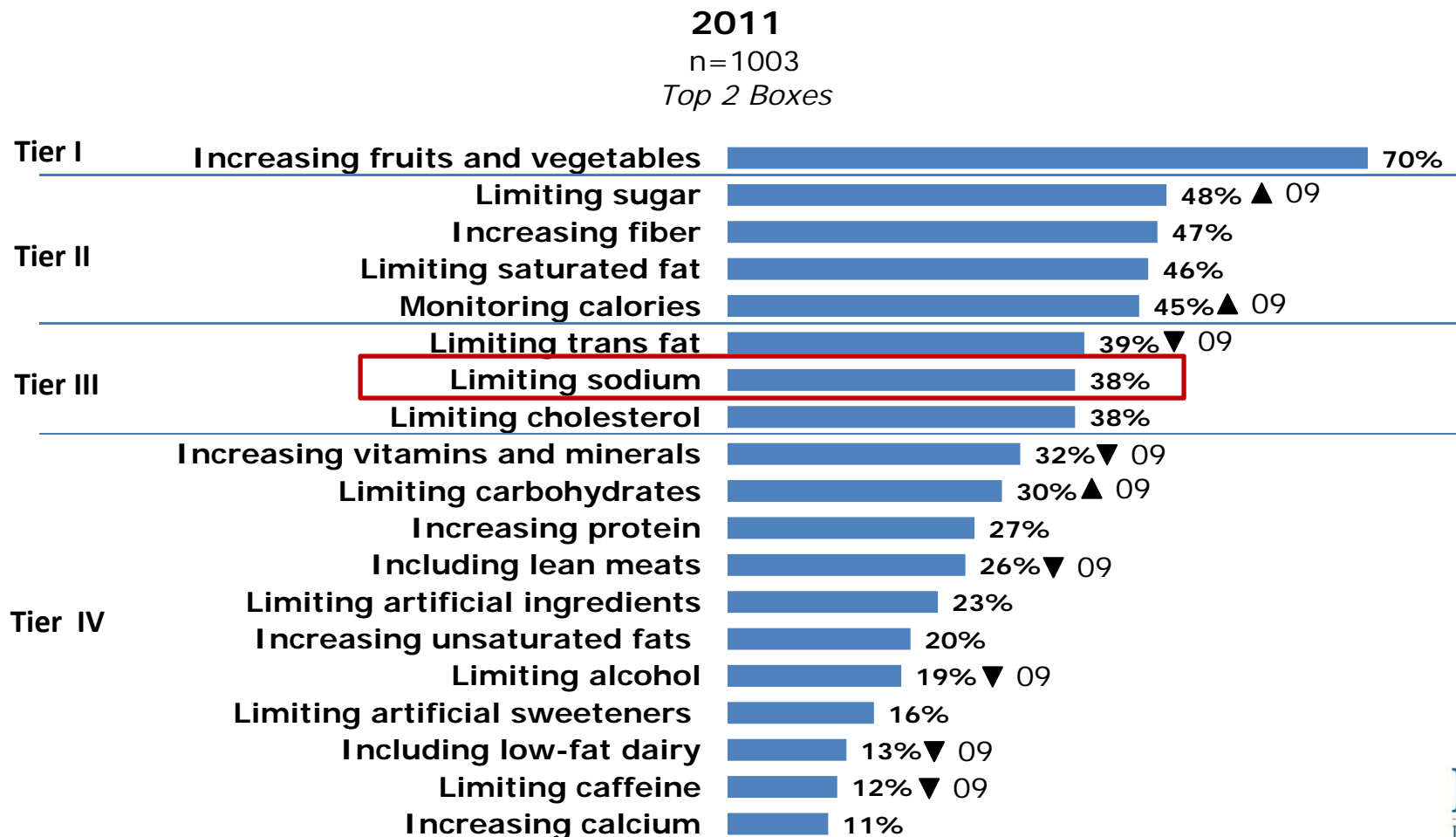


Q19. Do you feel there are certain people who should be concerned with their sodium intake?
 Q20. [IF YES] What types of people should be concerned with their sodium intake? **(Open end)**

CONTRIBUTORS TO A HEALTHY DIET

Limiting sodium continues to be third-tier among the factors contributing to a healthy diet.

While still convinced that increasing fruits and vegetables will contribute most to a healthy diet, Americans are also paying more attention to monitoring calories and limiting sugar and carbs.

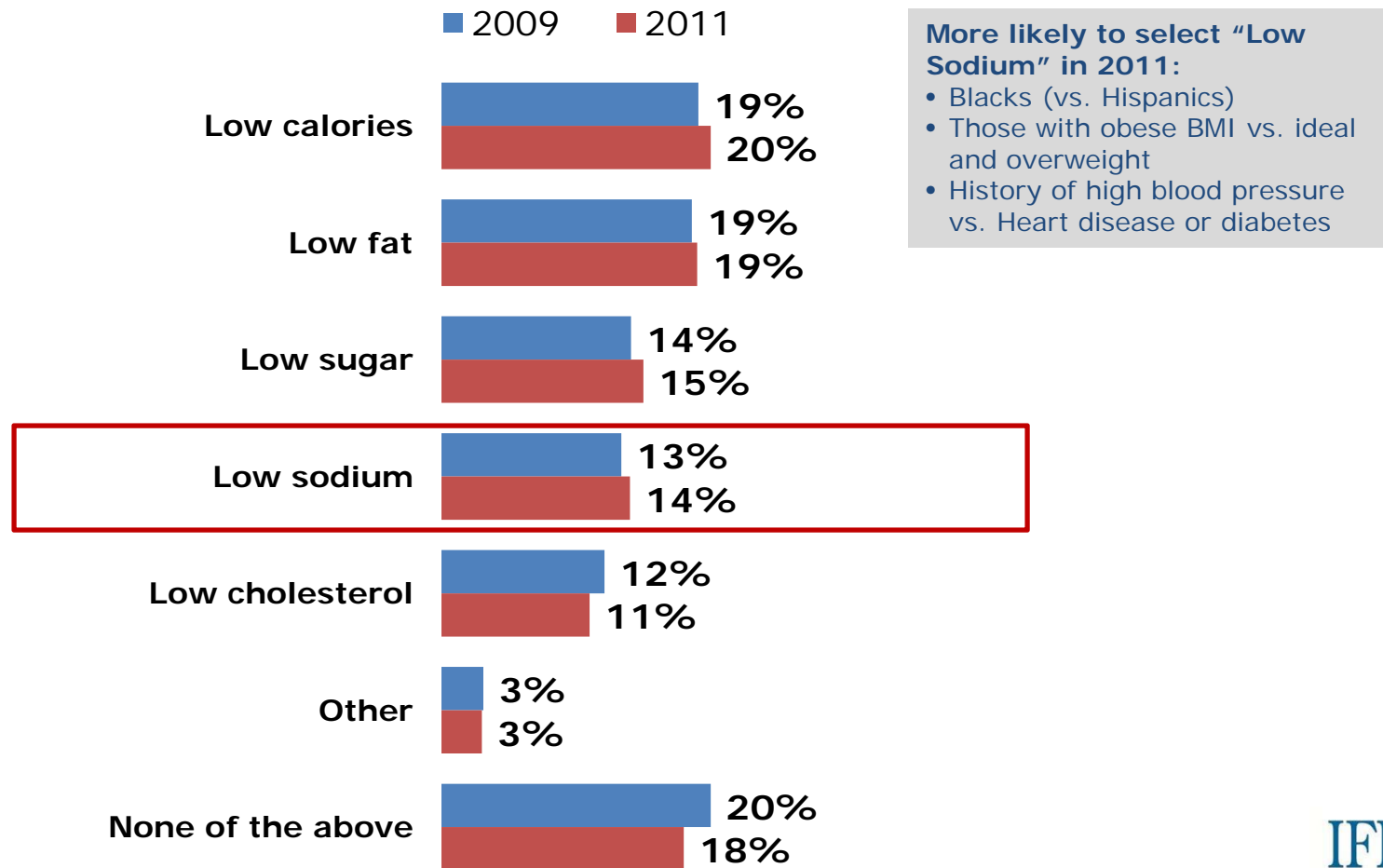


Q9. Which of the following factors are the three MOST important in contributing to a healthy diet?

FRONT OF PACK CLAIMS

When it comes to selecting products based on front-of-pack claims, Americans continue to find statements about low fat and low calories more compelling than those about low sodium.

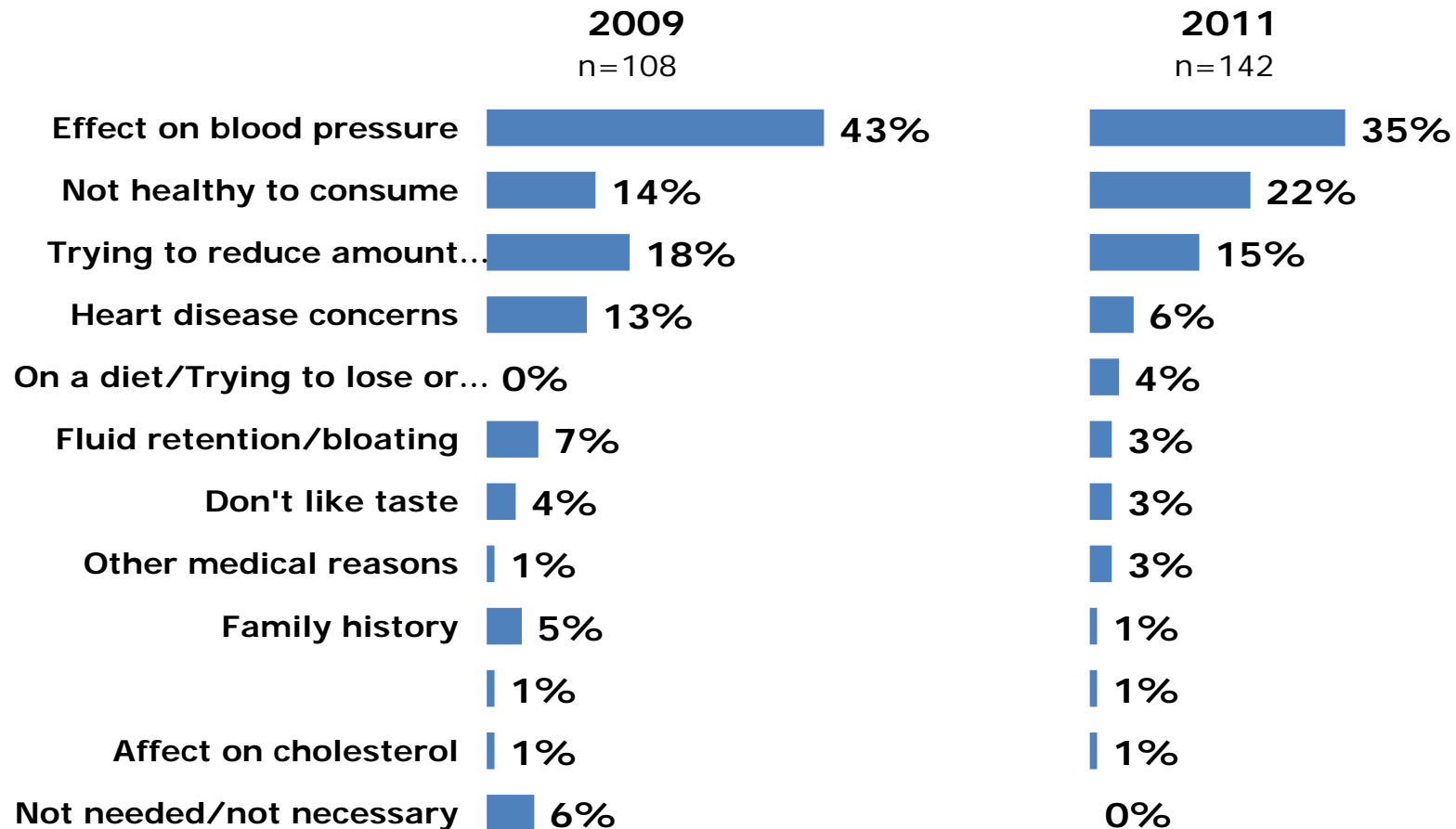
Two in 10 Americans would prefer to pick a package with *none* claim from the ones presented.



Q7. Some food and beverage products have statements about specific nutrients on the front of the package. If you were choosing a product, which of the following statements, if any, would be most compelling to you personally?

DRIVERS OF SELECTION

For those who find the low sodium claim compelling, the primary driver is sodium's perceived effect on blood pressure followed by the message that it is not healthy to consume.



Q8. [IF MOST COMPELLING] Why is low sodium most compelling to you personally?

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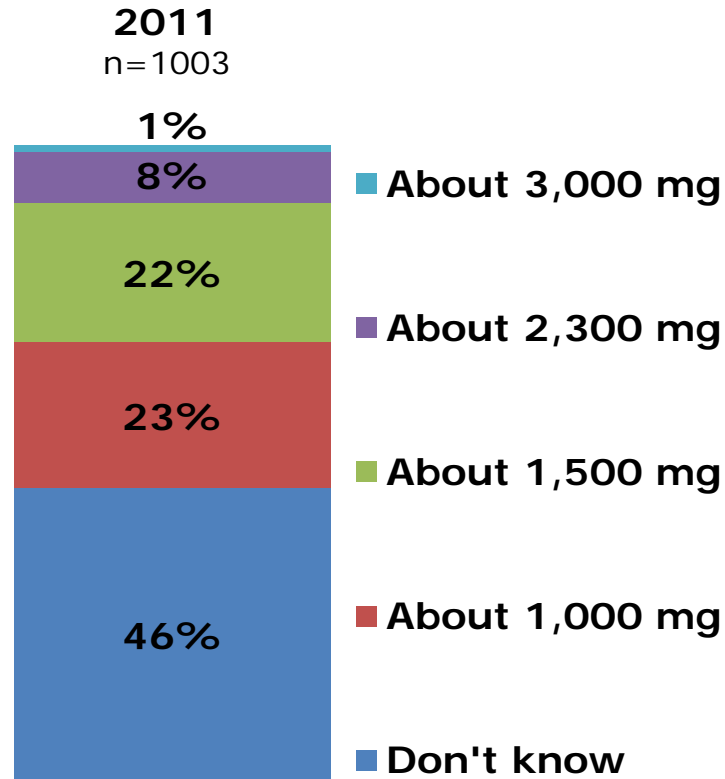
- Concern
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OVERALL AWARENESS

Many Americans continue to be unaware of the daily sodium recommendations for healthy individuals.

Nearly half of Americans don't know the appropriate sodium amount, and of those who say they know, many underestimate the values.

- Americans who don't know the appropriate amount of sodium include:**
- <\$35K vs. \$75K+
 - High school or less than high school
 - Those with children
- Americans who guess an amount of 2,300 include:**
- \$35K-\$150K vs. <\$35K
 - Those with graduate school
 - White race vs. Black
- Americans who guess an amount of 1,500 include:**
- \$75K+ vs. <\$35K
 - Those with some college+ vs. Those with less than high school or high school

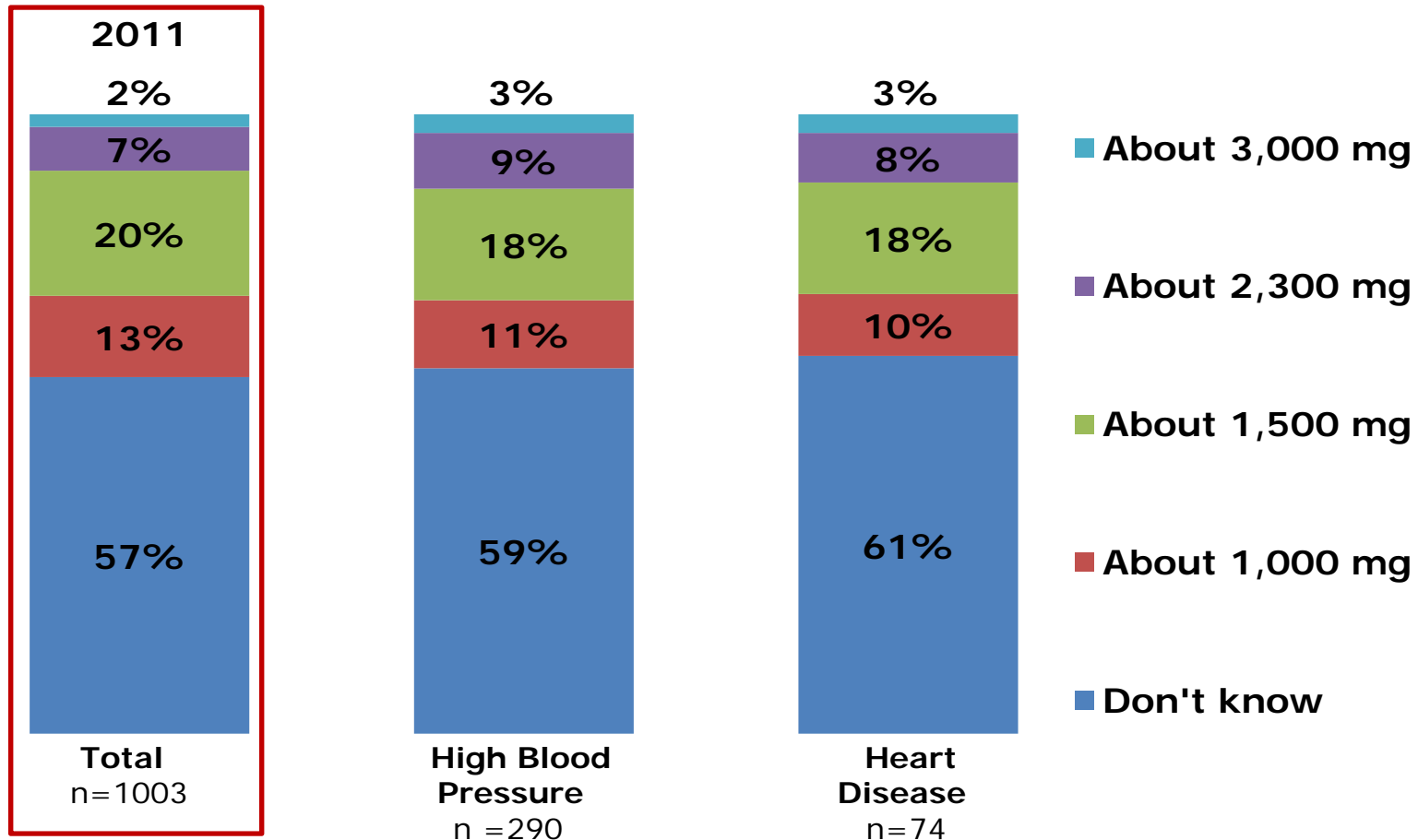


Q21. As far as you know, how much sodium should an average, healthy individual consume in one day?

PERSONAL CONSUMPTION AWARENESS

Overall, awareness of personal sodium consumption remains low. Specifically, among those with high blood pressure or heart disease, awareness is even lower.

More than half of all Americans don't know how much sodium they personally consume in one day.

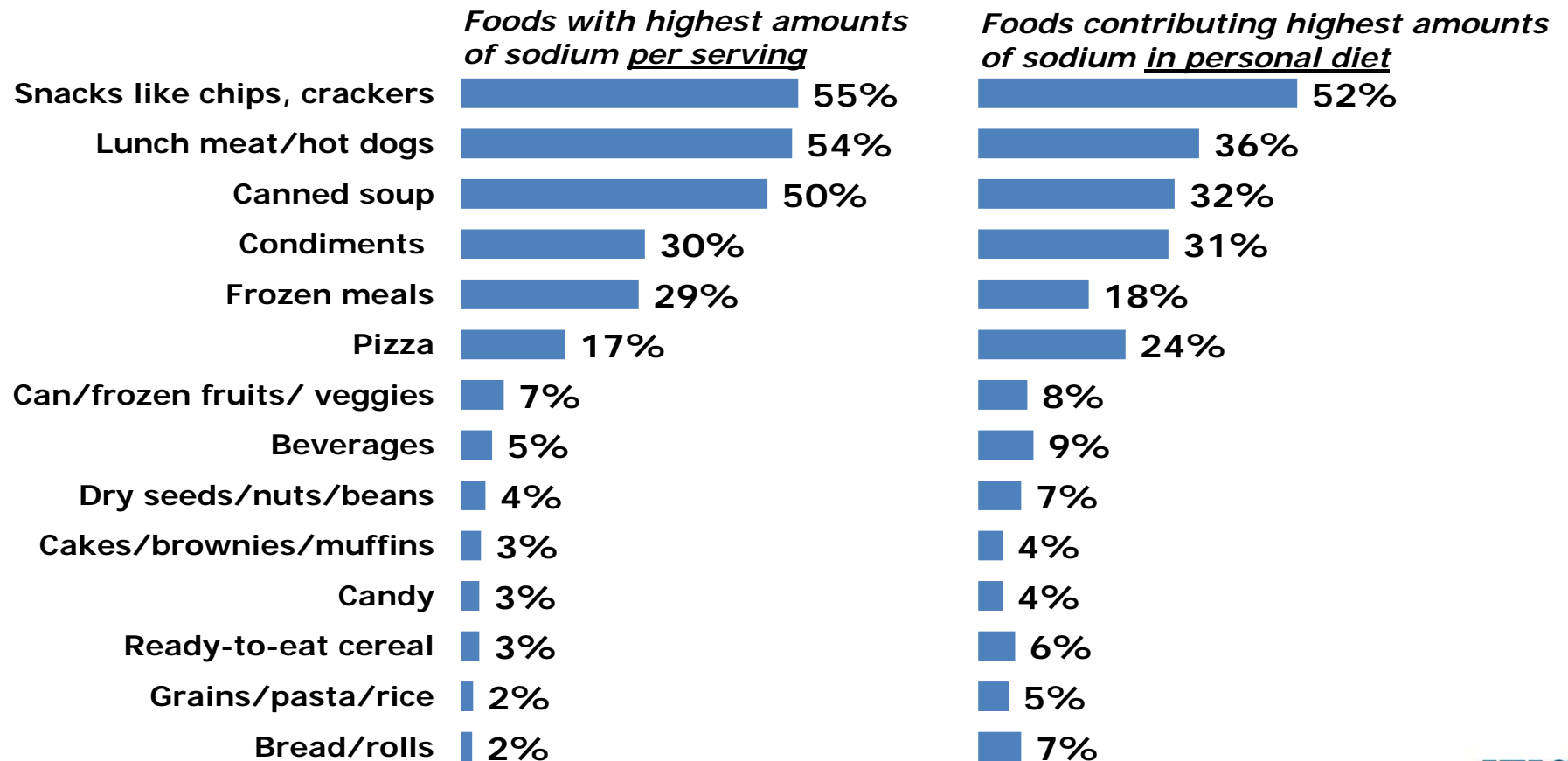


Q38. As far as you know, how much sodium do you personally consume in one day?

SODIUM LEVELS IN SPECIFIC FOODS

Consumers tend to believe that the foods with highest amount of sodium per serving also contribute the most sodium to their personal diet.

2011
n=1003

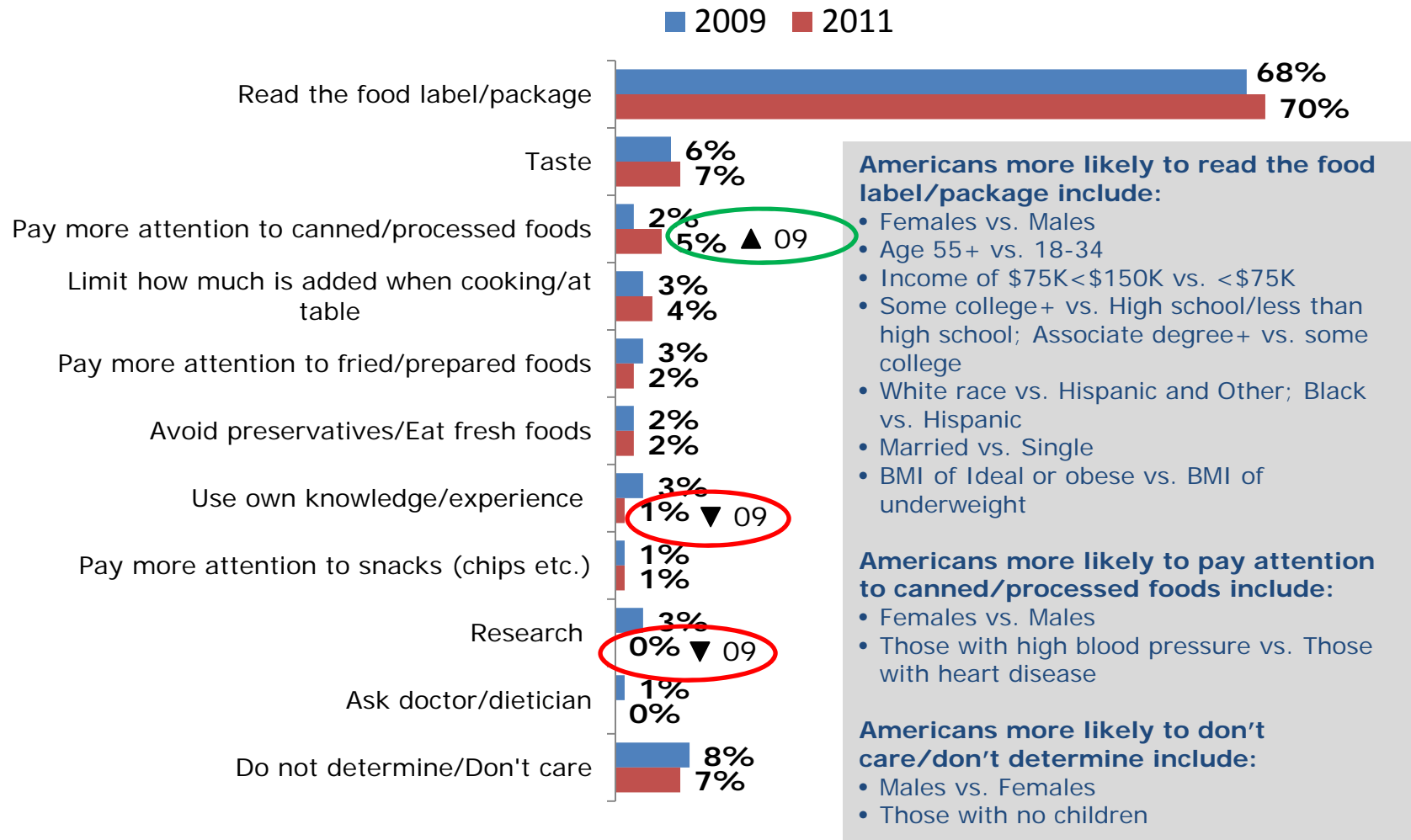


Q25. Which individual foods have the highest amount of sodium per serving?

Q26. Of the foods you typically eat, which of the following foods contribute the most sodium to your total diet?

DETERMINING SODIUM LEVELS

To determine whether a food is high or low in sodium, most Americans say they would read the food label/package. In 2011, consumers are also paying more attention to canned/processed foods.

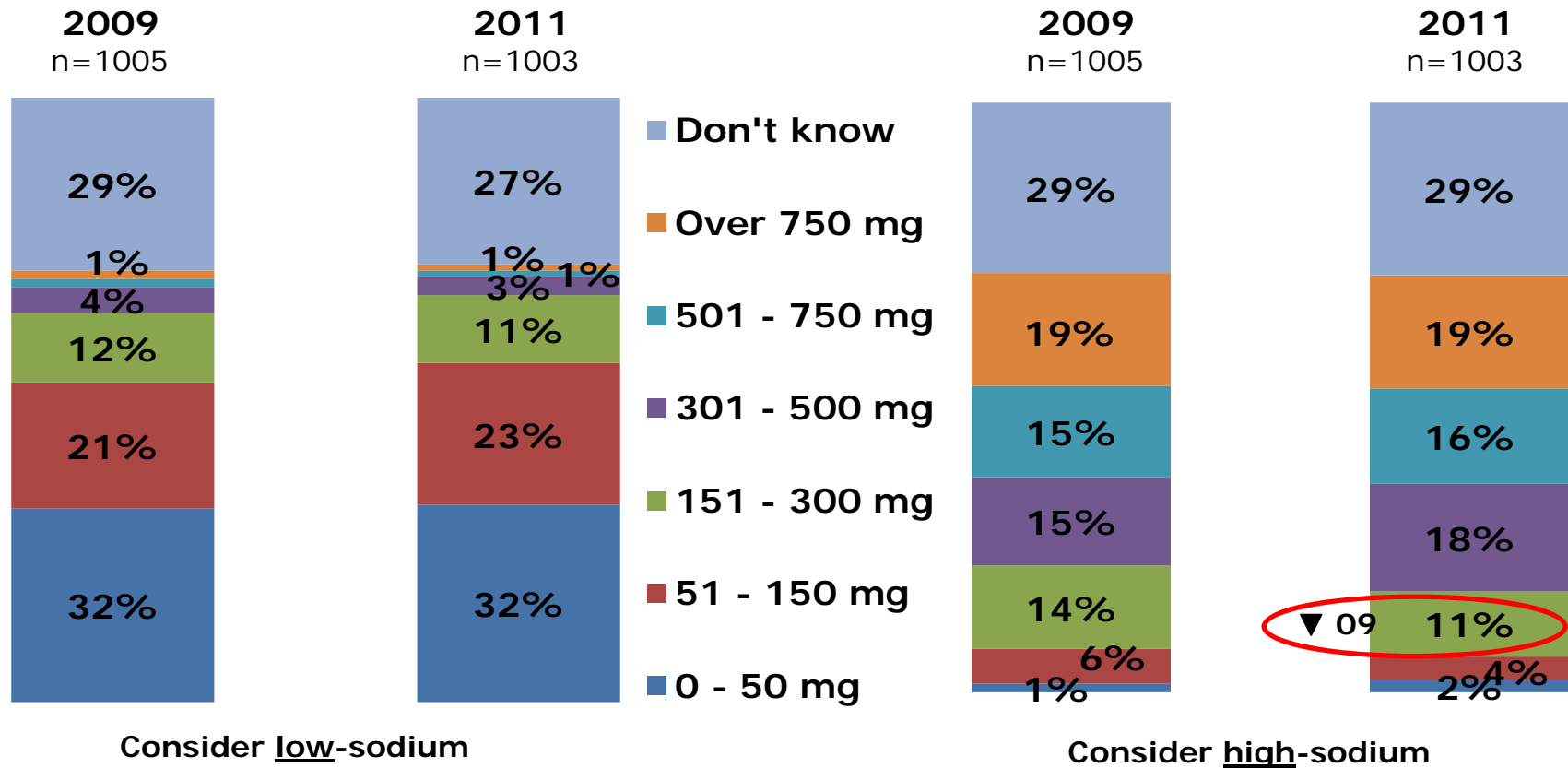


Q22. How, if at all, do you determine which foods are high or low in sodium?

DEFINING HIGH- AND LOW-SODIUM PRODUCTS

When asked about specific amounts per serving that would make a product low or high in sodium, 3 in 10 Americans don't know the answer.

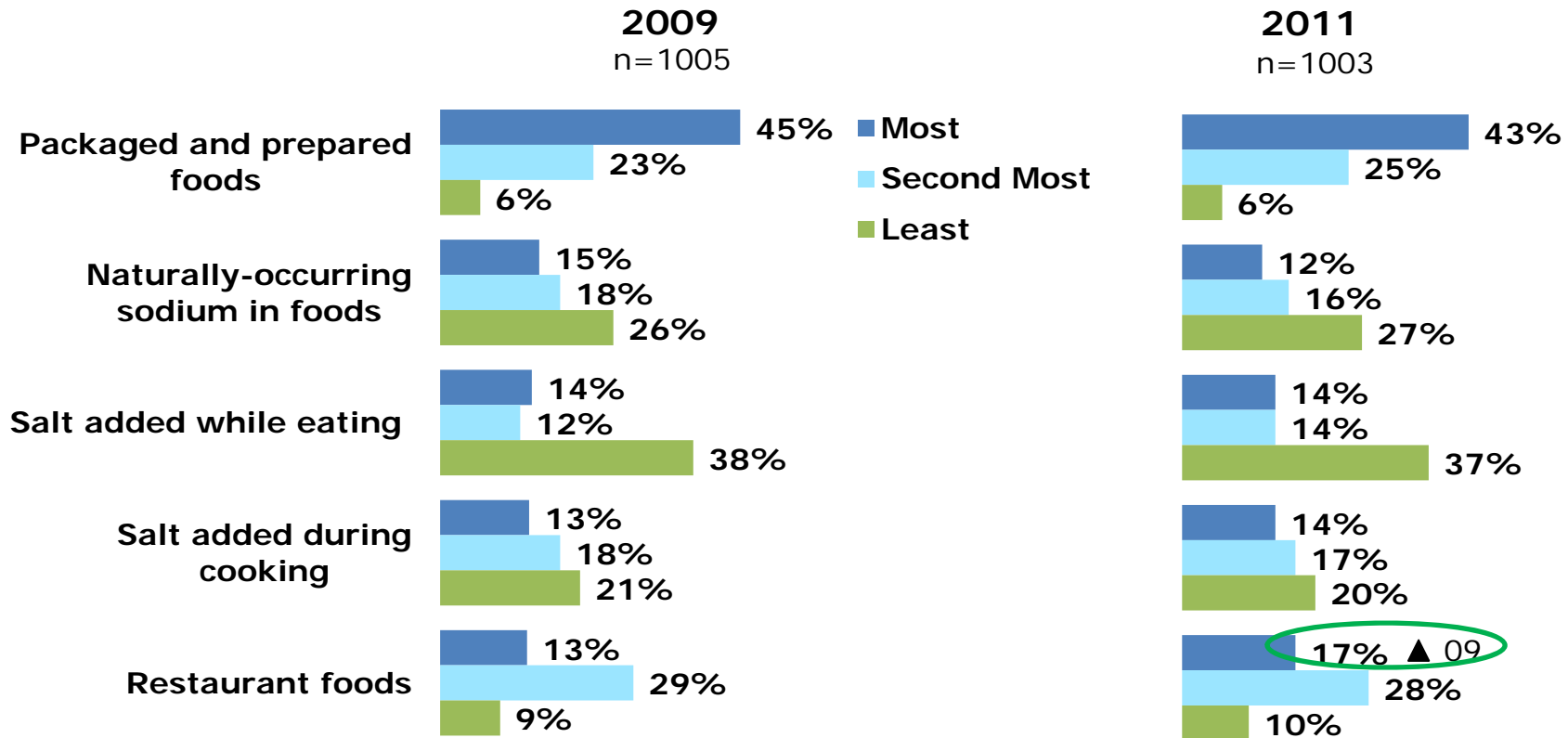
There is no consensus on the amount of sodium per serving that would justify labeling a product high- or low-sodium.



- Q23. How many milligrams of sodium per serving would be in a low-sodium product?
- Q24. And how many milligrams of sodium per serving would you consider a high-sodium product?

PERCEPTIONS OF SOURCES OF SODIUM IN DIET

Consumers continue to believe most of the sodium in their diet comes from packaged and prepared foods. In 2011, restaurant foods are also increasingly perceived as a source of sodium.

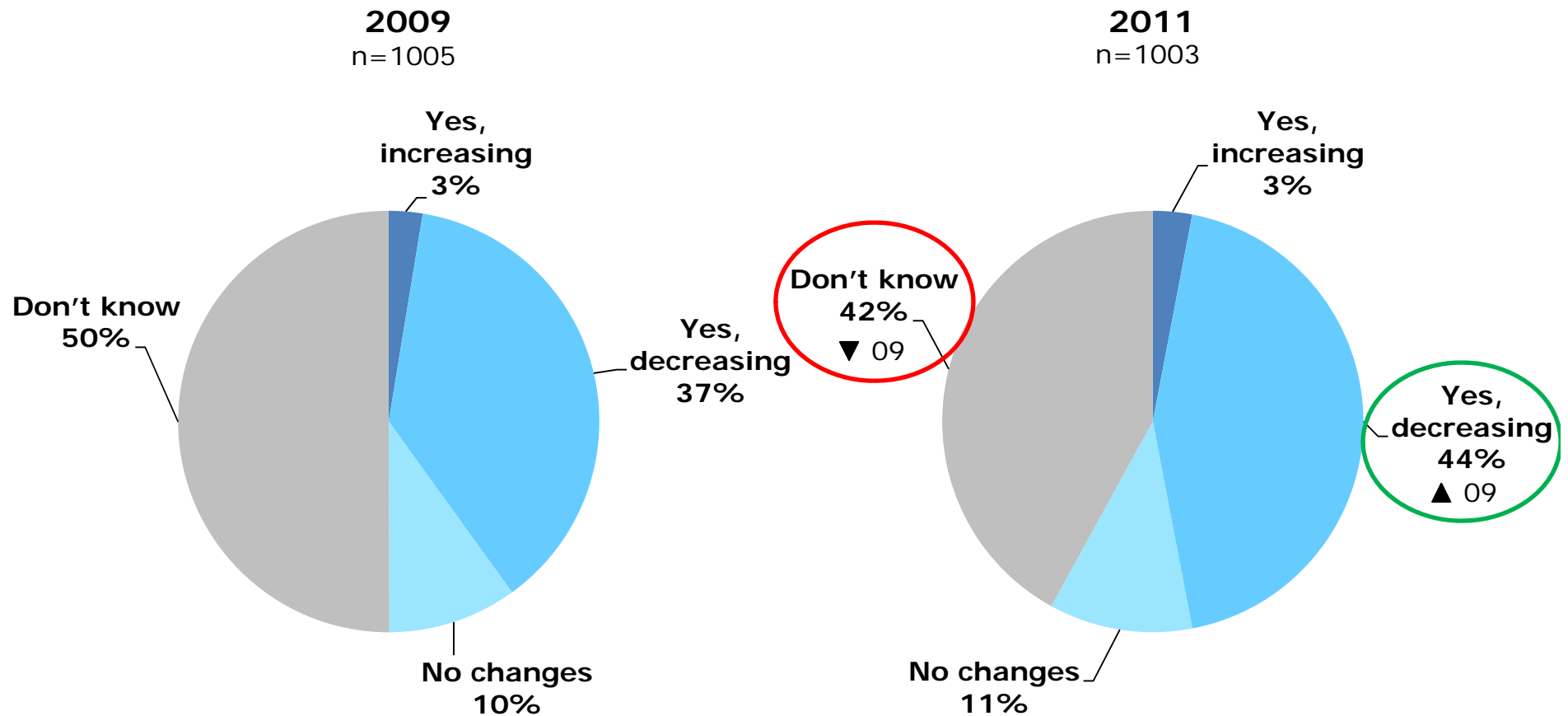


- Q27. Where does MOST of the sodium in your diet come from?
- Q28. Where does the second MOST amount of sodium in your diet come from?
- Q29. And where does the LEAST amount of sodium in your diet come from?

CHANGES TO SODIUM CONTENT: FOOD MANUFACTURERS

Compared to 2009, more Americans report having heard about changes made by food manufacturers to decrease the sodium content in foods.

Change in sodium content by food manufacturers

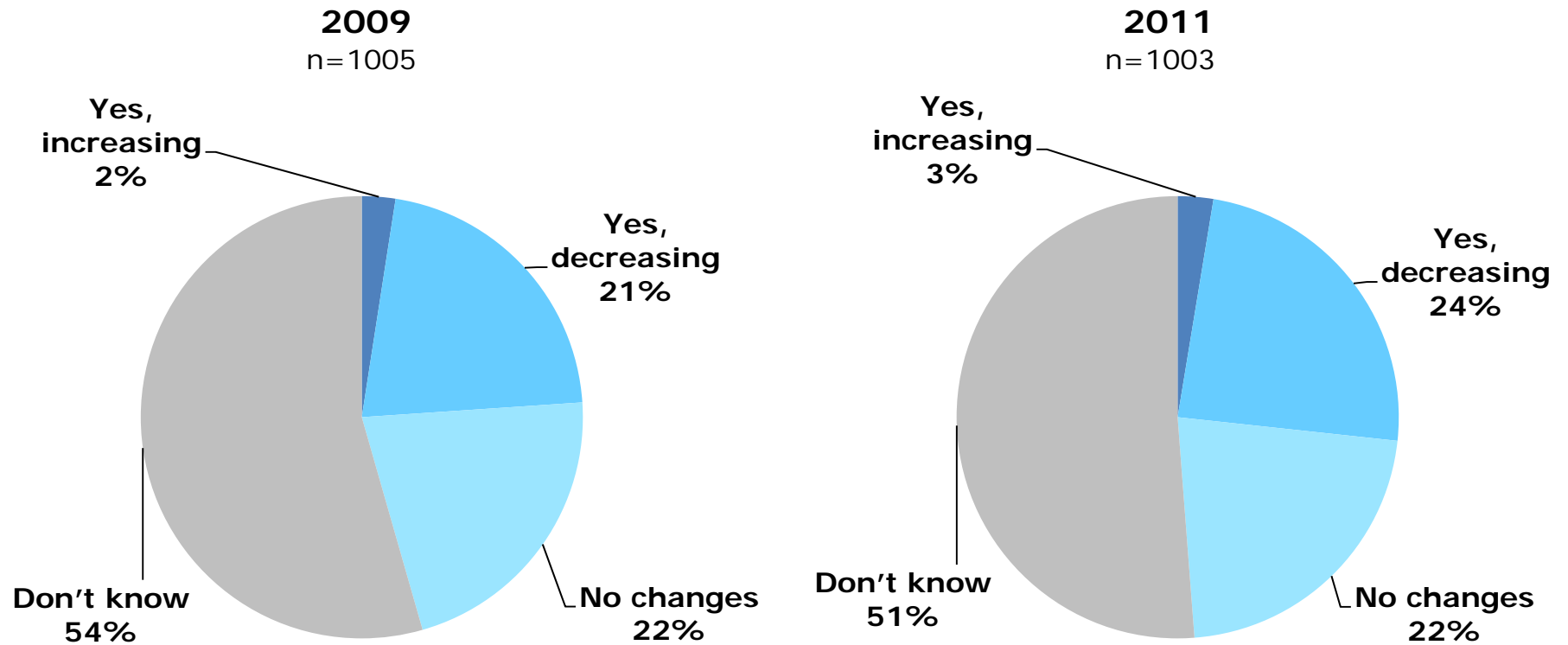


Q62. As far as you know, have food manufacturers made any changes recently to the sodium content of their foods?

CHANGES TO SODIUM CONTENT: RESTAURANTS

Nevertheless, about half of Americans continue to know little, if anything, about changes to the sodium content in foods made by restaurants.

Change in sodium content by restaurants

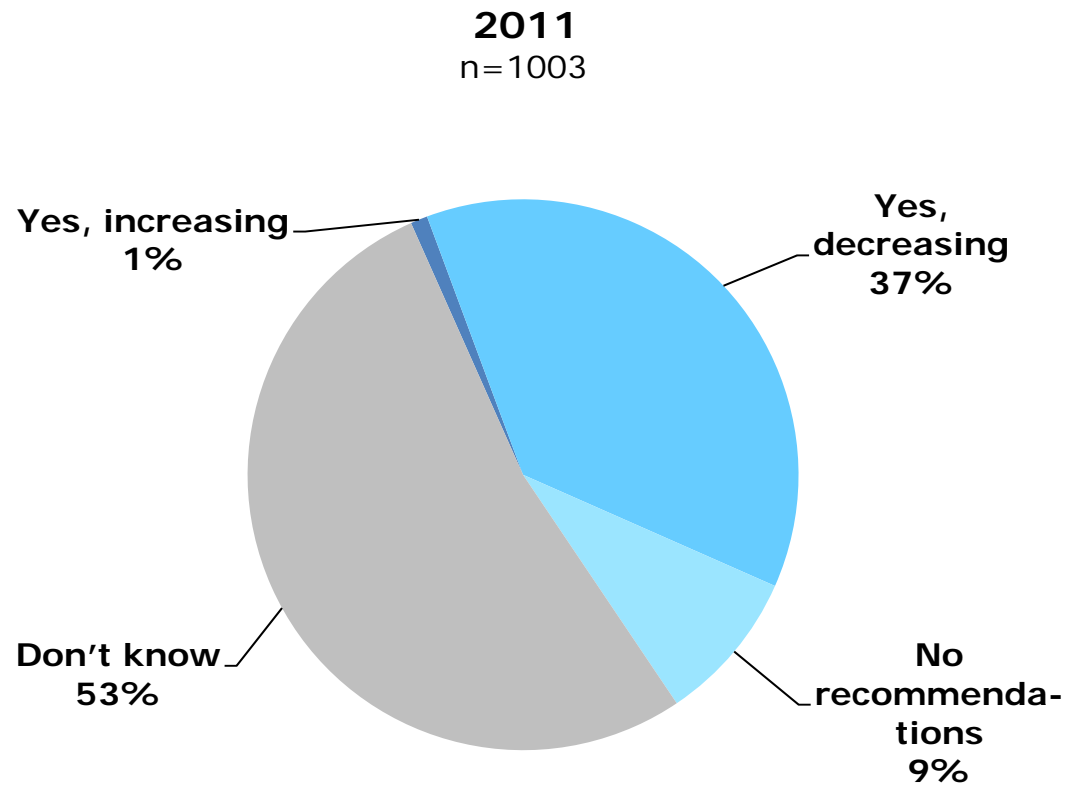


Q63. As far as you know, have restaurants made any changes recently to the sodium content of their foods?

CHANGES TO SODIUM CONTENT: GOVERNMENT

While more than a third of consumers have heard about the Government recommendation to decrease sodium consumption, about half are still unaware.

Change in sodium consumption recommended by the Government

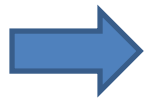


Q63A. As far as you know, has the Government made any recommendations regarding sodium consumption?

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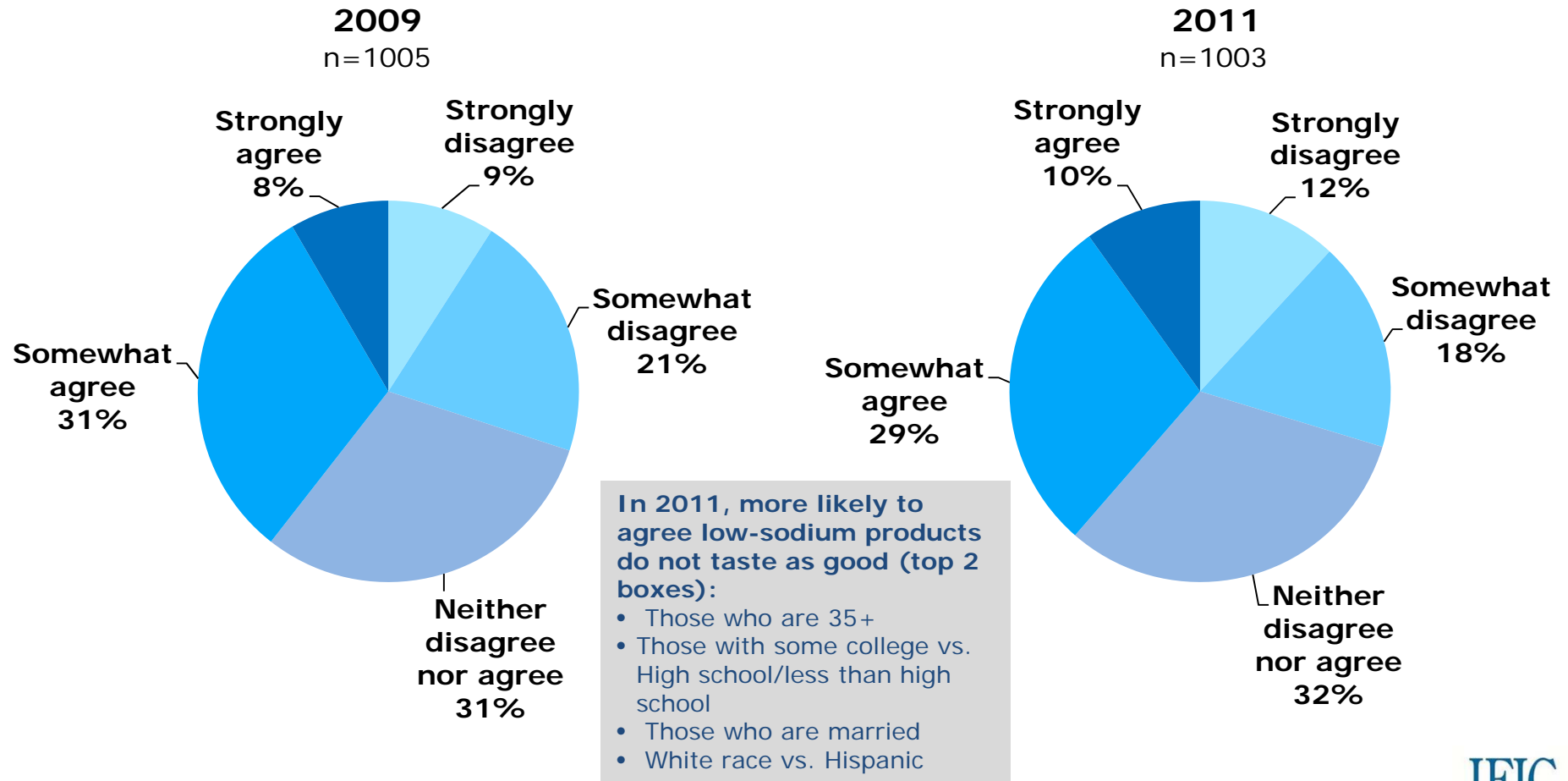


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LOW-SODIUM PRODUCTS

Nearly 4 in 10 Americans continue to believe that low sodium products do not taste as good. About one-third do not have an opinion.

"Low or reduced sodium products do not taste as good."

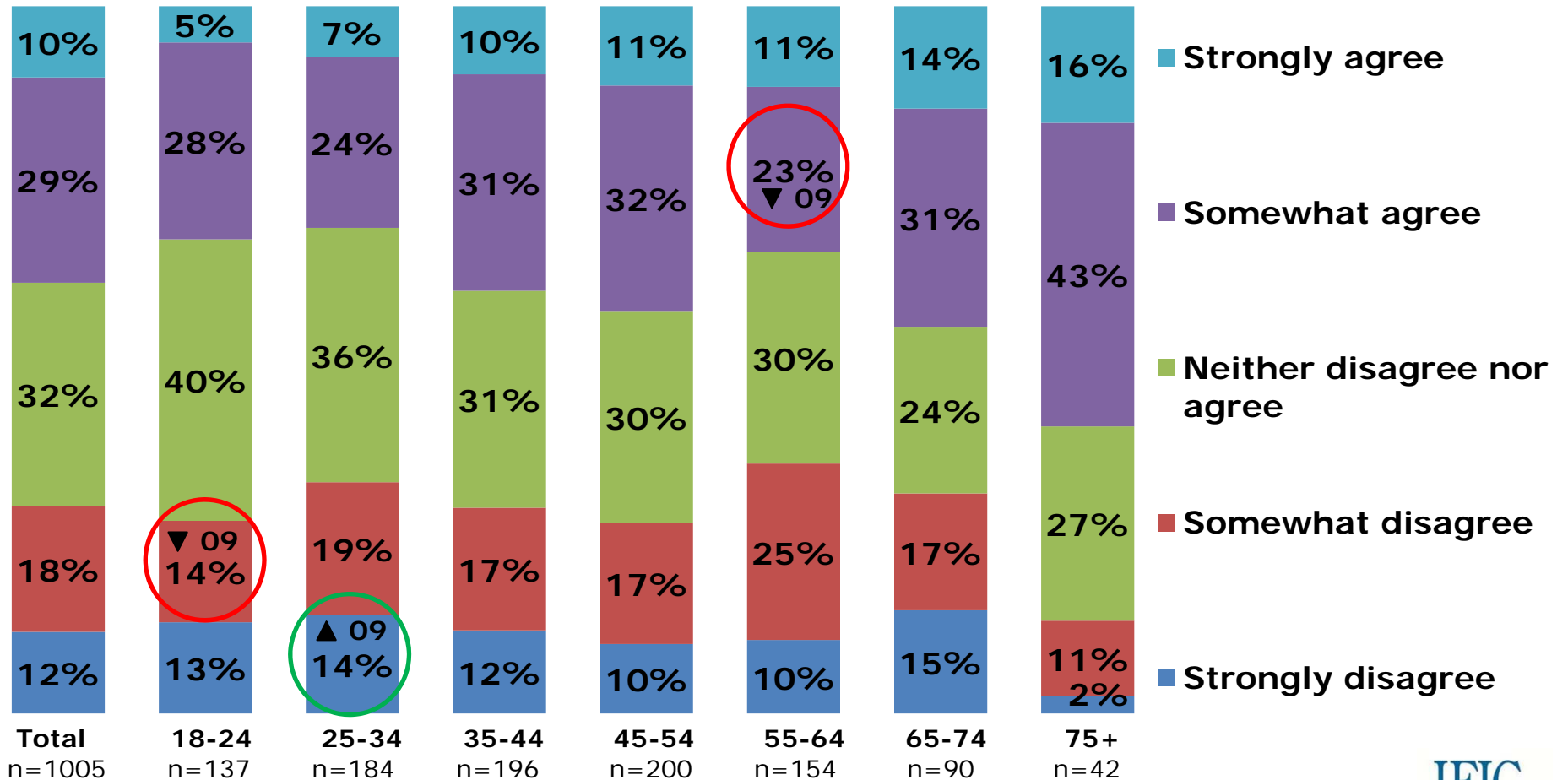


Q32. To what extent do you agree or disagree with the following statements regarding sodium? *Scale: 1="strongly disagree," 2="somewhat disagree," 3="neither disagree nor agree," 4="somewhat agree," 5="strongly agree"*

LOW-SODIUM PRODUCTS

The belief that low sodium products do not taste as good is stronger among elderly Americans (age 75+) who are also more likely to buy low-sodium products only on an occasional basis.

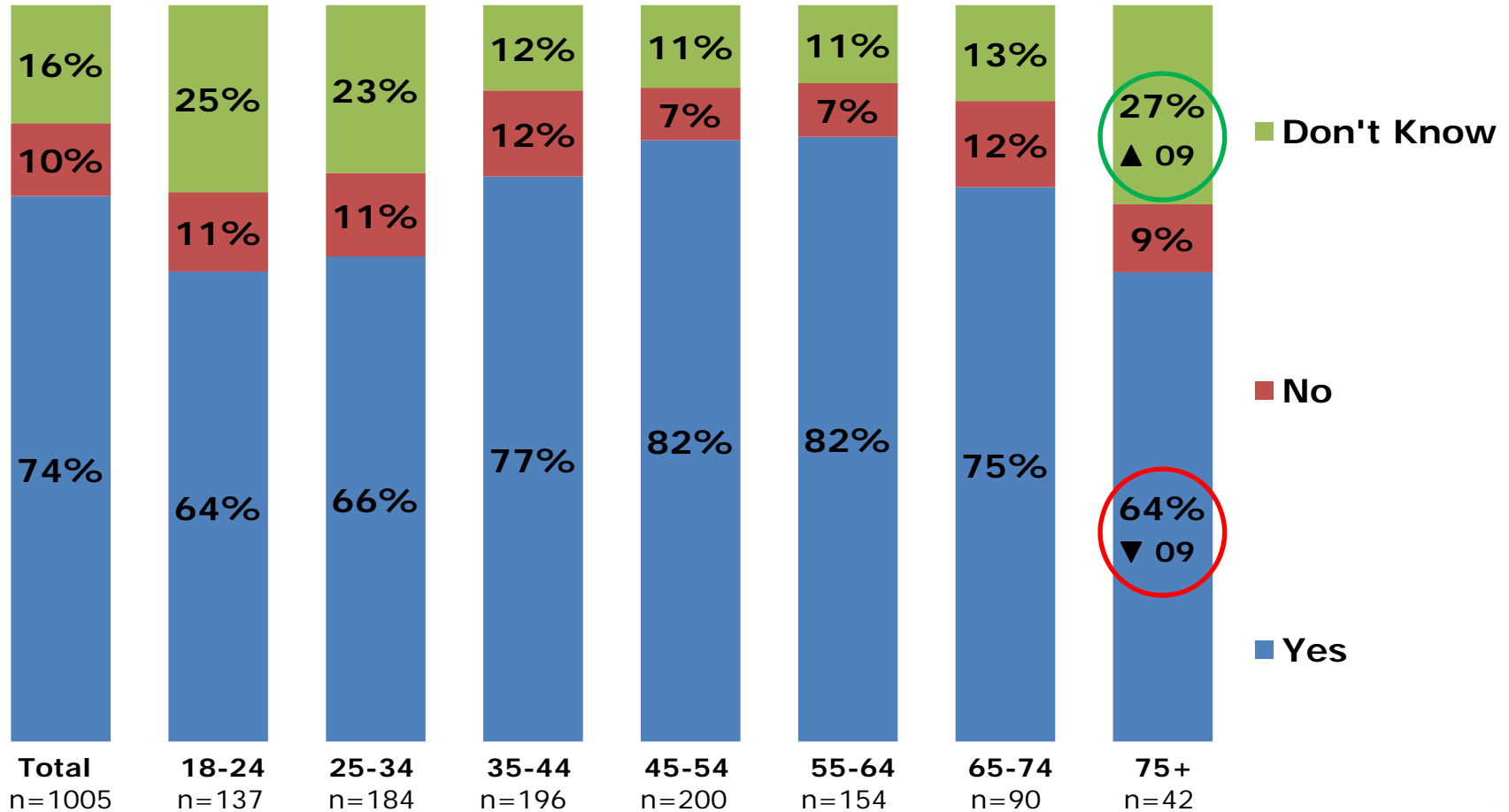
"Low or reduced sodium products do not taste as good."



Q32. To what extent do you agree or disagree with the following statements regarding sodium? *Scale: 1="strongly disagree," 2="somewhat disagree," 3="neither disagree nor agree," 4="somewhat agree," 5="strongly agree"*

LOW-SODIUM PRODUCT CONSUMPTION

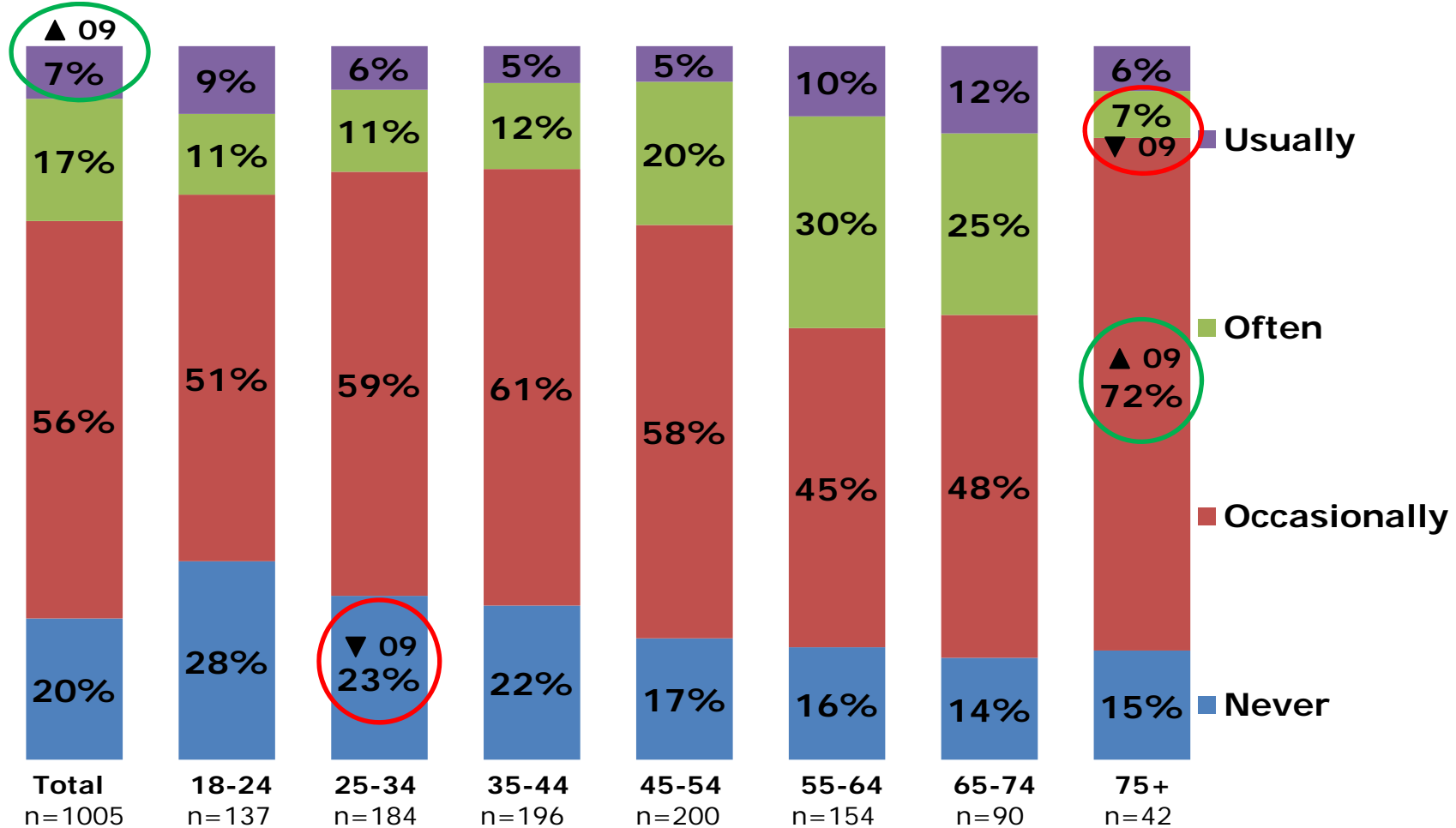
In 2011, the number of elderly Americans (75+) who report having consumed a low or reduced sodium product has dropped compared to 2009.



Q39. Have you ever consumed a low or reduced sodium product?

LOW-SODIUM PRODUCT PURCHASE

In 2011, more Americans usually purchase low sodium products. Compared to 2009, fewer consumers age 25-34 report never buying low-sodium products, while more of those age 75+ buy such products occasionally.

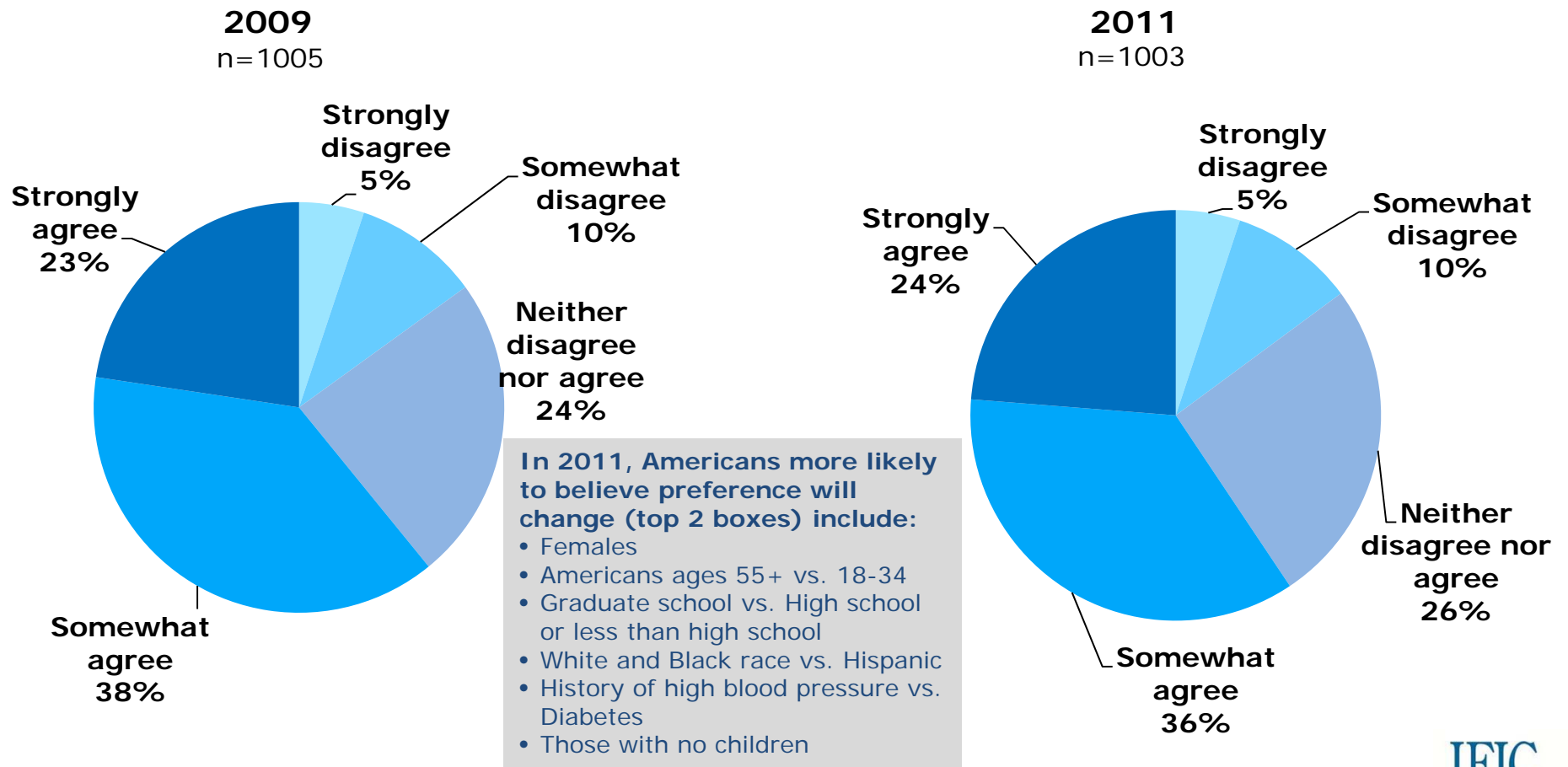


Q40. How often, if at all, do you deliberately purchase low or reduced sodium products?
 Scale: 1=Never, 2=Occasionally, 3=Often, 4=Usually

REDUCING SALT IN DIET

Close to two thirds of Americans continue to believe that reducing the amount of salt they consume will impact their preference for it.

“If you cut down on the amount of salt you eat, your preference for the taste of salt will change.”

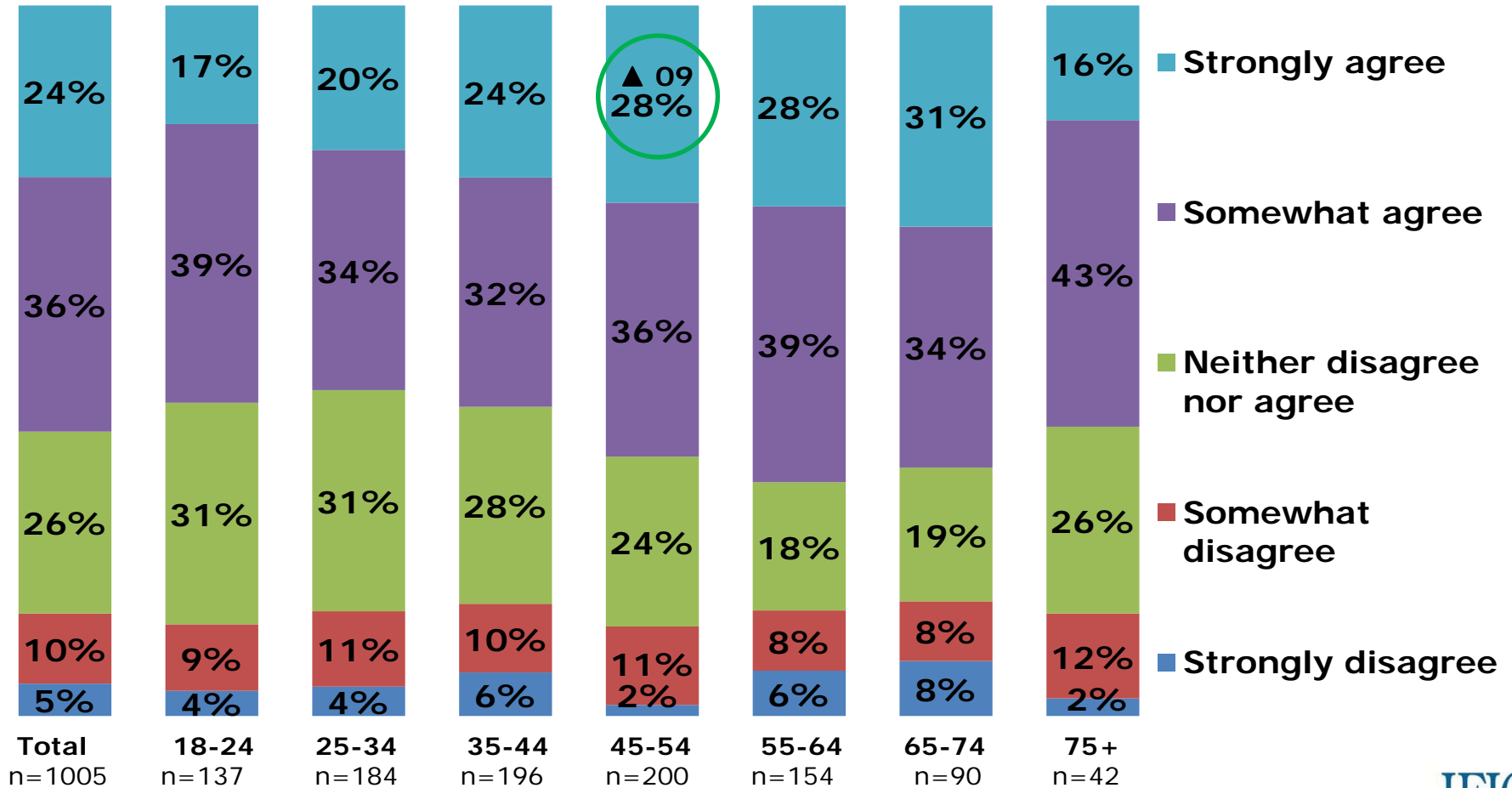


Q31. To what extent do you agree or disagree with the following statements regarding sodium? Scale: 1="strongly disagree," 2="somewhat disagree," 3="neither disagree nor agree," 4="somewhat agree," 5="strongly agree"

REDUCING SALT IN DIET

Compared to 2009, more consumers age 45-54 strongly agree with this statement in 2011.

"If you cut down on the amount of salt you eat your preference for the taste of salt will change."

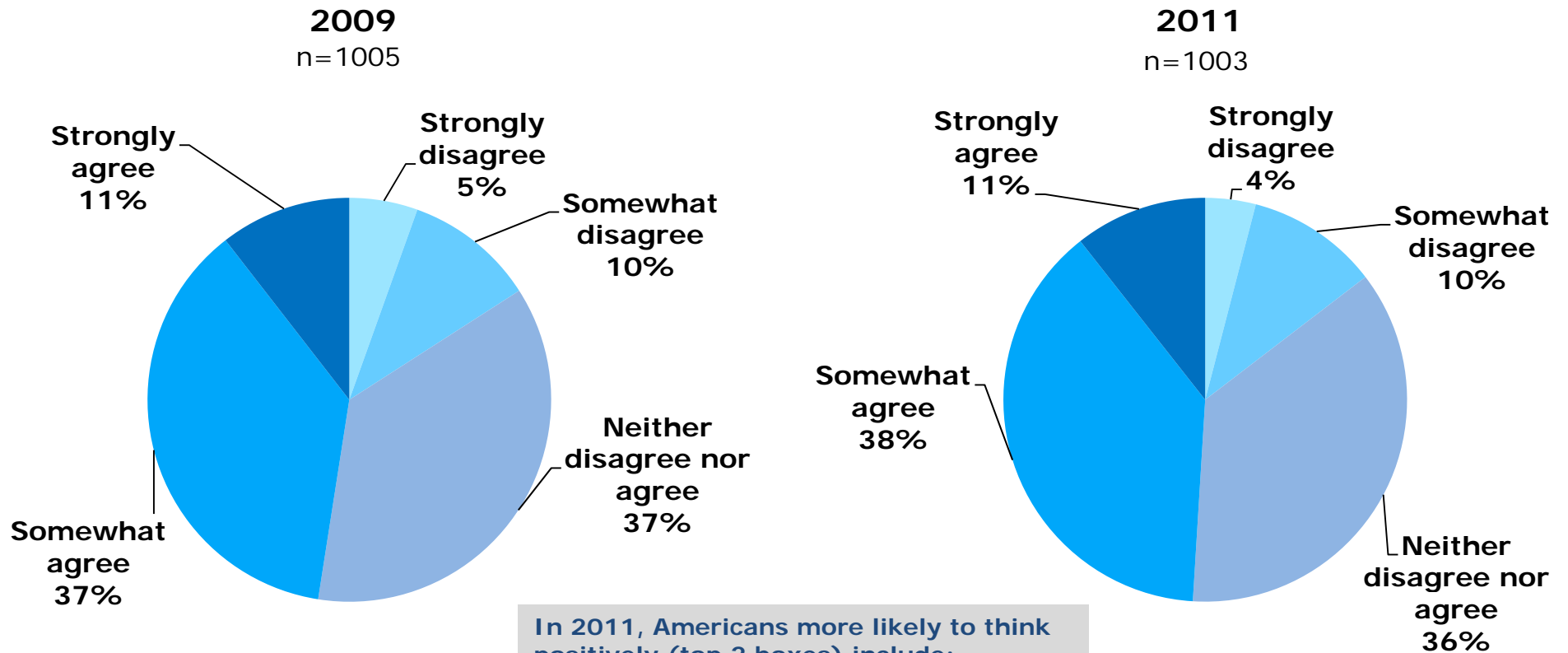


Q31. To what extent do you agree or disagree with the following statements regarding sodium? Scale: 1="strongly disagree," 2="somewhat disagree," 3="neither disagree nor agree," 4="somewhat agree," 5="strongly agree"

PACKAGE CLAIMS

Advertising foods or beverages as being low in sodium is likely to impact consumer perception in a positive way.

“If a food or beverage is advertised as being low in sodium, I think more positively of that product.”



In 2011, Americans more likely to think positively (top 2 boxes) include:

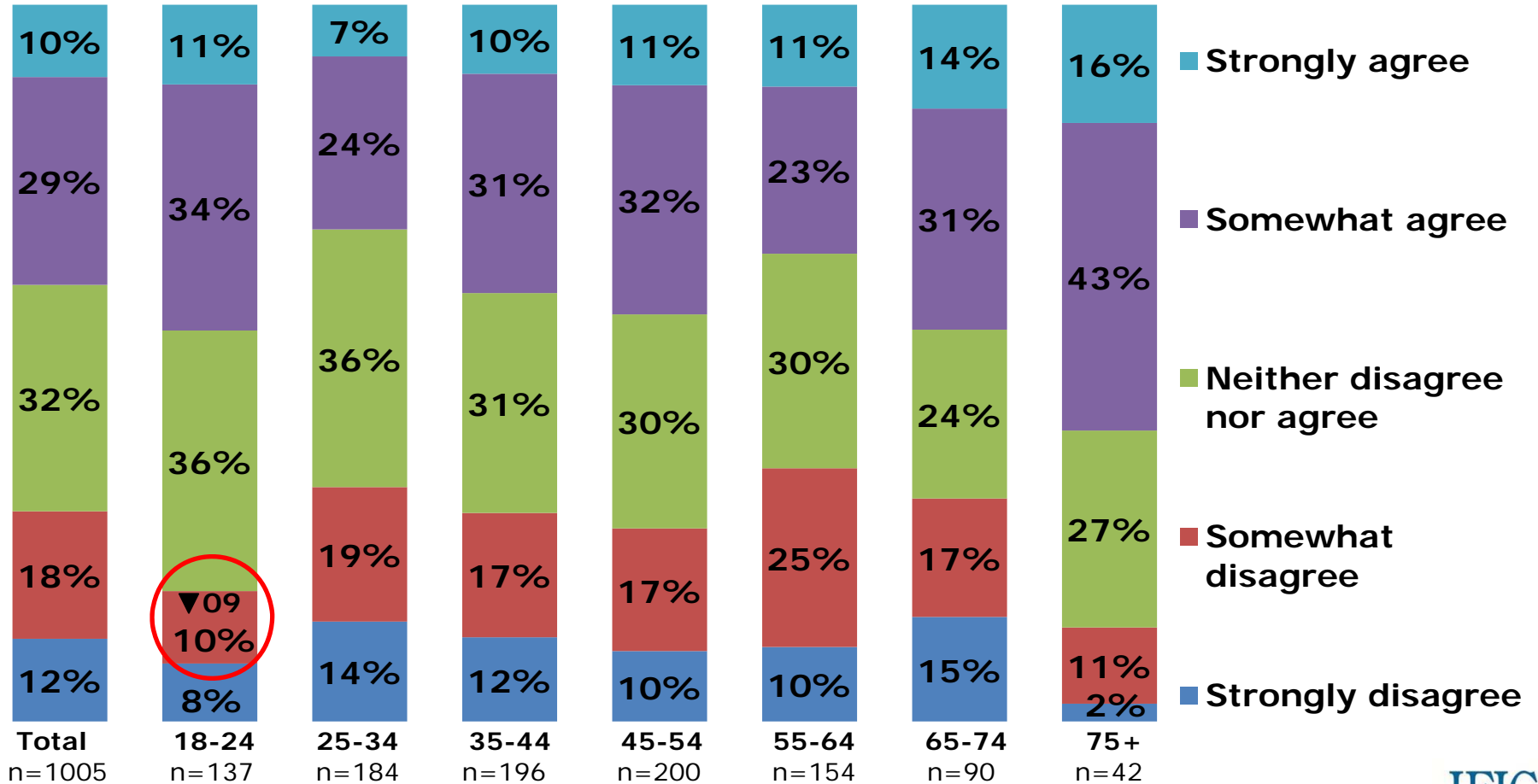
- Associates degree+ vs. Some college or high school
- Those with a BMI of obese vs. Underweight

Q33. To what extent do you agree or disagree with the following statements regarding sodium? *Scale: 1="strongly disagree," 2="somewhat disagree," 3="neither disagree nor agree," 4="somewhat agree," 5="strongly agree"*

PACKAGE CLAIMS

Consumers age 18-24, 35-54 and 65+ are more likely to agree that advertising foods or beverages as being low in sodium is likely to make them think more positively about the product.

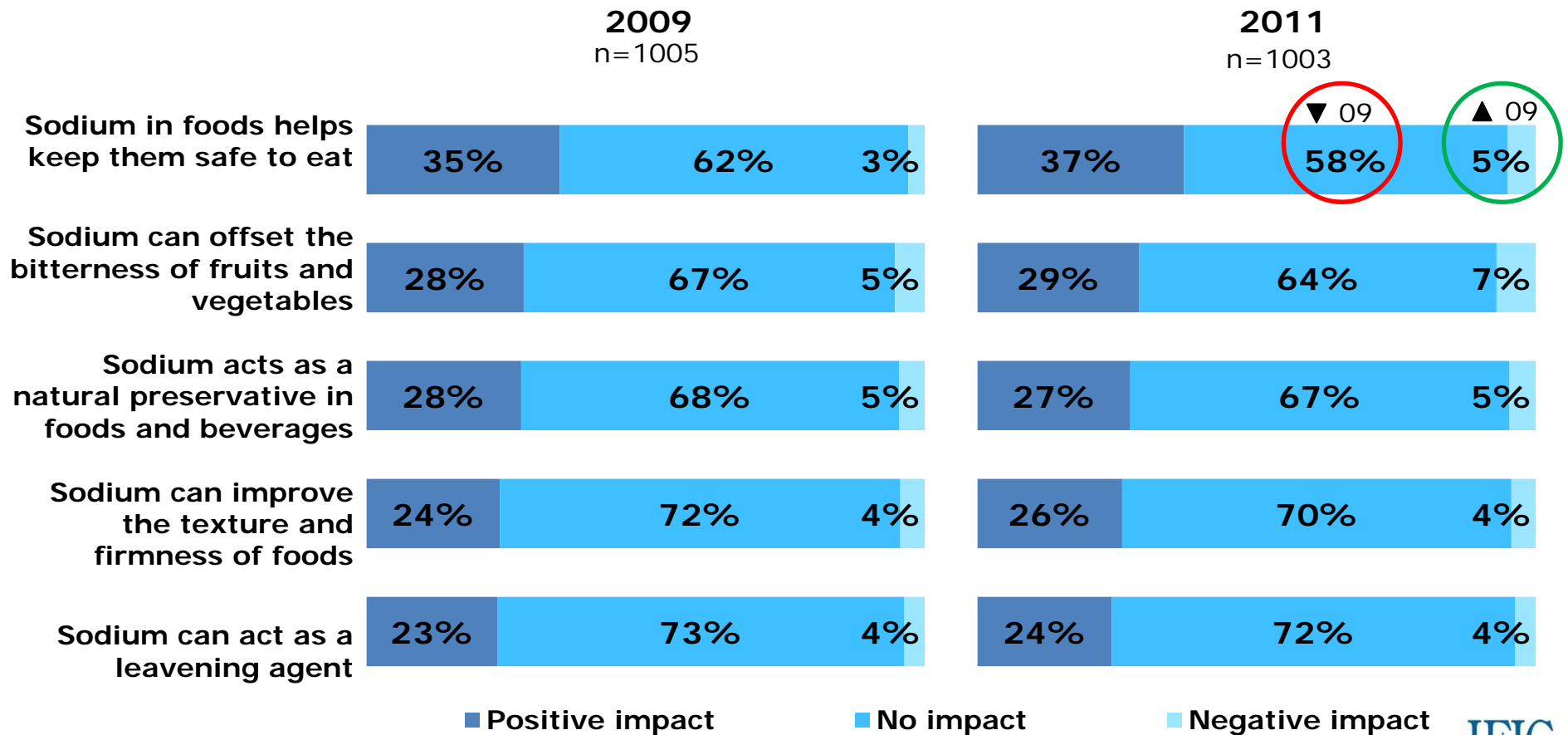
"If a food or beverage is advertised as being low in sodium I think more positively of that product."



Q33. To what extent do you agree or disagree with the following statements regarding sodium? *Scale: 1="strongly disagree," 2="somewhat disagree," 3="neither disagree nor agree," 4="somewhat agree," 5="strongly agree"*

FUNCTIONAL SODIUM BENEFITS

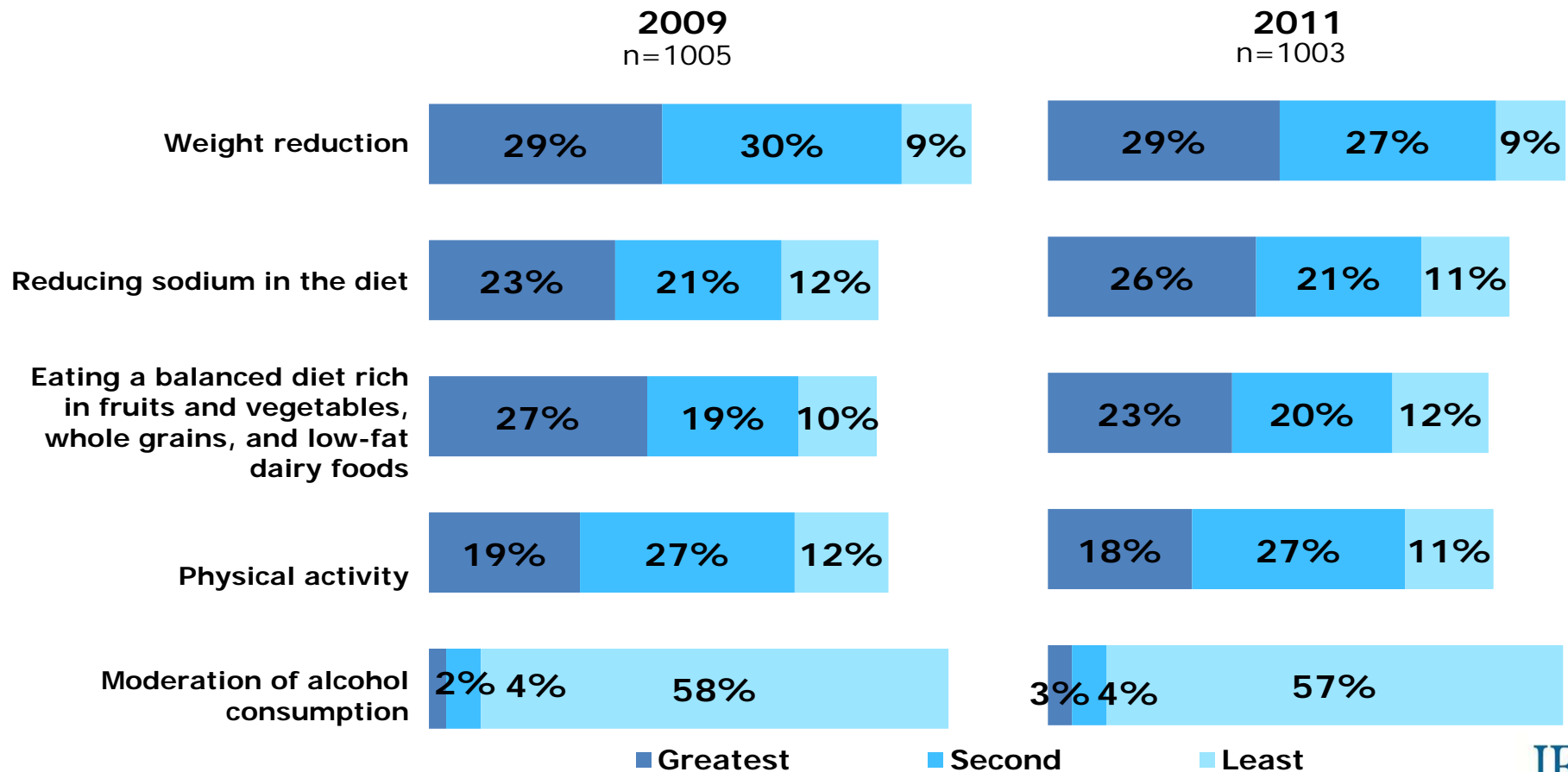
Sodium functional benefits continue to have only a limited impact on consumer perceptions. Nevertheless, a growing number of consumers say knowing that sodium helps keep foods safe negatively impacts their perception.



Q56-60. If you learned the following things were true about sodium, how, if at all, would they impact your perceptions?

IMPACT OF SODIUM ON HIGH BLOOD PRESSURE

Sodium is perceived as one of the greatest factors that impact high blood pressure, second in line after weight reduction and followed by eating a balanced diet.



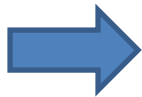
Q10-12. As far as you know, which factor has the [GREATEST/SECOND /LEAST] potential impact on high blood pressure?

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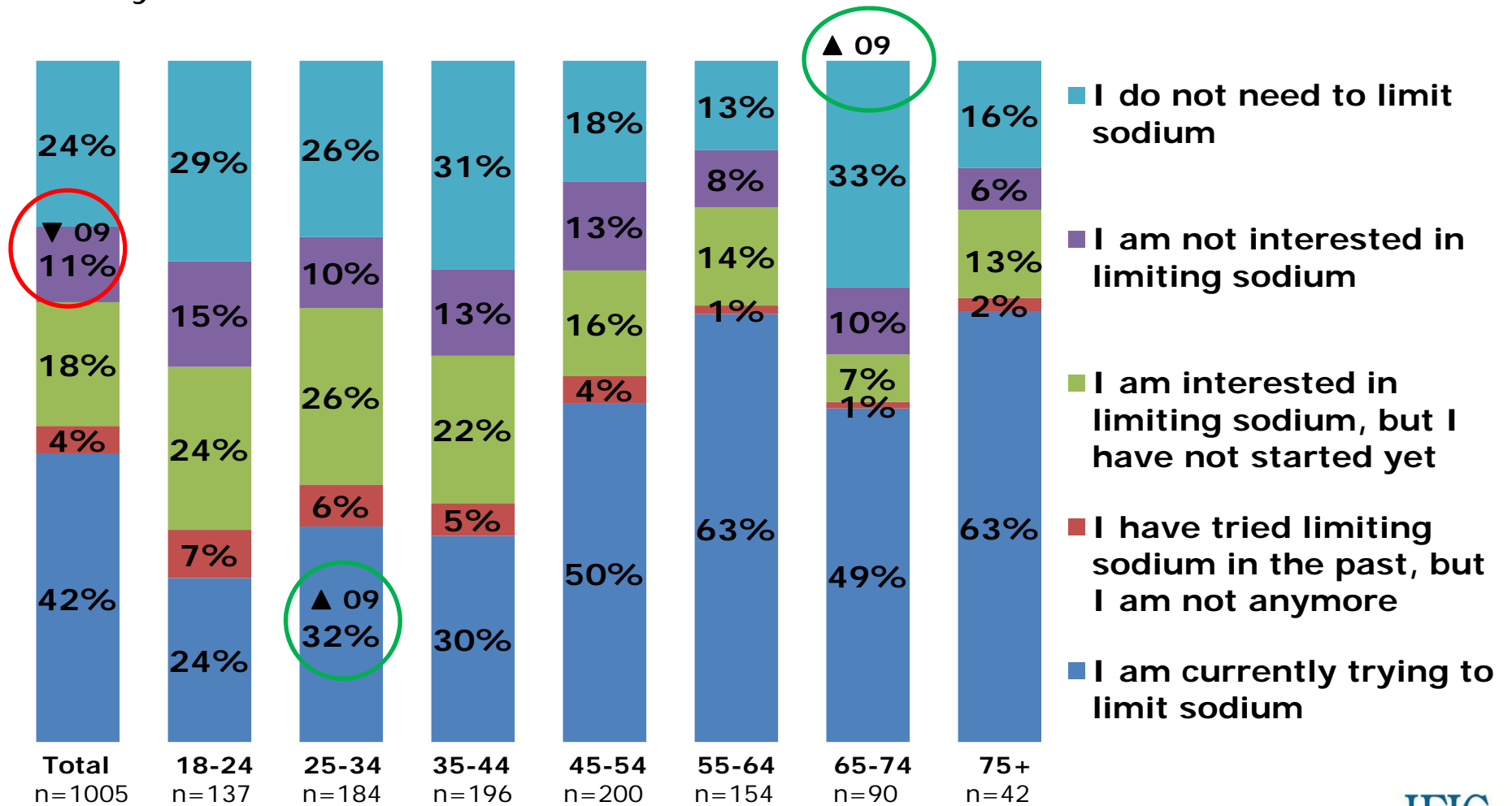
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CURRENT ACTION TOWARD SODIUM

More Americans age 25-34 report in 2011 that they are currently trying to limit sodium consumption while those age 65-74 are more likely to report that they do not need to limit sodium intake.

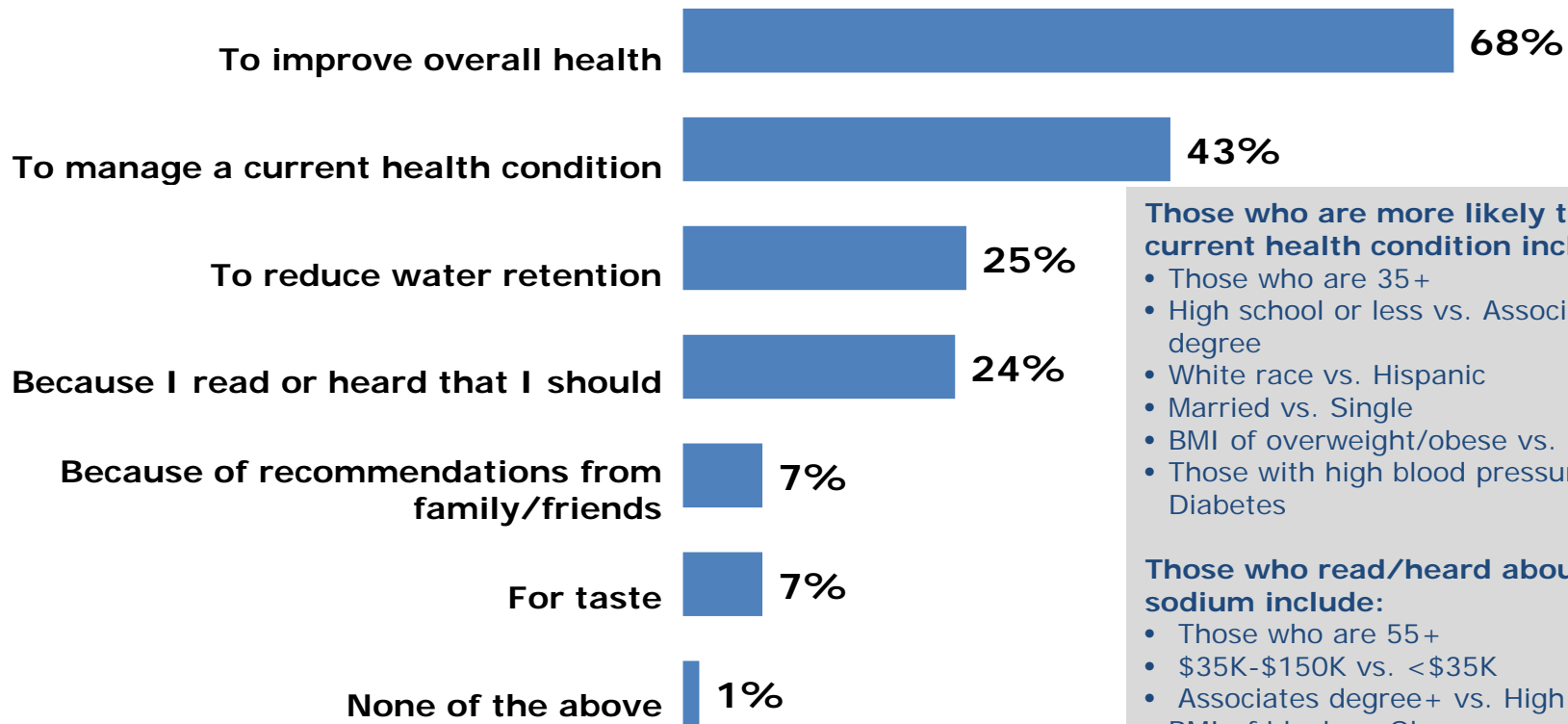


Q34. Which of the following best describes your approach to sodium consumption?

DRIVERS FOR LIMITING SODIUM

The main reasons why Americans are limiting or have limited their sodium intake are to improve overall health and/or to address a current health condition.

2011
n=462



Those who are more likely to manage a current health condition include:

- Those who are 35+
- High school or less vs. Associates/Bachelors degree
- White race vs. Hispanic
- Married vs. Single
- BMI of overweight/obese vs. Ideal
- Those with high blood pressure vs. Diabetes

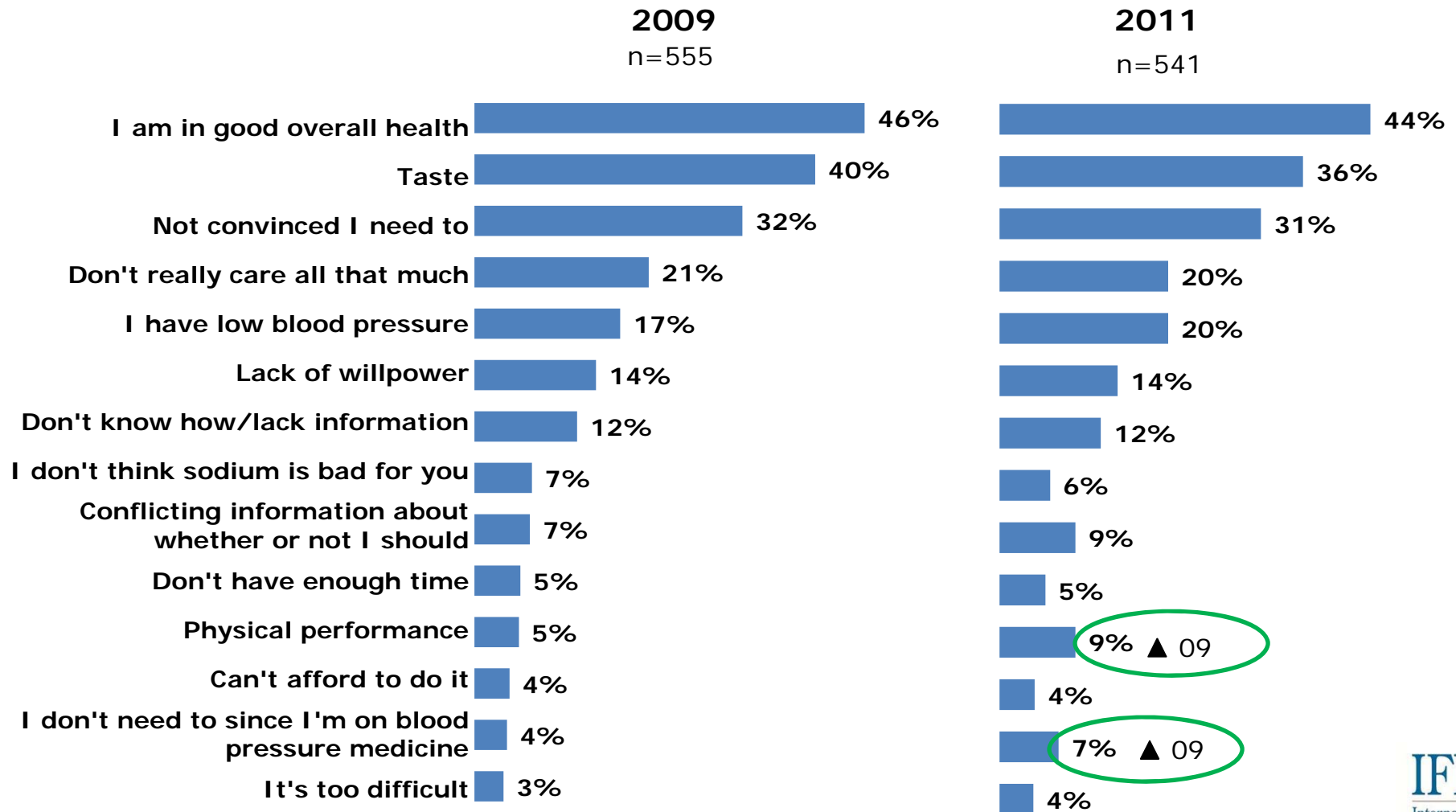
Those who read/heard about limiting sodium include:

- Those who are 55+
- \$35K-\$150K vs. <\$35K
- Associates degree+ vs. High school or less
- BMI of ideal vs. Obese
- Those with no children

Q35/35A. [IF LIMITING/LIMITED SODIUM INTAKE] For which of the following reasons are you limiting your sodium consumption /did you limit your sodium consumption? **(Select all that apply)**

DRIVERS FOR NOT LIMITING SODIUM

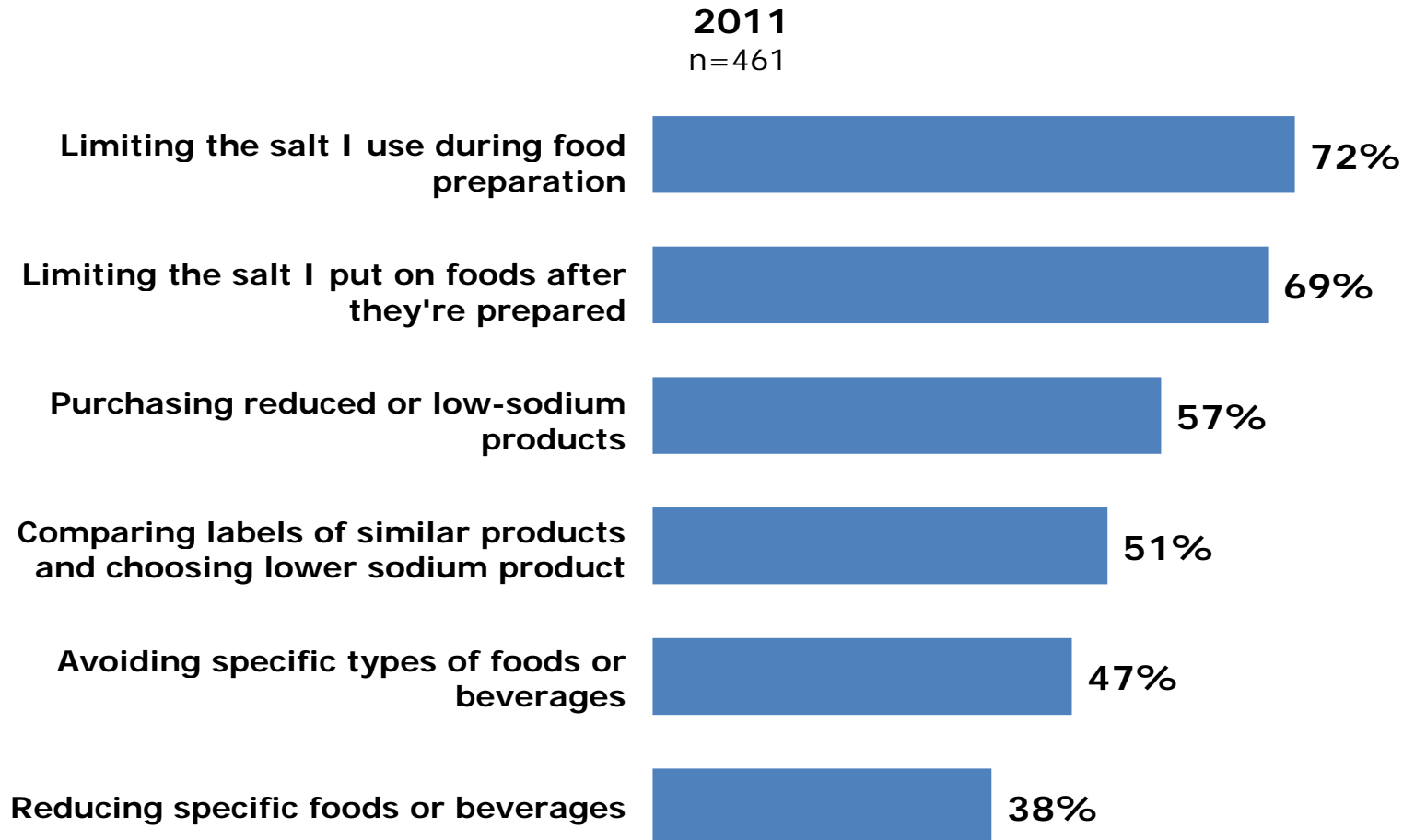
When Americans choose not to limit sodium, it is because they believe they are in good overall health and because of taste. Physical performance is also becoming more important in 2011.



Q37. [IF NOT LIMITING SODIUM INTAKE] For which of the following reasons are you not limiting your sodium intake?

LIMITING SODIUM

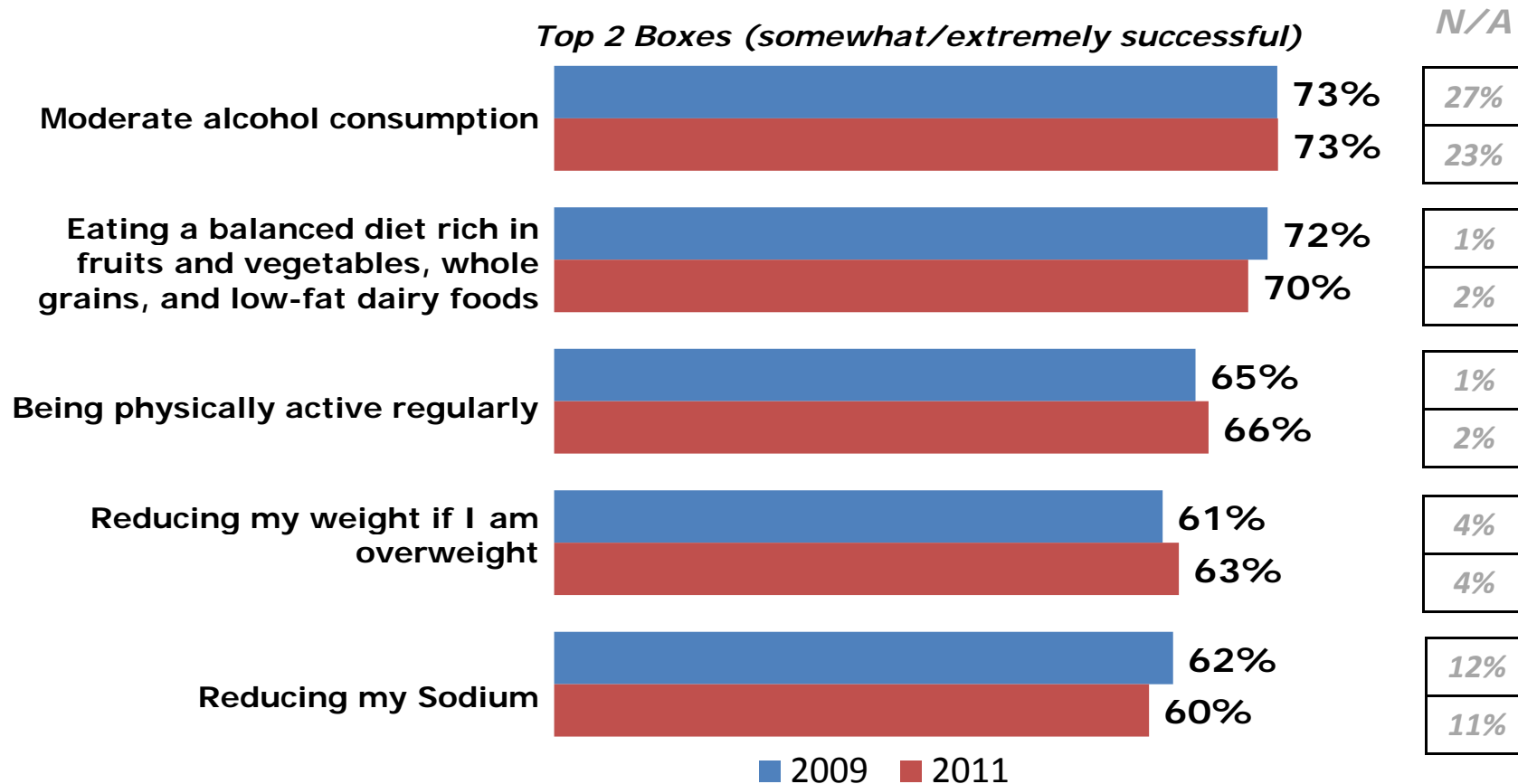
Consumers are most likely to reduce the amount of sodium consumed by using less during or after food preparation.



Q36/36A. [IF LIMITING/LIMITED SODIUM INTAKE] How do you/did you limit your sodium intake?

SUCCESS IMPLEMENTING JNC-7 FACTORS

More consumers believe they would be likely to succeed in moderating their alcohol consumption and eating a balanced diet than in reducing the sodium they consume or losing weight.



Q13-17. How successful would you be personally in achieving the following? Scale: 1="not successful at all," 2="somewhat unsuccessful," 3="neither successful nor unsuccessful," 4="somewhat successful," 5="extremely successful," 6="Not applicable"

- **OBJECTIVES & METHODOLOGY**

- **EXECUTIVE SUMMARY**

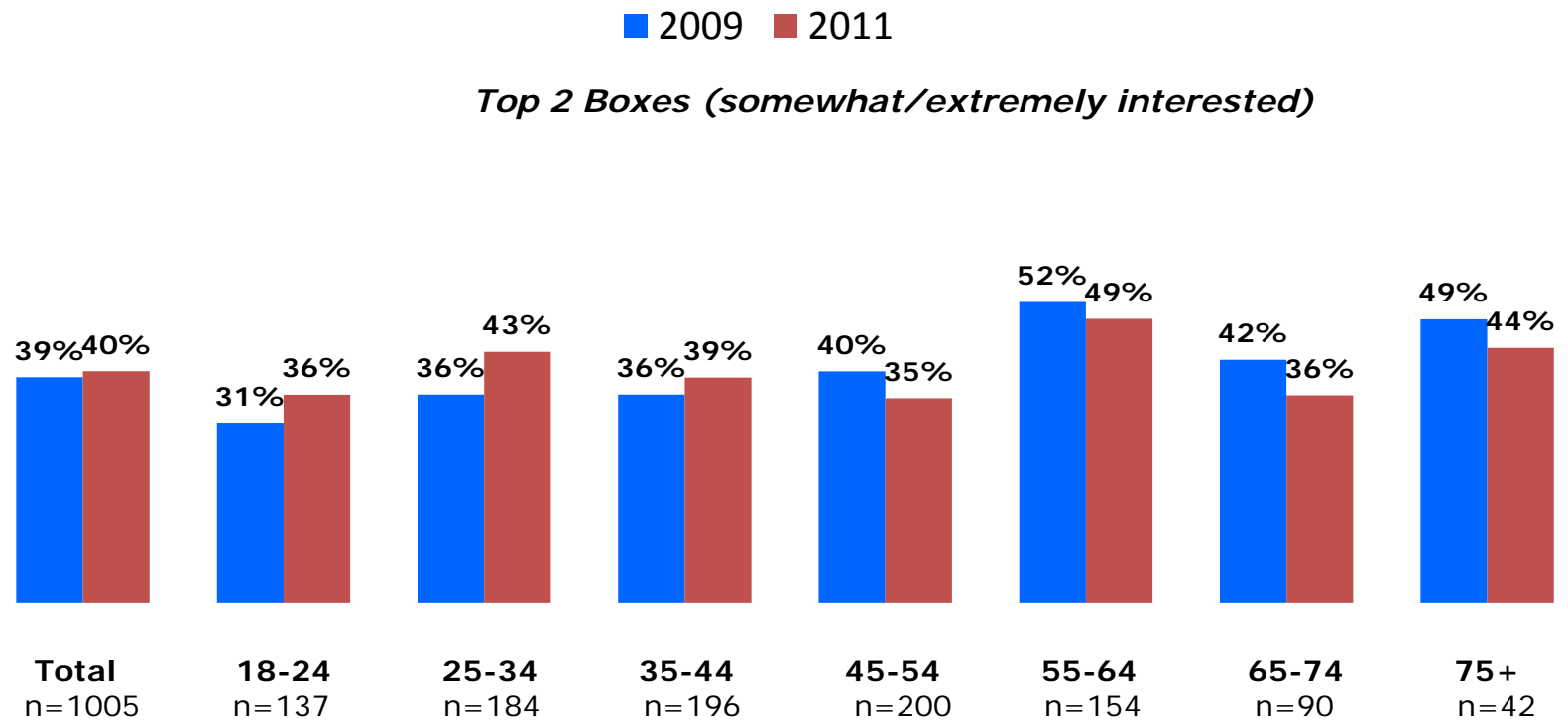
- **RESEARCH FINDINGS**

- Concern
- Awareness
- Perceptions
- Action
- Communication
- Demographics



INTEREST IN SODIUM

While interest in sodium among Americans 45+ is slightly decreasing in 2011, the reverse is true for younger generations (age 18 – 44).

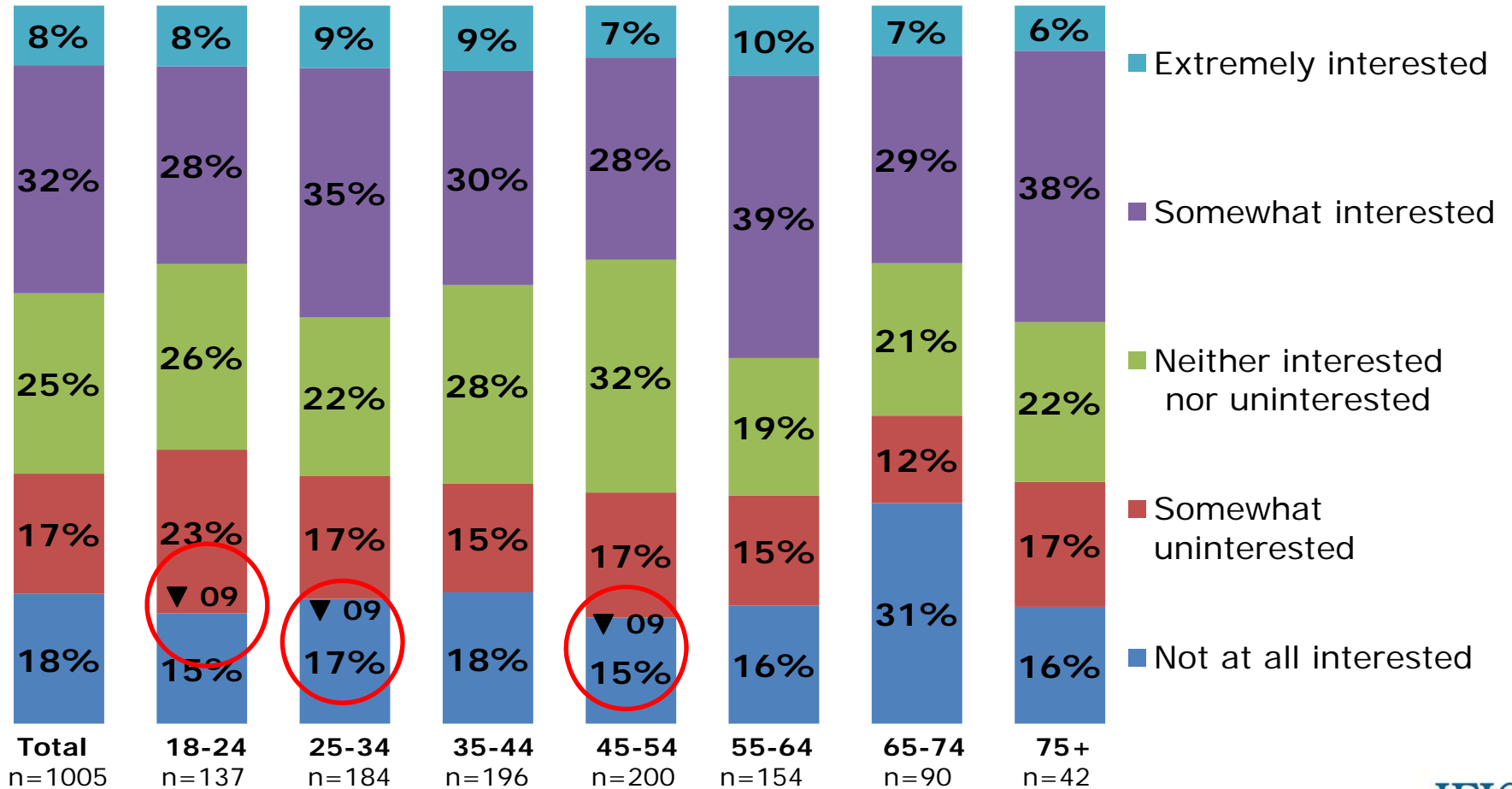


Q49. How interested, if at all, are you in learning more about the impact of sodium on health?

INTEREST IN SODIUM

In 2011 there is a positive shift in interest among Americans. Fewer individuals age 18-34 and 45-54 say they are not at all interested in sodium.

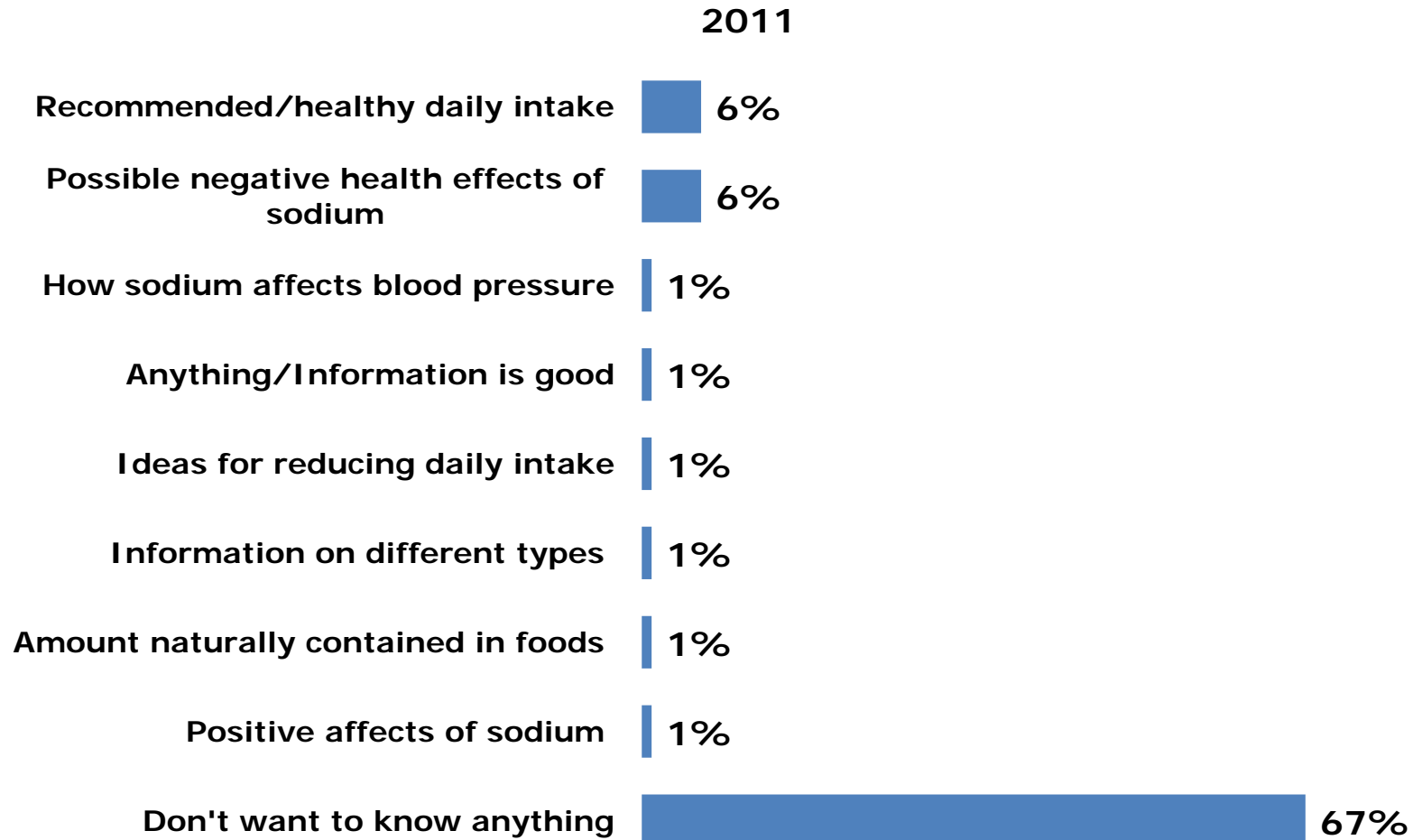
Please note that values shown on this slide may not add up to the top 2 box value reported on the previous slide due to rounding.



Q49. How interested, if at all, are you in learning more about the impact of sodium on health?

INTEREST IN SODIUM

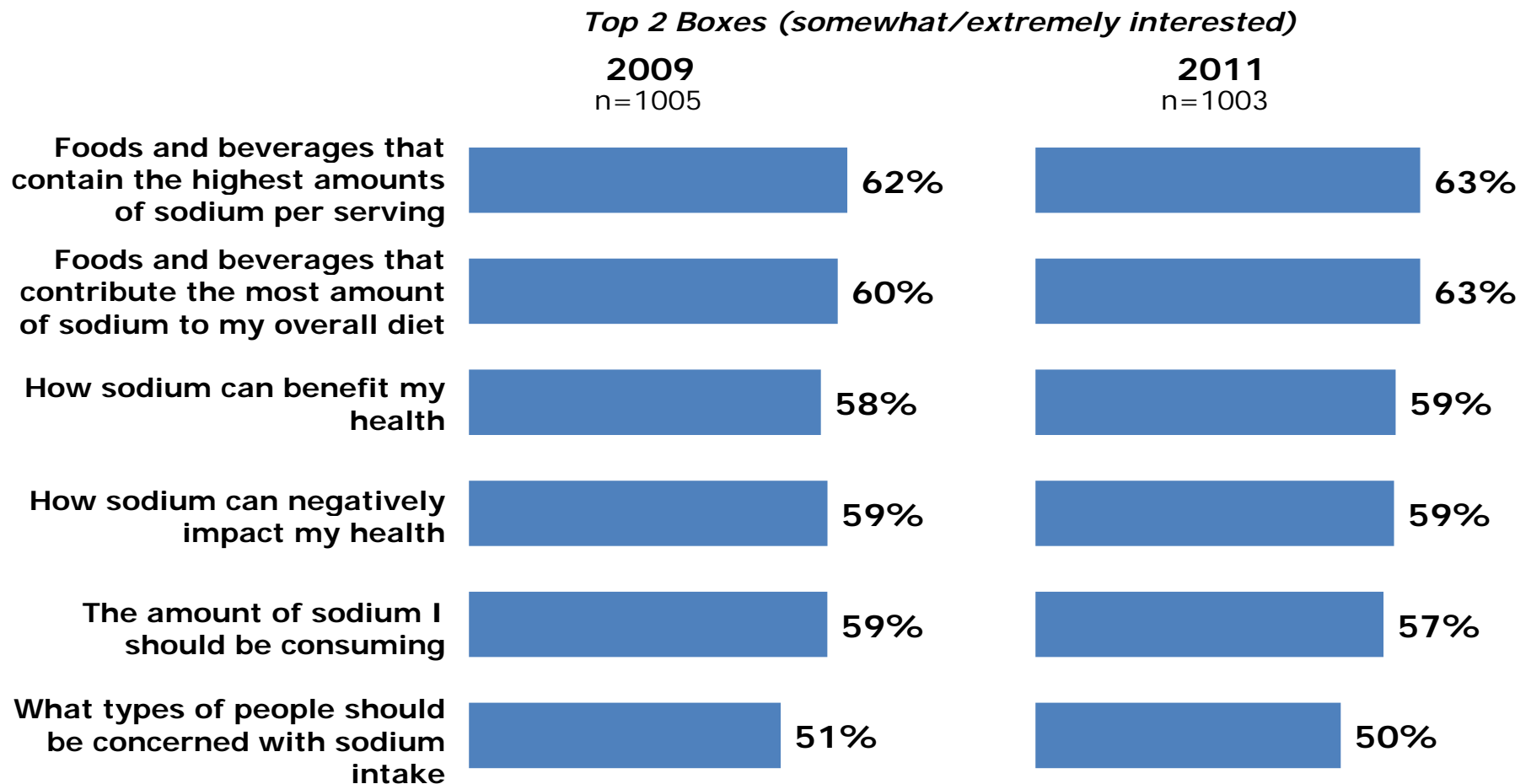
On an unaided basis, a large number of Americans express no interest in learning about sodium. Those who are interested want to learn the recommended amount for daily intake and possible negative health effects of sodium.



Q48. What, if anything, do you want to know about sodium? (open end)

INTEREST IN SODIUM

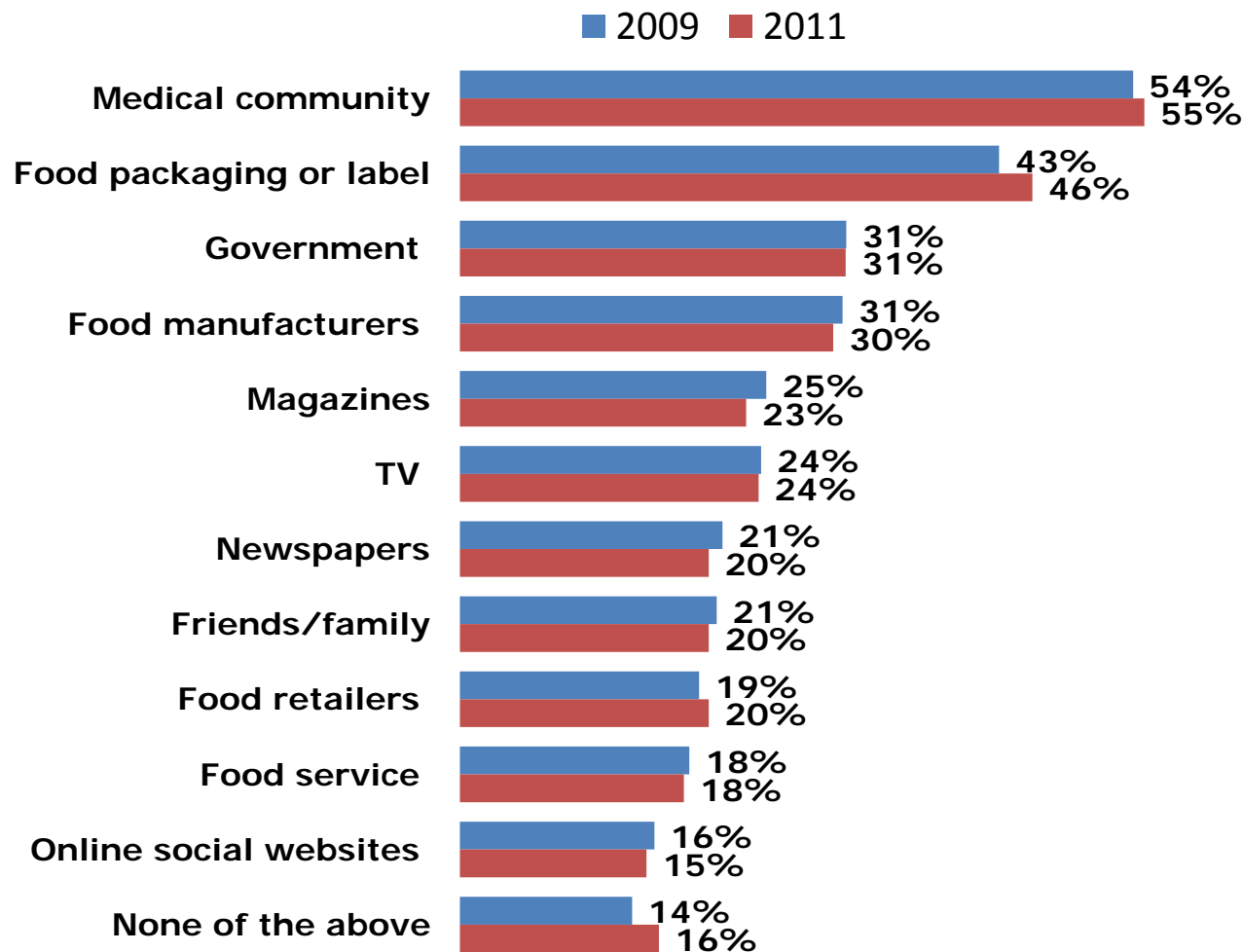
Interestingly, on an aided basis, Americans are much more interested in learning about sodium related topics.



Q50-55. How interested, if at all, would you be in learning about the following? **(Select all that apply)**

SOURCES OF SODIUM INFORMATION

Half of Americans want to learn more about sodium from the medical community and only slightly fewer from food packaging or labels.

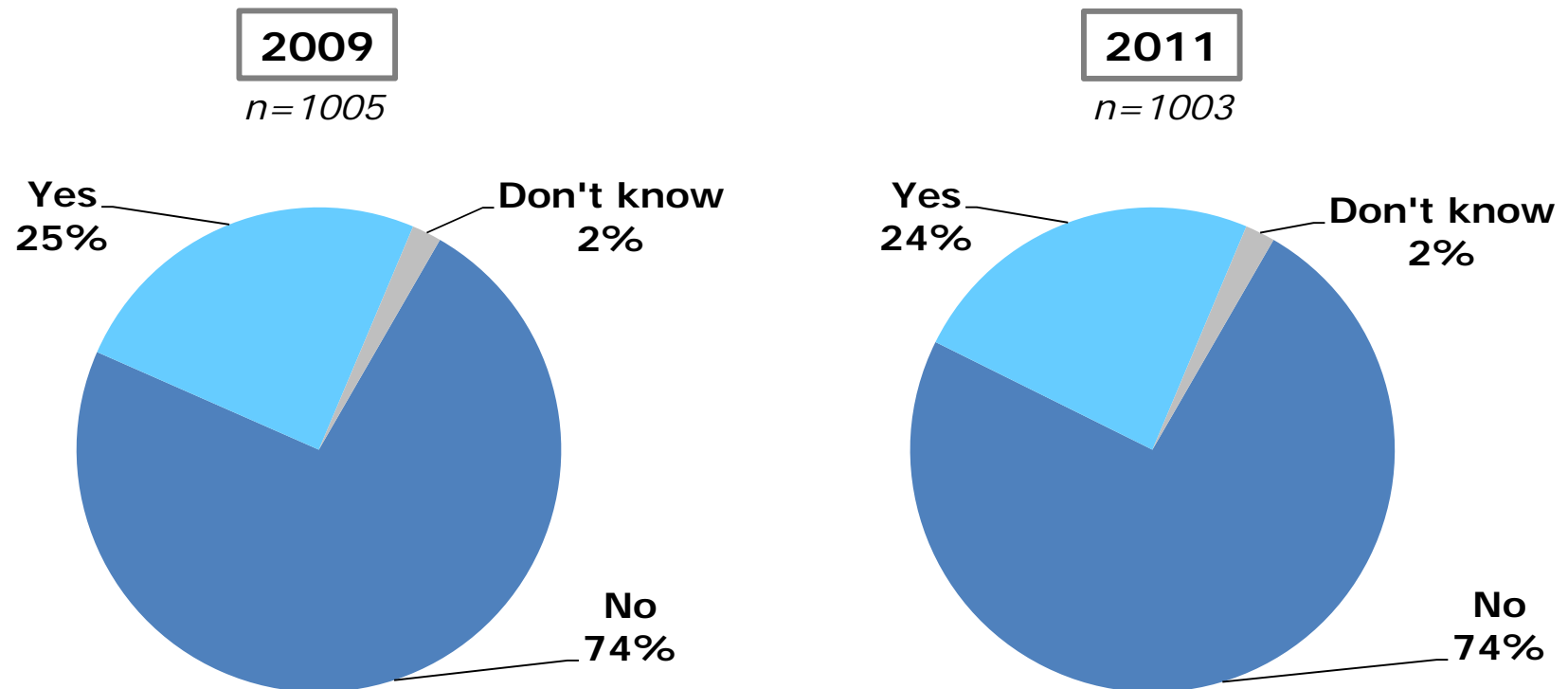


Q61. From which of the following sources would you want to hear about sodium and its impact on health?
(Select all that apply)

HIGH BLOOD PRESSURE TREATMENT

In 2011, close to 3 in 10 Americans are being treated for high blood pressure. 64% of those treated were also told to reduce their sodium intake.

Being treated for high blood pressure

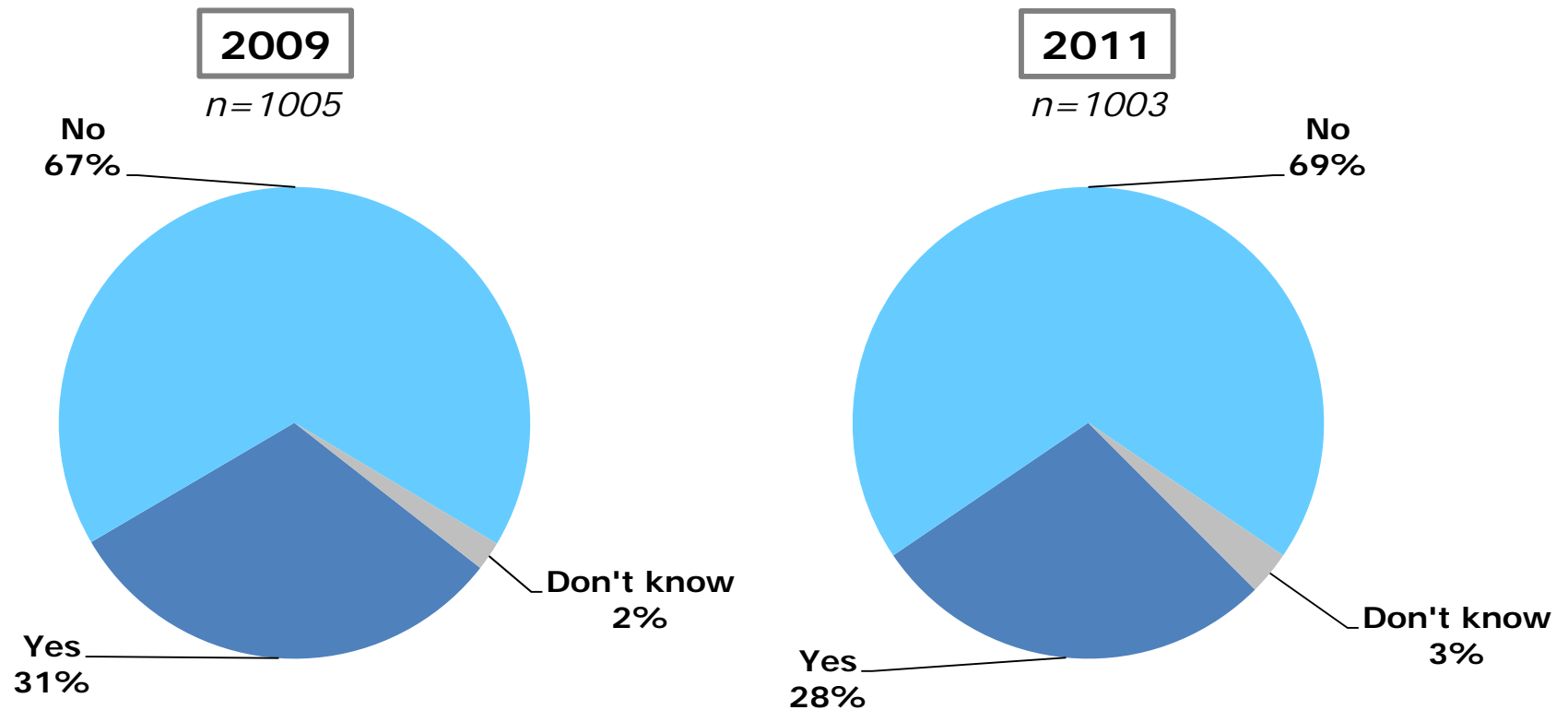


Q44. Are you currently being treated for high blood pressure?

RECOMMENDATIONS

About 3 in 10 Americans have been told to reduce their sodium intake.

Recommended to reduce sodium

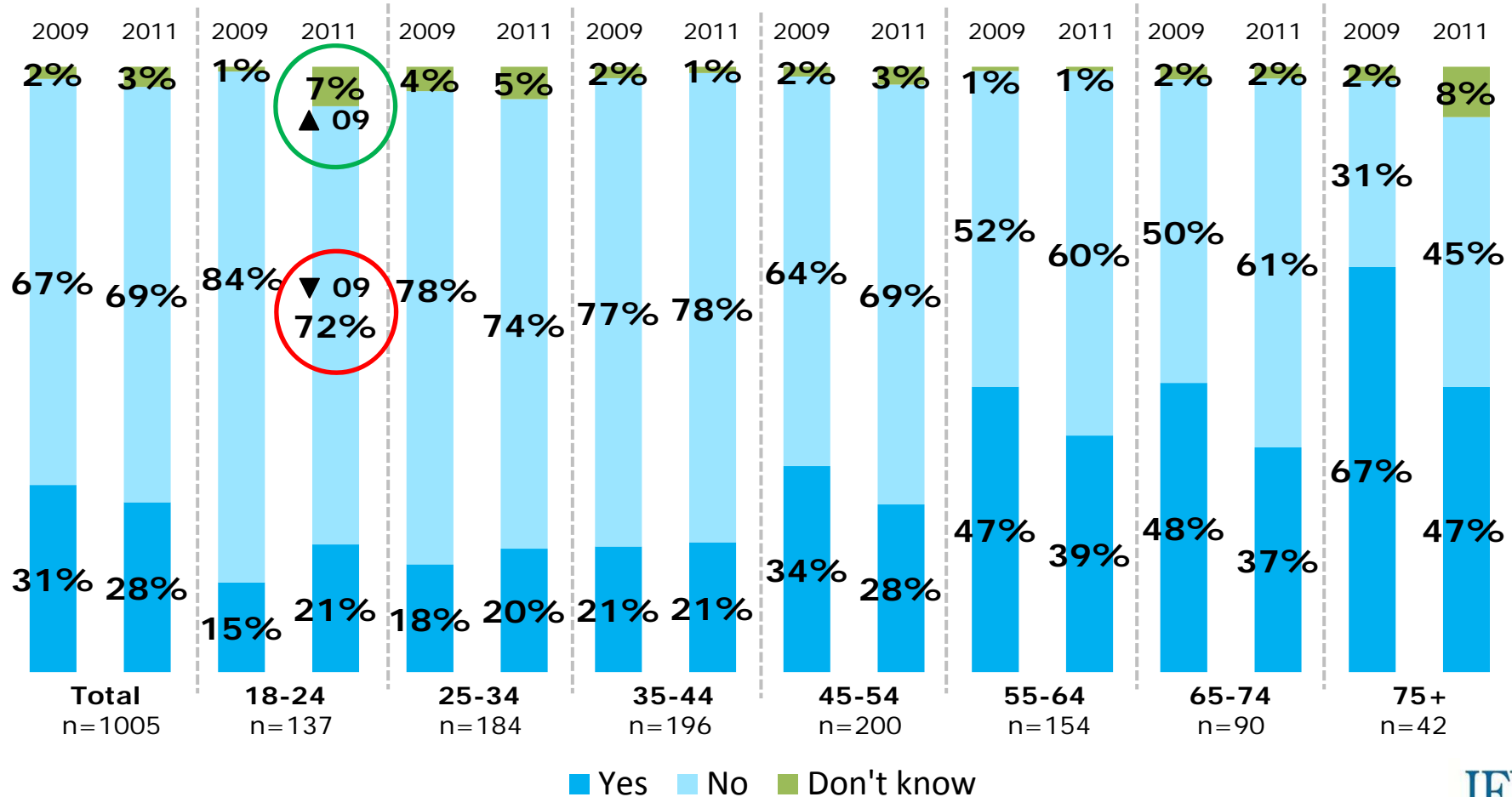


Q45. Has anyone ever recommended that you reduce your sodium intake?

RECOMMENDATIONS

When asked whether they have been recommended to reduce their sodium intake, younger Americans (age 18-44) are more likely to say "No" while older Americans (age 45+) say "Yes."

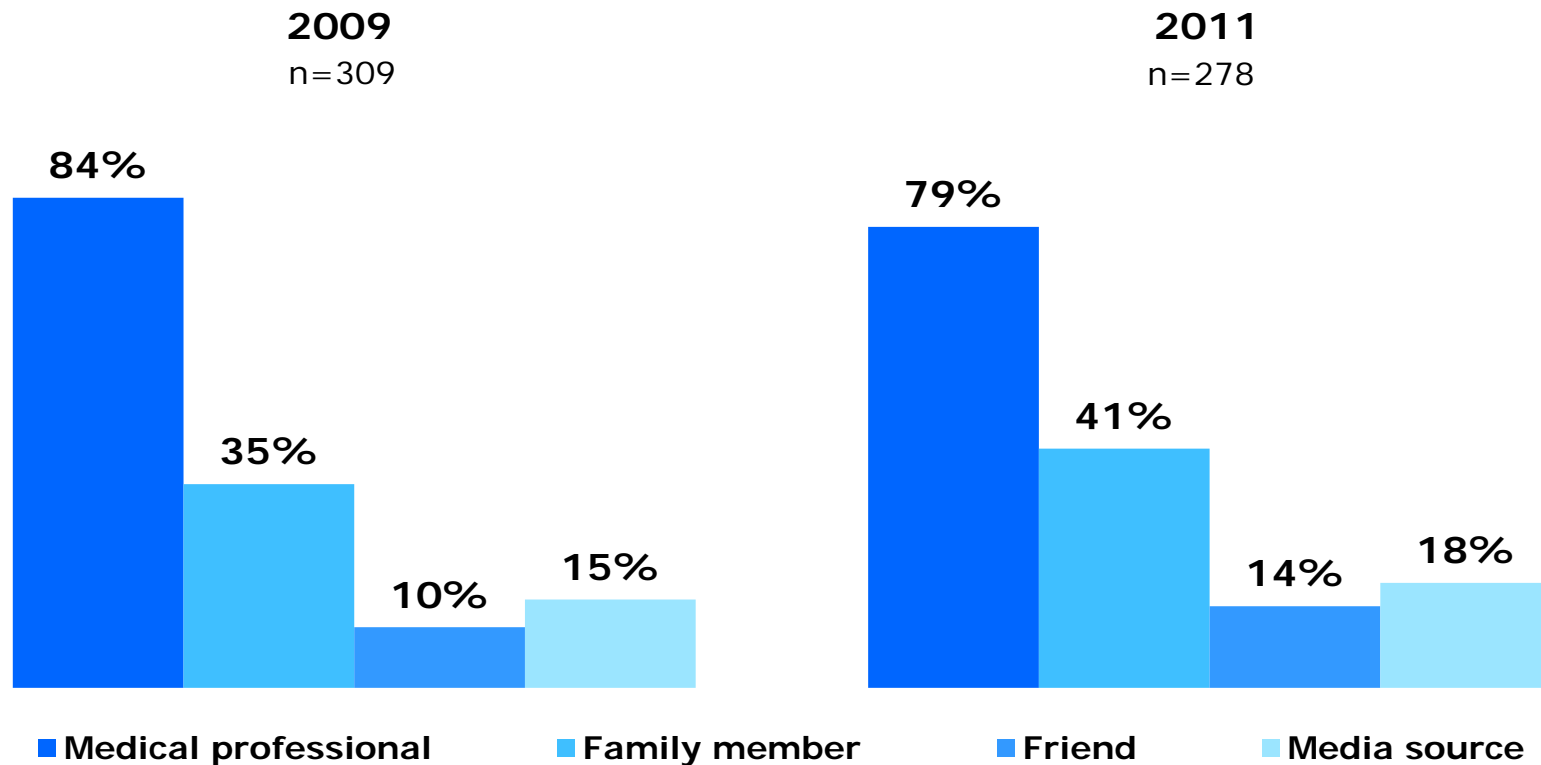
Recommended to reduce sodium



Q45. Has anyone ever recommended that you reduce your sodium intake?

SOURCES OF SODIUM RECOMMENDATIONS

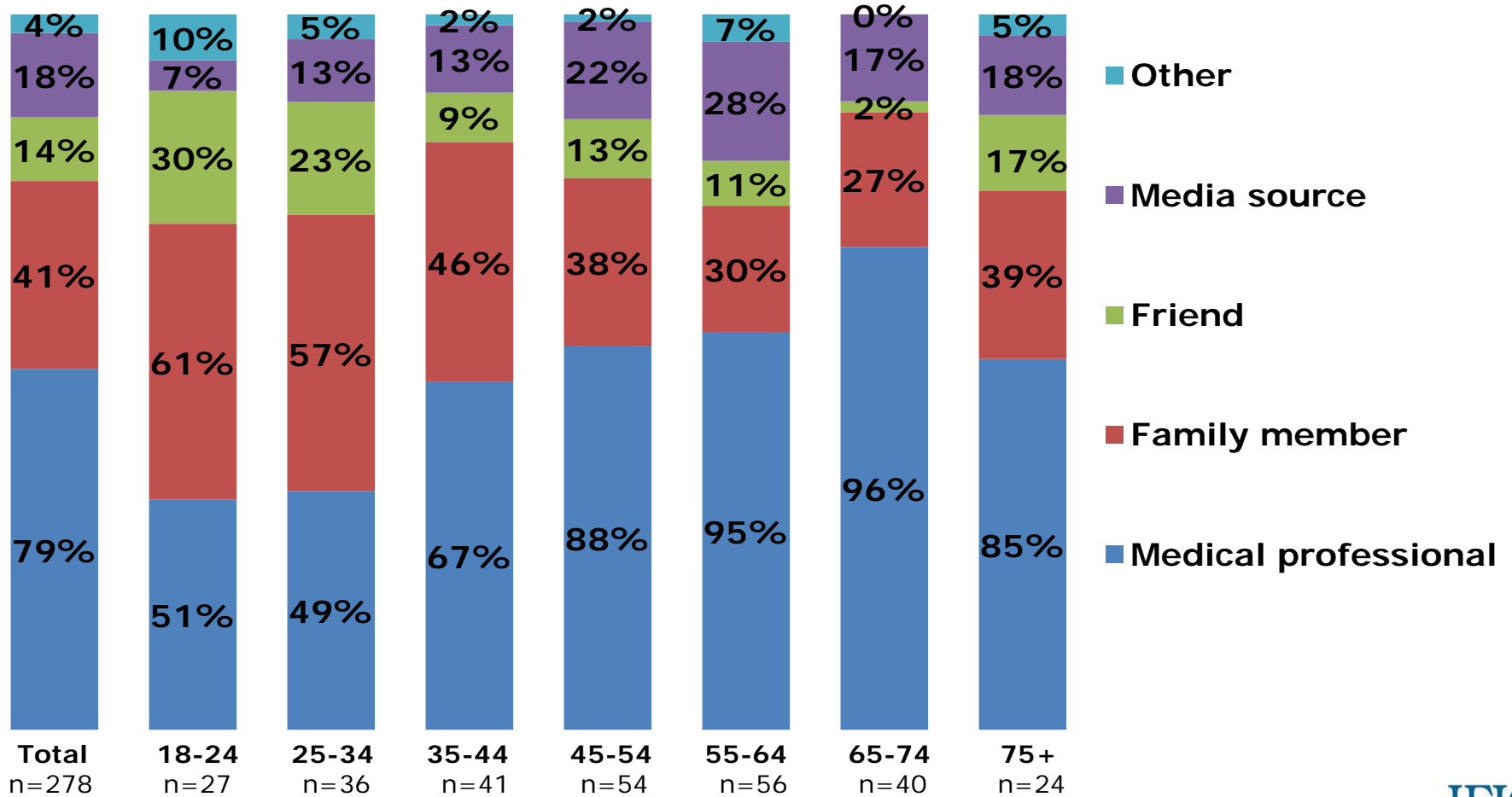
The recommendation to reduce sodium intake most often comes from a medical professional or a family member.



Q46. [IF BEEN TOLD TO REDUCE SODIUM INTAKE] Who has recommended that you reduce your sodium intake? **(Select all that apply)**

SOURCES OF SODIUM RECOMMENDATIONS

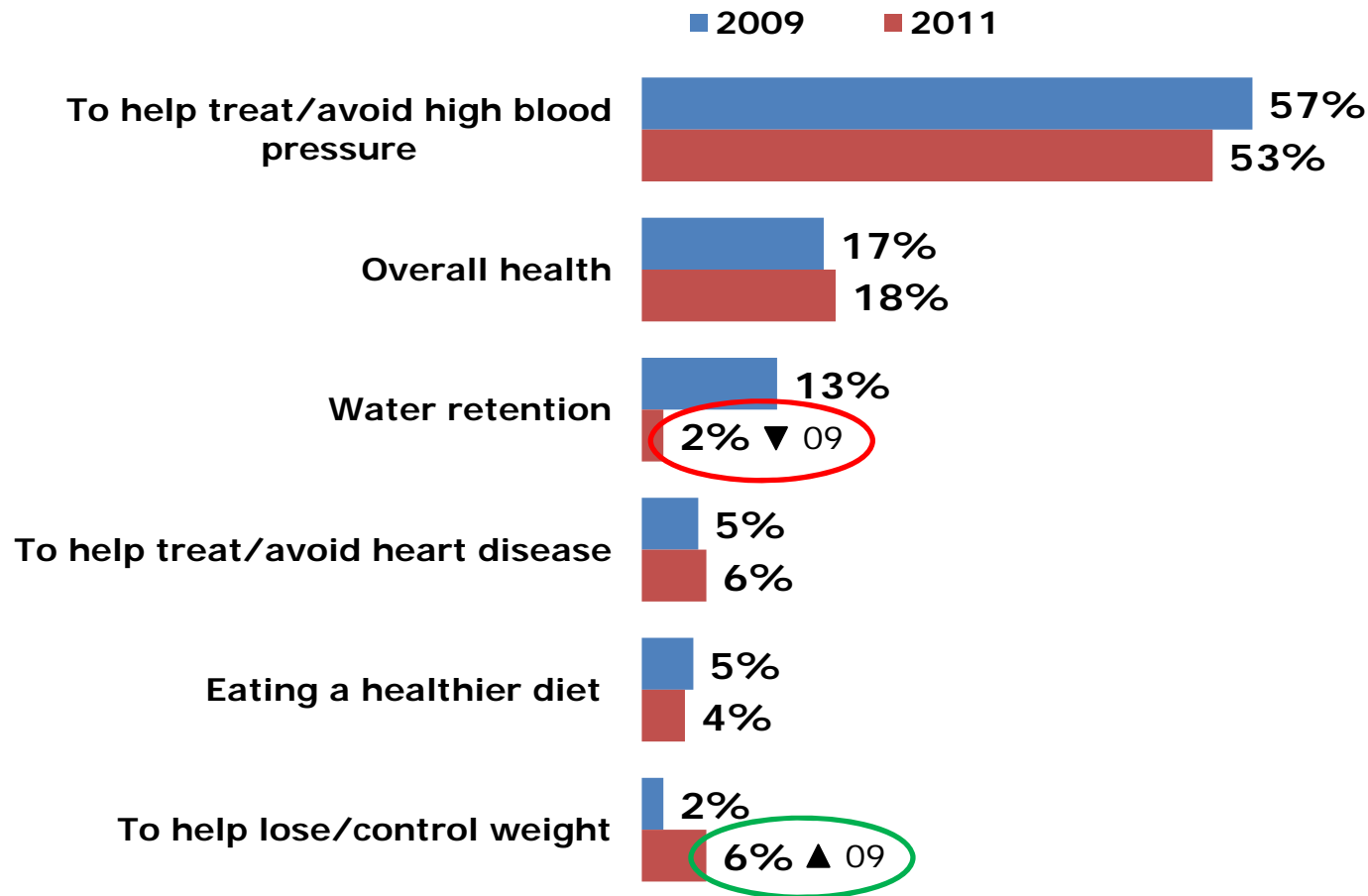
Younger Americans are more likely to receive recommendations to reduce sodium intake from family and friends, while adults age 45+ tend to rely on medical professionals and media sources for such recommendations.



Q46. [IF BEEN TOLD TO REDUCE SODIUM INTAKE] Who has recommended that you reduce your sodium intake? (Select all that apply)

RECOMMENDATIONS

When consumers are recommended to reduce their sodium intake it is mainly to help prevent or treat high blood pressure.



Q47. [IF BEEN TOLD TO REDUCE SODIUM INTAKE] Why was it recommended that you reduce your sodium intake?

- **OBJECTIVES & METHODOLOGY**

- **EXECUTIVE SUMMARY**

- **RESEARCH FINDINGS**

- **Concern**
- **Awareness**
- **Perceptions**
- **Action**
- **Communication**
- **Demographics**



DEMOGRAPHICS

		2009	2011
AGE	18-24	13%	13%
	25-34	19%	18%
	35-44	21%	19%
	45-54	19%	19%
	55-64	13%	14%
	65-74	8%	11%
	75+	7%	5%
EDUCATION	Less than high school	17%	14%
	Graduated high school	30%	31%
	Some college	22%	21%
	Associate degree	7%	7%
	Bachelor degree	16%	18%
	Graduate/professional school	8%	9%
HISPANIC DESCENT	Yes	13%	14%
	No	87%	86%
RACE/ ETHNICITY	White	76%	74%
	Asian or Pacific Islander	5%	4%
	Black or African American	12%	12%
	Other	5%	6%
GENDER	Male	49%	50%
	Female	51%	50%
REGION	Northeast	18%	19%
	Midwest	22%	24%
	South	36%	36%
	West	23%	22%

DEMOGRAPHICS

		2009	2011
BMI	Underweight	3%	2%
	At an ideal weight	34%	36%
	Overweight	33%	32%
	Obese	30%	29%
	<i>Mean BMI</i>	<i>28.8</i>	<i>28.3</i>
MEDICAL HISTORY	Asthma	11%	12%
	Cancer	9%	8%
	Diabetes	13%	12%
	High cholesterol	27%	26%
	Heart disease	9%	7%
	High blood pressure	31%	28%
	Overweight/Obesity	28%	25%
	Osteoporosis	5%	4%
	Stroke	4%	3%
	None of the above	37%	39%
MARITAL STATUS	Single	24%	26%
	Married	55%	50%
	Living with partner	6%	9%
	Divorced	8%	8%
	Widowed	4%	3%
KIDS <18	Yes	31%	26%
	0 to 2 years old	23%	27%
	3 to 6 years old	29%	32%
	7 to 12 years old	48%	46%
	13 to 17 years old	46%	43%
INCOME	Less than \$35,000	21%	21%
	\$35,000 to less than \$50,000	17%	18%
	\$50,000 to less than \$75,000	20%	18%
	\$75,000 to less than \$100,000	13%	13%
	\$100,000 to less than \$150,000	9%	9%
	\$150,000 and above	2%	3%

For more information:

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