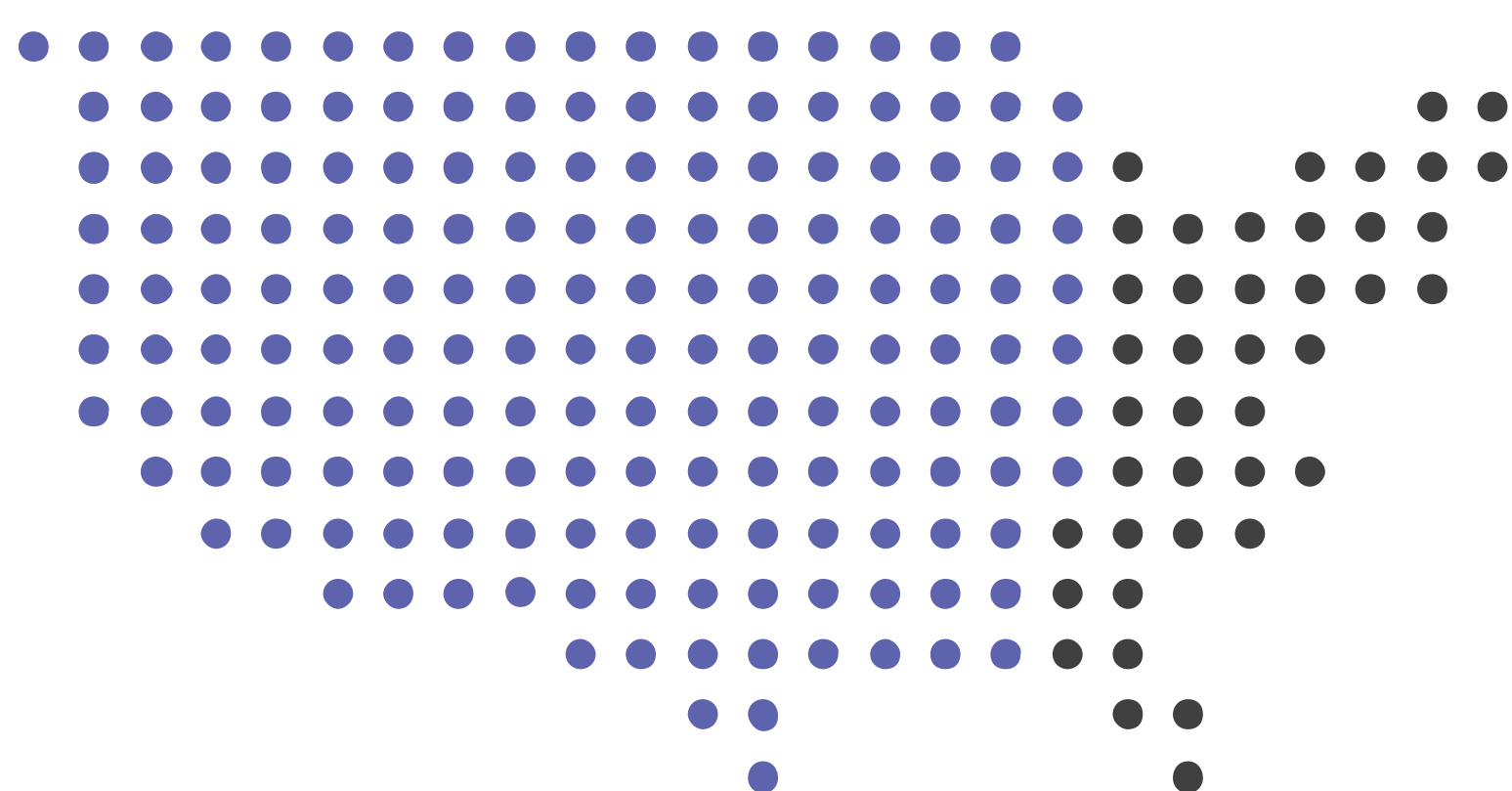


+ | HOLD | + o | THE SALT | +

Many Americans are fed up with high sodium in our food landscape. Just how fed up? See for yourself with our most recent consumer survey insights.

Americans want to Break Up With Salt...

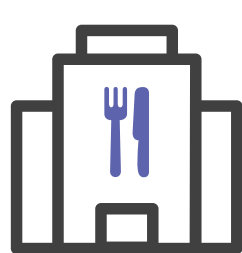


78% of parents want less sodium in processed foods

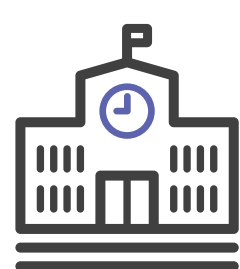
74% of Americans want less sodium in processed foods

72% of Americans want less sodium in restaurant foods

and they support government action to make it happen.



62% of consumers believe the government should be involved in setting limits on the amount of sodium added by food companies and restaurants

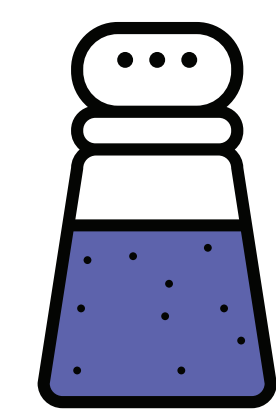


85% of people support policies that further reduce sodium in foods served in school cafeterias

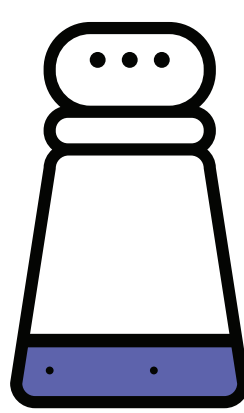
LUCKILY, THEY'VE GOT SCIENCE ON THEIR SIDE.

The vast majority of studies support the need for sodium reduction. And the small handful of studies that don't support sodium reduction have questionable methodology.

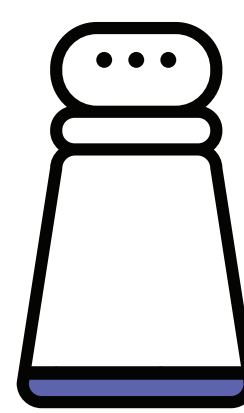
Currently, Americans' sodium intake comes from:



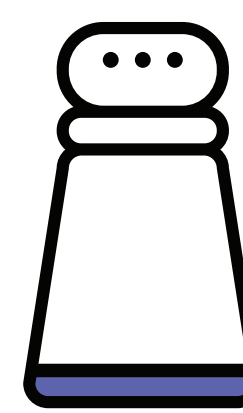
Processed and restaurant foods
more than 70%



Naturally occurring
14%

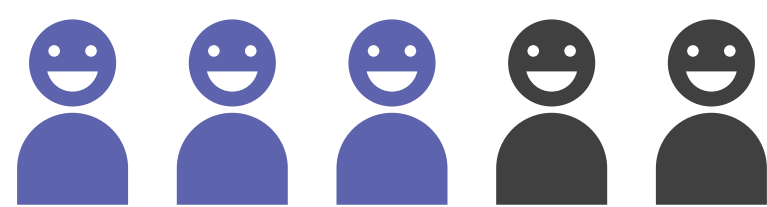


Added while cooking
6%

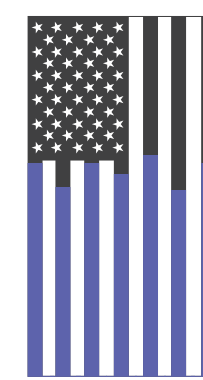


Added while eating
5%

AND THEY'RE READY TO TAKE CONTROL.



The survey found that 60% (3 out of 5) respondents want more control over the amount of sodium in the food they buy at the store and in a restaurant.



Nearly two-thirds of Americans (64%) have tried to reduce their sodium consumption.

Your voice matters! Tell us what you think and take action today at
HEART.ORG/SODIUM

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American Heart Association. Understanding Sodium Consumption Attitudes and Behaviors. IPSOS. Survey conducted May 25-June 10 2016. Margin of error: 3.09.

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"Between 2012 and 2015, support for environment-specific policies to reduce sodium in food prepared in school cafeterias (2012: 80.0%, 2015: 84.9%, Table 3), workplace cafeterias (2012: 71.2%, 2015: 76.6%), and quick-serve restaurants (2012: 70.8%, 2015: 76.7%) significantly increased."

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Mente et al. *Lancet*. Published online 20 May 2016. 0:0 DOI: [http://dx.doi.org/10.1016/S0140-6736\(16\)30467-6](http://dx.doi.org/10.1016/S0140-6736(16)30467-6)

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Eckel RH, Jakicic JM, Ard JD, et al. 2013 AHA/ACC guideline on lifestyle management to reduce cardiovascular risk: a report of the American College of Cardiology/American Heart Association Task Force on Practice Guidelines. *Circulation*. 2014;129(25 Suppl 2):S76-99.

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