75% OF AMERICANS WANT LESS SODIUM

IN PROCESSED & RESTAURANT FOODS
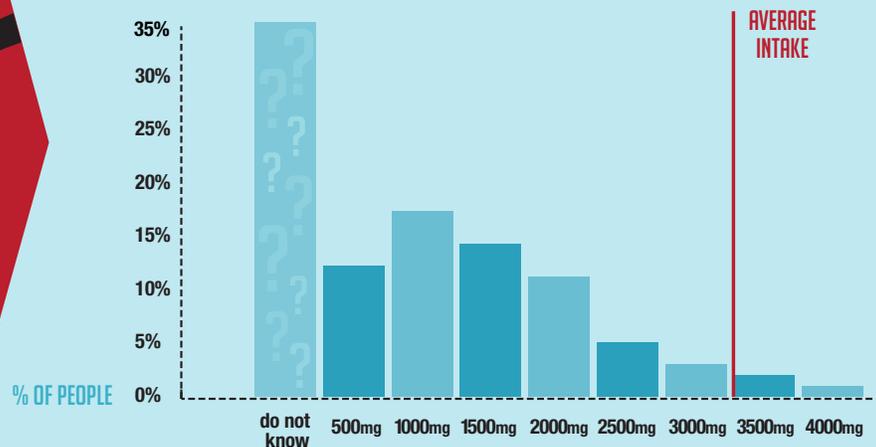
ON AVERAGE, AMERICANS EAT MORE THAN 3,400 MG OF SODIUM DAILY
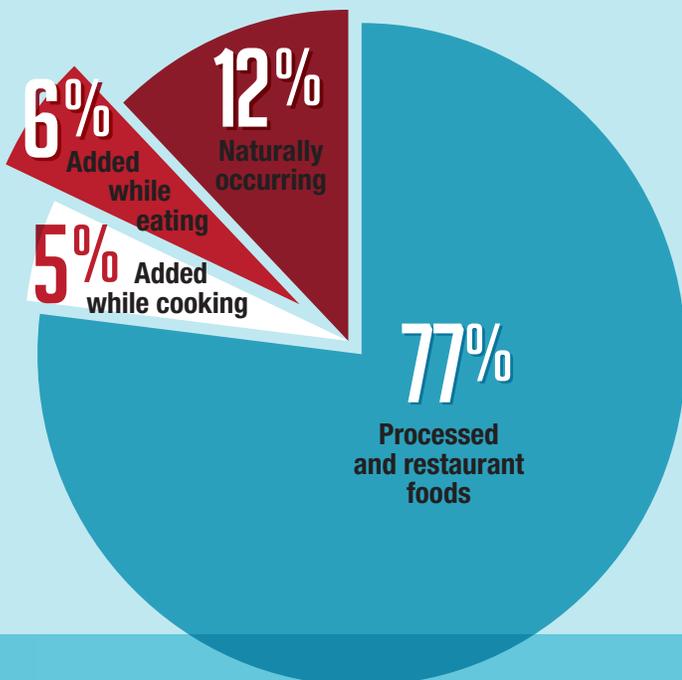
>3,400 MG

97% DO NOT KNOW OR UNDERESTIMATE THEIR SODIUM INTAKE.

AMERICANS ESTIMATE THEIR SODIUM INTAKE PER DAY AT:

% OF PEOPLE

AVERAGE INTAKE

Bar chart — vertical axis: 0% to 35%. Horizontal axis categories: do not know, 500mg, 1000mg, 1500mg, 2000mg, 2500mg, 3000mg, 3500mg, 4000mg

AMERICANS' SODIUM INTAKE COMES FROM:*

- 6% Added while eating
- 12% Naturally occurring
- 5% Added while cooking
- 77% Processed and restaurant foods

58% have tried to reduce the amount of sodium in their diet.

57% want more choice or control over the sodium content in their food.

56% think the government should play a role in reducing sodium in foods by setting mandatory (31%) or voluntary (25%) limits.

21% incorrectly believe that there are already limits on how much sodium can be added to processed foods.

15% incorrectly believe there are already limits for restaurant foods.

HEART.ORG/SODIUM

Results from an American Heart Association survey of 1,000 U.S. adults in November 2013
*Mattes and Donnelly, J Am Coll Nutr. 1991;10:383-393