CASH — Consensus Action on Salt & Health

Public Opinion Survey of Salt & Eating Out

"WAITER! – THERE'S SOUP IN MY SALT!"

Produced with the kind support of the British Heart Foundation

British Heart Foundation

Executive Summary

In this year's 14th National Salt Awareness Week we want to highlight to the catering industry, chefs and others involved, the importance of adding less salt to our food and the long-term health implications of eating a high salt diet.

In light of this, CASH has commissioned a public opinion survey as part of Salt Awareness Week asking the UK population how they feel about the salt content of their meals when eating out. Responses were encouraging, demonstrating that people are indeed taking an interest in the salt level of their meals:

- When asked how they thought local restaurants and cafés could help us eat less salt:
    - 66% respondents agreed that chefs could add less salt during cooking
    - A fifth suggested that restaurant should remove salt shakers from the table
- More than half of respondents agreed that chefs should take an interest in the nation's health
- 54% felt that restaurant meals are too salty
- 70% of the UK population feel that chefs should be more responsible for helping us to eat less salt
- 64% agreed that salt levels indicated on menus would be beneficial to the consumer

The research for CASH was carried out online by external market research agency Opinion Matters, between 22nd and 26th February 2013 amongst a panel resulting in 1,137 respondents. All research conducted adheres to the MRS Codes of Conduct (2010) in the UK and ICC/ESOMAR World Research Guidelines. Opinion Matters is registered with the Information Commissioner's Office and is fully compliant with the Data Protection Act (1998).

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Question 1: How can restaurants and cafes help you to eat less salt (you can select more than one answer)?
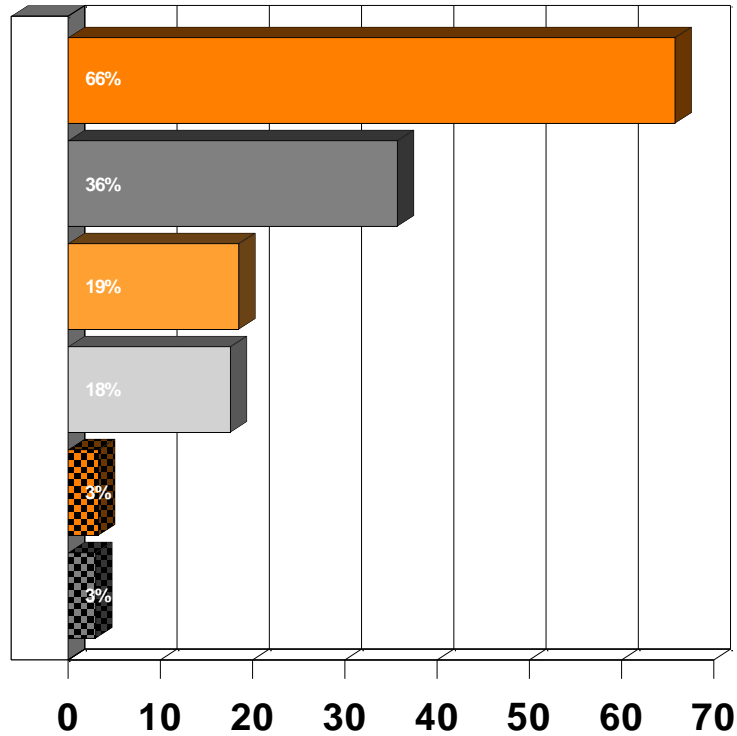

Legend:
- Chefs adding less salt when they cook my meal
- If they label their menus with nutritional informatio
- If they didn't provide salt shakers on the table
- Don't know
- Other, please specify
- If my partner/parents/friends were cutting back, too

Bar values: 66%, 36%, 19%, 18%, 3%, 3%

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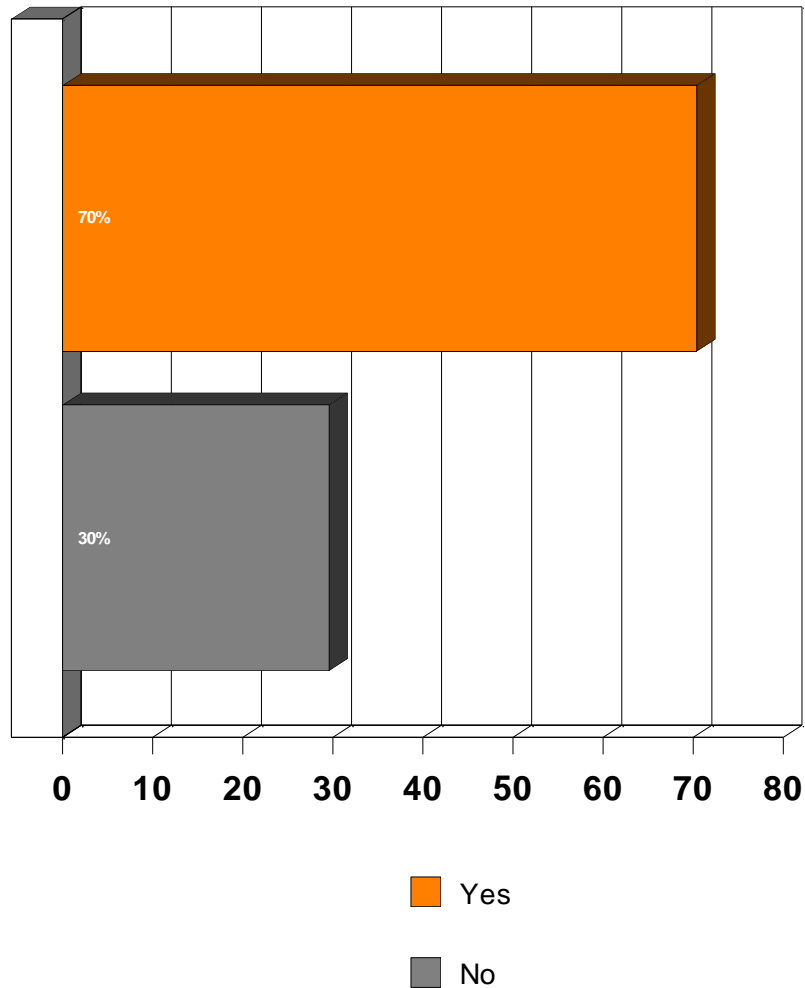**Question 2: How far do you agree with the following statement? Chefs should take an interest in the nation's health**
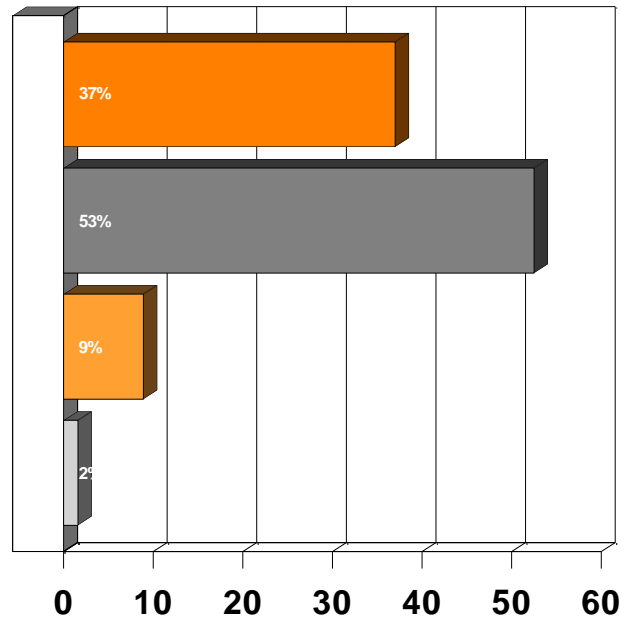
- 🟧 Strongly agree
- ⬛ Agree
- 🟨 Disagree
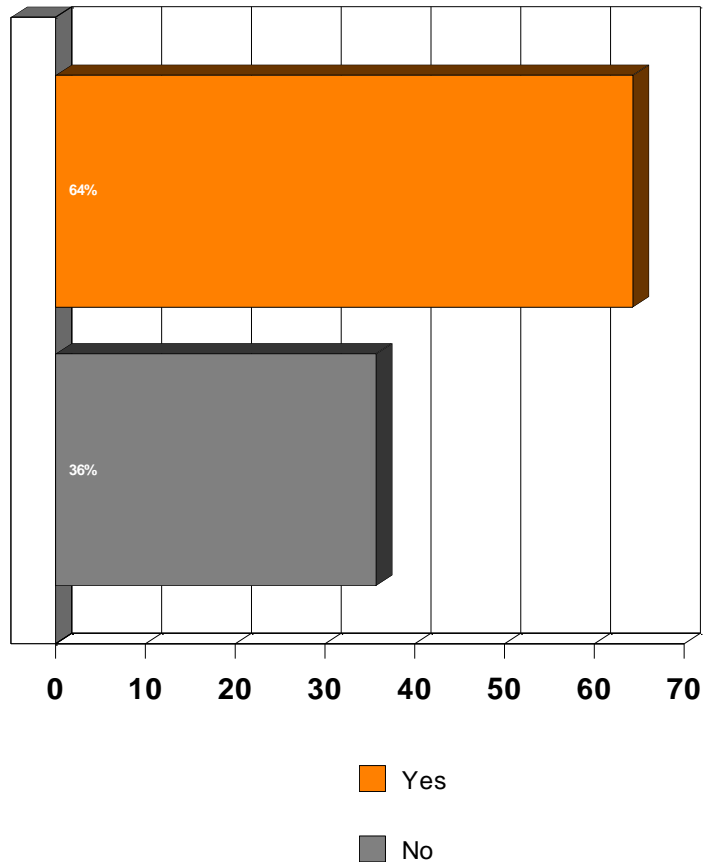- ⬜ Strongly disagree

Question 3: Do you find restaurant meals too salty?
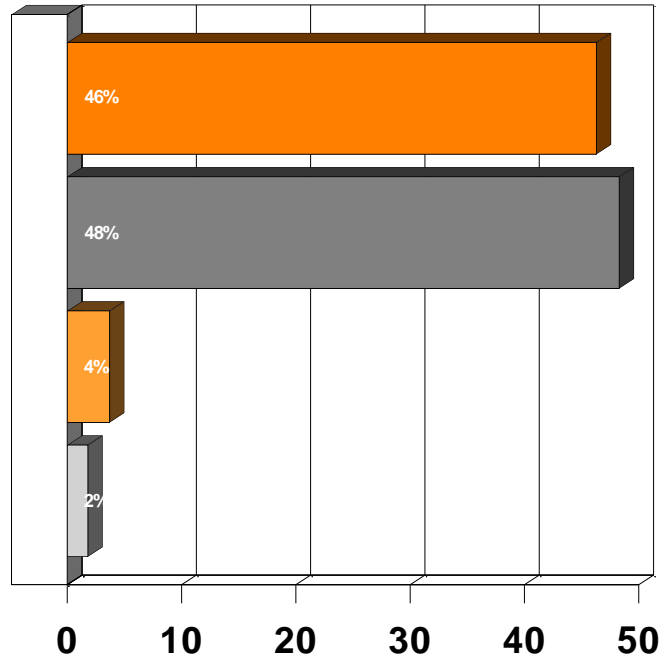
Legend
No, never
Yes, sometimes
Yes, often
Yes, always

Question 4: Do you think chefs should be more responsible for helping you to eat less salt?

Chart showing:
- Yes: 70%
- No: 30%

X-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80

Legend:
- Yes (orange)
- No (grey)

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Question 5: Would you like to see salt levels indicated on menus when eating out?

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Question 6: How far do you agree with this statement: Local restaurants/café should let me choose if I want to add salt to my meal or not

Strongly agree	38%
Agree	52%
Disagree	9%
Strongly disagree	2%