

Salt Awareness Week 2010

Salt and Your Health

TNS Public Opinion Survey

Summary Report

Jan 2010



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Survey details

- TNS Consumer face-to-face omnibus survey was conducted in December 2009 to assess consumers' knowledge of salt and their health
 - ➔ Q1.) Do you think eating too much salt could damage your health
 - ➔ Q2.) Which, if any, of the following conditions is linked to eating too much salt (tick all that apply)

- Base: 2,063 respondents (Weighted - 47,125,000)

- ➔ All adults 16+

- ➔ England, Wales and Scotland

- Representative population

- ➔ For age, gender and socio-economic group

- ➔ Subgroups for analysis include: Regionality, Working status, Number of children in household, Internet access

Executive Summary

- ➔ Men, young adults and those from lower socio-economic groups appear to be much less aware of the damage salt can do to their health
- ➔ Knowledge regarding osteoporosis & stomach cancer is worryingly low, as the evidence linking salt intake to both conditions is very compelling
- ➔ Although people know salt leads to high blood pressure, they do not appear to have made the association with stroke or heart disease
- ➔ Young people are starting to become informed of the link with obesity, which is the most affected group, however parental knowledge is lower
- ➔ Social inequalities appear to be rife, with ABC1 knowledge much higher than C2DE
- ➔ Women seem to know much more than men, and people with children appear to know more than those without children

More work needs to be done to target the knowledge gaps in those most at risk in the UK population

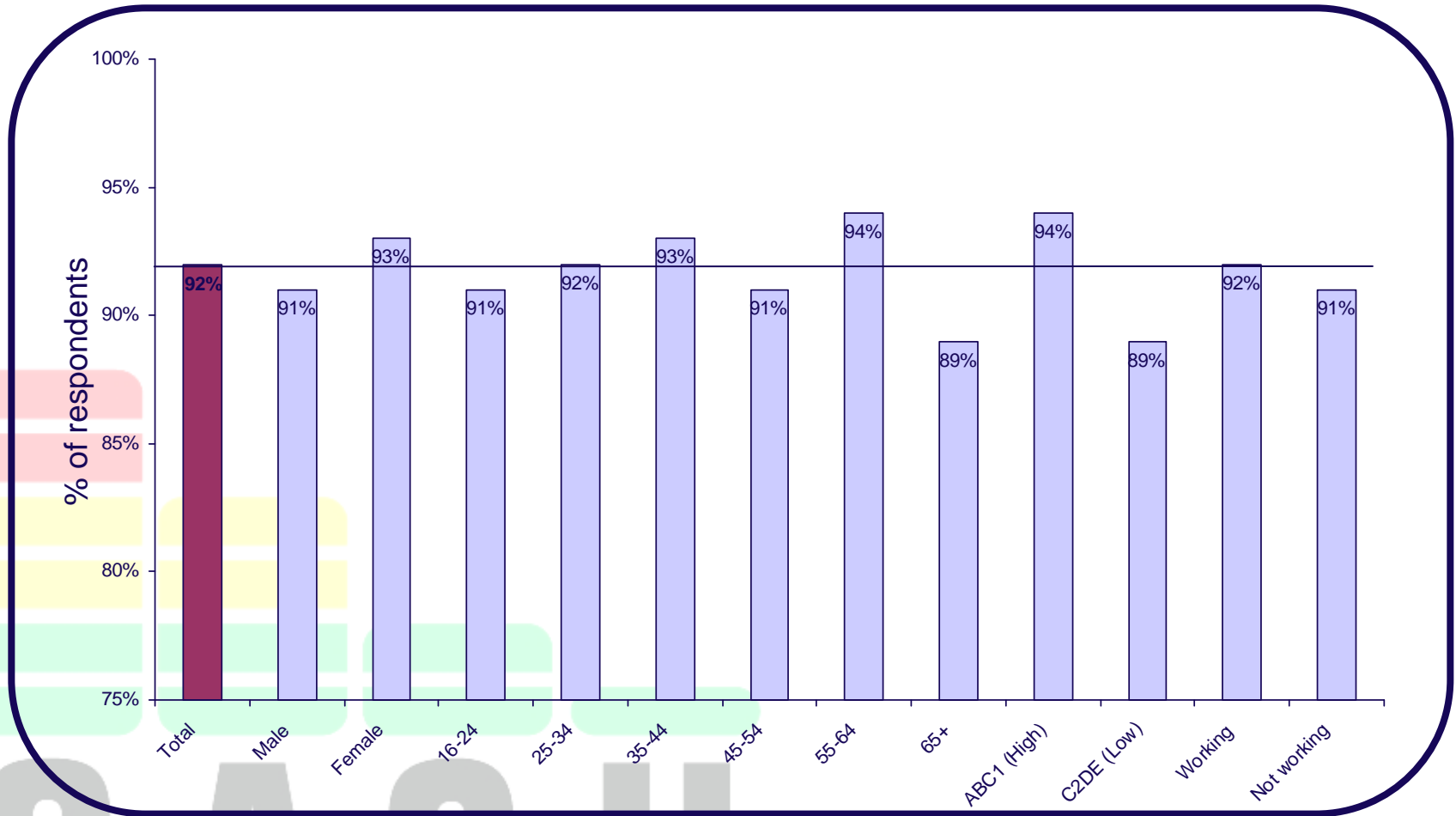
Question 1.)

Do you think eating too much salt could damage your health?



Q.1 Do you think eating too much salt could damage your health?

'Yes' by demographics



➤ Nine out of 10 (92%) of the GBP are aware that salt can damage their health

➤ Difference in awareness can be observed between demographics, e.g. men (91%) are less likely to know than women (93%), over 65s (89%) are less likely than 55-64s (94%), lower socio-economic classes (C2DE) (89%) are less likely to know than higher classes (ABC1)(94%)

Q.1 Do you think eating too much salt could damage your health?

'Yes' by Government region

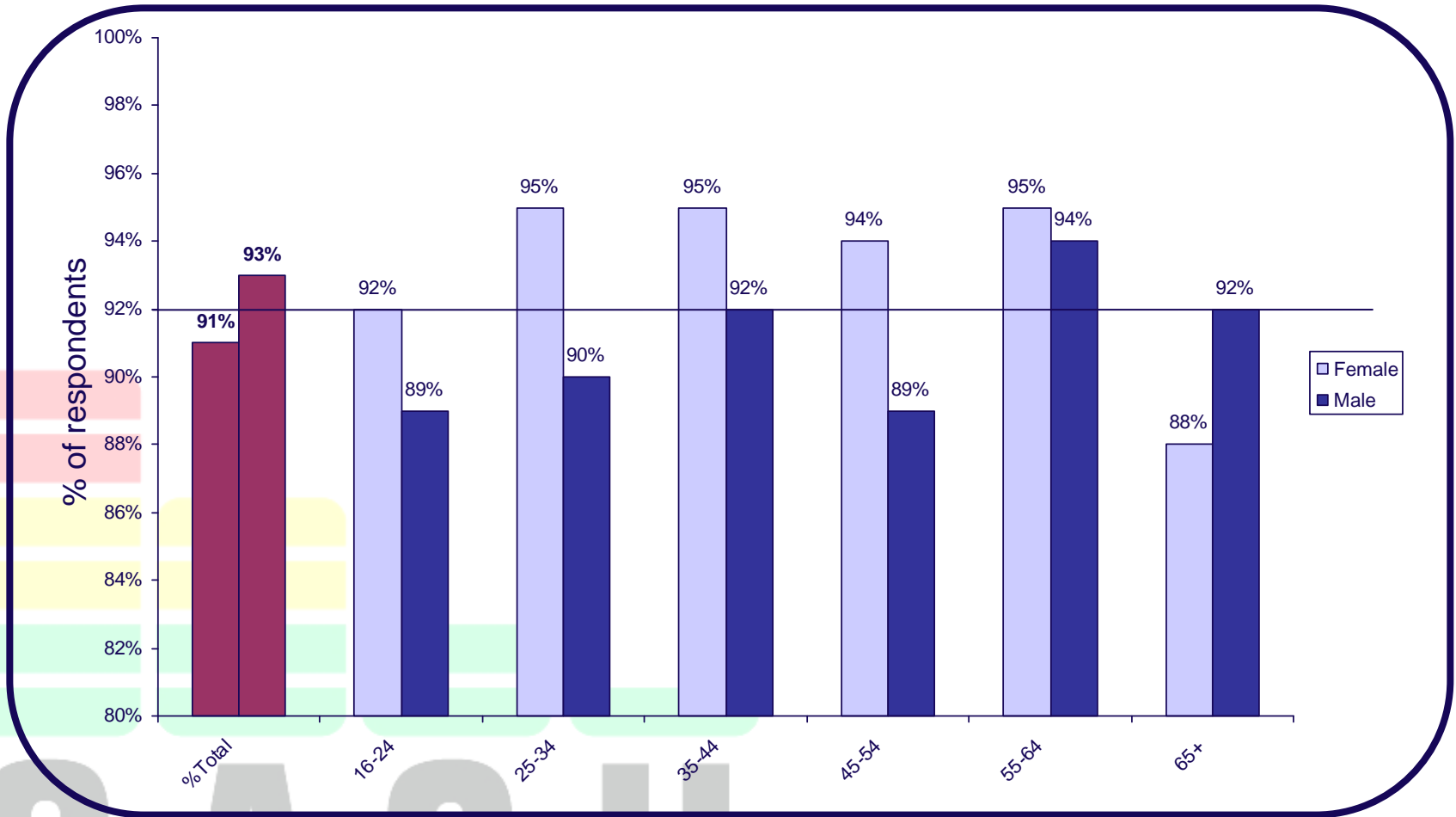


➤ Differences in knowledge are evident across UK regions, with large differences noted between regions in close proximity

➤ North East (96%) are nearly 10% more likely to know salt can damage their health vs. their neighbours in the North West (89%). West Midlands (92%) and Wales (83%).

Q.1 Do you think eating too much salt could damage your health?

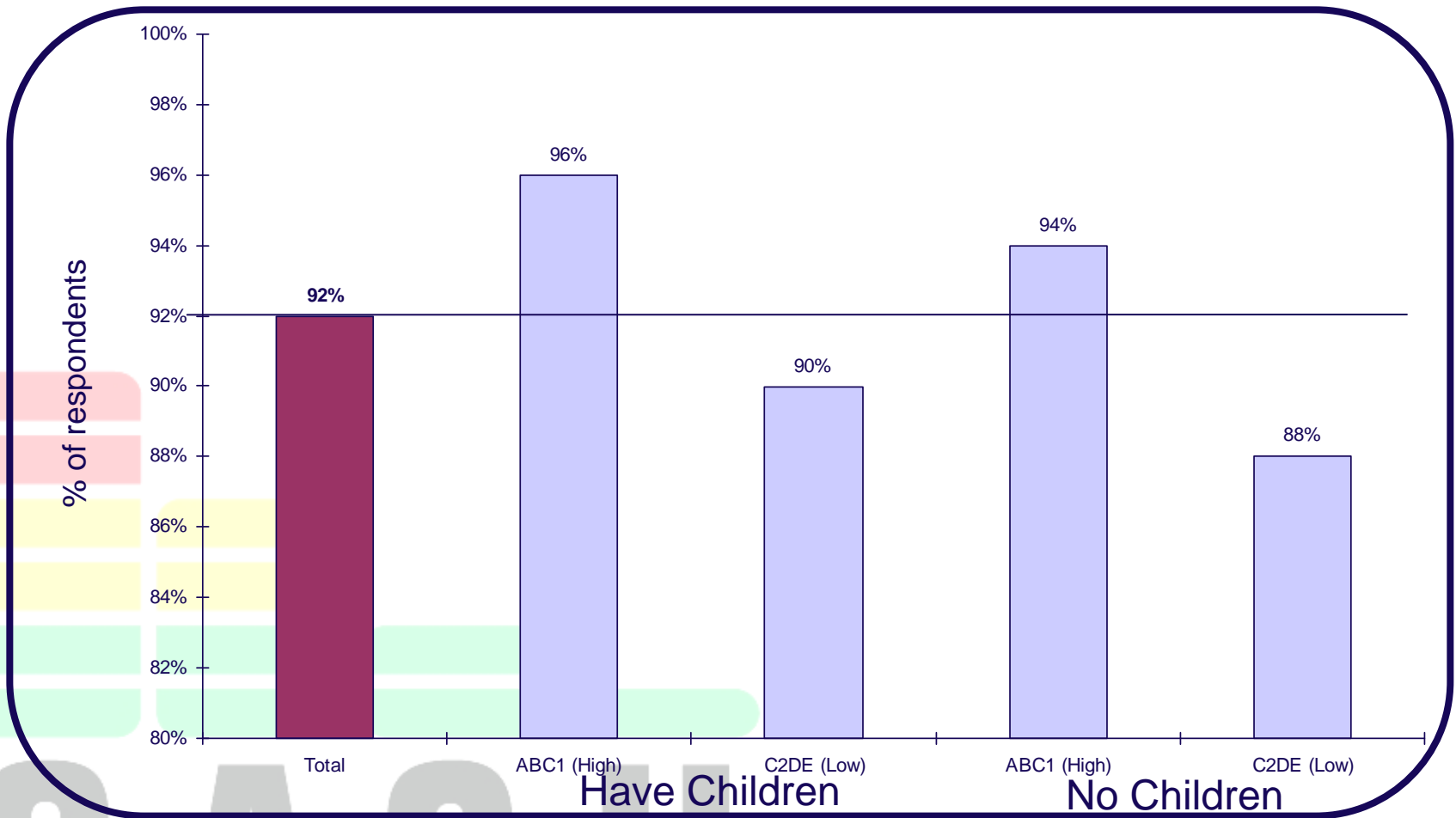
'Yes' by age, and gender



- Looking at the differences by age and gender, young women (16-24 yrs) are more likely to know salt can damage their health than men
- The highest awareness is in the 55-64 age group for both men and women

Q.1 Do you think eating too much salt could damage your health?

'Yes' by Social demographic, and child status



➤ Adults with children are more likely to know than those who don't have children

➤ ABC1 adults with children are 6 pp. more likely to know that salt can damage health than C2DE adults with children

Question 2.)

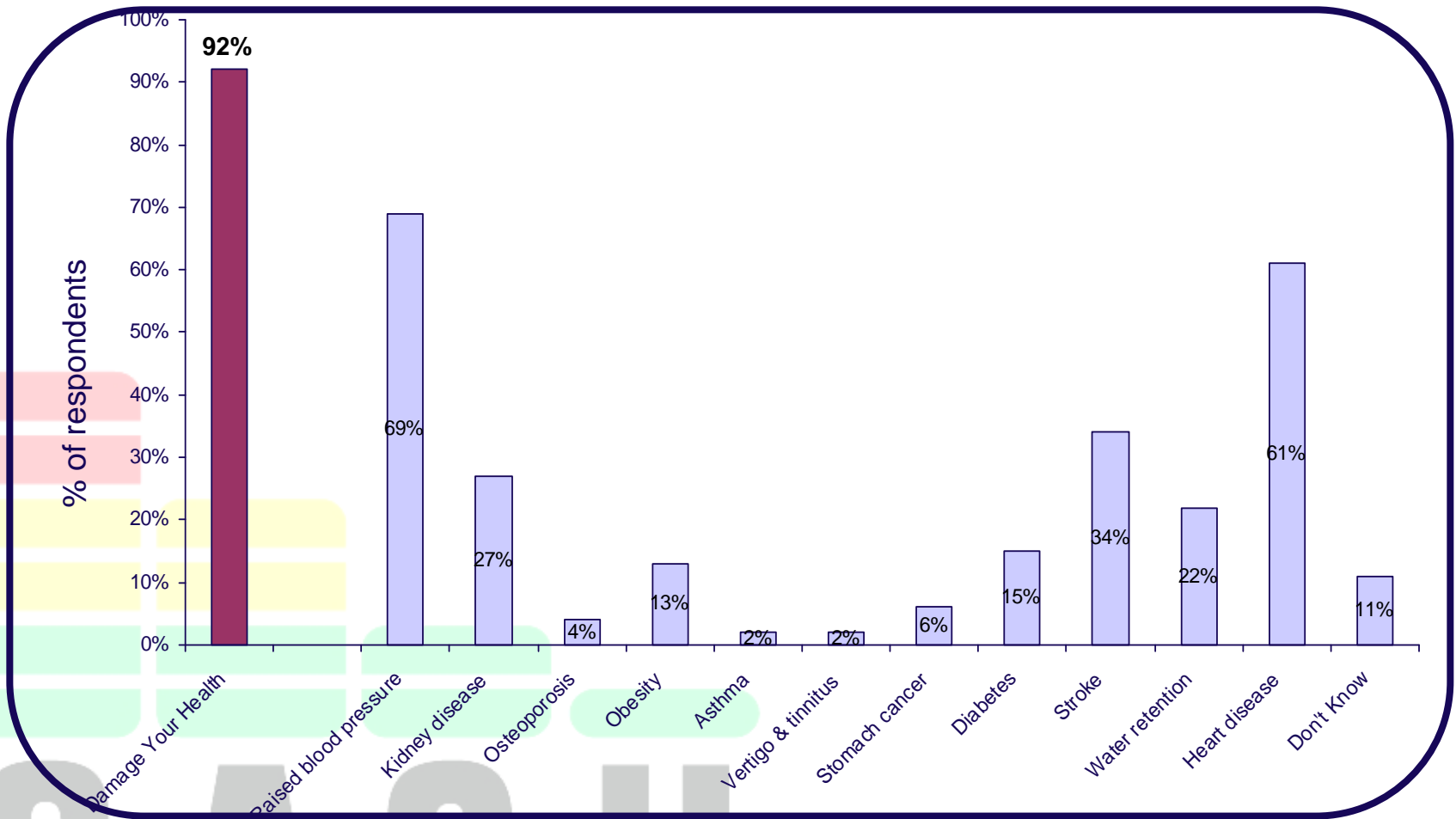
Which, if any, of the following health conditions is linked to eating too much salt?

1. Raised blood pressure
2. Kidney disease
3. Osteoporosis
4. Obesity
5. Asthma
6. Vertigo & tinnitus
7. Stomach cancer
8. Diabetes
9. Stroke
10. Water retention
11. Heart disease
12. Don't Know

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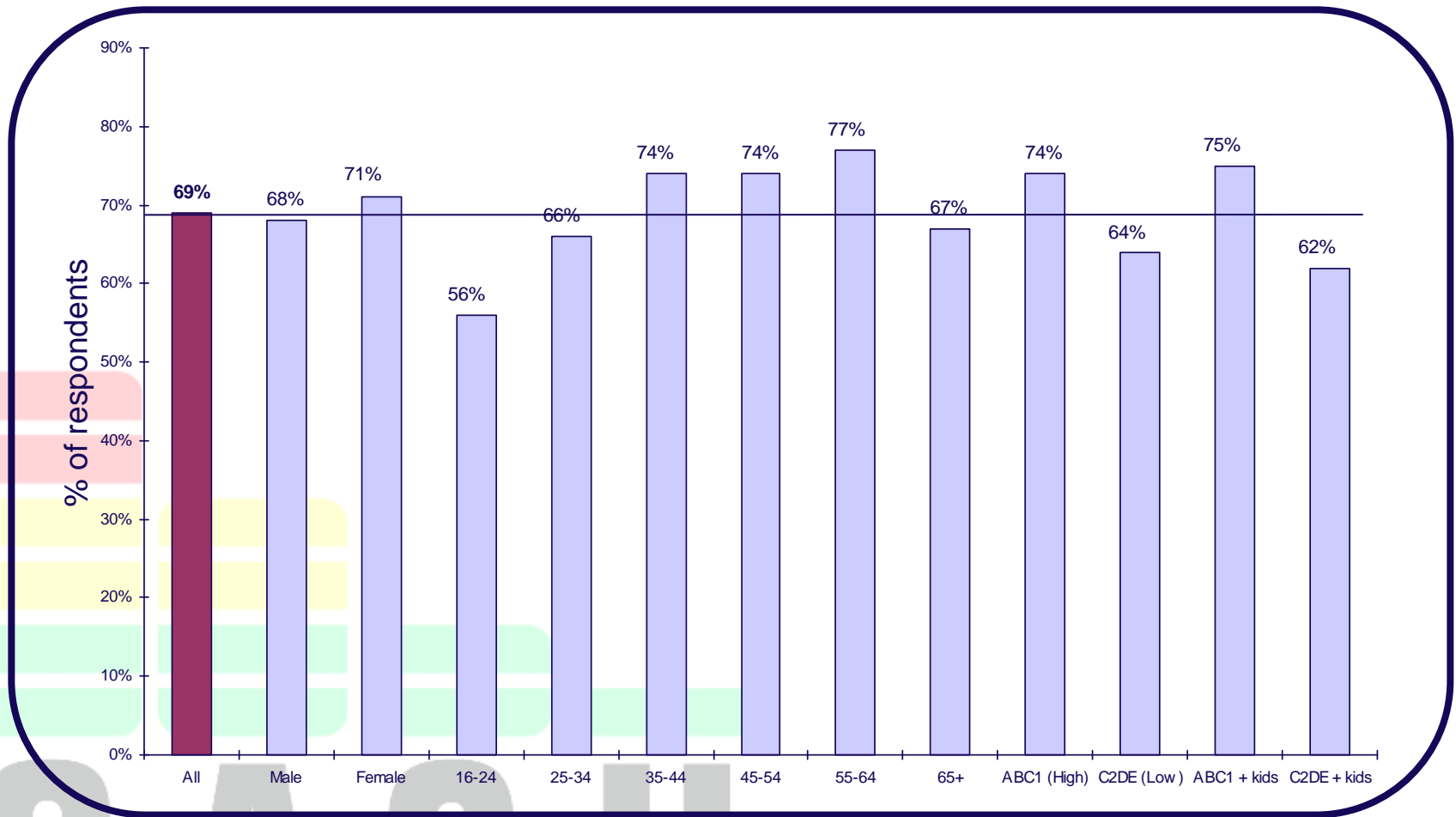
Q.2 Which, if any, of the following health conditions is linked to eating too much salt?



➔ 69% of adults know that salt can lead to high blood pressure, whereas less than 4% know it is linked to osteoporosis, and 6% stomach cancer

➔ One in 10 (11%) people are not aware of any of the ways salt can damage their health

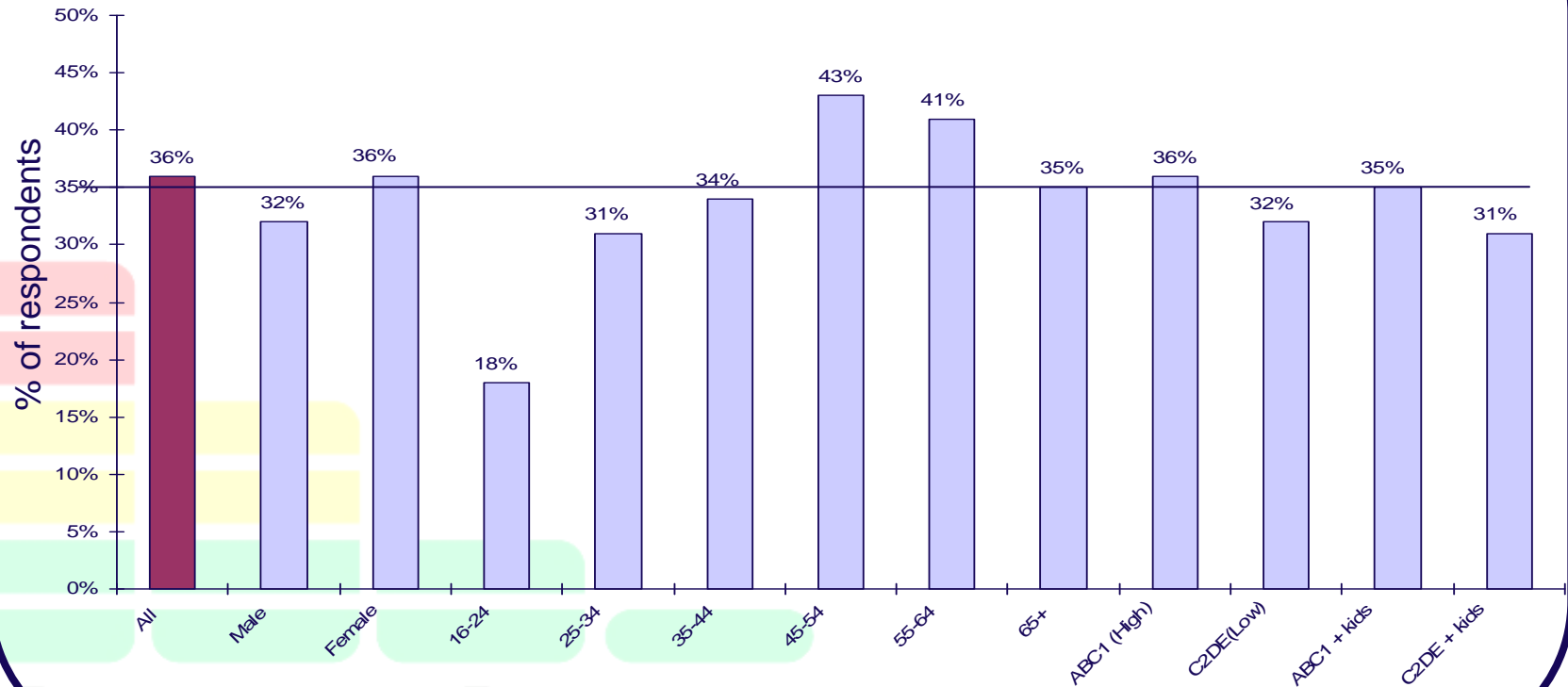
Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **High blood pressure**



➤ Nearly three-quarters of adults know salt is linked to high blood pressure, yet just over half young people (16-24) are aware of this. Those in lower socio-economic groups are also less aware.

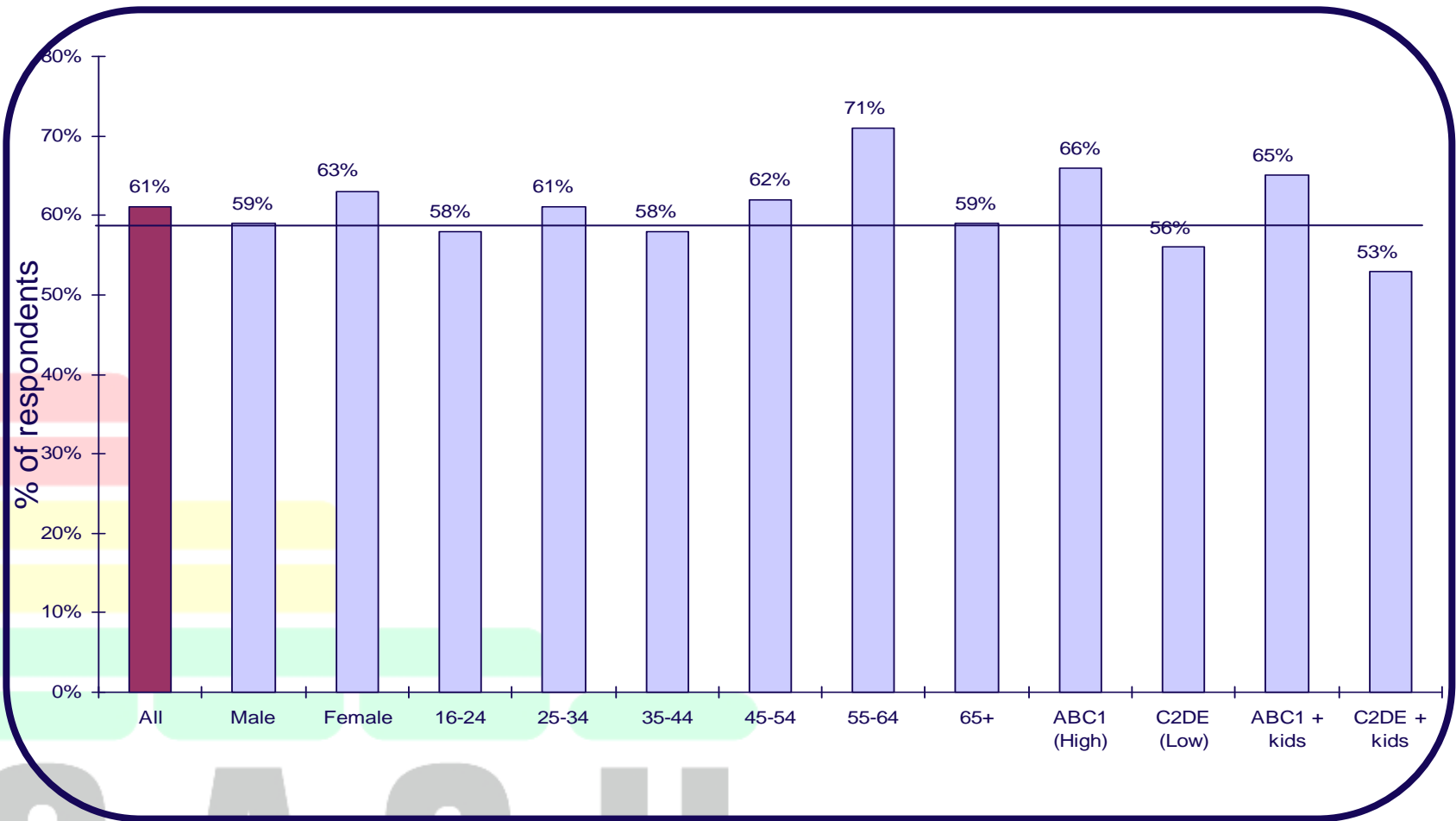
➤ Approx 1/3 of the UK population have high blood pressure. Anyone is at risk of high blood pressure, as blood pressure starts to raise from childhood

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **Stroke**



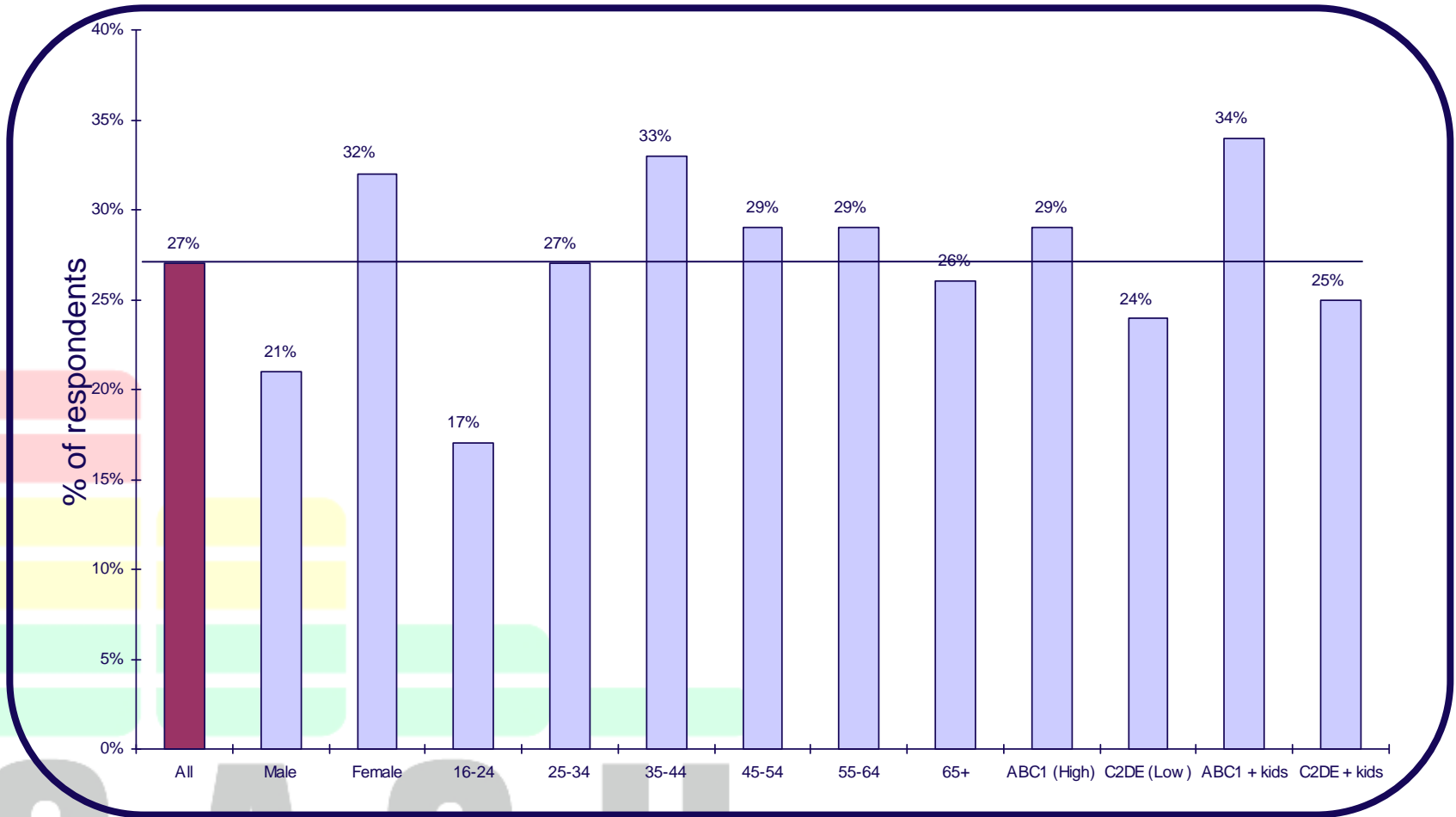
- Only a third (36%) of all adults are aware salt intake is linked with stroke, this is low considering $\frac{3}{4}$ adults are aware salt is linked to high blood pressure, the major risk factor for stroke
- Just 1 in 5 young people (16-24) are aware of the association between salt and stroke.
- Older people are at increased risk of stroke

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? Heart Disease



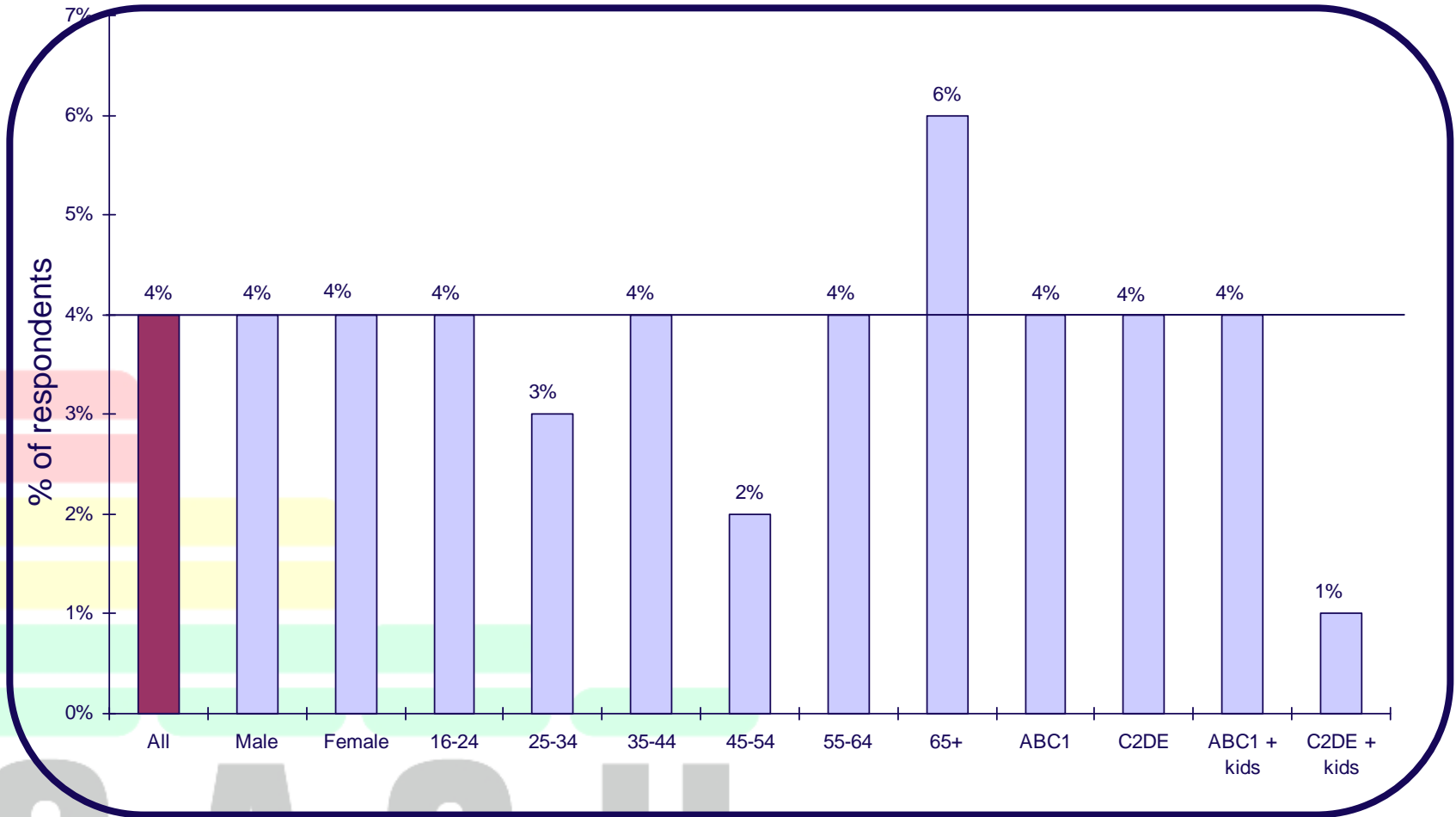
- Over half the population (61%) know heart disease is associated with salt intake, this is relatively consistent across the population.
- Older people 55-64 are more likely to know the link with heart disease (71%), people from lower socio-economic classes with children are the least likely (53%) to know.
- Raised blood pressure is a major risk factor for heart disease

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **Kidney Disease**



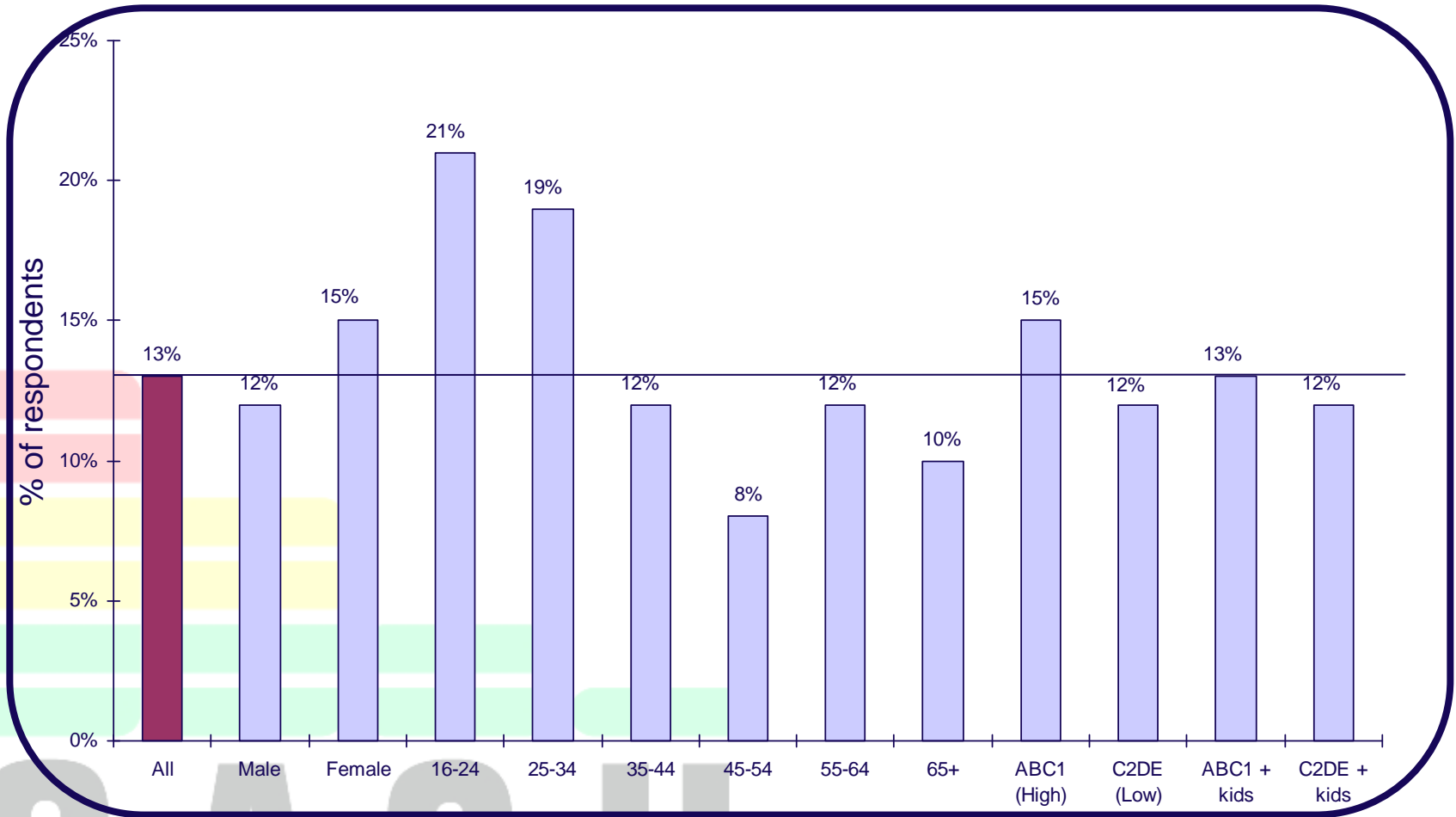
- A quarter of people (27%) know salt is linked to kidney disease. Men (21%) and young people (17%) are much less aware of the association
- Over 3 million people in the UK are at risk of chronic kidney disease.
- Men 30-60 are more likely to have kidney stones than women

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **Osteoporosis**



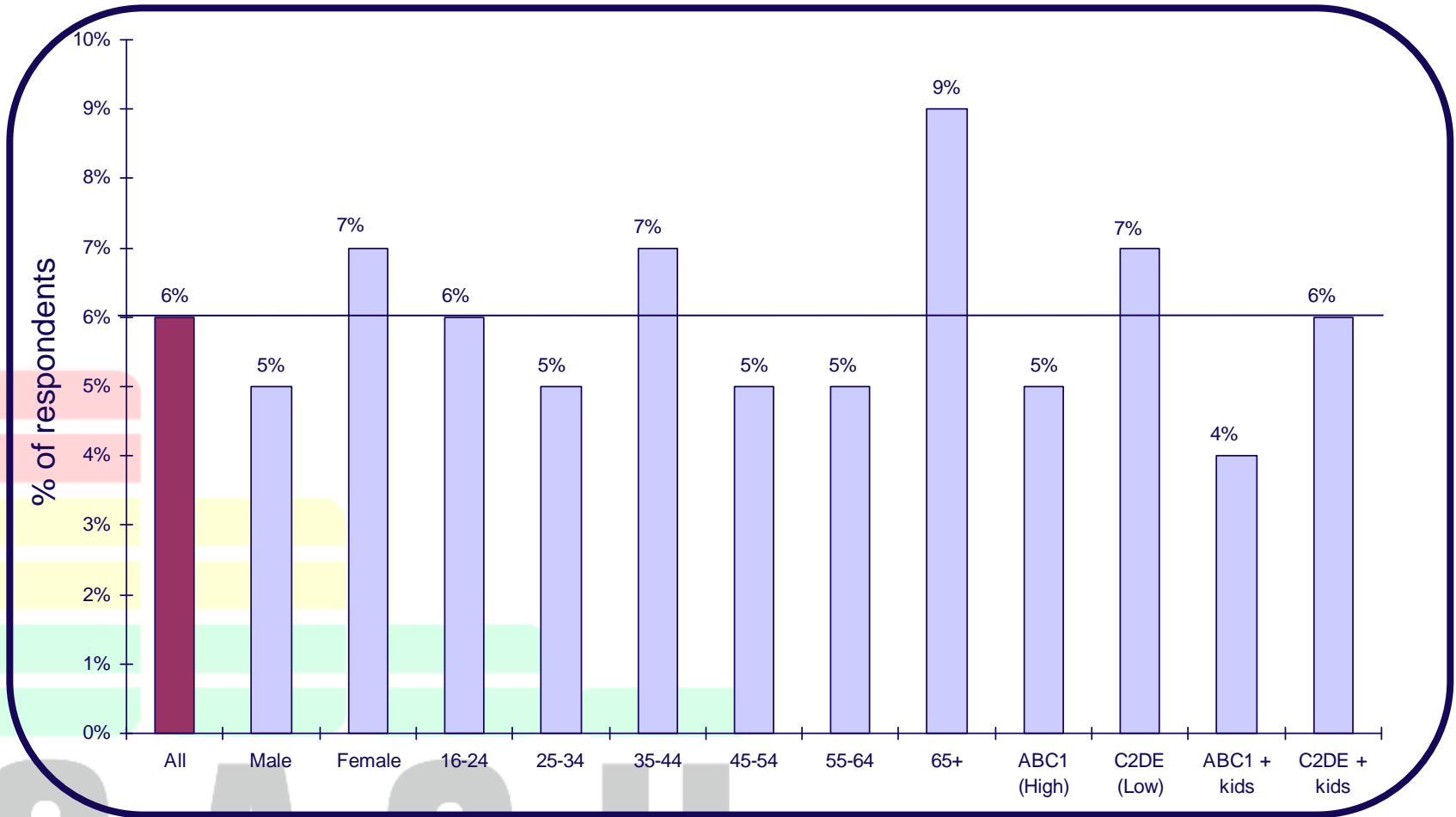
- Awareness of the link between salt and osteoporosis is very low, with only 4% of the population aware.
- Older people (65+) are only slightly more aware (6%), which is very worrying considering the upwards trend of osteoporosis
- Women are more likely to suffer from osteoporosis than men, particularly after the menopause

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **Obesity**



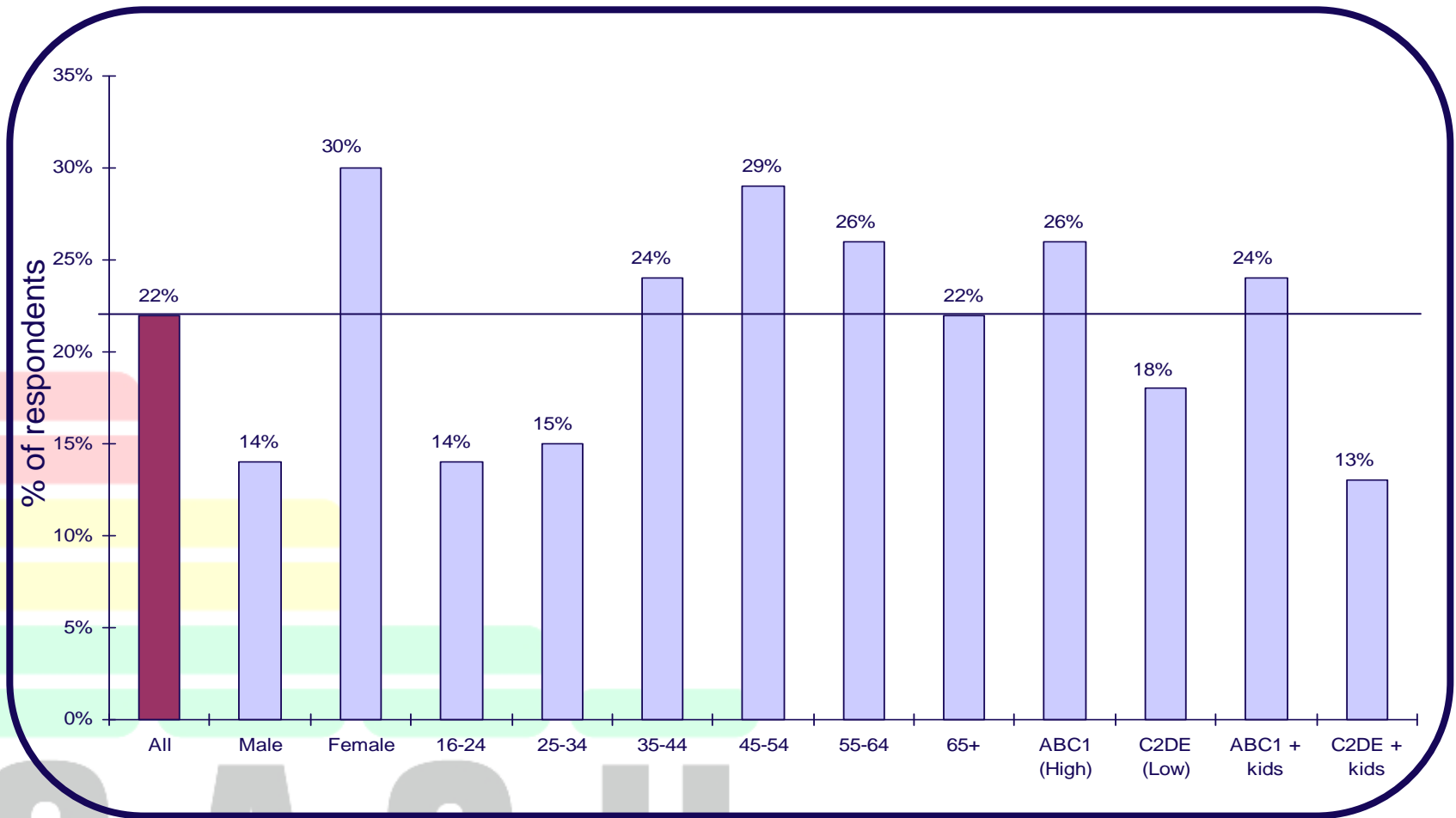
- Only 13% of the population are aware of the link between salt and obesity,
- Parents (13%) were no more likely to know than the rest of the population
- 21% of Young people (16-24) were aware of the association between salt and obesity
- Obesity can affect anyone in the population, especially children

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **Stomach Cancer**



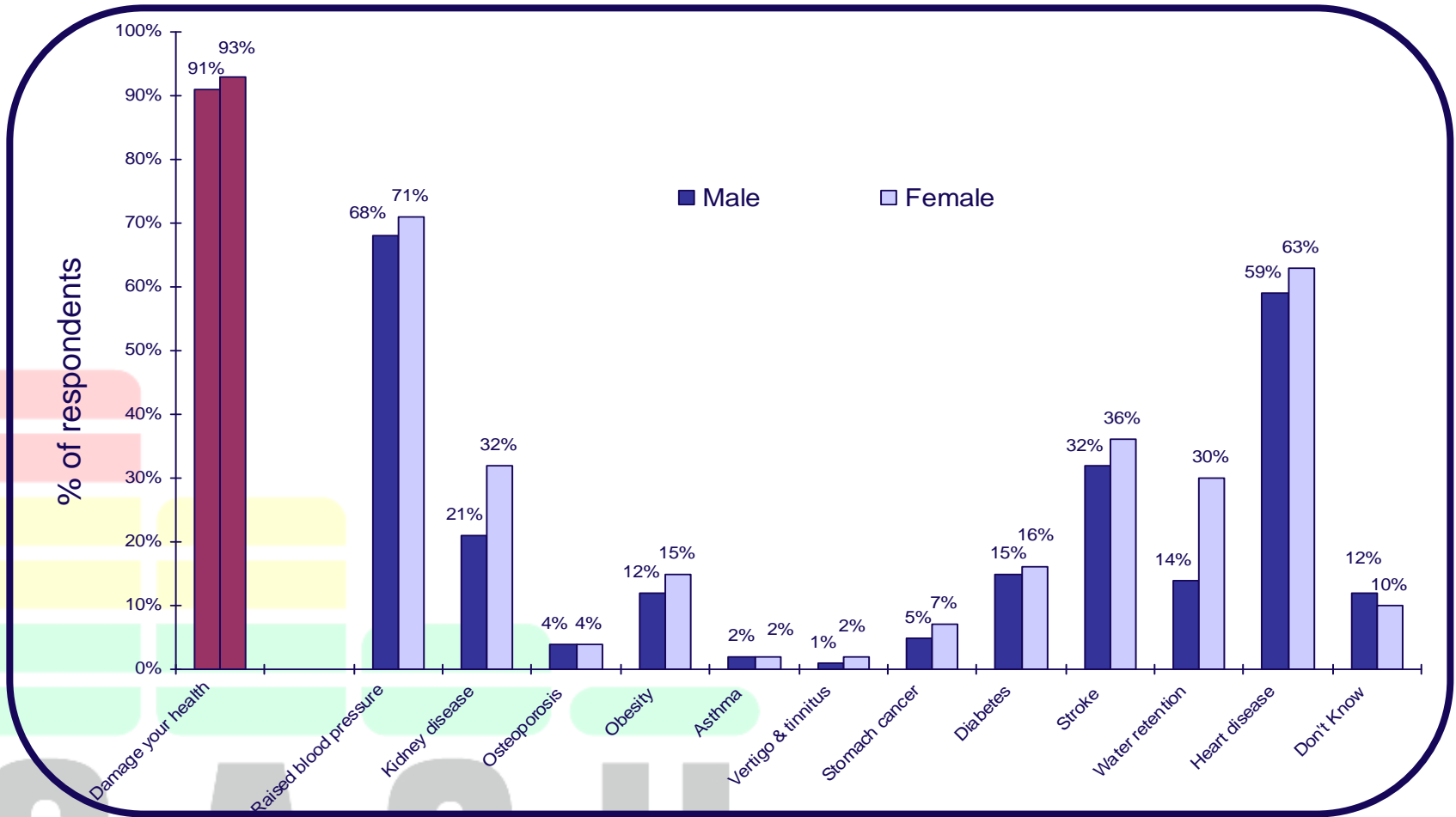
- Only 6% of the population were aware of the link between salt intake and stomach cancer.
- Women (7%) and older people (65+) (9%) are slightly more likely to know
- Men are at a greater risk of stomach cancer than women, and it is most common in the over 55's and in socially deprived groups

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? **Water retention**



- Nearly a quarter (22%) of the population are aware of the link between salt and water retention.
- Not surprisingly more women (30%) than men (14%) know that salt is linked to water retention
- Young people 16-34 are less likely to be aware of the link

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? All conditions by gender

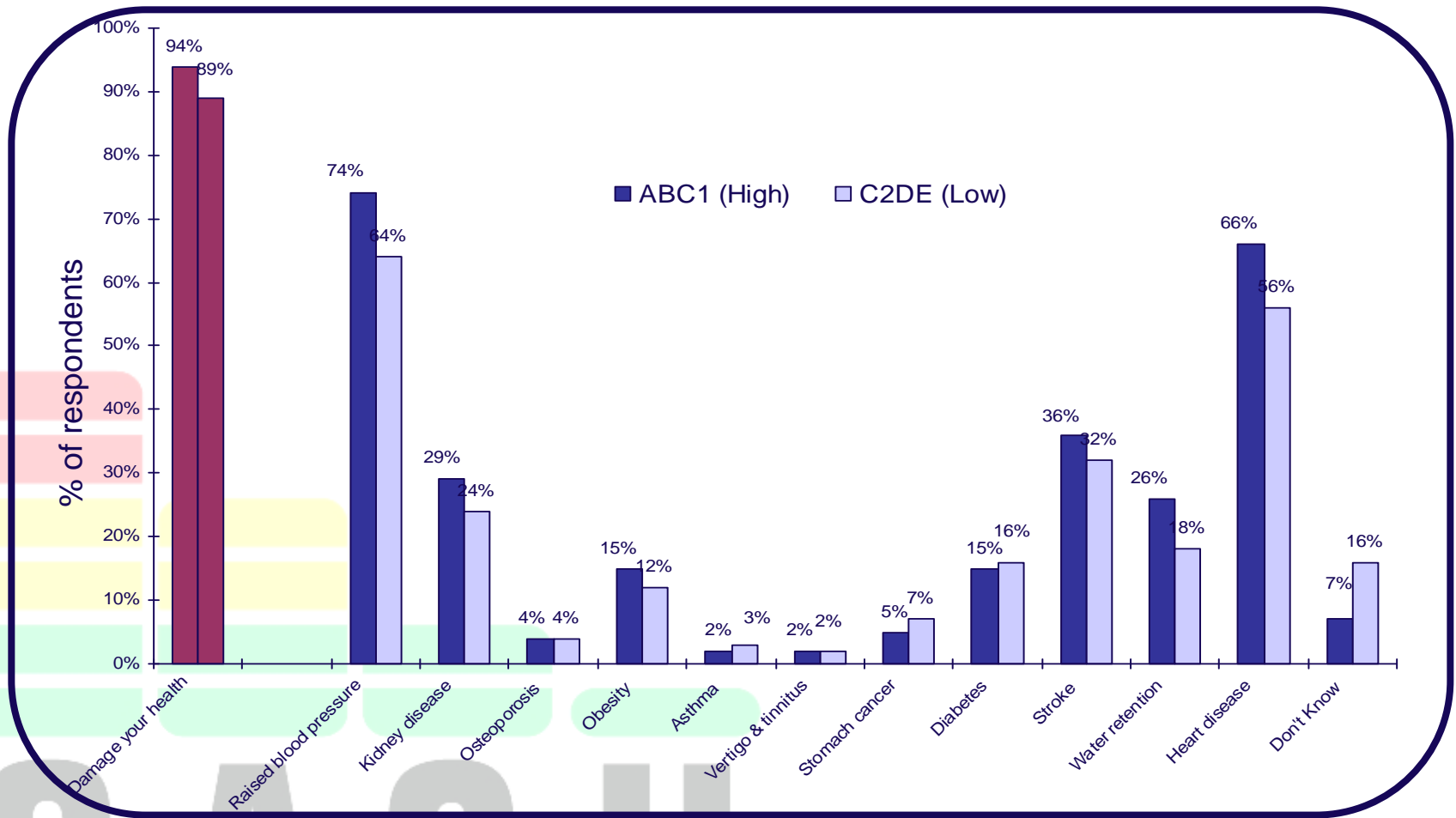


➤ Women are more aware than men that salt can damage your health in a number of ways. The biggest gaps in knowledge are for kidney disease (32% vs 21%) and water retention (30% vs. 14%)

➤ Osteoporosis knowledge is the same for both despite women being much more at risk of suffering from it.

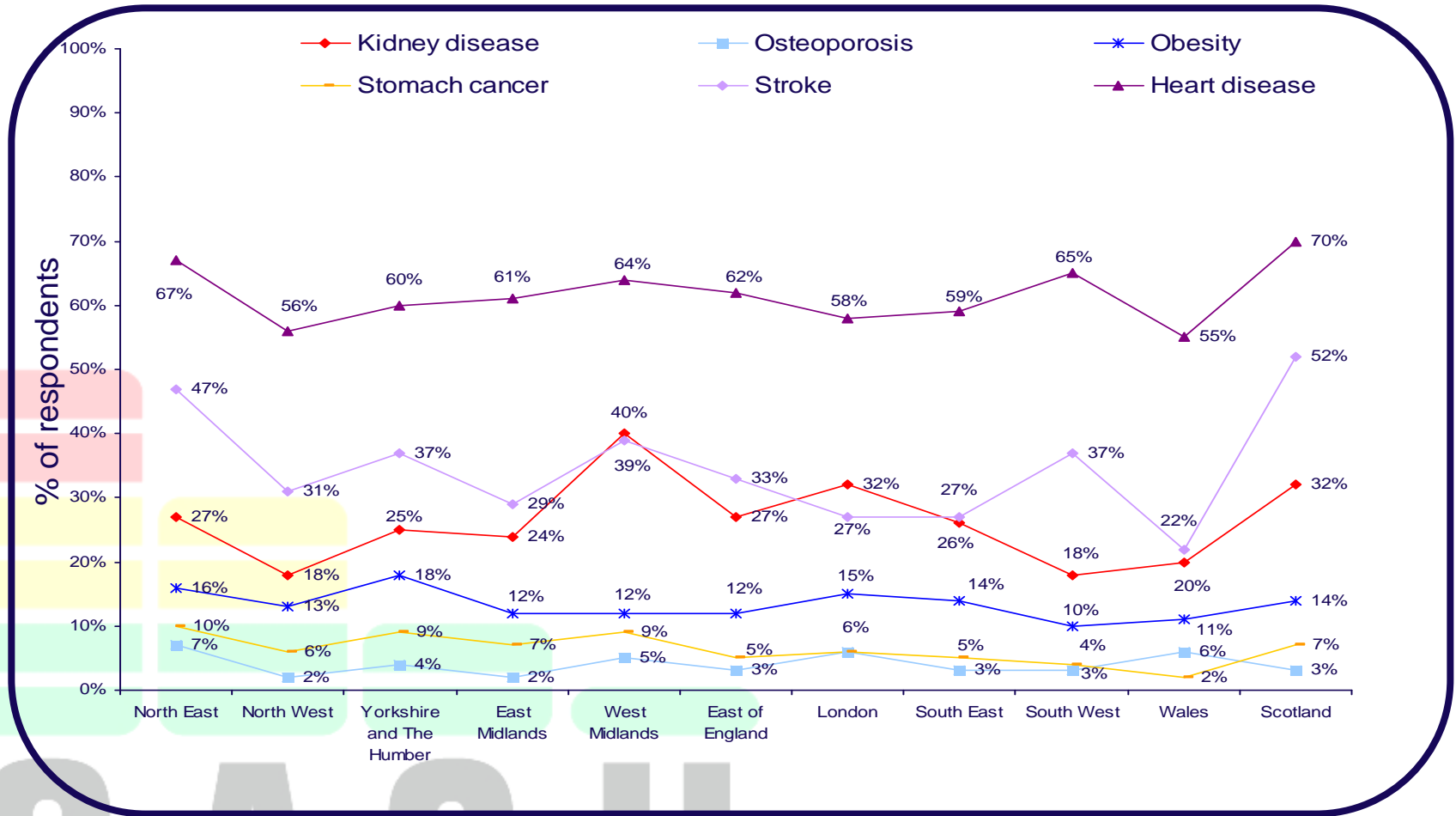
➤ Women are more likely to know that eating too much salt leads to heart problems

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? All conditions by socio-economic group



- Those in lower socio-economic groups are less likely to be aware of the dangers of salt compared to those in higher socio-economic groups (16% vs. 7%)
- Those in higher socio-economic groups are more likely to be aware that salt can lead to heart problems, kidney disease and obesity

Q.2 Which, if any, of the following health conditions is linked to eating too much salt? Other conditions by Government region



➤ 40% of those in the West Midlands are aware salt is linked to osteoporosis, compared with less than a third in all other regions.

➤ Yorkshire and the North East are slightly more likely to know salt is linked to obesity, the South West is the least likely

Appendix



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Salt and your health



Information to support each condition

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Blood pressure

- ➔ Blood pressure is the biggest cause of death in the world through the strokes and heart attacks it causes. The higher our blood pressure, the greater our risk. Salt slowly puts up our blood pressure and eating too much is responsible for many thousands of strokes, heart attacks and heart failure deaths each year in the UK.
- ➔ Eating less salt lowers blood pressure and reduces the risk of heart disease and stroke.
- ➔ For every one gram of salt we cut from our average daily intake there would be 6,000 fewer deaths from strokes and heart attacks each year in the UK.
- ➔ Over a longer period of time, reducing salt will have an even greater effect as it will prevent the rise in blood pressure that occurs as we get older. It is particularly important that children do not eat too much salt, as blood pressure first starts to rise in childhood.

Stroke, Heart attacks and heart failure

- Stroke

- ➔ Stroke is the leading cause of severe adult disability and the third biggest killer in the UK with an estimated 150,000 strokes and mini-strokes each year. High blood pressure is the single most important risk factor for stroke. Salt is therefore directly responsible for many of these strokes.

- ➔ Over 40% of all strokes could be prevented by tackling high blood pressure.

- ➔ There is also increasing evidence that salt may have a direct effect on strokes, independent of and in addition to the effect it has on blood pressure.

- Heart attacks and heart failure

- ➔ Raised blood pressure is a major risk factor for coronary heart disease, stroke and heart attacks. Coronary heart disease is the commonest cause of death in the UK.

- ➔ Untreated high blood pressure can also lead to heart failure, which can make the pumping action of the heart less effective

- ➔ Reducing salt intake will help to prevent high blood pressure and so reduce the risk of heart attacks and heart failure.

Osteoporosis & Obesity

- Osteoporosis

- ➔ Salt intake is the major factor controlling the amount of calcium in the urine and the amount of calcium lost from bones. As calcium is vital for bone strength, high salt intake may lead to weakening of the bones and an increased risk of osteoporosis. **Osteoporosis leads to bone fractures and breakages.** If we do not achieve the maximum strength of our bones when we reach our mid to late twenties, our risk of developing osteoporosis later in life is increased.

- Obesity

- ➔ Obesity is an increasing problem in the UK. Whilst salt is not the cause of obesity it increases thirst and the amount of fluids consumed, particularly sweetened soft drinks. **A third of all British adults, or 13 million people, will be obese by 2012 if current trends continue.** A reduction in salt intake would cause a major reduction in the number of sweetened soft drinks being consumed, both by adults and children. Studies in the UK have shown that a reduction in sweetened soft drink consumption is likely to reduce the number of children developing obesity

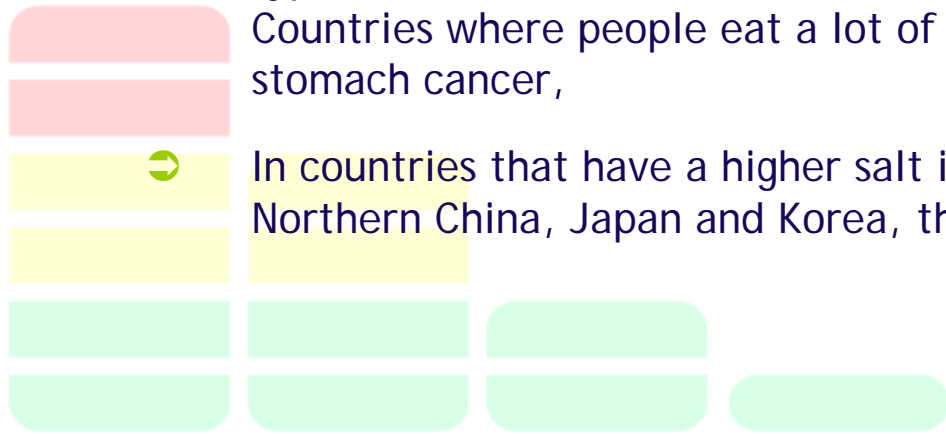
Stomach cancer

- Stomach cancer

- ➔ Salt, particularly in high concentration, damages the delicate lining of the stomach. This makes it more vulnerable to infections by *Helicobacter Pylori*, a type of bacteria that causes both stomach ulcers and stomach cancer.

Countries where people eat a lot of salty foods tend to have high rates of stomach cancer,

- ➔ In countries that have a higher salt intake than we have in the UK, for example Northern China, Japan and Korea, this is a major public health problem



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Kidney stones and kidney disease

- Kidney stones

- ➔ Salt increases the amount of calcium in our urine. Reducing salt intake has been shown to reduce calcium excretion, and reduce reoccurrences of kidney stones, as kidney stones have calcium as their basic constituent.

- Kidney disease

- ➔ High blood pressure has been shown to increase the amount of protein in the urine which is a major risk factor for the decline of kidney function and there is increasing evidence that a high salt intake may increase how quickly kidney disease progresses, where it is already present. Over 3 million people in the UK are at risk of Chronic Kidney Disease. In addition, the water retention that occurs with a higher salt diet will increase blood pressure which also increases the risk of kidney disease.

Other conditions

- **Ménière's Disease**

- ➔ Ménière's is a rare disease, with approximately 1 in 1000 people in the UK suffering from it. It can occur at any age but it mainly affects people between 20 and 60
- ➔ A lower salt diet is thought to be extremely effective in treating Ménière's

- **Asthma**

- ➔ Asthma is a common condition, 1.1 million children (1 in 11) and 4.3 million adults (1 in 12) are currently being treated for asthma in the UK
- ➔ If your child suffers from asthma, reducing their salt intake may be beneficial in combination with the other treatments for asthma

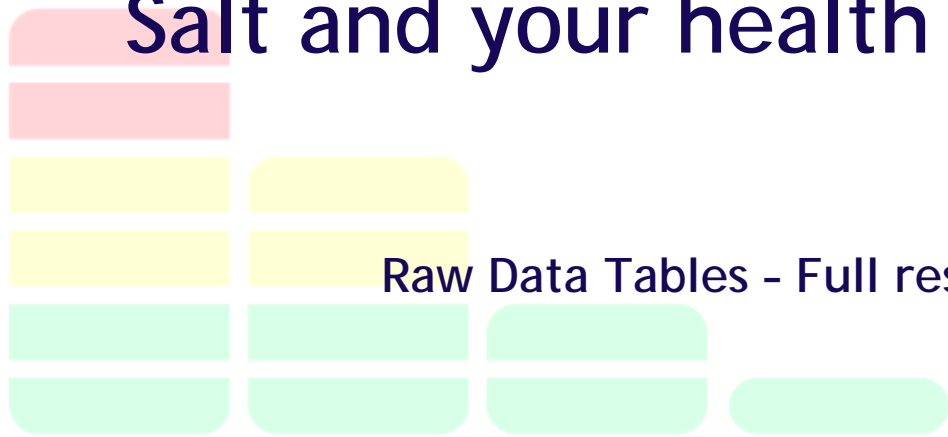
- **Diabetes**

- ➔ There are currently over 2.5 million people with diabetes in the UK and it is predicted that there is a further half a million people who are aware they have the condition
- ➔ Salt increases the risk of developing diabetes by increasing blood pressure

- **Water retention**

- ➔ Many people with water retention, including women with premenstrual water retention, find considerable improvement in their symptoms by reducing their salt intake.

Salt and your health



Raw Data Tables - Full results of the TNS Survey

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Raw data table 1

Q1. 'Do you think eating too much salt could damage your health'

	SEX			AGE						SOCIAL CLASS				SOCIAL CLASS	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
Unweighted	2063	955	1108	289	323	324	302	300	525	351	574	368	770	925	1138
Weighted	47125	22815	24310	6818	7597	8330	8132	6322	9926	9695	16151	9693	11586	25846	21279
Yes	43234	20690	22544	6182	6997	7780	7438	5967	8870	8949	15434	8708	10143	24383	18851
Yes	92%	91%	93%	91%	92%	93%	91%	94%	89%	92%	96%	90%	88%	94%	89%

	WORKING STATUS		HOUSEHOLD SIZE				INTERNET ACCESS	
	Working	Not working	1	2	3	4+	Any	None
Unweighted	911	1152	484	715	330	534	1459	604
Weighted	24269	22856	9773	16338	7867	13148	35909	11216
Yes	22447	20787	8693	14997	7397	12148	33436	9798
Yes	92%	91%	89%	92%	94%	92%	93%	87%

	COUNTRY			GOVERNMENT REGIONS										
	England	Scotland	Wales	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted	1777	184	102	101	234	182	146	188	199	248	289	190	102	184
Weighted	40940	3997	2188	2148	5140	4416	3085	4686	4572	5622	7036	4235	2188	3997
Yes	37704	3719	1811	2057	4580	4038	2876	4333	4298	5148	6521	3854	1811	3719
Yes	92%	93%	83%	96%	89%	91%	93%	92%	94%	92%	93%	91%	83%	93%

Raw data table 2

Q.2 Which, if any, of the following health conditions is linked to eating too much salt?

Demographics

Question	SEX			AGE						SOCIAL CLASS	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE
Raised blood pressure	69%	68%	71%	56%	66%	74%	74%	77%	67%	74%	64%
Kidney disease	27%	21%	32%	17%	27%	33%	29%	29%	26%	29%	24%
Osteoporosis	4%	4%	4%	4%	3%	4%	2%	4%	6%	4%	4%
Obesity	13%	12%	15%	21%	19%	12%	8%	12%	10%	15%	12%
Asthma	2%	2%	2%	4%	1%	1%	2%	2%	4%	2%	3%
Vertigo & tinnitus	2%	1%	2%	2%	1%	1%	1%	1%	3%	2%	2%
Stomach cancer	6%	5%	7%	6%	5%	7%	5%	5%	9%	5%	7%
Diabetes	15%	15%	16%	17%	13%	16%	14%	20%	14%	15%	16%
Stroke	34%	32%	36%	18%	31%	34%	43%	41%	35%	36%	32%
Water retention	22%	14%	30%	14%	15%	24%	29%	26%	22%	26%	18%
Heart disease	61%	59%	63%	58%	61%	58%	62%	71%	59%	66%	56%
Don't Know	11%	12%	10%	14%	10%	8%	8%	8%	16%	7%	16%

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Raw data table 3

Q.2 Which, if any, of the following health conditions is linked to eating too much salt?

Lifestyle

Question	WORKING STATUS		HOUSEHOLD SIZE				INTERNET ACCESS		
	Total	Working	Not working	1	2	3	4+	Any	None
Raised blood pressure	69%	73%	65%	68%	70%	70%	69%	72%	62%
Kidney disease	27%	28%	25%	26%	24%	28%	30%	28%	22%
Osteoporosis	4%	3%	4%	5%	4%	3%	3%	4%	5%
Obesity	13%	14%	13%	14%	14%	14%	12%	14%	11%
Asthma	2%	2%	3%	2%	3%	3%	1%	2%	3%
Vertigo & tinnitus	2%	1%	2%	2%	2%	1%	1%	2%	2%
Stomach cancer	6%	6%	7%	8%	7%	5%	5%	6%	8%
Diabetes	15%	16%	15%	15%	16%	16%	14%	15%	16%
Stroke	34%	36%	32%	35%	35%	31%	34%	35%	30%
Water retention	22%	23%	22%	21%	24%	20%	21%	23%	18%
Heart disease	61%	65%	57%	60%	63%	58%	61%	62%	58%
Don't Know	11%	8%	13%	13%	11%	10%	9%	9%	17%

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Raw data table 4

Q.2 Which, if any, of the following health conditions is linked to eating too much salt?

Regional data

Question	GOVERNMENT REGIONS											
	Total	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Raised blood pressure	69%	69%	65%	67%	68%	76%	67%	72%	67%	69%	71%	70%
Kidney disease	27%	27%	18%	25%	24%	40%	27%	32%	26%	18%	20%	32%
Osteoporosis	4%	7%	2%	4%	2%	5%	3%	6%	3%	3%	6%	3%
Obesity	13%	16%	13%	18%	12%	12%	12%	15%	14%	10%	11%	14%
Asthma	2%	5%	2%	3%	2%	2%	2%	2%	1%	3%	3%	2%
Vertigo & tinnitus	2%	5%	1%	3%	0	1%	1%	3%	0	3%	1%	1%
Stomach cancer	6%	10%	6%	9%	7%	9%	5%	6%	5%	4%	2%	7%
Diabetes	15%	17%	14%	18%	11%	23%	17%	20%	12%	14%	8%	13%
Stroke	34%	47%	31%	37%	29%	39%	33%	27%	27%	37%	22%	52%
Water retention	22%	16%	18%	23%	22%	30%	26%	18%	25%	17%	9%	28%
Heart disease	61%	67%	56%	60%	61%	64%	62%	58%	59%	65%	55%	70%
Don't Know	11%	9%	16%	11%	9%	6%	13%	8%	10%	14%	11%	12%



Raw data table 5

Q.2 Which, if any, of the following health conditions is linked to eating too much salt?

Child status

Question	Total	HOUSEHOLD SIZE				SOCIAL GRADE WITHIN CHILD IN HOUSEHOLD			
		1	2	3	4+	ABC1		C2DE	
						Yes	No	Yes	No
Question 1)									
Salt Causes Damage	92%	89%	92%	94%	92%	96%	94%	90%	88%
Question 2)									
Raised blood pressure	69%	68%	70%	70%	69%	75%	73%	62%	65%
Kidney disease	27%	26%	24%	28%	30%	34%	28%	25%	23%
Osteoporosis	4%	5%	4%	3%	3%	4%	4%	1%	5%
Obesity	13%	14%	14%	14%	12%	13%	15%	12%	12%
Asthma	2%	2%	3%	3%	1%	2%	2%	1%	4%
Vertigo & tinnitus	2%	2%	2%	1%	1%	0	2%	1%	2%
Stomach cancer	6%	8%	7%	5%	5%	4%	6%	6%	8%
Diabetes	15%	15%	16%	16%	14%	12%	16%	16%	17%
Stroke	34%	35%	35%	31%	34%	35%	36%	31%	32%
Water retention	22%	21%	24%	20%	21%	24%	26%	13%	20%
Heart disease	61%	60%	63%	58%	61%	65%	66%	53%	57%
Don't Know	11%	13%	11%	10%	9%	6%	8%	14%	16%

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