

## Salt Omnibus Survey: August 2009

Q.1 Brand Loyalty  
Base: All adults UK

		SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
		Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base		2267	1024	1243	319	329	501	513	605	413	1053	801	1251	556	460	749	278	1240	642	1625
Weighted Base		2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Always	(4)	758 38%	359 37%	399 39%	110 36%	128 38%	202 39%	171 35%	146 40%	132 33%	381 38%	245 41%h	431 38%	197 37%	130 40%	297 37%	86 33%	375 40%o	250 39%	508 37%
Frequently	(3)	590 30%	309 32%b	282 27%	94 30%	86 26%	144 28%	156 32%	110 30%	144 36%ij	295 30%j	151 25%	357 31% <sup>m</sup>	150 28%	83 25%	231 29%	78 30%	281 30%	168 26%	422 31%q
Sometimes	(2)	351 18%	151 16%	200 19%a	53 17%	63 19%	86 17%	87 18%	61 17%	69 17%	172 17%	110 18%	198 17%	94 18%	59 18%	145 18%	54 20%	152 16%	114 18%	237 17%
Rarely	(1)	187 9%	84 9%	104 10%	32 11%	34 10%	54 10%	36 8%	31 9%	38 10%	93 9%	57 9%	95 8%	56 11%	36 11%	73 9%	30 11%	84 9%	74 12% <sup>r</sup>	113 8%
Never	(0)	80 4%	44 4%	37 4%	9 3%	16 5%	20 4%	26 5%g	9 2%	13 3%	42 4%	26 4%	44 4%	20 4%	16 5%	34 4%	12 5%	34 4%	21 3%	60 4%
Net: Loyal		1699 85%	819 84%	881 86%	257 83%	277 83%	433 84%	415 86%	317 88%	345 87%	849 85%	505 84%	985 86%	442 83%	272 83%	673 84%	218 83%	809 86%	532 84%	1167 85%
Don't know		33 2%	26 3%b	7 1%	9 3%	6 2%	6 1%	6 1%	5 1%	3 1%	18 2%	12 2%	19 2%	12 2%	2 1%	16 2%	3 1%	14 1%	7 1%	26 2%
Mean score		2.89	2.90	2.88	2.88	2.84	2.90	2.86	2.99	2.87	2.90	2.90	2.92	2.87	2.84	2.88	2.76	2.95o	2.88	2.90
Standard deviation		1.14	1.14	1.14	1.12	1.19	1.16	1.15	1.07	1.08	1.15	1.17	1.12	1.15	1.21	1.15	1.17	1.12	1.16	1.13
Standard error		0.02	0.04	0.03	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.05	0.06	0.04	0.07	0.03	0.05	0.03

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Q.1 Brand Loyalty  
Base: All adults UK

		PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
		Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etnc (q)
Unweighted Base		2267	1657	610	1761	206	174	126	92	240	184	149	193	185	254	287	177	2070	194
Weighted Base		2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Always	(4)	758 38%	547 38%	211 37%	639 39%e	61 32%	31 29%	27 44%de	26 32%	79 37%	74 45%	50 35%	75 44%	69 40%	97 39%	111 40%	58 35%	685 38%	72 38%
Frequently	(3)	590 30%	416 29%	174 31%	470 29%	58 31%	46 43%cd	16 26%	26 32%	66 31%	43 26%	39 27%	39 23%	56 32%	69 28%	86 31%	47 28%	542 30%	49 26%
Sometimes	(2)	351 18%	257 18%	94 16%	294 18%	36 19%	13 12%	8 13%	12 15%	34 16%	28 17%	28 19%	34 20%	29 17%	42 17%	50 18%	37 23%	309 17%	40 21%
Rarely	(1)	187 9%	137 10%	51 9%	144 9%	24 13%	13 12%	6 10%	9 10%	20 9%	16 9%	21 15%mn	13 8%	14 8%	15 6%	21 7%	15 9%	172 10%	16 8%
Never	(0)	80 4%	63 4%	17 3%	71 4%	4 2%	3 2%	2 4%	7 8%jl	12 6%l	5 3%	3 2%	7 4%	2 1%	19 8%jn	9 3%	6 4%	71 4%	9 5%
Net: Loyal		1699 85%	1220 85%	479 84%	1404 85%	154 83%	90 85%	51 84%	65 79%	179 83%	145 87%	116 80%	148 87%	155 88%gj	208 84%	247 88%gj	141 86%	1536 85%	161 85%
Don't know		33 2%	9 1%	24 4%a	27 2%	4 2%	1 1%	1 2%	2 3%	4 2%	1 1%	4 3%	2 1%	4 2%	6 3%	3 1%	1 1%	29 2%	4 2%
Mean score		2.89	2.88	2.94	2.90	2.80	2.86	3.01	2.71	2.85	3.00	2.78	2.95	3.03g	2.87	2.97	2.83	2.90	2.86
Standard deviation		1.14	1.16	1.10	1.15	1.11	1.06	1.16	1.26	1.19	1.13	1.16	1.16	1.02	1.23	1.09	1.13	1.14	1.17
Standard error		0.02	0.03	0.05	0.03	0.08	0.08	0.10	0.13	0.08	0.08	0.10	0.08	0.08	0.08	0.06	0.09	0.03	0.09

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef - g/h/i/j/k/l/m/n/o - p/q

\* small base

**Q.1 Brand Loyalty**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE			
	Total	Always (a)	Frequently (b)	Sometimes (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)	
Unweighted Base	2267	867	667	390	217	88	1924	271	593	212	548	640	864	1188	476	
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447	
Always	(4)	758 38%	758 100%bcde f	-	-	-	758 45%bcd e	93 40%i	177 34%	53 27%	180 37%i	255 45%hij l	270 36%i	435 41%hil	167 37%	
Frequently	(3)	590 30%	-	590 100%acd ef	-	-	590 35%acd e	65 28%	168 33%km	71 36%km	139 29%	147 26%	233 31%k	286 27%	121 27%	
Sometimes	(2)	351 18%	-	-	351 100%abde f	-	351 21%abd e	31 14%	94 18%k	49 25%gkl m	97 20%gk	79 14%	125 17%	176 17%	97 22%	
Rarely	(1)	187 9%	-	-	-	187 100%abc ef	-	27 12%	49 10%	16 8%	47 10%	46 8%	77 10%	93 9%	42 10%	
Never	(0)	80 4%	-	-	-	-	80 100%abc df	13 6%	18 4%	5 3%	15 3%	29 5%	32 4%	44 4%	18 4%	
Net: Loyal		1699 85%	758 100%de	590 100%d e	351 100%de	-	1699 100%de	189 82%	439 85%	174 88%	416 86%	481 84%	628 84%	897 85%	385 86%	
Don't know		33 2%	-	-	-	-	-	1 *	7 1%	3 1%	5 1%	16 3%gjl	8 1%	21 2%	2 *	
Mean score		2.89	4.00f	3.00	2.00	1.00	0.00	3.24bc de	2.85	2.86	2.78	2.88	2.99il	2.86	2.94	2.85
Standard deviation		1.14	0.00	0.00	0.00	0.00	0.00	0.77	1.24	1.11	1.02	1.11	1.19	1.15	1.15	
Standard error		0.02	0.00	0.00	0.00	0.00	0.00	0.02	0.08	0.05	0.07	0.05	0.05	0.04	0.03	0.05

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

## Salt Omnibus Survey: August 2009

**Q.2 Reasons to change brand**  
**Base: All loyal brand users UK**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	1924	860	1064	264	273	418	437	532	354	897	673	1075	462	387	626	232	1066	535	1389
Weighted Base	1699	819	881	257	277	433	415	317	345	849	505	985	442	272	673	218	809	532	1167
Lower cost	530 31%	262 32%	268 30%	107 42%efg	120 43%efg	143 33%fg	109 26%g	51 16%	115 33%	252 30%	163 32%	303 31% <sup>m</sup>	162 37% <sup>km</sup>	65 24%	224 33% <sup>p</sup>	79 36% <sup>p</sup>	227 28%	200 38% <sup>r</sup>	329 28%
Less fat	442 26%	178 22%	263 30% <sup>a</sup>	52 20%	67 24%	130 30% <sup>cg</sup>	121 29% <sup>cg</sup>	73 23%	96 28%	229 27%	117 23%	268 27%	106 24%	69 25%	195 29% <sup>p</sup>	64 29% <sup>p</sup>	183 23%	126 24%	316 27%
Less salt	437 26%	188 23%	249 28% <sup>a</sup>	39 15%	63 23% <sup>c</sup>	115 27% <sup>c</sup>	142 34% <sup>cd</sup> eg	77 24% <sup>c</sup>	96 28% <sup>j</sup>	235 28% <sup>j</sup>	106 21%	277 28% <sup>l</sup>	90 20%	69 25%	180 27%	62 29%	195 24%	124 23%	313 27%
Less sugar	395 23%	163 20%	232 26% <sup>a</sup>	37 14%	52 19%	104 24% <sup>c</sup>	123 30% <sup>cd</sup>	78 25% <sup>c</sup>	88 25%	206 24%	101 20%	251 25% <sup>l</sup>	88 20%	56 21%	164 24%	51 24%	180 22%	108 20%	287 25% <sup>q</sup>
Less saturated fat	299 18%	129 16%	170 19%	30 12%	38 14%	77 18% <sup>c</sup>	101 24% <sup>cd</sup> eg	53 17%	80 23% <sup>j</sup>	158 19% <sup>j</sup>	61 12%	197 20% <sup>lm</sup>	61 14%	41 15%	127 19%	45 21%	127 16%	68 13%	231 20% <sup>q</sup>
If it had specific health benefits (e.g. good for the heart)	239 14%	104 13%	135 15%	30 12%	40 15%	62 14%	73 18% <sup>cg</sup>	33 10%	65 19% <sup>ij</sup>	119 14%	55 11%	157 16% <sup>lm</sup>	52 12%	29 11%	103 15%	39 18% <sup>p</sup>	96 12%	79 15%	160 14%
Higher quality ingredients	224 13%	120 15%	104 12%	27 11%	40 15%	71 16% <sup>c</sup>	49 12%	37 12%	72 21% <sup>ij</sup>	105 12%	47 9%	137 14%	56 13%	31 11%	99 15%	32 15%	93 12%	73 14%	151 13%
Other	28 2%	12 2%	15 2%	1 *	3 1%	12 3% <sup>c</sup>	7 2%	6 2%	8 2%	12 1%	8 2%	18 2%	5 1%	6 2%	12 2%	3 2%	12 2%	8 2%	19 2%
Net: Any reason	1281 75%	590 72%	691 78% <sup>a</sup>	192 75% <sup>g</sup>	224 81% <sup>g</sup>	342 79% <sup>g</sup>	315 76% <sup>g</sup>	207 65%	282 82% <sup>j</sup>	649 76% <sup>j</sup>	350 69%	760 77% <sup>m</sup>	335 76% <sup>m</sup>	186 68%	529 79% <sup>p</sup>	179 82% <sup>p</sup>	572 71%	414 78%	867 74%
None	393 23%	210 26% <sup>b</sup>	183 21%	60 23%	51 18%	85 20%	95 23%	102 32% <sup>cd</sup> ef	62 18%	186 22%	145 29% <sup>hi</sup>	210 21%	101 23%	82 30% <sup>kl</sup>	134 20%	37 17%	222 27% <sup>no</sup>	110 21%	283 24%
Don't know	25 1%	18 2% <sup>b</sup>	7 1%	5 2%	2 1%	6 1%	5 1%	8 3% <sup>d</sup>	1 *	14 2%	10 2% <sup>h</sup>	15 1%	6 1%	4 2%	10 1%	1 1%	14 2%	9 2%	17 1%

## Salt Omnibus Survey: August 2009

**Q.2 Reasons to change brand**  
**Base: All loyal brand users UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	1924	1415	509	1502	166	148	108	72	200	160	123	166	165	211	253	152	1760	161
Weighted Base	1699	1220	479	1404	154	90	51	65*	179	145	116	148	155	208	247	141	1536	161
Lower cost	530 31%	374 31%	156 33%	427 30%	58 37%	27 30%	18 35%	19 29%	49 28%	42 29%	39 34%	35 24%	51 33%	62 30%	77 31%	52 37%k	481 31%	48 30%
Less fat	442 26%	337 28%b	104 22%	374 27%	35 22%	20 22%	13 26%	13 20%	53 30%	36 25%	37 32%	37 25%	41 27%	61 29%	63 25%	32 23%	394 26%	48 30%
Less salt	437 26%	333 27%b	103 22%	374 27%	30 19%	19 21%	14 28%	13 20%	56 31%o	35 24%	37 32%o	38 25%	45 29%o	63 30%o	60 24%	27 19%	396 26%	40 25%
Less sugar	395 23%	306 25%b	89 19%	335 24%	33 21%	15 17%	11 23%	13 19%	39 22%	33 23%	25 22%	28 19%	34 22%	60 29%k	73 30%k	29 21%	352 23%	42 26%
Less saturated fat	299 18%	226 19%	73 15%	251 18%	27 18%	11 12%	10 20%	18 28%ij ko	31 17%	23 16%	18 15%	22 15%	36 23%o	42 20%	43 18%	18 13%	275 18%	24 15%
If it had specific health benefits (e.g. good for the heart)	239 14%	179 15%	60 12%	199 14%	22 15%	8 9%	9 18%e	10 15%	30 17%	18 13%	14 12%	32 21%ij mno	24 16%	23 11%	32 13%	17 12%	215 14%	23 14%
Higher quality ingredients	224 13%	167 14%	57 12%	189 13%	22 14%	8 9%	4 8%	8 13%	14 8%	12 8%	8 7%	20 13%	26 17%hi j	39 19%hi j	43 18%hi j	18 13%	201 13%	23 14%
Other	28 2%	21 2%	7 2%	26 2%	1 1%	1 1%	- -	- -	3 2%	3 2%	2 2%	1 1%	5 3%	3 2%	4 2%	5 3%	27 2%	1 *
Net: Any reason	1281 75%	927 76%	353 74%	1073 76%e	109 71%	61 68%	37 74%	45 70%	135 76%	103 71%	83 72%	111 75%	123 80%	173 83%gi jo	197 80%i	102 73%	1148 75%	132 82%p
None	393 23%	277 23%	116 24%	310 22%	43 28%	27 30%c	13 26%	19 29%m	42 23%	40 28%m	32 27%m	36 24%	29 19%	33 16%	47 19%	32 23%	369 24%q	22 14%
Don't know	25 1%	15 1%	10 2%	21 2%	2 1%	2 2%	- -	* 1%	2 1%	2 1%	1 1%	2 1%	3 2%	2 1%	3 1%	7 5%mn	19 1%	6 4%p

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

**Q.2 Reasons to change brand**  
**Base: All loyal brand users UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Unweighted Base	1924	867	667	390	-	-	1924	222	510	185	470	537	732	1007	409
Weighted Base	1699	758	590	351	**	**	1699	189	439	174	416	481	628	897	385
Lower cost	530 31%	186 25%	209 35%a	135 39%af	-	-	530 31%a	52 28%	119 27%	78 45%ghj klm	122 29%	158 33%l	171 27%	280 31%	110 29%
Less fat	442 26%	159 21%	176 30%a	106 30%a	-	-	442 26%a	74 39%ijk m	147 33%ijkm	34 20%	106 26%k	80 17%	221 35%ijkm	187 21%	130 34%
Less salt	437 26%	173 23%	169 29%a	95 27%	-	-	437 26%	95 50%hij klm	158 36%ijkm	34 19%k	100 24%km	50 10%	253 40%ijkm	150 17%k	128 33%
Less sugar	395 23%	149 20%	167 28%af	79 23%	-	-	395 23%a	68 36%ijk m	141 32%ijkm	34 19%	85 20%k	68 14%	209 33%ijkm	152 17%	111 29%
Less saturated fat	299 18%	113 15%	113 19%a	73 21%a	-	-	299 18%	58 31%hij klm	80 18%	27 16%	67 16%	66 14%	139 22%jkm	133 15%	88 23%
If it had specific health benefits (e.g. good for the heart)	239 14%	91 12%	100 17%a	48 14%	-	-	239 14%	32 17%	71 16%	23 13%	55 13%	56 12%	103 16%km	112 12%	68 18%
Higher quality ingredients	224 13%	64 8%	97 16%af	63 18%af	-	-	224 13%a	17 9%	52 12%	30 17%gl	68 16%gl	57 12%	69 11%	125 14%	41 11%
Other	28 2%	13 2%	9 1%	6 2%	-	-	28 2%	3 2%	7 2%	3 2%	6 1%	9 2%	10 2%	15 2%	6 1%
Net: Any reason	1281 75%	498 66%	491 83%af	293 83%af	-	-	1281 75%a	163 86%jkm	365 83%jkm	141 81%jkm	304 73%k	307 64%	528 84%jkm	612 68%	315 82%
None	393 23%	249 33%bcf	95 16%	50 14%	-	-	393 23%bc	24 13%	66 15%	27 16%	108 26%ghi l	168 35%ghi jl	90 14%	276 31%ghi l	68 18%
Don't know	25 1%	11 2%	5 1%	9 2%	-	-	25 1%	2 1%	8 2%	6 3% <i>m</i>	4 1%	5 1%	10 2%	10 1%	2 *

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\*\* very small base (under 30) ineligible for sig testing

**Q.3 Concerned about Salt**  
**Base: All adults UK**

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD	
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	2267	1024	1243	319	329	501	513	605	413	1053	801	1251	556	460	749	278	1240	642	1625
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Yes, I am very concerned	231	100	131	25	30	50	74	50	44	120	67	138	44	49	86	28	116	61	170
(5)	12%	10%	13%	8%	9%	10%	15%cd	14%cd	11%	12%	11%	12%l	8%	15%l	11%	11%	12%	10%	12%
Yes, I am quite concerned	514	252	262	59	78	125	144	108	116	246	152	321	111	81	196	66	252	141	373
(4)	26%	26%	25%	19%	23%	24%	30%cd	30%cd	29%	25%	25%	28%l	21%	25%	25%	25%	27%	22%	27%q
I am neither concerned nor unconcerned	198	104	94	30	40	55	46	26	36	99	63	129	50	19	87	23	88	64	134
(3)	10%	11%	9%	10%	12%g	11%	10%	7%	9%	10%	11%	11% <sup>m</sup>	9% <sup>m</sup>	6%	11%	9%	9%	10%	10%
No, I am not very concerned	483	229	253	87	84	126	100	86	93	240	150	254	149	80	168	82	233	162	321
(2)	24%	24%	25%	28% <sup>f</sup>	25%	25%	21%	24%	23%	24%	25%	22%	28% <sup>k</sup>	24%	21%	31% <sup>np</sup>	25%	25%	24%
No, I am not at all concerned	572	284	288	106	101	156	118	91	111	295	167	299	176	97	259	62	251	206	366
(1)	29%	29%	28%	34% <sup>fg</sup>	30%	30% <sup>f</sup>	24%	25%	28%	29%	28%	26%	33% <sup>k</sup>	30%	33% <sup>op</sup>	24%	27%	32% <sup>r</sup>	27%
Net: Concerned	744	352	392	85	108	175	218	158	159	366	219	459	155	131	281	95	368	202	542
	37%	36%	38%	28%	32%	34%	45% <sup>cd</sup>	44% <sup>cd</sup>	40%	37%	37%	40% <sup>l</sup>	29%	40% <sup>l</sup>	35%	36%	39%	32%	40% <sup>q</sup>
Net: Not Concerned	1055	513	542	193	185	282	218	177	204	534	317	553	325	177	427	144	484	368	687
	53%	53%	53%	63% <sup>ef</sup>	56% <sup>f</sup>	55% <sup>f</sup>	45%	49%	51%	53%	53%	48%	61% <sup>km</sup>	54% <sup>k</sup>	54%	55%	51%	58% <sup>r</sup>	50%
Don't know	3	3	-	-	-	1	2	-	-	3	-	2	-	*	1	*	1	*	2
	*	*	-	-	-	*	*	-	-	*	-	*	-	*	*	*	*	*	*
<b>Mean score</b>	<b>2.67</b>	<b>2.64</b>	<b>2.70</b>	<b>2.39</b>	<b>2.56</b>	<b>2.59</b>	<b>2.91<sup>c</sup></b>	<b>2.83<sup>c</sup></b>	<b>2.72</b>	<b>2.66</b>	<b>2.67</b>	<b>2.78<sup>l</sup></b>	<b>2.43</b>	<b>2.71<sup>l</sup></b>	<b>2.60</b>	<b>2.68</b>	<b>2.73</b>	<b>2.51</b>	<b>2.75<sup>q</sup></b>
<b>Standard deviation</b>	<b>1.41</b>	<b>1.40</b>	<b>1.43</b>	<b>1.35</b>	<b>1.37</b>	<b>1.39</b>	<b>1.45<sup>de</sup></b>	<b>1.44<sup>de</sup></b>	<b>1.41</b>	<b>1.42</b>	<b>1.40</b>	<b>1.41</b>	<b>1.35</b>	<b>1.49</b>	<b>1.43</b>	<b>1.36</b>	<b>1.42</b>	<b>1.39</b>	<b>1.42</b>
<b>Standard error</b>	<b>0.03</b>	<b>0.04</b>	<b>0.04</b>	<b>0.08</b>	<b>0.08</b>	<b>0.06</b>	<b>0.06</b>	<b>0.06</b>	<b>0.07</b>	<b>0.04</b>	<b>0.05</b>	<b>0.04</b>	<b>0.06</b>	<b>0.07</b>	<b>0.05</b>	<b>0.08</b>	<b>0.04</b>	<b>0.05</b>	<b>0.04</b>

## Salt Omnibus Survey: August 2009

**Q.3 Concerned about Salt**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY				
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)	
Unweighted Base	2267	1657	610	1761	206	174	126	92	240	184	149	193	185	254	287	177	2070	194	
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190	
Yes, I am very concerned	(5)	231 12%	170 12%	60 11%	192 12%	16 9%	10 9%	13 21% <sup>cde</sup>	7 8%	20 9%	21 13%	17 11%	21 12%	20 12%	42 17% <sup>ho</sup>	32 11%	12 7%	201 11%	29 15%
Yes, I am quite concerned	(4)	514 26%	382 27%	132 23%	422 26%	48 26%	29 27%	15 25%	16 19%	57 27%	43 26%	31 21%	55 32% <sup>gj</sup>	47 27%	62 25%	74 26%	37 23%	456 25%	56 30%
I am neither concerned nor unconcerned	(3)	198 10%	128 9%	70 12% <sup>a</sup>	174 11%	12 6%	6 6%	5 9%	3 3%	32 15% <sup>gjn</sup>	11 6%	11 8%	19 11% <sup>g</sup>	21 12% <sup>g</sup>	31 13% <sup>gi</sup>	25 9%	21 13% <sup>gi</sup>	164 9%	34 18% <sup>p</sup>
No, I am not very concerned	(2)	483 24%	356 25%	126 22%	420 25% <sup>df</sup>	22 12%	31 29% <sup>df</sup>	10 16%	20 24%	49 23%	45 27%	50 35% <sup>hkl</sup>	37 22%	37 21%	63 25%	74 27%	45 27%	437 24%	45 24%
No, I am not at all concerned	(1)	572 29%	390 27%	182 32% <sup>a</sup>	436 26%	89 48% <sup>ce</sup>	31 29%	17 28%	38 46% <sup>hiklmno</sup>	55 26%	46 28%	36 25%	38 22%	49 28%	49 20%	75 27%	49 30% <sup>m</sup>	546 30% <sup>q</sup>	26 13%
Net: Concerned		744 37%	552 39% <sup>b</sup>	192 34%	614 37%	64 34%	39 36%	28 46% <sup>d</sup>	22 27%	77 36%	65 39%	47 33%	76 45% <sup>gj</sup>	67 39%	104 42% <sup>go</sup>	106 38%	49 30%	658 36%	85 45% <sup>p</sup>
Net: Not Concerned		1055 53%	746 52%	309 54%	855 52%	111 59% <sup>f</sup>	62 58% <sup>f</sup>	27 45%	58 70% <sup>hiklmno</sup>	104 48%	91 55%	86 59% <sup>hklm</sup>	75 44%	86 49%	112 45%	150 53%	94 57% <sup>km</sup>	983 54% <sup>q</sup>	71 37%
Don't know		3 *	3 *	-	3 *	-	-	-	2 1%	-	-	-	-	1 1%	-	-	-	3 *	-
Mean score		2.67	2.71	2.58	2.71 <sup>d</sup>	2.36	2.58	2.95 <sup>d</sup>	2.20	2.71 <sup>g</sup>	2.69 <sup>g</sup>	2.60 <sup>g</sup>	2.90 <sup>g</sup>	2.73 <sup>g</sup>	2.94 <sup>g</sup>	2.69 <sup>g</sup>	2.50	2.63	3.09 <sup>p</sup>
Standard deviation		1.41	1.42	1.41	1.40	1.49	1.39	1.56	1.40	1.35	1.44	1.37	1.39	1.42	1.41	1.40	1.32	1.42	1.29
Standard error		0.03	0.03	0.06	0.03	0.10	0.11	0.14	0.15	0.09	0.11	0.11	0.10	0.10	0.09	0.08	0.10	0.03	0.09

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

**Q.3 Concerned about Salt**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)							SALT CONCERN (Q.3)							TARGET SAMPLE
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Unweighted Base	2267	867	667	390	217	88	1924	271	593	212	548	640	864	1188	476
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Yes, I am very concerned	(5)	231 12%	93 12%	65 11%	31 9%	27 15% <sup>c</sup>	13 17% <sup>c</sup>	189 11%	231 100% <sup>hijklm</sup>	-	-	-	231 31% <sup>hijklm</sup>	-	56 12%
Yes, I am quite concerned	(4)	514 26%	177 23%	168 28% <sup>a</sup>	94 27%	49 26%	18 23%	439 26%	-	514 100% <sup>gijklm</sup>	-	-	514 69% <sup>gijklm</sup>	-	109 24%
I am neither concerned nor unconcerned	(3)	198 10%	53 7%	71 12% <sup>a</sup>	49 14% <sup>af</sup>	16 9%	5 6%	174 10% <sup>a</sup>	-	-	198 100% <sup>ghjk</sup>	-	-	-	39 9%
No, I am not very concerned	(2)	483 24%	180 24%	139 24%	97 28%	47 25%	15 18%	416 25%	-	-	-	483 100% <sup>ghiklm</sup>	-	483 46% <sup>ghikl</sup>	121 27%
No, I am not at all concerned	(1)	572 29%	255 34% <sup>bcd</sup>	147 25%	79 22%	46 25%	29 36% <sup>bc</sup>	481 28% <sup>c</sup>	-	-	-	572 100% <sup>ghijlm</sup>	-	572 54% <sup>ghijl</sup>	121 27%
Net: Concerned		744 37%	270 36%	233 39%	125 36%	77 41%	32 39%	628 37%	231 100% <sup>ijkm</sup>	514 100% <sup>ijklm</sup>	-	-	744 100% <sup>ijklm</sup>	-	165 37%
Net: Not Concerned		1055 53%	435 57% <sup>bcd</sup>	286 48%	176 50%	93 50%	44 54%	897 53%	-	-	483 100% <sup>ghil</sup>	572 100% <sup>ghil</sup>	-	1055 100% <sup>ghil</sup>	243 54%
Don't know		3 *	-	-	-	1 1% <sup>af</sup>	-	-	-	-	-	-	-	-	-
<b>Mean score</b>	<b>2.67</b>	<b>2.57</b>	<b>2.77<sup>a</sup></b>	<b>2.72</b>	<b>2.81<sup>a</sup></b>	<b>2.65</b>	<b>2.67</b>	<b>5.00<sup>lm</sup></b>	<b>4.00<sup>m</sup></b>	<b>3.00<sup>m</sup></b>	<b>2.00<sup>m</sup></b>	<b>1.00</b>	<b>4.31<sup>hijk</sup></b>	<b>1.46<sup>k</sup></b>	<b>2.68</b>
<b>Standard deviation</b>	<b>1.41</b>	<b>1.46</b>	<b>1.38</b>	<b>1.31</b>	<b>1.44</b>	<b>1.56</b>	<b>1.40</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.46<sup>m</sup></b>	<b>0.50</b>	<b>1.42</b>
<b>Standard error</b>	<b>0.03</b>	<b>0.05</b>	<b>0.05</b>	<b>0.07</b>	<b>0.10</b>	<b>0.17</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.01</b>	<b>0.06</b>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

## Salt Omnibus Survey: August 2009

**Q.4 Source of most salt**  
**Base: All adults UK**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	2267	1024	1243	319	329	501	513	605	413	1053	801	1251	556	460	749	278	1240	642	1625
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
The food I buy at the supermarket	1152 58%	555 57%	598 58%	139 45%	178 53% <sup>c</sup>	327 64% <sup>cd</sup>	306 63% <sup>cd</sup>	203 56% <sup>c</sup>	244 61% <sup>j</sup>	584 58%	324 54%	678 59% <sup>l</sup>	284 54%	191 58%	467 59%	165 63% <sup>p</sup>	521 55%	372 59%	781 57%
The food I eat when eating out	268 13%	124 13%	143 14%	74 24% <sup>de</sup>	50 15% <sup>g</sup>	53 10%	60 12% <sup>g</sup>	31 8%	55 14%	146 15% <sup>j</sup>	67 11%	134 12%	104 20% <sup>km</sup>	30 9%	119 15% <sup>p</sup>	42 16% <sup>p</sup>	107 11%	92 15%	175 13%
The salt that I add whilst cooking	228 11%	101 10%	127 12%	36 12%	41 12%	51 10%	43 9%	57 16% <sup>ef</sup>	42 10%	104 10%	82 14% <sup>i</sup>	124 11%	57 11%	47 14%	68 9%	24 9%	135 14% <sup>no</sup>	70 11%	157 12%
The salt that I add whilst eating	225 11%	129 13% <sup>b</sup>	95 9%	38 12%	47 14% <sup>f</sup>	57 11%	46 10%	36 10%	47 12%	108 11%	70 12%	142 12%	50 9%	33 10%	103 13% <sup>o</sup>	19 7%	103 11%	70 11%	154 11%
Other	19 1%	12 1%	8 1%	3 1%	* *	2 *	8 2% <sup>d</sup>	5 2% <sup>d</sup>	7 2%	8 1%	5 1%	11 1%	6 1%	2 1%	7 1%	3 1%	9 1%	4 1%	16 1%
Don't know	108 5%	52 5%	56 5%	17 6%	17 5%	24 5%	21 4%	30 8% <sup>ef</sup>	5 1%	51 5% <sup>h</sup>	52 9% <sup>hi</sup>	55 5%	29 5%	24 7% <sup>k</sup>	32 4%	10 4%	66 7% <sup>no</sup>	26 4%	82 6%

**Q.4 Source of most salt**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	2267	1657	610	1761	206	174	126	92	240	184	149	193	185	254	287	177	2070	194
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
The food I buy at the supermarket	1152 58%	834 58%	318 56%	936 57%	114 61%	64 60%	38 64%	45 54%	119 55%	103 62% <sub>m</sub>	98 67% <sub>hk</sub>	91 54%	103 59%	124 50%	166 59% <sub>m</sub>	85 52%	1080 60% <sub>q</sub>	69 36%
The food I eat when eating out	268 13%	187 13%	81 14%	237 14% <sub>de</sub>	16 8%	9 9%	6 10%	13 16%	31 14%	19 11%	22 15%	15 9%	21 12%	57 23% <sub>hi</sub>	35 12%	24 14%	227 13%	41 21% <sub>p</sub>
The salt that I add whilst cooking	228 11%	172 12%	56 10%	184 11%	23 12%	15 14%	5 8%	6 7%	20 9%	11 6%	8 6%	28 17% <sub>gh</sub>	18 10%	33 13% <sub>ij</sub>	42 15% <sub>ij</sub>	18 11%	186 10%	41 22% <sub>p</sub>
The salt that I add whilst eating	225 11%	147 10%	77 14% <sub>a</sub>	179 11%	24 13%	13 12%	8 14%	14 16% <sub>jm</sub>	27 12% <sub>j</sub>	23 14% <sub>j</sub>	8 5%	20 11%	21 12% <sub>j</sub>	19 8%	26 9%	22 14% <sub>j</sub>	206 11%	19 10%
Other	19 1%	14 1%	5 1%	16 1%	1 1%	1 1%	1 2%	1 1%	- 1%	1 1%	1 1%	2 1%	2 1%	1 *	6 2% <sub>h</sub>	1 1%	18 1%	1 1%
Don't know	108 5%	75 5%	33 6%	95 6%	8 4%	5 4%	1 2%	4 5%	19 9% <sub>n</sub>	9 6% <sub>n</sub>	8 6% <sub>n</sub>	14 8% <sub>n</sub>	9 5%	12 5%	6 2%	13 8% <sub>n</sub>	89 5%	19 10% <sub>p</sub>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

**Q.4 Source of most salt**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Unweighted Base	2267	867	667	390	217	88	1924	271	593	212	548	640	864	1188	476
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
The food I buy at the supermarket	1152 58%	428 56%	359 61%	204 58%	108 57%	42 52%	991 58%	154 67%hik m	297 58%	109 55%	292 61%k	300 52%	451 61%k	592 56%	275 62%
The food I eat when eating out	268 13%	94 12%	82 14%	49 14%	26 14%	11 14%	225 13%	32 14%	68 13%	34 17%	55 11%	79 14%	100 13%	134 13%	62 14%
The salt that I add whilst cooking	228 11%	93 12%b	51 9%	46 13%b	24 13%	11 14%	190 11%	20 9%	62 12%	21 11%	50 10%	74 13%	82 11%	124 12%	55 12%
The salt that I add whilst eating	225 11%	98 13%c	63 11%	30 9%	19 10%	11 14%	191 11%	15 6%	63 12%gi	12 6%	52 11%	83 14%gil	78 10%	135 13%gi	34 8%
Other	19 1%	10 1%	7 1%	1 *	- -	- -	18 1%	2 1%	4 1%	1 1%	4 1%	8 1%	6 1%	12 1%	1 *
Don't know	108 5%	36 5%	28 5%	20 6%	11 6%	5 6%	84 5%	8 4%	20 4%	21 11%ghjk lm	30 6%l	28 5%	28 4%	58 5%	19 4%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Fe-male (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	2267	1024	1243	319	329	501	513	605	413	1053	801	1251	556	460	749	278	1240	642	1625
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
<b>Net: Any Tinned Food</b>	<b>139</b>	<b>66</b>	<b>73</b>	<b>10</b>	<b>14</b>	<b>42</b>	<b>53</b>	<b>19</b>	<b>40</b>	<b>57</b>	<b>42</b>	<b>86</b>	<b>22</b>	<b>31</b>	<b>66</b>	<b>20</b>	<b>53</b>	<b>35</b>	<b>104</b>
	7%	7%	7%	3%	4%	8%cd	11%cdg	5%	10%i	6%	7%	7%l	4%	10%l	8%p	8%	6%	6%	8%
Tinned Food	100	49	51	9	10	35	34	12	30	45	25	60	18	22	52	12	36	27	73
	5%	5%	5%	3%	3%	7%cdg	7%cdg	3%	8%ij	4%	4%	5%	3%	7%l	7%p	5%	4%	4%	5%
Baked Beans	34	15	19	3	2	6	18	4	13	9	12	24	5	6	12	10	12	9	25
	2%	2%	2%	1%	1%	1%	4%cdg	1%	3%i	1%	2%	2%	1%	2%	2%	4%np	1%	1%	2%
Tinned Soup	6	3	3	-	1	1	2	3	3	1	2	4	-	2	2	-	4	1	5
	*	*	*	-	*	*	*	1%	1%i	*	*	*	-	1%	*	-	*	*	*
Tinned peas	5	3	2	-	-	2	3	*	2	2	1	5	-	1	4	-	1	1	4
	*	*	*	-	-	*	1%	*	1%	*	*	*	-	*	1%	-	*	*	*
Tinned meat	4	1	3	-	1	1	1	2	-	1	3	2	1	2	-	1	3	-	4
	*	*	*	-	*	*	*	*	-	*	*	*	*	*	-	*	*	-	*
Tinned Spaghetti	2	1	1	-	-	1	-	1	-	1	1	1	-	1	-	-	2	-	2
	*	*	*	-	-	*	-	*	-	*	*	*	-	*	-	-	*	-	*
<b>Net: Any meat</b>	<b>294</b>	<b>176</b>	<b>118</b>	<b>39</b>	<b>45</b>	<b>77</b>	<b>71</b>	<b>61</b>	<b>65</b>	<b>141</b>	<b>88</b>	<b>175</b>	<b>72</b>	<b>47</b>	<b>118</b>	<b>26</b>	<b>151</b>	<b>90</b>	<b>204</b>
	15%	18%b	11%	13%	14%	15%	15%	17%	16%	14%	15%	15%	14%	14%	15%o	10%	16%o	14%	15%
Bacon / gammon	118	67	51	12	17	30	33	27	24	56	38	75	26	18	50	8	60	35	84
	6%	7%	5%	4%	5%	6%	7%	7%c	6%	6%	6%	7%	5%	5%	6%	3%	6%o	5%	6%
Meat	65	47	18	7	15	25	7	12	18	28	20	42	17	6	31	5	29	30	36
	3%	5%b	2%	2%	4%f	5%f	1%	3%f	4%	3%	3%	4%	3%	2%	4%	2%	3%	5%r	3%
Processed meat	32	20	12	4	2	8	12	7	10	15	6	22	5	6	14	2	17	6	26
	2%	2%	1%	1%	*	2%	2%d	2%	3%j	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%
Sausages	31	15	16	3	9	9	5	6	5	15	11	16	10	5	13	3	15	16	15
	2%	2%	2%	1%	3%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	3%r	1%
Ham	21	5	16	1	5	3	4	7	4	14	4	14	3	5	3	4	14	7	14
	1%	1%	2%a	*	1%	1%	1%	2%e	1%	1%	1%	1%	1%	1%	*	2%n	1%n	1%	1%

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Burgers	19 1%	11 1%	8 1%	7 2%fg	3 1%	6 1%	2 *	1 *	4 1%	10 1%	4 1%	11 1%	7 1%	1 *	8 1%	2 1%	9 1%	9 1%	10 1%
Cooked meat	15 1%	9 1%	6 1%	2 1%	-	8 2% <sup>d</sup>	3 1%	3 1%	4 1%	6 1%	5 1%	9 1%	2 *	4 1%	7 1%	2 1%	7 1%	4 1%	11 1%
Chicken	15 1%	10 1%	5 1%	5 2%fg	4 1%	4 1%	1 *	1 *	1 *	6 1%	7 1%	4 *	8 1% <sup>k</sup>	3 1%	6 1%	1 *	8 1%	7 1%	8 1%
Beef	8 *	4 *	4 *	1 *	4 1% <sup>f</sup>	1 *	1 *	1 *	-	6 1%	2 *	2 *	5 1% <sup>k</sup>	1 *	5 1%	1 *	2 *	5 1%	3 *
Pork	6 *	5 1%	1 *	1 *	2 *	-	3 1%	1 *	-	6 1%	1 *	3 *	1 *	2 1%	2 *	1 *	4 *	1 *	6 *
Fried chicken	5 *	3 *	2 *	2 1%	1 *	-	2 *	-	1 *	2 *	2 *	1 *	3 1%	1 *	2 *	1 *	2 *	-	5 *
Tinned meat	4 *	1 *	3 *	-	1 *	1 *	1 *	2 *	-	1 *	3 *	2 *	1 *	2 *	-	1 *	3 *	-	4 *
Sausage Rolls	2 *	2 *	-	-	-	2 *	1 *	-	2 1% <sup>i</sup>	-	-	2 *	-	-	2 *	1 *	-	-	2 *
Chicken Nuggets	2 *	-	2 *	-	1 *	-	1 *	-	-	1 *	1 *	2 *	-	-	-	-	2 *	1 *	1 *
Lamb	2 *	2 *	-	-	-	2 *	-	-	-	2 *	-	-	-	2 * <sup>k</sup>	2 *	-	-	-	2 *
Corned Beef	1 *	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 * <sup>k</sup>	-	-	1 *	-	1 *
Salami	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	-	-	1 *
Turkey	1 *	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
<b>Net: Any bread-based</b>	<b>169 8%</b>	<b>87 9%</b>	<b>82 8%</b>	<b>16 5%</b>	<b>29 9%</b>	<b>44 9%</b>	<b>47 10%<sup>c</sup></b>	<b>32 9%<sup>c</sup></b>	<b>51 13%<sup>ij</sup></b>	<b>79 8%</b>	<b>39 7%</b>	<b>112 10%<sup>m</sup></b>	<b>38 7%</b>	<b>20 6%</b>	<b>72 9%</b>	<b>23 9%</b>	<b>73 8%</b>	<b>48 8%</b>	<b>121 9%</b>

## Salt Omnibus Survey: August 2009

Q.5 Foods with most salt - Spontaneous  
Base: All adults UK

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Bread	166 8%	85 9%	81 8%	14 5%	28 8%	44 9% <sup>c</sup>	47 10% <sup>cd</sup>	32 9% <sup>c</sup>	51 13% <sup>ij</sup>	76 8%	39 7%	112 10% <sup>lm</sup>	35 7%	20 6%	71 9%	22 8%	73 8%	47 7%	119 9%
Sandwiches	3 *	2 *	1 *	2 1%	1 *	-	-	-	-	3 *	-	-	3 1% <sup>k</sup>	-	1 *	1 *	1 *	1 *	2 *
<b>Net: Any cereals</b>	<b>134 7%</b>	<b>64 7%</b>	<b>70 7%</b>	<b>10 3%</b>	<b>12 4%</b>	<b>35 7%<sup>c</sup></b>	<b>47 10%<sup>cd</sup></b>	<b>30 8%<sup>cd</sup></b>	<b>38 10%<sup>ij</sup></b>	<b>65 6%</b>	<b>30 5%</b>	<b>93 8%<sup>l</sup></b>	<b>22 4%</b>	<b>19 6%</b>	<b>55 7%</b>	<b>17 7%</b>	<b>62 7%</b>	<b>33 5%</b>	<b>101 7%</b>
Cereals	125 6%	58 6%	67 6%	8 3%	12 4%	33 6% <sup>c</sup>	45 9% <sup>cd</sup>	27 7% <sup>cd</sup>	36 9% <sup>j</sup>	60 6%	29 5%	86 8% <sup>l</sup>	21 4%	18 6%	54 7%	16 6%	55 6%	29 5%	95 7% <sup>q</sup>
Cornflakes	6 *	4 *	2 *	2 1%	-	2 *	1 *	1 *	3 1%	2 *	1 *	5 *	1 *	-	1 *	-	5 1%	3 1%	3 *
Porridge	4 *	1 *	2 *	-	-	-	1 *	2 1% <sup>ee</sup>	-	3 *	1 *	2 *	-	1 *	-	1 *	2 *	-	4 *
Special K	1 *	-	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	1 *
All Bran	1 *	1 *	-	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	1 *
<b>Net: Any dairy-based</b>	<b>73 4%</b>	<b>28 3%</b>	<b>44 4%</b>	<b>5 2%</b>	<b>15 5%<sup>c</sup></b>	<b>16 3%</b>	<b>20 4%</b>	<b>16 5%<sup>c</sup></b>	<b>22 5%</b>	<b>32 3%</b>	<b>18 3%</b>	<b>51 4%<sup>m</sup></b>	<b>15 3%</b>	<b>7 2%</b>	<b>25 3%</b>	<b>12 4%</b>	<b>36 4%</b>	<b>16 3%</b>	<b>57 4%</b>
Butter / margarine	40 2%	19 2%	21 2%	2 1%	11 3% <sup>c</sup>	8 2%	9 2%	10 3% <sup>c</sup>	6 2%	21 2%	13 2%	28 2%	7 1%	5 2%	14 2%	5 2%	21 2%	10 2%	30 2%
Cheese	35 2%	9 1%	25 2% <sup>a</sup>	2 1%	7 2%	7 1%	11 2%	9 2% <sup>c</sup>	16 4% <sup>ij</sup>	13 1%	6 1%	23 2%	8 2%	3 1%	11 1%	7 3%	17 2%	6 1%	29 2%
Yogurt	2 *	-	2 *	1 *	-	1 *	-	-	1 *	1 *	-	2 *	-	-	-	1 *	1 *	2 *	-
Eggs	* *	- *	* *	- *	- *	- *	- *	- *	- *	* *	- *	* *	- *	- *	- *	- *	* *	- *	* *
<b>Net: Any ready meals</b>	<b>413 21%</b>	<b>176 18%</b>	<b>237 23%<sup>a</sup></b>	<b>54 17%</b>	<b>69 21%<sup>g</sup></b>	<b>129 25%<sup>cg</sup></b>	<b>106 22%<sup>g</sup></b>	<b>55 15%</b>	<b>93 23%<sup>j</sup></b>	<b>223 22%<sup>j</sup></b>	<b>97 16%</b>	<b>252 22%</b>	<b>97 18%</b>	<b>63 19%</b>	<b>182 23%<sup>p</sup></b>	<b>67 26%<sup>p</sup></b>	<b>164 17%</b>	<b>132 21%</b>	<b>281 21%</b>

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD	
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Ready meals/Pre-prepared food	379 19%	160 16%	219 21%a	45 15%	64 19%	122 24%cg	97 20%g	51 14%	90 22%j	209 21%j	81 13%	235 21%	88 17%	56 17%	171 21%p	62 24%p	146 15%	116 18%	263 19%
Curries	16 1%	9 1%	7 1%	2 1%	3 1%	4 1%	5 1%	2 1%	1 *	6 1%	9 1%	9 1%	3 1%	5 1%	6 1%	1 *	9 1%	8 1%	8 1%
Microwave Meals	12 1%	6 1%	6 1%	5 2%fg	3 1%g	2 *	1 *	- *	1 *	5 1%	5 1%	6 1%	6 1%	- *	4 *	2 1%	5 1%	6 1%	6 *
Convenience Foods	11 1%	4 *	7 1%	2 1%	- -	2 *	3 1%	3 1%	1 *	6 1%	4 1%	6 *	2 *	3 1%	3 *	1 *	7 1%	2 *	8 1%
<b>Net: Any snacks</b>	<b>388 19%</b>	<b>174 18%</b>	<b>214 21%</b>	<b>81 26%fg</b>	<b>74 22%fg</b>	<b>105 20%g</b>	<b>77 16%</b>	<b>52 14%</b>	<b>91 23%j</b>	<b>199 20%</b>	<b>97 16%</b>	<b>235 21%m</b>	<b>111 21%m</b>	<b>43 13%</b>	<b>146 18%</b>	<b>63 24%</b>	<b>179 19%</b>	<b>152 24%r</b>	<b>236 17%</b>
Crisps	328 16%	144 15%	184 18%	72 23%fg	62 18%fg	90 17%g	63 13%	42 12%	75 19%j	171 17%	82 14%	194 17%m	95 18%m	38 12%	120 15%	54 21%n	154 16%	129 20%r	198 15%
Snacks	52 3%	24 2%	29 3%	12 4%g	13 4%g	16 3%g	9 2%g	2 *	14 3%	27 3%	12 2%	37 3%	11 2%	5 1%	23 3%p	15 6%p	14 2%	28 4%r	24 2%
Biscuits	33 2%	13 1%	20 2%	2 1%	3 1%	8 2%	11 2%	9 2%	10 2%	16 2%	7 1%	21 2%	8 1%	4 1%	13 2%	1 *	19 2%	8 1%	25 2%
Nuts / Peanuts	24 1%	12 1%	13 1%	6 2%	4 1%	5 1%	7 1%	2 1%	3 1%	16 2%	6 1%	15 1%	8 2%	1 *	7 1%	5 2%	12 1%	8 1%	16 1%
Cake	8 *	3 *	5 *	- -	1 *	1 *	2 *	4 1%ce	3 1%	3 *	2 *	5 *	1 *	2 1%	- -	- -	8 1%n	1 *	7 *
Chocolate	3 *	3 *	1 *	2 1%	1 *	1 *	- -	- -	1 *	3 *	- -	1 *	2 *	- -	3 *	1 *	- -	3 *r	1 *
Popcorn	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	2 *	- -	- -	- -	2 *
Crackers	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 *
Pork Scratchings	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	* *	- -	* *

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Fe-male (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
<b>Net: Any soups</b>	<b>27</b>	<b>12</b>	<b>15</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>17</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>2</b>	<b>16</b>	<b>6</b>	<b>21</b>
	1%	1%	1%	1%	1%	1%	2%	3%e	3%i	1%	1%	1%	1%	2%l	1%	1%	2%	1%	2%
Soups	22	9	13	3	3	2	7	6	7	10	5	13	3	6	7	2	13	5	16
	1%	1%	1%	1%	1%	*	2%	2%e	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Tinned Soup	6	3	3	-	1	1	2	3	3	1	2	4	-	2	2	-	4	1	5
	*	*	*	-	*	*	*	1%	1%i	*	*	*	-	1%	*	-	*	*	*
<b>Net: Any vegetables</b>	<b>65</b>	<b>29</b>	<b>35</b>	<b>6</b>	<b>9</b>	<b>20</b>	<b>16</b>	<b>14</b>	<b>12</b>	<b>33</b>	<b>20</b>	<b>39</b>	<b>16</b>	<b>9</b>	<b>21</b>	<b>12</b>	<b>32</b>	<b>14</b>	<b>50</b>
	3%	3%	3%	2%	3%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	4%
Beans	36	20	16	6	4	11	9	5	9	16	11	21	10	5	13	7	16	10	25
	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Vegetables	26	8	18	-	3	8	6	8	4	15	8	16	6	4	8	4	15	4	22
	1%	1%	2%	-	1%	2%c	1%c	2%c	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%
Peas	6	3	4	-	2	2	1	1	*	3	3	3	2	1	-	2	4	-	6
	*	*	*	-	*	*	*	*	*	*	*	*	*	*	-	1%n	*	-	*
<b>Net: Any carbohydrate-based</b>	<b>112</b>	<b>58</b>	<b>54</b>	<b>35</b>	<b>24</b>	<b>24</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>53</b>	<b>44</b>	<b>54</b>	<b>46</b>	<b>12</b>	<b>45</b>	<b>11</b>	<b>55</b>	<b>40</b>	<b>72</b>
	6%	6%	5%	11%efg	7%fg	5%	3%	4%	4%	5%	7%h	5%	9%km	4%	6%	4%	6%	6%	5%
Chips	68	37	31	28	16	12	7	6	11	28	29	29	36	3	29	6	32	29	39
	3%	4%	3%	9%defg	5%fg	2%	2%	2%	3%	3%	5%i	3%g	7%km	1%	4%	2%	3%	5%	3%
Potatoes	34	16	19	4	5	11	7	8	5	18	12	20	6	9	12	3	19	9	26
	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	1%	2%	1%	2%
Pasta	12	6	6	2	4	4	1	*	*	8	3	7	4	2	7	1	4	3	9
	1%	1%	1%	1%	1%g	1%	*	*	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%
Rice	2	1	1	1	1	-	-	-	-	1	1	1	1	-	-	-	2	1	1
	*	*	*	*	*	-	-	-	-	*	*	*	*	-	-	-	*	*	*
<b>Net: Any condiments</b>	<b>109</b>	<b>48</b>	<b>61</b>	<b>19</b>	<b>32</b>	<b>31</b>	<b>17</b>	<b>11</b>	<b>32</b>	<b>60</b>	<b>17</b>	<b>64</b>	<b>32</b>	<b>12</b>	<b>61</b>	<b>16</b>	<b>32</b>	<b>39</b>	<b>70</b>
	5%	5%	6%	6%g	9%fg	6%g	4%	3%	8%j	6%j	3%	6%	6%	4%	8%p	6%p	3%	6%	5%
Sauces / ready made sauces	70	33	37	11	25	21	11	2	22	37	11	43	20	7	40	10	20	28	41
	3%	3%	4%	3%g	8%cef	4%g	2%g	1%	5%j	4%j	2%	4%	4%	2%	5%p	4%	2%	4%	3%

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD	
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Ketchup	17 1%	9 1%	7 1%	2 1%	6 2%	4 1%	2 *	2 1%	8 2%j	8 1%	1 *	11 1%	5 1%	1 *	12 2%p	1 *	3 *	6 1%	11 1%
Gravy	16 1%	4 *	12 1%	2 1%	-	6 1%	3 1%	5 1% <sup>d</sup>	4 1%	8 1%	4 1%	7 1%	5 1%	4 1%	6 1%	1 *	10 1%	5 1%	11 1%
Spices / seasonings	6 *	3 *	3 *	-	2 1%	1 *	3 1%	-	1 *	4 *	1 *	3 *	2 *	1 *	4 1%p	2 1%p	-	1 *	5 *
Mayonaise	4 *	-	4 *	3 1%f	-	1 *	-	-	1 *	3 *	-	3 *	1 *	-	1 *	1 1%	1 *	-	4 *
Pepper	1 *	-	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	1 1%np	-	-	1 *
Dressings / salad dressings	1 *	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *
Pickles	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	1 *	-	-	-	-	1 *	-	1 *
<b>Net: Any sandwich fillings</b>	<b>6 *</b>	<b>2 *</b>	<b>4 *</b>	<b>1 *</b>	<b>1 *</b>	<b>-</b>	<b>1 *</b>	<b>3 1%<sup>ee</sup></b>	<b>2 1%</b>	<b>2 *</b>	<b>1 *</b>	<b>4 *</b>	<b>-</b>	<b>1 *</b>	<b>1 *</b>	<b>1 *</b>	<b>4 *</b>	<b>1 *</b>	<b>5 *</b>
Marmite	4 *	1 *	3 *	-	1 *	-	1 *	3 1% <sup>ee</sup>	1 *	2 *	1 *	4 *	-	1 *	-	1 *	3 *	1 *	4 *
Peanut Butter	1 *	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	1 *
Sandwich fillers	1 *	1 *	-	1 *	-	-	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	1 *
Jam	1 *	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	1 *
<b>Net: Any fast food/take away</b>	<b>84 4%</b>	<b>50 5%<sup>b</sup></b>	<b>34 3%</b>	<b>19 6%<sup>g</sup></b>	<b>15 5%<sup>g</sup></b>	<b>28 5%<sup>g</sup></b>	<b>17 3%<sup>g</sup></b>	<b>5 1%</b>	<b>20 5%</b>	<b>38 4%</b>	<b>26 4%</b>	<b>45 4%</b>	<b>32 6%<sup>m</sup></b>	<b>6 2%</b>	<b>42 5%</b>	<b>10 4%</b>	<b>32 3%</b>	<b>28 4%</b>	<b>56 4%</b>
Take away food	49 2%	29 3%	19 2%	9 3% <sup>g</sup>	9 3% <sup>g</sup>	16 3% <sup>g</sup>	11 2%	3 1%	8 2%	26 3%	14 2%	29 3% <sup>m</sup>	17 3% <sup>m</sup>	3 1%	25 3%	6 2%	18 2%	16 2%	33 2%

## Salt Omnibus Survey: August 2009

Q.5 Foods with most salt - Spontaneous  
Base: All adults UK

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD	
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Fast Food	28 1%	17 2%	11 1%	9 3%fg	6 2%	8 2%	3 1%	2 1%	8 2%	10 1%	10 2%	11 1%	15 3%km	3 1%	13 2%	5 2%	10 1%	8 1%	21 2%
Junk Food	9 *	3 *	5 1%	2 1%	1 *	4 1%	2 *	- -	3 1%	2 *	3 1%	4 *	3 1%	1 *	2 *	1 *	5 1%	5 1%	4 *
Mac Donalds	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *
<b>Net: Any types of food (non-specific)</b>	<b>733 37%</b>	<b>337 35%</b>	<b>396 38%</b>	<b>77 25%</b>	<b>107 32%</b>	<b>243 47%cd</b>	<b>209 43%cd</b>	<b>97 27%</b>	<b>190 48%ij</b>	<b>380 38%j</b>	<b>163 27%</b>	<b>469 41%lm</b>	<b>157 30%</b>	<b>107 33%</b>	<b>335 42%p</b>	<b>112 43%p</b>	<b>286 30%</b>	<b>232 37%</b>	<b>501 37%</b>
Ready meals/Pre-prepared food	379 19%	160 16%	219 21%a	45 15%	64 19%	122 24%cg	97 20%g	51 14%	90 22%j	209 21%j	81 13%	235 21%	88 17%	56 17%	171 21%p	62 24%p	146 15%	116 18%	263 19%
Processed Foods	267 13%	136 14%	131 13%	16 5%	27 8%	97 19%cd	94 19%cdg	34 9%cd	94 24%ij	130 13%j	44 7%	189 17%lm	46 9%	32 10%	127 16%p	41 15%p	100 11%	95 15%	172 13%
Tinned Food	100 5%	49 5%	51 5%	9 3%	10 3%	35 7%cdg	34 7%cdg	12 3%	30 8%ij	45 4%	25 4%	60 5%	18 3%	22 7%l	52 7%p	12 5%	36 4%	27 4%	73 5%
Frozen food	30 2%	14 1%	17 2%	4 1%	4 1%	9 2%	9 2%	5 1%	2 1%	18 2%	10 2%	16 1%	6 1%	8 2%	13 2%	7 3%	10 1%	11 2%	19 1%
Eating out	13 1%	4 *	9 1%	1 *	1 *	3 1%	2 1%	5 1%	4 1%	4 *	5 1%	8 1%	2 *	2 1%	3 *	2 1%	8 1%	3 *	10 1%
Microwave Meals	12 1%	6 1%	6 1%	5 2%fg	3 1%g	2 *	1 *	- -	1 *	5 1%	5 1%	6 1%	6 1%	- -	4 *	2 1%	5 1%	6 1%	6 *
Convenience Foods	11 1%	4 *	7 1%	2 1%	- -	2 *	3 1%	3 1%	1 *	6 1%	4 1%	6 *	2 *	3 1%	3 *	1 *	7 1%	2 *	8 1%
Chinese	9 *	4 *	4 *	2 1%	- -	2 *	2 *	2 1%	* *	6 1%	2 *	5 *	3 1%	1 *	4 1%	1 *	3 *	1 *	8 1%
Fried Food	8 *	6 1%	2 *	1 *	1 *	6 1%fg	- -	1 *	- -	7 1%	2 *	7 1%	1 *	1 *	6 1%	- -	3 *	2 *	6 *
Supermarket Foods	8 *	5 1%	3 *	- -	2 1%	2 *	2 *	1 *	* *	2 *	5 1%	4 *	3 1%	1 *	2 *	- -	6 1%	1 *	7 1%

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD	
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Indian	3	3	1	1	1	-	1	1	*	*	3	3	1	-	1	*	2	2	2
Weight Watchers Meals / Slimmers Meals	2	1	1	-	1	-	1	*	-	2	-	2	-	-	2	-	*	-	2
Eastern Food	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1
<b>Net: Any other</b>	<b>184</b>	<b>102</b>	<b>82</b>	<b>35</b>	<b>38</b>	<b>38</b>	<b>42</b>	<b>31</b>	<b>33</b>	<b>89</b>	<b>62</b>	<b>105</b>	<b>47</b>	<b>32</b>	<b>70</b>	<b>22</b>	<b>92</b>	<b>58</b>	<b>126</b>
	9%	10%	8%	11%	11%	7%	9%	9%	8%	9%	10%	9%	9%	10%	9%	8%	10%	9%	9%
Salt I add myself	34	18	16	4	7	9	10	4	9	14	11	21	6	7	14	5	16	10	24
	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%
Pizza	32	17	14	11	8	6	4	3	6	17	9	22	8	2	17	4	10	12	20
	2%	2%	1%	3%efg	2%	1%	1%	1%	2%	2%	1%	2% <sup>m</sup>	1%	*	2%	2%	1%	2%	1%
Fish	31	14	18	6	8	3	8	6	5	13	14	15	9	8	10	4	18	9	23
	2%	1%	2%	2%	2% <sup>e</sup>	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%
Pies / Pasties	20	16	5	2	2	3	7	6	4	8	8	13	3	4	5	1	14	6	14
	1%	2% <sup>b</sup>	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
All food	14	7	7	3	1	3	2	5	2	6	6	7	3	4	5	-	9	4	10
	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Fish and Chips	13	8	5	2	5	4	2	1	-	6	7	8	4	1	6	-	7	3	10
	1%	1%	*	1%	1%	1%	*	*	-	1%	1% <sup>h</sup>	1%	1%	*	1%	-	1%	*	1%
Salads	4	3	2	1	-	-	2	1	1	3	1	2	1	1	-	2	3	1	4
	*	*	*	*	-	-	*	*	*	*	*	*	*	*	-	1% <sup>n</sup>	*	*	*
Kebab	3	3	-	2	1	-	-	-	1	1	1	1	2	-	1	2	-	2	1
	*	*	-	1%	*	-	-	-	*	*	*	*	*	-	*	1% <sup>p</sup>	-	*	*
Fruit	3	1	2	-	-	3	-	-	-	2	1	1	2	-	3	-	-	1	2
	*	*	*	-	-	1%	-	-	-	*	*	*	*	-	*	-	-	*	*
Pot noodles	3	1	2	-	2	1	-	-	-	2	1	3	-	-	1	1	1	1	2
	*	*	*	-	1%	*	-	-	-	*	*	*	-	-	*	*	*	*	*
Fish Fingers	2	2	1	-	-	2	-	-	1	2	-	2	-	-	2	-	1	1	2
	*	*	*	-	-	*	-	-	*	*	-	*	-	-	*	-	*	*	*

## Q.5 Foods with most salt - Spontaneous

Base: All adults UK

	SEX			AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD	
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Lasagne	2	2	-	-	1	-	1	-	-	1	1	2	-	-	1	1	-	2	-
	*	*	-	-	*	-	*	-	-	*	*	*	-	-	*	*	-	*	-
Oils	2	2	*	-	2	-	-	*	-	2	-	2	-	-	-	-	2	-	2
	*	*	*	-	*	-	-	*	-	*	-	*	-	-	-	-	*	-	*
Lettuce	1	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-
	*	*	-	*	-	-	-	-	-	*	-	*	-	-	*	-	-	*	-
Pikelets	*	*	-	-	-	-	-	*	-	*	-	*	-	-	-	-	*	-	*
	*	*	-	-	-	-	-	*	-	*	-	*	-	-	-	-	*	-	*
Other	30	15	14	5	3	7	9	6	5	18	7	13	9	8	9	4	16	9	21
	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%
Don't know	414	198	215	85	61	74	92	102	44	200	170	205	122	87	130	47	237	120	294
	21%	20%	21%	27% <sub>f</sub>	18%	14%	19%	28% <sub>de</sub>	11%	20% <sub>h</sub>	28% <sub>hi</sub>	18%	23% <sub>k</sub>	27% <sub>k</sub>	16%	18%	25% <sub>no</sub>	19%	22%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m - n/o/p - q/r

## Salt Omnibus Survey: August 2009

Q.5 Foods with most salt - Spontaneous  
Base: All adults UK

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	2267	1657	610	1761	206	174	126	92	240	184	149	193	185	254	287	177	2070	194
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
<b>Net: Any Tinned Food</b>	<b>139</b>	<b>116</b>	<b>23</b>	<b>111</b>	<b>14</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>13</b>	<b>13</b>	<b>7</b>	<b>6</b>	<b>15</b>	<b>18</b>	<b>22</b>	<b>10</b>	<b>130</b>	<b>8</b>
	7%	8%b	4%	7%	7%	7%	11%	8%	6%	8%	5%	4%	8%	7%	8%	6%	7%	4%
Tinned Food	100	84	16	82	9	3	7	4	9	10	6	5	12	14	15	8	93	6
	5%	6%b	3%	5%	5%	2%	11%code	5%	4%	6%	4%	3%	7%	6%	5%	5%	5%	3%
Baked Beans	34	29	5	31	1	2	-	1	4	4	1	2	5	3	7	3	33	1
	2%	2%	1%	2%	*	2%	-	1%	2%	3%	1%	1%	3%	1%	3%	2%	2%	*
Tinned Soup	6	6	1	3	3	1	-	-	1	-	-	-	-	-	3	-	6	-
	*	*	*	*	1%c	1%	-	-	*	-	-	-	-	-	1%	-	*	-
Tinned peas	5	4	1	2	2	1	-	-	*	-	-	-	1	-	1	-	5	-
	*	*	*	*	1%c	1%	-	-	*	-	-	-	1%	-	*	-	*	-
Tinned meat	4	4	*	3	1	1	-	*	-	-	-	-	-	2	-	1	3	1
	*	*	*	*	1%	1%	-	*	-	-	-	-	-	1%	-	*	*	*
Tinned Spaghetti	2	2	-	1	-	1	-	1	-	-	-	-	-	-	-	-	2	-
	*	*	-	*	-	1%c	-	1%	-	-	-	-	-	-	-	-	*	-
<b>Net: Any meat</b>	<b>294</b>	<b>202</b>	<b>92</b>	<b>234</b>	<b>35</b>	<b>15</b>	<b>10</b>	<b>8</b>	<b>24</b>	<b>20</b>	<b>9</b>	<b>29</b>	<b>30</b>	<b>52</b>	<b>41</b>	<b>22</b>	<b>261</b>	<b>33</b>
	15%	14%	16%	14%	19%	14%	17%	9%	11%	12%	6%	17%j	17%j	21%gh ij	14%j	13%j	14%	18%
Bacon / gammon	118	82	36	93	14	5	5	6	13	10	1	16	13	7	17	10	112	7
	6%	6%	6%	6%	8%	5%	9%	8%j	6%j	6%j	1%	9%jm	7%jm	3%	6%j	6%j	6%	3%
Meat	65	41	24	50	9	3	4	2	3	5	1	12	9	10	6	3	57	9
	3%	3%	4%	3%	5%	2%	7%c	2%	1%	3%	1%	7%hjn o	5%hj	4%	2%	2%	3%	5%
Processed meat	32	23	9	24	4	4	1	-	2	3	1	1	4	3	5	5	32	-
	2%	2%	2%	1%	2%	3%	1%	-	1%	2%	1%	*	2%	1%	2%	3%	2%	-
Sausages	31	24	7	22	6	2	2	-	1	-	-	1	2	8	6	3	28	4
	2%	2%	1%	1%	3%	2%	3%	-	1%	-	-	*	1%	3%ij	2%	2%	2%	2%
Ham	21	16	5	12	5	3	2	-	1	1	1	1	2	2	3	1	20	1
	1%	1%	1%	1%	2%c	3%c	3%c	-	1%	*	1%	*	1%	1%	1%	*	1%	1%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q  
\* small base

## Salt Omnibus Survey: August 2009

## Q.5 Foods with most salt - Spontaneous

Base: All adults UK

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Burgers	19 1%	12 1%	6 1%	14 1%	2 1%	1 1%	* 1%	- -	- -	3 2%	3 2%	- -	1 1%	6 3%hk	1 *	1 *	14 1%	4 2%p
Cooked meat	15 1%	9 1%	6 1%	9 1%	6 3%c	1 1%	- -	2 2%	2 1%	* *	1 1%	- -	- -	1 *	2 1%	1 *	14 1%	1 1%
Chicken	15 1%	11 1%	4 1%	15 1%	- -	- -	1 1%	- -	- -	3 2%	- -	- -	3 2%h	6 2%hk	2 1%	1 *	6 *	9 5%p
Beef	8 *	6 *	2 *	8 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	7 3%hik no	- -	- -	4 *	4 2%p
Pork	6 *	4 *	2 *	5 *	* *	1 1%	- -	- -	1 *	- -	- -	1 *	1 1%	2 1%	- -	- -	6 *	- -
Fried chicken	5 *	3 *	2 *	5 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1%n	- -	1 1%	1 *	4 2%p
Tinned meat	4 *	4 *	* *	3 *	1 *	1 1%	- -	* *	- -	- -	- -	- -	- -	2 1%	- -	1 *	3 *	1 *
Sausage Rolls	2 *	1 *	2 *	2 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	2 1%	- -	2 *	- -
Chicken Nuggets	2 *	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	2 *	- -
Lamb	2 *	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%p
Corned Beef	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -
Salami	1 *	- *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -
Turkey	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
<b>Net: Any bread-based</b>	<b>169 8%</b>	<b>121 8%</b>	<b>48 8%</b>	<b>143 9%</b>	<b>11 6%</b>	<b>8 7%</b>	<b>8 13%d</b>	<b>7 8%</b>	<b>11 5%</b>	<b>12 7%</b>	<b>13 9%</b>	<b>16 10%</b>	<b>19 11%h</b>	<b>22 9%</b>	<b>32 11%h</b>	<b>12 7%</b>	<b>153 8%</b>	<b>16 8%</b>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Bread	166 8%	120 8%	46 8%	141 9%	11 6%	8 7%	7 11%	7 8%	11 5%	12 7%	13 9%	16 10%	18 10%	21 8%	32 11%h	12 7%	152 8%	14 7%
Sandwiches	3 *	1 *	2 *	2 *	- -	- -	1 1%c	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	1 *	2 1%p
<b>Net: Any cereals</b>	<b>134 7%</b>	<b>102 7%</b>	<b>32 6%</b>	<b>112 7%</b>	<b>12 6%</b>	<b>6 5%</b>	<b>5 8%</b>	<b>4 5%</b>	<b>10 4%</b>	<b>10 6%</b>	<b>6 4%</b>	<b>10 6%</b>	<b>20 12%hjm o</b>	<b>14 6%</b>	<b>31 11%hjm o</b>	<b>7 5%</b>	<b>121 7%</b>	<b>12 7%</b>
Cereals	125 6%	95 7%	30 5%	105 6%	10 5%	6 5%	4 7%	4 5%	9 4%	9 6%	5 4%	10 6%	19 11%hjm o	12 5%	30 11%hjm o	7 5%	115 6%	9 5%
Cornflakes	6 *	5 *	1 *	6 *	- -	- -	- -	- -	1 1%	1 1%	- -	1 *	1 1%	2 1%	- -	- -	3 *	3 2%p
Porridge	4 *	3 *	1 *	1 *	2 1%c	* *	* *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	4 *	- -
Special K	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%p
All Bran	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
<b>Net: Any dairy-based</b>	<b>73 4%</b>	<b>55 4%</b>	<b>18 3%</b>	<b>64 4%</b>	<b>6 3%</b>	<b>2 2%</b>	<b>* 1%</b>	<b>4 5%h</b>	<b>2 1%</b>	<b>6 3%</b>	<b>4 3%</b>	<b>7 4%</b>	<b>3 2%</b>	<b>12 5%h</b>	<b>20 7%hl</b>	<b>6 4%</b>	<b>66 4%</b>	<b>7 3%</b>
Butter / margarine	40 2%	29 2%	11 2%	35 2%	3 2%	2 2%	- -	3 3%	1 1%	2 1%	1 1%	5 3%	2 1%	4 2%	12 4%h	4 2%	37 2%	3 2%
Cheese	35 2%	26 2%	8 1%	31 2%	3 2%	- -	* 1%	1 2%	1 1%	3 2%	2 2%	3 2%	1 1%	8 3%	9 3%	2 1%	30 2%	5 3%
Yogurt	2 *	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 *	- -
Eggs	* *	* *	- -	* *	- -	- -	- -	- -	- -	- *	- -	- -	- -	- -	- -	- -	* *	- -
<b>Net: Any ready meals</b>	<b>413 21%</b>	<b>325 23%b</b>	<b>88 15%</b>	<b>338 21%</b>	<b>40 21%</b>	<b>24 22%</b>	<b>11 18%</b>	<b>26 32%hi jkmn</b>	<b>33 15%</b>	<b>33 20%</b>	<b>27 18%</b>	<b>32 19%</b>	<b>53 30%hi jkmn</b>	<b>40 16%</b>	<b>58 21%</b>	<b>36 22%</b>	<b>378 21%</b>	<b>34 18%</b>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q  
\* small base

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION								ETHNICITY		
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etnic (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Ready meals/Pre-prepared food	379 19%	299 21%b	80 14%	305 19%	40 21%	23 22%	11 18%	21 25%hm	29 13%	30 18%	25 17%	28 16%	50 29%hi jkmn	34 14%	55 19%	33 20%	354 20%q	24 12%
Curries	16 1%	10 1%	6 1%	16 1%	-	-	-	3 3%jo	2 1%	2 1%	-	2 1%	1 1%	4 2%	1 1%	-	6 *	10 5%p
Microwave Meals	12 1%	10 1%	2 *	11 1%	-	-	* 1%	2 2%in	1 1%	-	1 1%	2 1%	1 1%	3 1%	-	1 1%	11 1%	1 *
Convenience Foods	11 1%	9 1%	2 *	10 1%	-	1 *	-	1 1%	1 *	1 1%	1 1%	1 *	-	-	4 1%	2 1%	11 1%	-
<b>Net: Any snacks</b>	<b>388 19%</b>	<b>273 19%</b>	<b>115 20%</b>	<b>324 20%</b>	<b>37 20%</b>	<b>18 16%</b>	<b>9 14%</b>	<b>16 19%</b>	<b>34 16%</b>	<b>32 19%</b>	<b>20 14%</b>	<b>31 18%</b>	<b>45 26%hj m</b>	<b>42 17%</b>	<b>70 25%hj m</b>	<b>35 21%hj m</b>	<b>362 20%q</b>	<b>26 14%</b>
Crisps	328 16%	231 16%	97 17%	270 16%	35 19%	15 14%	7 12%	16 19%j	27 13%	26 15%	12 9%	27 16%j	38 22%hj m	32 13%	58 21%hj m	34 21%hj m	309 17%q	18 10%
Snacks	52 3%	36 3%	16 3%	48 3%	4 2%	1 1%	-	1 1%	7 3%	7 4%o	4 3%	5 3%	7 4%	7 3%	9 3%	1 1%	46 3%	6 3%
Biscuits	33 2%	27 2%	7 1%	29 2%	3 1%	2 2%	-	-	1 1%	3 2%	4 2%	3 2%	6 3%	4 2%	8 3%	1 1%	32 2%	1 1%
Nuts / Peanuts	24 1%	16 1%	8 1%	19 1%	2 1%	1 1%	2 3%	2 3%i	2 1%	-	1 1%	2 1%	3 2%	2 1%	3 1%	4 2%	23 1%	1 1%
Cake	8 *	5 *	3 *	6 *	2 1%	-	-	-	1 *	-	1 *	* *	1 *	1 1%	2 1%	-	8 *	-
Chocolate	3 *	1 *	3 *	2 *	-	1 1%	1 1%c	-	1 1%	-	-	-	-	-	1 *	-	3 *	-
Popcorn	2 *	2 *	-	2 *	-	-	-	-	-	-	-	-	-	2 1%	-	-	2 *	-
Crackers	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	1 *p

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Pork Scratchings	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	*c	-	-	-	-	-	-	-	-	-	-	*	-
<b>Net: Any soups</b>	<b>27</b>	<b>23</b>	<b>4</b>	<b>19</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>	-	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	-	<b>27</b>	<b>1</b>
	1%	2%	1%	1%	2%	3%	2%	4%jmo	1%	3%o	-	2%	1%	*	1%	-	1%	*
Soups	22	18	3	16	2	2	1	3	3	4	-	3	1	1	1	-	21	1
	1%	1%	1%	1%	1%	2%	2%	4%jmn	1%	2%	-	2%	1%	*	*	-	1%	*
Tinned Soup	6	6	1	3	3	1	-	-	-	1	-	-	-	-	3	-	6	-
	*	*	*	*	1%c	1%	-	-	-	*	-	-	-	-	1%	-	*	-
<b>Net: Any vegetables</b>	<b>65</b>	<b>48</b>	<b>16</b>	<b>47</b>	<b>8</b>	<b>8</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>4</b>	<b>62</b>	<b>3</b>
	3%	3%	3%	3%	4%	8%c	3%	1%	3%	2%	4%	3%	3%	3%	3%	2%	3%	1%
Beans	36	27	9	26	5	3	2	-	5	1	4	3	2	3	4	3	35	1
	2%	2%	2%	2%	3%	3%	3%	-	2%	1%	3%	2%	1%	1%	1%	2%	2%	1%
Vegetables	26	21	5	18	2	6	-	1	1	2	1	3	2	4	4	*	26	-
	1%	1%	1%	1%	1%	5%cdf	-	1%	1%	1%	*	2%	1%	1%	1%	*	1%	-
Peas	6	4	2	4	1	-	*	-	1	-	-	-	-	2	1	-	5	2
	*	*	*	*	1%	-	1%	-	1%	-	-	-	-	1%	*	-	*	1%
<b>Net: Any carbohydrate-based</b>	<b>112</b>	<b>71</b>	<b>41</b>	<b>87</b>	<b>10</b>	<b>11</b>	<b>4</b>	<b>4</b>	<b>13</b>	<b>6</b>	<b>7</b>	<b>12</b>	<b>7</b>	<b>20</b>	<b>14</b>	<b>3</b>	<b>96</b>	<b>16</b>
	6%	5%	7%a	5%	6%	10%cd	7%	4%	6%o	4%	5%	7%o	4%	8%o	5%	2%	5%	8%
Chips	68	36	32	57	5	3	4	4	8	4	2	9	3	17	8	2	55	13
	3%	3%	6%a	3%	3%	3%	6%	4%	4%	2%	2%	5%	2%	7%ijl no	3%	1%	3%	7%p
Potatoes	34	28	7	23	4	7	*	-	5	2	4	3	3	2	3	1	34	-
	2%	2%	1%	1%	2%	7%cdf	1%	-	2%	1%	3%	2%	2%	1%	1%	-	2%	-
Pasta	12	8	4	9	1	2	-	-	1	1	1	1	1	1	3	-	11	1
	1%	1%	1%	1%	1%	2%	-	-	*	1%	1%	*	1%	*	1%	-	1%	*
Rice	2	2	-	2	-	-	-	-	-	-	-	-	1	1	-	-	-	2
	*	*	-	*	-	-	-	-	-	-	-	-	1%	*	-	-	-	1%p
<b>Net: Any condiments</b>	<b>109</b>	<b>81</b>	<b>28</b>	<b>97</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>19</b>	<b>13</b>	<b>20</b>	<b>9</b>	<b>99</b>	<b>9</b>
	5%	6%	5%	6%	3%	4%	5%	5%	4%	3%	7%	4%	11%hik m	5%	7%	6%	5%	5%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q  
\* small base

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Sauces / ready made sauces	70 3%	52 4%	18 3%	62 4%	3 1%	2 2%	2 4%	4 5%	5 2%	4 2%	5 3%	5 3%	16 9% hij kmo	7 3%	13 5%	3 2%	65 4%	4 2%
Ketchup	17 1%	13 1%	3 1%	14 1%	2 1%	1 1%	-	1 1%	3 1%	1 1%	1 1%	1 1%	2 1%	3 1%	-	3 2%	16 1%	1 1%
Gravy	16 1%	14 1%	2 *	14 1%	1 *	-	1 2%	-	1 *	1 *	2 1%	4 2%	-	1 *	4 2%	1 1%	15 1%	1 1%
Spices / seasonings	6 *	5 *	1 *	5 *	-	1 1%	-	-	-	-	1 1%	-	1 1%	2 1%	-	1 1%	3 *	3 2%
Mayonaise	4 *	3 *	1 *	4 *	-	-	-	-	-	-	-	-	-	-	3 1%	1 1%	4 *	-
Pepper	1 *	-	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 *	-
Dressings / salad dressings	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
Pickles	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-
<b>Net: Any sandwich fillings</b>	<b>6 *</b>	<b>6 *</b>	-	<b>5 *</b>	-	<b>1 1%</b>	-	-	-	-	-	-	<b>1 *</b>	-	<b>4 1%</b>	<b>1 1%</b>	<b>6 *</b>	-
Marmite	4 *	4 *	-	4 *	-	1 1%	-	-	-	-	-	-	-	-	3 1%	1 1%	4 *	-
Peanut Butter	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
Sandwich fillers	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
Jam	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-	1 *	-
<b>Net: Any fast food/take away</b>	<b>84 4%</b>	<b>52 4%</b>	<b>32 6%</b>	<b>81 5%df</b>	-	<b>2 2%d</b>	<b>* 1%</b>	<b>3 3%</b>	<b>14 6%</b>	<b>8 5%</b>	<b>7 5%</b>	<b>7 4%</b>	<b>13 7%</b>	<b>13 5%</b>	<b>10 4%</b>	<b>7 4%</b>	<b>60 3%</b>	<b>24 13%p</b>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Take away food	49 2%	33 2%	16 3%	49 3%de	-	-	-	1 1%	12 6%i	2 1%	3 2%	5 3%	9 5%i	6 2%	8 3%	4 2%	32 2%	16 9%p
Fast Food	28 1%	14 1%	14 2%a	26 2%	-	2 2%d	* 1%	2 2%	3 1%	3 2%	2 2%	2 1%	5 3%	4 2%	3 1%	1 1%	23 1%	6 3%
Junk Food	9 *	7 *	2 *	9 1%	-	-	-	-	-	3 2%n	1 1%	1 *	-	3 1%	-	2 1%	7 *	2 1%
Mac Donalds	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	1 1%p
<b>Net: Any types of food (non-specific)</b>	<b>733 37%</b>	<b>557 39%b</b>	<b>176 31%</b>	<b>602 37%</b>	<b>70 37%</b>	<b>37 35%</b>	<b>24 40%</b>	<b>42 50%hk mn</b>	<b>76 35%</b>	<b>64 38%k</b>	<b>54 37%</b>	<b>47 28%</b>	<b>77 44%km</b>	<b>73 29%</b>	<b>99 35%</b>	<b>70 43%km</b>	<b>686 38%q</b>	<b>46 24%</b>
Ready meals/Pre-prepared food	379 19%	299 21%b	80 14%	305 19%	40 21%	23 22%	11 18%	21 25%hm	29 13%	30 18%	25 17%	28 16%	50 29%hi jkmn	34 14%	55 19%	33 20%	354 20%q	24 12%
Processed Foods	267 13%	196 14%	71 13%	225 14%	20 11%	12 12%	10 16%	13 16%k	35 16%km	25 15%k	23 16%km	13 8%	24 14%	21 9%	37 13%	34 21%km n	259 14%q	8 4%
Tinned Food	100 5%	84 6%b	16 3%	82 5%	9 5%	3 2%	7 11%cde	4 5%	9 4%	10 6%	6 4%	5 3%	12 7%	14 6%	15 5%	8 5%	93 5%	6 3%
Frozen food	30 2%	24 2%	7 1%	26 2%	2 1%	-	3 4%ce	5 6%hlm no	2 1%	5 3%	2 2%	2 1%	2 1%	2 1%	3 1%	1 1%	29 2%	2 1%
Eating out	13 1%	7 *	6 1%	12 1%	-	-	* 1%	1 2%	3 2%	-	1 1%	-	1 *	1 *	4 1%	2 1%	10 1%	2 1%
Microwave Meals	12 1%	10 1%	2 *	11 1%	-	-	* 1%	2 2%in	1 1%	-	1 1%	2 1%	1 1%	3 1%	-	1 1%	11 1%	1 *
Convenience Foods	11 1%	9 1%	2 *	10 1%	-	1 *	-	1 1%	1 *	1 1%	1 1%	1 *	-	-	4 1%	2 1%	11 1%	-
Chinese	9 *	5 *	4 1%	8 *	* *	-	-	1 2%	1 *	-	1 *	1 *	3 2%	1 *	1 *	-	8 *	1 *

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q  
\* small base

## Salt Omnibus Survey: August 2009

## Q.5 Foods with most salt - Spontaneous

Base: All adults UK

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Fried Food	8	5	4	6	2	-	-	-	4	-	-	-	-	2	-	-	4	5
	*	*	1%	*	1%	-	-	-	2%n	-	-	-	-	1%	-	-	*	2%p
Supermarket Foods	8	7	*	7	*	-	-	1	1	2	-	-	-	1	1	1	7	1
	*	1%	*	*	*	-	-	1%	1%	1%	-	-	-	*	*	1%	*	*
Indian	3	2	2	3	-	-	1	-	1	-	-	-	-	1	-	-	1	3
	*	*	*	*	-	-	2%cd	-	1%	-	-	-	-	1%	-	-	*	1%p
Weight Watchers Meals / Slimmers Meals	2	2	-	1	1	-	*	-	-	-	1	-	-	-	-	-	2	-
	*	*	-	*	*	-	*	-	-	-	1%	-	-	-	-	-	*	-
Eastern Food	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-
<b>Net: Any other</b>	<b>184</b>	<b>131</b>	<b>53</b>	<b>147</b>	<b>16</b>	<b>19</b>	<b>2</b>	<b>4</b>	<b>20</b>	<b>9</b>	<b>4</b>	<b>22</b>	<b>18</b>	<b>36</b>	<b>23</b>	<b>10</b>	<b>156</b>	<b>27</b>
	<b>9%</b>	<b>9%</b>	<b>9%</b>	<b>9%</b>	<b>8%</b>	17%cdf	<b>4%</b>	<b>5%</b>	9%ej	<b>5%</b>	<b>3%</b>	13%egi jo	10%j	15%gij no	8%j	<b>6%</b>	<b>9%</b>	14%p
Salt I add myself	34	22	12	22	1	12	-	*	4	-	-	6	4	2	4	2	26	8
	2%	2%	2%	1%	*	11%cdf	-	*	2%	-	-	3%ijm	2%	1%	1%	1%	1%	4%p
Pizza	32	24	8	26	4	1	1	1	-	1	3	3	11	5	-	24	8	
	2%	2%	1%	2%	2%	1%	2%	2%	-	1%	*	2%h	2%h o	4%hij	2%	-	1%	4%p
Fish	31	24	8	28	3	1	-	-	1	1	1	4	3	13	4	1	22	9
	2%	2%	1%	2%	1%	*	-	-	*	*	1%	3%	2%	5%ghi jno	2%	*	1%	5%p
Pies / Pasties	20	11	10	17	2	1	-	2	1	2	-	3	2	2	5	1	19	2
	1%	1%	2%	1%	1%	1%	-	2%	1%	1%	-	2%	1%	1%	2%	1%	1%	1%
All food	14	11	3	11	2	*	-	1	6	2	-	1	-	1	1	-	14	-
	1%	1%	1%	1%	1%	*	-	1%	3%ilm no	1%	-	1%	-	*	*	-	1%	-
Fish and Chips	13	8	6	12	-	1	*	-	2	-	1	2	*	3	1	1	12	1
	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	1%	*	1%	*	1%	1%	1%
Salads	4	3	1	3	-	2	-	-	-	-	-	1	-	*	-	1	4	-
	*	*	*	*	-	2%cd	-	-	-	-	-	1%	-	*	-	1%	*	-

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Kebab	3	1	2	3	-	-	-	-	-	-	-	-	1	-	-	2	3	-
Fruit	3	2	1	2	-	1	-	-	-	-	-	-	1	-	1	-	3	-
Pot noodles	3	3	-	2	-	1	-	-	-	-	1	1	-	-	-	-	3	-
Fish Fingers	2	2	-	2	-	1%	-	-	1	-	1%	-	2	-	-	2	-	-
Lasagne	2	1	1	2	-	-	-	-	-	-	-	-	-	-	1	1	2	-
Oils	2	2	-	2	-	-	-	-	-	-	-	-	2	-	*	2	-	-
Lettuce	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-
Pikelets	*	-	*	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-
Other	30	24	6	23	4	2	1	-	4	2	1	2	4	3	5	2	29	-
Don't know	414	278	136	349	41	10	14	17	47	45	48	44	23	45	50	29	375	38
	21%	19%	24%a	21%e	22%e	9%	23%e	21%	22%l	27%lm no	33%hl mno	26%ln	13%	18%	18%	18%	21%	20%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

Q.5 Foods with most salt - Spontaneous  
Base: All adults UK

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Unweighted Base	2267	867	667	390	217	88	1924	271	593	212	548	640	864	1188	476
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
<b>Net: Any Tinned Food</b>	<b>139</b> 7%	<b>46</b> 6%	<b>47</b> 8%	<b>30</b> 9%	<b>12</b> 6%	<b>4</b> 5%	<b>123</b> 7%	<b>29</b> 13%hijklm	<b>39</b> 8%	<b>9</b> 5%	<b>30</b> 6%	<b>31</b> 5%	<b>68</b> 9%ikm	<b>61</b> 6%	<b>31</b> 7%
Tinned Food	100 5%	32 4%	35 6%	22 6%	9 5%	3 3%	88 5%	23 10%hijklm	29 6%	6 3%	18 4%	24 4%	52 7%ijklm	42 4%	24 5%
Baked Beans	34 2%	10 1%	12 2%	7 2%	2 1%	3 3%	30 2%	5 2%	12 2%	3 2%	8 2%	6 1%	17 2%	14 1%	6 1%
Tinned Soup	6 *	1 *	3 *	2 *	1 *	-	6 *	2 1%	1 *	1 *	3 1%	1 *	2 *	3 *	1 *
Tinned peas	5 *	3 *	2 *	1 *	-	-	5 *	-	2 *	1 *	-	2 *	2 *	2 *	1 *
Tinned meat	4 *	1 *	1 *	2 *	-	-	4 *	-	1 *	-	2 *	1 *	1 *	3 *	1 *
Tinned Spaghetti	2 *	2 *	-	-	-	-	2 *	-	-	-	-	2 *	-	2 *	-
<b>Net: Any meat</b>	<b>294</b> 15%	<b>101</b> 13%	<b>97</b> 16%e	<b>57</b> 16%e	<b>27</b> 14%	<b>6</b> 7%	<b>254</b> 15%	<b>35</b> 15%	<b>98</b> 19%jkm	<b>26</b> 13%	<b>65</b> 14%	<b>70</b> 12%	<b>133</b> 18%ijklm	<b>135</b> 13%	<b>53</b> 12%
Bacon / gammon	118 6%	36 5%	45 8%a	24 7%	9 5%	3 4%	106 6%	13 6%	41 8%jm	12 6%	21 4%	31 5%	54 7%jm	52 5%	24 5%
Meat	65 3%	16 2%	21 4%	16 5%a	8 4%	2 3%	53 3%	9 4%	22 4%	3 2%	16 3%	16 3%	31 4%	31 3%	11 2%
Processed meat	32 2%	13 2%	15 3%c	2 1%	2 1%	-	30 2%	3 1%	13 2%k	3 1%	11 2%k	3 1%	16 2%k	14 1%	6 1%
Sausages	31 2%	10 1%	12 2%	7 2%	2 1%	-	29 2%	2 1%	12 2%	2 1%	7 2%	8 1%	14 2%	15 1%	7 2%
Ham	21 1%	8 1%	6 1%	5 1%	3 1%	1 1%	18 1%	1 1%	7 1%	4 2%	5 1%	5 1%	8 1%	9 1%	7 1%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n  
\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Burgers	19 1%	6 1%	5 1%	6 2%	-	-	17 1%	2 1%	4 1%	2 1%	5 1%	6 1%	6 1%	11 1%	2 1%
Cooked meat	15 1%	3 *	5 1%	4 1%	3 2%a	-	12 1%	3 1%	4 1%	2 1%	2 *	5 1%	7 1%	6 1%	2 1%
Chicken	15 1%	6 1%	3 1%	4 1%	1 *	2 2%	13 1%	1 1%	2 *	2 1%	4 1%	6 1%	3 *	10 1%	3 1%
Beef	8 *	5 1%	1 *	1 *	-	-	8 *	1 1%	2 *	-	1 *	3 1%	4 *	4 *	2 1%
Pork	6 *	2 *	3 *	* *	-	-	5 *	1 *	4 1% <sup>m</sup>	-	* *	1 *	5 1%	1 *	-
Fried chicken	5 *	-	1 *	1 *	2 1% <sup>af</sup>	-	2 *	-	1 *	1 *	-	3 1%	1 *	3 *	1 *
Tinned meat	4 *	1 *	1 *	2 *	-	-	4 *	-	1 *	-	2 *	1 *	1 *	3 *	1 *
Sausage Rolls	2 *	2 *	-	-	-	-	2 *	-	2 *	-	1 *	-	2 *	1 *	-
Chicken Nuggets	2 *	2 *	-	-	-	-	2 *	-	-	-	2 *	-	-	2 *	2 *
Lamb	2 *	-	-	-	-	2 2% <sup>abc</sup>	-	-	-	-	-	2 *	-	2 *	-
Corned Beef	1 *	-	-	1 *	-	-	1 *	-	1 *	-	1 *	-	1 *	1 *	-
Salami	1 *	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-
Turkey	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	-

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
<b>Net: Any bread-based</b>	<b>169</b>	<b>53</b>	<b>60</b>	<b>22</b>	<b>18</b>	<b>15</b>	<b>135</b>	<b>27</b>	<b>55</b>	<b>13</b>	<b>33</b>	<b>41</b>	<b>82</b>	<b>74</b>	<b>28</b>
	8%	7%	10%ac	6%	10%	18%abc f	8%	12%jkm	11%jkm	7%	7%	7%	11%jkm	7%	6%
Bread	166	53	60	20	17	15	133	26	55	13	32	40	81	72	27
	8%	7%	10%ac	6%	9%	18%abc df	8%	11%jkm	11%jkm	7%	7%	7%	11%jkm	7%	6%
Sandwiches	3	-	-	2	1	-	2	1	-	-	1	1	1	2	1
	*	-	-	*	1%a	-	*	*	-	-	*	*	*	*	*
<b>Net: Any cereals</b>	<b>134</b>	<b>38</b>	<b>54</b>	<b>20</b>	<b>15</b>	<b>6</b>	<b>112</b>	<b>24</b>	<b>37</b>	<b>14</b>	<b>27</b>	<b>32</b>	<b>61</b>	<b>59</b>	<b>32</b>
	7%	5%	9%af	6%	8%	8%	7%	10%jkm	7%	7%	6%	6%	8% <i>m</i>	6%	7%
Cereals	125	35	52	19	13	5	106	24	34	12	25	30	58	55	31
	6%	5%	9%af	5%	7%	6%	6%	10%jkm	7%	6%	5%	5%	8% <i>m</i>	5%	7%
Cornflakes	6	2	1	1	2	1	3	-	3	2	-	1	3	1	-
	*	*	*	*	1%bf	1%bf	*	-	1%	1%jm	-	*	*	*	-
Porridge	4	*	3	1	-	-	4	-	1	-	1	1	1	2	1
	*	*	*	*	-	-	*	-	*	-	*	*	*	*	*
Special K	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	1%af	-	-	-	-	* <i>m</i>	-	-	-	-	-
All Bran	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-
<b>Net: Any dairy-based</b>	<b>73</b>	<b>29</b>	<b>25</b>	<b>9</b>	<b>7</b>	<b>2</b>	<b>64</b>	<b>13</b>	<b>22</b>	<b>6</b>	<b>18</b>	<b>14</b>	<b>35</b>	<b>32</b>	<b>14</b>
	4%	4%	4%	3%	4%	3%	4%	5% <i>k</i>	4%	3%	4%	2%	5% <i>k</i>	3%	3%
Butter / margarine	40	15	16	4	2	2	36	6	10	6	9	9	16	18	9
	2%	2%	3%	1%	1%	3%	2%	3%	2%	3%	2%	1%	2%	2%	2%
Cheese	35	15	9	5	5	1	29	7	12	1	9	5	19	15	6
	2%	2%	1%	1%	3%	1%	2%	3% <i>ik</i>	2%	*	2%	1%	3% <i>k</i>	1%	1%
Yogurt	2	1	1	-	-	-	2	-	1	-	1	-	1	1	1
	*	*	*	-	-	-	*	-	*	-	*	-	*	*	*

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Eggs	*	*	-	-	-	-	*	-	-	-	-	*	-	*	-
	*	*	-	-	-	-	*	-	-	-	-	*	-	*	-
<b>Net: Any ready meals</b>	<b>413</b>	<b>129</b>	<b>135</b>	<b>79</b>	<b>49</b>	<b>18</b>	<b>343</b>	<b>43</b>	<b>105</b>	<b>38</b>	<b>107</b>	<b>119</b>	<b>148</b>	<b>226</b>	<b>123</b>
	<b>21%</b>	<b>17%</b>	23%a	22%a	26%a	<b>23%</b>	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>19%</b>	<b>22%</b>	<b>21%</b>	<b>20%</b>	<b>21%</b>	<b>27%</b>
Ready meals/Pre-prepared food	379	119	126	73	44	14	318	41	93	36	99	110	135	209	116
	19%	16%	21%a	21%a	24%a	17%	19%	18%	18%	18%	21%	19%	18%	20%	26%
Curries	16	7	3	-	1	4	10	1	7	3	2	3	8	5	3
	1%	1%	1%	-	1%	5%abc	1%	1%	1% <sup>m</sup>	1%	*	1%	1%	*	1%
Microwave Meals	12	3	3	2	2	1	9	-	4	-	4	3	4	7	2
	1%	*	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	*
Convenience Foods	11	1	4	3	2	1	8	1	3	-	2	5	4	7	2
	1%	*	1%	1% <sup>a</sup>	1% <sup>a</sup>	1%	*	*	1%	-	*	1%	1%	1%	*
<b>Net: Any snacks</b>	<b>388</b>	<b>142</b>	<b>116</b>	<b>61</b>	<b>46</b>	<b>20</b>	<b>320</b>	<b>41</b>	<b>108</b>	<b>28</b>	<b>83</b>	<b>128</b>	<b>149</b>	<b>211</b>	<b>91</b>
	<b>19%</b>	<b>19%</b>	<b>20%</b>	<b>17%</b>	<b>24%</b>	<b>25%</b>	<b>19%</b>	<b>18%</b>	21% <sup>i</sup>	<b>14%</b>	<b>17%</b>	22% <sup>ij</sup>	<b>20%</b>	<b>20%</b>	<b>20%</b>
Crisps	328	114	100	57	38	18	270	33	87	20	76	113	119	189	79
	16%	15%	17%	16%	20%	22%	16%	14%	17% <sup>i</sup>	10%	16%	20% <sup>i</sup>	16% <sup>i</sup>	18% <sup>i</sup>	18%
Snacks	52	13	23	4	10	2	40	7	16	8	8	13	22	21	16
	3%	2%	4% <sup>ac</sup>	1%	5% <sup>acf</sup>	2%	2%	3%	3%	4%	2%	2%	3%	2%	4%
Biscuits	33	17	8	4	3	1	29	4	11	5	5	8	15	13	8
	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	1%	1%	2%	1%	2%
Nuts / Peanuts	24	13	3	5	3	-	21	1	9	2	3	9	10	12	6
	1%	2% <sup>b</sup>	1%	2%	1%	-	1%	1%	2%	1%	1%	2%	1%	1%	1%
Cake	8	2	3	1	1	*	7	2	4	-	2	-	6	2	1
	*	*	1%	*	*	1%	*	1% <sup>k</sup>	1% <sup>km</sup>	-	*	-	1% <sup>km</sup>	*	*
Chocolate	3	1	1	1	-	-	3	-	1	-	1	1	1	3	1
	*	*	*	*	-	-	*	-	*	-	*	*	*	*	*
Popcorn	2	2	-	-	-	-	2	-	2	-	-	-	2	-	-
	*	*	-	-	-	-	*	-	*	-	-	-	*	-	-

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Crackers	1	1	-	-	-	-	1	1	-	-	-	-	1	-	1
	*	*	-	-	-	-	*	*	-	-	-	*	-	-	*
Pork Scratchings	*	*	-	-	-	-	*	-	*	-	-	-	*	-	-
	*	*	-	-	-	-	*	-	*	-	-	*	-	-	-
<b>Net: Any soups</b>	<b>27</b>	<b>7</b>	<b>11</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>22</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>3</b>
	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Soups	22	6	9	2	4	1	17	4	7	2	4	5	11	9	2
	1%	1%	2%	*	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*
Tinned Soup	6	1	3	2	1	-	6	2	1	1	3	1	2	3	1
	*	*	*	*	*	-	*	1%	*	*	1%	*	*	*	*
<b>Net: Any vegetables</b>	<b>65</b>	<b>31</b>	<b>13</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>53</b>	<b>11</b>	<b>23</b>	<b>4</b>	<b>13</b>	<b>14</b>	<b>33</b>	<b>27</b>	<b>16</b>
	3%	4%	2%	2%	5%	4%	3%	5%	4%	2%	3%	2%	4% <sub>m</sub>	3%	4%
Beans	36	18	7	5	6	1	29	5	15	1	8	7	20	14	5
	2%	2%	1%	1%	3%	2%	2%	2%	3% <sub>km</sub>	1%	2%	1%	3% <sub>km</sub>	1%	1%
Vegetables	26	13	7	3	3	-	23	6	6	2	5	7	12	12	11
	1%	2%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	2%	1%	2%
Peas	6	2	1	2	-	2	5	1	3	*	1	1	4	2	1
	*	*	*	*	-	2% <sub>abf</sub>	*	*	1%	*	*	*	1%	*	*
<b>Net: Any carbohydrate-based</b>	<b>112</b>	<b>54</b>	<b>23</b>	<b>23</b>	<b>6</b>	<b>3</b>	<b>100</b>	<b>12</b>	<b>23</b>	<b>5</b>	<b>30</b>	<b>43</b>	<b>34</b>	<b>73</b>	<b>21</b>
	6%	7% <sub>bd</sub>	4%	7%	3%	4%	6%	5%	4%	2%	6% <sub>i</sub>	8% <sub>chl</sub>	5%	7% <sub>hil</sub>	5%
Chips	68	33	13	15	2	3	61	8	12	3	19	26	20	45	12
	3%	4% <sub>bd</sub>	2%	4%	1%	4%	4%	4%	2%	1%	4%	5% <sub>hi</sub>	3%	4% <sub>hi</sub>	3%
Potatoes	34	16	7	7	4	-	30	2	11	1	7	13	13	20	7
	2%	2%	1%	2%	2%	-	2%	1%	2%	*	2%	2%	2%	2%	2%
Pasta	12	5	5	3	-	-	12	1	1	1	4	5	2	9	3
	1%	1%	1%	1%	-	-	1%	1%	*	1%	1%	1%	*	1%	1%
Rice	2	2	-	-	-	-	2	-	-	-	2	-	-	2	1
	*	*	-	-	-	-	*	-	-	-	*	-	-	*	*

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n  
 \* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
<b>Net: Any condiments</b>	<b>109</b>	<b>42</b>	<b>29</b>	<b>21</b>	<b>10</b>	<b>7</b>	<b>93</b>	<b>18</b>	<b>31</b>	<b>7</b>	<b>24</b>	<b>29</b>	<b>49</b>	<b>53</b>	<b>24</b>
	5%	6%	5%	6%	5%	8%	5%	8%	6%	4%	5%	5%	7%	5%	5%
Sauces / ready made sauces	70	32	16	13	6	3	61	8	23	5	15	18	31	34	18
	3%	4%	3%	4%	3%	4%	4%	4%	4%	3%	3%	3%	4%	3%	4%
Ketchup	17	5	5	4	3	1	14	4	3	2	4	4	7	8	1
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*
Gravy	16	4	4	5	1	1	13	4	5	-	2	5	9	6	2
	1%	1%	1%	1%	1%	2%	1%	2% <sub>j</sub>	1%	-	*	1%	1%	1%	1%
Spices / seasonings	6	2	3	1	-	-	6	2	1	-	1	2	3	3	3
	*	*	1%	*	-	-	*	1%	*	-	*	*	*	*	1%
Mayonaise	4	1	3	-	-	-	4	1	-	-	1	1	1	3	-
	*	*	*	-	-	-	*	1%	-	-	*	*	*	*	-
Pepper	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-
	*	-	-	-	-	2% <sub>abc</sub>	-	-	*	-	-	-	*	-	-
Dressings / salad dressings	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-
	*	-	-	-	* <sub>f</sub>	-	-	* <sub>m</sub>	-	-	-	-	*	-	-
Pickles	1	-	-	1	-	-	1	-	-	1	-	-	-	-	-
	*	-	-	*	-	-	*	-	-	*	-	-	-	-	-
<b>Net: Any sandwich fillings</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>*</b>	<b>3</b>	<b>-</b>	<b>2</b>	<b>3</b>	<b>-</b>
	*	*	*	*	*	-	*	*	*	*	1%	-	*	*	-
Marmite	4	2	1	1	-	-	4	-	2	*	2	-	2	2	-
	*	*	*	*	-	-	*	-	*	*	*	-	*	*	-
Peanut Butter	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-
Sandwich fillers	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Jam	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-
	*	-	-	-	*f	-	-	*	-	-	-	-	*	-	-
<b>Net: Any fast food/take away</b>	<b>84</b>	<b>29</b>	<b>28</b>	<b>14</b>	<b>11</b>	<b>2</b>	<b>71</b>	<b>3</b>	<b>23</b>	<b>17</b>	<b>18</b>	<b>22</b>	<b>26</b>	<b>40</b>	<b>16</b>
	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>2%</b>	<b>4%</b>	<b>1%</b>	<b>5%g</b>	<b>9%ghjk</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>
Take away food	49	14	19	9	6	-	42	2	13	15	7	11	15	18	11
	2%	2%	3%	3%	3%	-	2%	1%	3%	8%ghjk	1%	2%	2%	2%	2%
Fast Food	28	17	5	2	3	2	24	1	8	1	9	11	8	19	5
	1%	2%b	1%	1%	2%	2%	1%	*	1%	*	2%	2%	1%	2%	1%
Junk Food	9	-	4	2	2	-	7	-	4	-	3	2	4	5	1
	*	-	1%a	1%a	1%a	-	*	-	1%	-	1%	*	1%	*	*
Mac Donalds	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	1%af	-	-	-	-	*m	-	-	-	-	-
<b>Net: Any types of food (non-specific)</b>	<b>733</b>	<b>244</b>	<b>242</b>	<b>138</b>	<b>78</b>	<b>28</b>	<b>624</b>	<b>96</b>	<b>194</b>	<b>75</b>	<b>173</b>	<b>196</b>	<b>290</b>	<b>369</b>	<b>195</b>
	<b>37%</b>	<b>32%</b>	<b>41%a</b>	<b>39%a</b>	<b>42%a</b>	<b>35%</b>	<b>37%a</b>	<b>41%</b>	<b>38%</b>	<b>38%</b>	<b>36%</b>	<b>34%</b>	<b>39%</b>	<b>35%</b>	<b>44%</b>
Ready meals/Pre-prepared food	379	119	126	73	44	14	318	41	93	36	99	110	135	209	116
	19%	16%	21%a	21%a	24%a	17%	19%	18%	18%	18%	21%	19%	18%	20%	26%
Processed Foods	267	92	90	50	24	12	231	39	74	25	63	66	113	129	63
	13%	12%	15%	14%	13%	16%	14%	17%k	14%	13%	13%	12%	15%	12%	14%
Tinned Food	100	32	35	22	9	3	88	23	29	6	18	24	52	42	24
	5%	4%	6%	6%	5%	3%	5%	10%hijk	6%	3%	4%	4%	7%ijklm	4%	5%
Frozen food	30	9	8	9	2	1	27	4	6	3	8	9	10	17	10
	2%	1%	1%	3%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
Eating out	13	5	5	2	*	-	12	2	4	4	1	1	6	3	1
	1%	1%	1%	1%	*	-	1%	1%	1%	2%jkm	*	*	1%	*	*
Microwave Meals	12	3	3	2	2	1	9	-	4	-	4	3	4	7	2
	1%	*	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	*

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n  
 \* small base

## Salt Omnibus Survey: August 2009

Q.5 Foods with most salt - Spontaneous  
Base: All adults UK

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Convenience Foods	11 1%	1 *	4 1%	3 1%a	2 1%a	1 1%	8 *	1 *	3 1%	- -	2 *	5 1%	4 1%	7 1%	2 *
Chinese	9 *	5 1%	2 *	1 *	1 1%	- *	7 *	2 1%	1 *	1 *	1 *	4 1%	3 *	5 *	3 1%
Fried Food	8 *	4 *	3 1%	1 *	- *	1 1%	8 *	1 *	2 *	2 1%jm	- *	3 *	3 *	3 *	2 *
Supermarket Foods	8 *	6 1%b	- *	1 *	1 *	- *	7 *	- *	3 1%k	2 1%k	3 1%	- *	3 *	3 *	2 *
Indian	3 *	3 *	* *	- *	* *	- *	3 *	1 1%m	- *	2 1%hjkl	- *	- *	1 *	- *	- *
Weight Watchers Meals / Slimmers Meals	2 *	1 *	1 *	- *	- *	- *	2 *	* *	- *	- *	1 *	1 *	* *	2 *	1 *
Eastern Food	1 *	- *	- *	- *	1 *f	- *	- *	- *	- *	- *	- *	1 *	- *	1 *	- *
<b>Net: Any other</b>	<b>184 9%</b>	<b>68 9%</b>	<b>55 9%</b>	<b>35 10%</b>	<b>12 7%</b>	<b>10 13%</b>	<b>158 9%</b>	<b>16 7%</b>	<b>56 11%k</b>	<b>19 10%</b>	<b>50 10%</b>	<b>42 7%</b>	<b>72 10%</b>	<b>92 9%</b>	<b>30 7%</b>
Salt I add myself	34 2%	13 2%	8 1%	8 2%	1 1%	3 4%	29 2%	2 1%	10 2%	3 1%	12 2%	8 1%	11 2%	20 2%	8 2%
Pizza	32 2%	15 2%	11 2%	5 1%	1 *	- *	31 2%	2 1%	11 2%	3 2%	10 2%	5 1%	14 2%	14 1%	8 2%
Fish	31 2%	11 1%	11 2%	5 1%	2 1%	1 1%	27 2%	3 1%	14 3%km	4 2%	7 1%	3 1%	17 2%km	11 1%	5 1%
Pies / Pasties	20 1%	7 1%	4 1%	8 2%b	1 *	2 2%	18 1%	3 1%	10 2%km	* *	4 1%	3 *	13 2%km	7 1%	- *
All food	14 1%	4 1%	7 1%	3 1%	- *	- *	14 1%	1 *	3 1%	3 2%	5 1%	2 *	3 *	7 1%	1 *
Fish and Chips	13 1%	7 1%	2 *	2 1%	2 1%	- *	11 1%	1 *	3 1%	1 1%	5 1%	3 1%	4 *	8 1%	2 *

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

**Q.5 Foods with most salt - Spontaneous**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Salads	4	2	3	-	-	-	4	-	*	1	1	2	*	3	-
	*	*	*	-	-	-	*	-	*	1%	*	*	*	*	-
Kebab	3	1	1	-	1	-	2	-	-	-	2	1	-	3	-
	*	*	*	-	1%	-	*	-	-	-	*	*	-	*	-
Fruit	3	1	1	-	-	-	2	-	-	-	1	2	-	3	2
	*	*	*	-	-	-	*	-	-	-	*	*	-	*	*
Pot noodles	3	2	-	1	-	-	3	-	1	-	-	2	1	2	1
	*	*	-	*	-	-	*	-	*	-	-	*	*	*	*
Fish Fingers	2	-	-	-	1	2	-	2	-	-	-	-	2	-	-
	*	-	-	-	*f	2%abc	-	1%hjkm	-	-	-	-	*	-	-
						f									
Lasagne	2	-	2	-	-	-	2	-	-	1	-	1	-	1	-
	*	-	*	-	-	-	*	-	-	1%	-	*	-	*	-
Oils	2	*	2	-	-	-	2	-	2	-	*	-	2	*	-
	*	*	*	-	-	-	*	-	*	-	-	-	*	*	-
Lettuce	1	-	1	-	-	-	1	1	-	-	-	-	1	-	-
	*	-	*	-	-	-	*	1%m	-	-	-	-	*	-	-
Pikelets	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-
	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-
Other	30	11	7	5	4	3	22	2	6	2	5	14	8	18	6
	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	2%l	1%	2%	1%
Don't know	414	181	98	74	30	15	352	36	89	43	106	137	125	244	82
	21%	24%bd	17%	21%	16%	18%	21%b	16%	17%	22%	22%gl	24%ghl	17%	23%ghl	18%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

## Salt Omnibus Survey: August 2009

**Q.6 Foods with most salt - Prompted**  
**Base: All adults UK**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr -ied (k)	Sing -le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	2267	1024	1243	319	329	501	513	605	413	1053	801	1251	556	460	749	278	1240	642	1625
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Crisps and snacks	1459 73%	692 71%	767 75%	244 79% <sup>dg</sup>	233 70%	389 76% <sup>g</sup>	356 74% <sup>g</sup>	237 66%	298 75%	732 73%	429 72%	845 74% <sup>m</sup>	394 74% <sup>m</sup>	219 67%	588 74%	201 77%	670 71%	471 74%	988 72%
Ready meals (e.g. ready made lasagne, curries, etc)	1305 65%	605 62%	700 68% <sup>a</sup>	210 68% <sup>g</sup>	234 70% <sup>g</sup>	352 69% <sup>g</sup>	313 65% <sup>g</sup>	196 54%	290 73% <sup>ij</sup>	665 66% <sup>j</sup>	349 58%	753 66% <sup>m</sup>	358 68% <sup>m</sup>	193 59%	556 70% <sup>p</sup>	187 71% <sup>p</sup>	561 60%	435 69% <sup>r</sup>	869 64%
Meat products (e.g. sausages, burgers, bacon)	712 36%	337 35%	375 37%	95 31%	115 34%	167 33%	184 38%	151 42% <sup>cd</sup> e	126 32%	365 36%	221 37%	425 37% <sup>l</sup>	168 32%	119 36%	244 31%	95 36%	373 40% <sup>n</sup>	218 34%	494 36%
Pizza	397 20%	216 22% <sup>b</sup>	182 18%	95 31% <sup>de</sup> fg	72 22% <sup>fg</sup>	117 23% <sup>fg</sup>	75 16% <sup>g</sup>	38 10%	85 21%	206 21%	106 18%	229 20% <sup>m</sup>	120 23% <sup>m</sup>	49 15%	172 22% <sup>p</sup>	64 24% <sup>p</sup>	161 17%	151 24% <sup>r</sup>	247 18%
Baked beans	326 16%	157 16%	169 16%	38 12%	46 14%	92 18% <sup>c</sup>	92 19% <sup>c</sup>	59 16%	67 17%	156 16%	103 17%	191 17% <sup>l</sup>	68 13%	67 21% <sup>l</sup>	121 15%	47 18%	158 17%	103 16%	223 16%
Soup (tinned, fresh or packet)	299 15%	134 14%	165 16%	24 8%	45 14% <sup>c</sup>	66 13% <sup>c</sup>	93 19% <sup>cd</sup> e	71 20% <sup>cd</sup> e	79 20% <sup>ij</sup>	133 13%	86 14%	188 16% <sup>l</sup>	57 11%	54 16% <sup>l</sup>	116 14%	41 16%	142 15%	69 11%	229 17% <sup>q</sup>
Bread	262 13%	157 16% <sup>b</sup>	105 10%	32 10%	41 12%	77 15%	60 12%	52 15%	50 13%	129 13%	83 14%	151 13%	64 12%	47 15%	116 15%	29 11%	118 12%	83 13%	179 13%
Butter/spreads (e.g. margarine)	252 13%	119 12%	133 13%	62 20% <sup>ef</sup> g	57 17% <sup>fg</sup>	64 13% <sup>f</sup>	37 8%	32 9%	32 8%	135 13% <sup>h</sup>	86 14% <sup>h</sup>	115 10%	101 19% <sup>km</sup>	36 11%	106 13%	32 12%	115 12%	99 16% <sup>r</sup>	153 11%
Breakfast cereals	244 12%	122 13%	122 12%	20 7%	30 9%	79 15% <sup>cd</sup> g	75 16% <sup>cd</sup> g	40 11% <sup>c</sup>	50 13%	130 13%	64 11%	153 13%	55 10%	37 11%	106 13%	27 10%	111 12%	75 12%	169 12%
Cheese	209 10%	92 9%	117 11%	35 11%	32 9%	54 11%	42 9%	46 13% <sup>f</sup>	42 10%	105 11%	62 10%	107 9%	65 12%	37 11%	84 11%	20 8%	106 11%	63 10%	146 11%
Net: Did not mention Meat/Cereal/Bread	909 45%	431 44%	478 46%	170 55% <sup>ef</sup> g	161 48%	223 43%	205 42%	150 41%	203 51% <sup>ij</sup>	443 44%	263 44%	496 43%	264 50% <sup>k</sup>	149 45%	378 47%	123 47%	408 43%	292 46%	616 45%

## Salt Omnibus Survey: August 2009

## Q.6 Foods with most salt - Prompted

Base: All adults UK

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Weighted Base	2000	972	1028	308	333	513	484	362	399	1001	599	1144	529	327	797	263	941	634	1366
Net: Did not mention Cereal/Bread	1538 77%	716 74%	822 80%a	260 84%efg	268 80%efg	372 73%	359 74%	278 77%	309 77%	765 76%	464 77%	866 76%	424 80%	248 76%	591 74%	210 80%	737 78%n	490 77%	1047 77%
Net: Mention Meat/Cereal/Bread	1091 55%	542 56%	550 54%	138 45%	172 52%	290 57%c	279 58%c	212 59%c	197 49%	559 56%h	336 56%h	647 57%l	266 50%	178 55%	419 53%	140 53%	533 57%	342 54%	749 55%
Net: Mention Cereal/Bread	462 23%	256 26%b	206 20%	48 16%	65 20%	141 27%cd	124 26%cd	84 23%cd	91 23%	236 24%	136 23%	278 24%	106 20%	79 24%	206 26%p	52 20%	204 22%	144 23%	318 23%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m - n/o/p - q/r

## Salt Omnibus Survey: August 2009

**Q.6 Foods with most salt - Prompted**  
**Base: All adults UK**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	2267	1657	610	1761	206	174	126	92	240	184	149	193	185	254	287	177	2070	194
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Crisps and snacks	1459 73%	1034 72%	425 74%	1201 73%	134 72%	72 68%	51 84%cd e	64 77%h	139 65%	129 77%hm	113 78%hm	136 80%hmo	128 73%	165 67%	213 76%hm	113 69%	1322 73%	134 70%
Ready meals (e.g. ready made lasagne, curries, etc)	1305 65%	945 66%	360 63%	1081 66%e	122 65%	61 57%	41 69%e	64 77%km n	144 67%km n	124 74%km n	105 73%km	95 56%	125 72%km	135 55%	181 65%m	107 65%m	1214 67%q	87 46%
Meat products (e.g. sausages, burgers, bacon)	712 36%	505 35%	207 36%	580 35%	67 36%	38 35%	27 45%c	29 35%	78 36%	69 42%lm o	58 40%o	73 43%lm no	52 30%	78 31%	95 34%	48 29%	660 36%q	52 28%
Pizza	397 20%	264 18%	133 23%a	321 19%	45 24%	20 18%	11 19%	13 16%	39 18%	38 23%k	29 20%k	19 11%	40 23%k	62 25%k	53 19%k	29 18%	346 19%	51 27%p
Baked beans	326 16%	240 17%	86 15%	253 15%	44 23%cf	23 21%c	7 12%	14 17%	34 16%	21 13%	21 14%	20 12%	27 15%	37 15%	54 19%k	24 15%	307 17%q	20 10%
Soup (tinned, fresh or packet)	299 15%	238 17%b	61 11%	238 14%	30 16%	23 22%c	8 13%	12 15%j	29 13%j	29 17%j	8 6%	26 15%j	32 18%j	35 14%j	46 16%j	23 14%j	270 15%	28 15%
Bread	262 13%	187 13%	75 13%	210 13%	21 12%	22 21%cd	8 14%	10 12%	23 11%	23 14%	22 15%l	17 10%	14 8%	49 20%hk lno	35 12%	18 11%	222 12%	40 21%p
Butter/spreads (e.g. margarine)	252 13%	170 12%	82 14%	206 13%	22 12%	14 13%	11 18%	17 20%jl no	30 14%	24 14%	12 8%	27 16%j	19 11%	29 12%	31 11%	16 10%	230 13%	22 11%
Breakfast cereals	244 12%	178 12%	66 12%	200 12%	21 11%	15 14%	9 14%	11 13%	27 12%	15 9%	17 12%	18 11%	27 15%	32 13%	37 13%	16 10%	218 12%	26 14%
Cheese	209 10%	151 11%	58 10%	177 11%f	19 10%f	11 10%f	2 3%	6 8%	21 10%	11 6%	16 11%	15 9%	23 13%i	40 16%hik n	26 9%	18 11%	174 10%	35 19%p
Net: Did not mention Meat/Cereal/Bread	909 45%	651 46%	258 45%	757 46%f	86 46%	45 42%	21 35%	38 46%	105 49%	71 43%	55 38%	68 40%	90 51%ijk	112 45%	132 47%	87 53%ijk	823 46%	82 43%
Net: Did not mention Cereal/Bread	1538 77%	1094 77%	444 78%	1271 77%	146 78%	76 71%	44 73%	64 77%	172 80%m	131 79%	109 75%	137 80%m	134 77%	176 71%	216 77%	132 81%m	1403 78%q	132 70%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

## Q.6 Foods with most salt - Prompted

Base: All adults UK

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Weighted Base	2000	1430	570	1646	187	107	60	82*	215	167	145	170	175	248	280	164	1807	190
Net: Mention Meat/ Cereal/Bread	1091 55%	779 54%	313 55%	889 54%	101 54%	62 58%	39 65% <sup>c</sup>	45 54%	111 51%	96 57%	90 62% <sup>lo</sup>	102 60% <sup>lo</sup>	85 49%	135 55%	148 53%	77 47%	984 54%	108 57%
Net: Mention Cereal/ Bread	462 23%	336 23%	126 22%	375 23%	41 22%	31 29%	16 27%	19 23%	43 20%	35 21%	36 25%	33 20%	40 23%	72 29% <sup>hk</sup>	65 23%	32 19%	405 22%	58 30% <sup>p</sup>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base

## Salt Omnibus Survey: August 2009

**Q.6 Foods with most salt - Prompted**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Unweighted Base	2267	867	667	390	217	88	1924	271	593	212	548	640	864	1188	476
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Crisps and snacks	1459 73%	568 75%	428 72%	251 72%	140 75%	55 69%	1247 73%	173 75%	362 71%	148 75%	359 74%	416 73%	535 72%	775 73%	340 76%
Ready meals (e.g. ready made lasagne, curries, etc)	1305 65%	462 61%	408 69%a	230 66%	136 73%af	52 65%	1099 65%	143 62%	322 63%	134 68%	323 67%	382 67%	465 62%	706 67%	309 69%
Meat products (e.g. sausages, burgers, bacon)	712 36%	266 35%	223 38%	114 33%	67 36%	26 32%	604 36%	91 40%	192 37%	67 34%	168 35%	192 34%	284 38%	361 34%	156 35%
Pizza	397 20%	155 21%	112 19%	75 21%	37 19%	11 14%	342 20%	42 18%	105 20%	29 15%	104 21%	117 21%	147 20%	221 21%	86 19%
Baked beans	326 16%	115 15%	102 17%	62 18%	35 19%	10 12%	279 16%	45 20%	84 16%	29 14%	75 16%	94 16%	129 17%	169 16%	75 17%
Soup (tinned, fresh or packet)	299 15%	116 15%	77 13%	58 17%	38 20%bf	8 10%	251 15%	38 16%	78 15%	35 18%	66 14%	81 14%	115 15%	147 14%	71 16%
Bread	262 13%	99 13%	77 13%	40 11%	26 14%	16 20%c	216 13%	31 13%	71 14%	27 14%	68 14%	66 11%	102 14%	134 13%	45 10%
Butter/spreads (e.g. margarine)	252 13%	98 13%d	81 14%d	46 13%d	13 7%	13 17%d	224 13%d	30 13%	56 11%	26 13%	66 14%	74 13%	86 12%	140 13%	61 14%
Breakfast cereals	244 12%	83 11%	79 13%	40 11%	28 15%	12 15%	201 12%	30 13%	65 13%	28 14%	45 9%	75 13%	95 13%	121 11%	59 13%
Cheese	209 10%	83 11%d	68 12%d	37 11%d	10 6%	10 12%	188 11%d	28 12%	57 11%	14 7%	61 13%ik	49 9%	85 11%	111 10%	49 11%
Net: Did not mention Meat/Cereal/Bread	909 45%	356 47%	254 43%	171 49%	80 42%	35 43%	782 46%	95 41%	221 43%	90 45%	224 46%	278 49%l	316 42%	501 48%l	209 47%
Net: Did not mention Cereal/Bread	1538 77%	591 78%e	449 76%e	279 80%e	140 75%	53 66%	1319 78%e	174 75%	392 76%	149 75%	377 78%	444 78%	566 76%	821 78%	355 79%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n  
 \* small base

**Q.6 Foods with most salt - Prompted**  
**Base: All adults UK**

	BRAND LOYALTY (Q.1)						SALT CONCERN (Q.3)						TARGET SAMPLE		
	Total	Always (a)	Frequently (b)	Some times (c)	Rarely (d)	Never (e)	Total loyal (f)	Very concerned (g)	Quite concerned (h)	Neither concerned nor unconcerned (i)	Not very concerned (j)	Not at all concerned (k)	Total concerned (l)	Total unconcerned (m)	Female C1C2D 25-65 yrs (n)
Weighted Base	2000	758	590	351	187	80*	1699	231	514	198	483	572	744	1055	447
Net: Mention Meat/ Cereal/Bread	1091 55%	402 53%	336 57%	179 51%	108 58%	45 57%	918 54%	136 59%	292 57%	108 55%	259 54%	295 51%	428 58%km	554 52%	238 53%
Net: Mention Cereal/ Bread	462 23%	167 22%	141 24%	72 20%	47 25%	28 34%ab cf	380 22%	57 25%	122 24%	49 25%	106 22%	129 22%	179 24%	234 22%	92 21%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/n

\* small base

## Salt Omnibus Survey: August 2009

## Q.7a Tomato ketchup with most salt

Base: All adults UK asked Q.7a

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	1040	459	581	145	146	224	253	272	211	472	357	583	247	210	353	105	582	280	760
Weighted Base	991	468	523	154	156	243	252	185	214	489	289	571	254	166	386	109*	496	299	692
Supermarket value tomato ketchup (such as Tesco Value, Sainsbury's Basics, Asda Smart Price or Morrison's Value)	308	136	172	44	63	93	68	40	65	168	75	189	78	40	146	40	122	107	201
	31%	29%	33%	28%	40%cf	38%fg	27%	22%	31%	34%j	26%	33% <sup>m</sup>	31%	24%	38% <sup>p</sup>	37% <sup>p</sup>	25%	36% <sup>r</sup>	29%
Branded tomato ketchup (such as Heinz, Daddies or Branston)	180	89	91	40	33	44	40	23	49	91	39	99	62	19	79	17	84	56	124
	18%	19%	17%	26%fg	21%g	18%	16%	13%	23%j	19%	14%	17%	24% <sup>km</sup>	12%	20%	16%	17%	19%	18%
Supermarket standard tomato ketchup (such as Tesco's, Sainsbury's, Asda, or Morrison's)	84	43	41	20	15	22	20	9	17	45	22	45	25	15	39	6	39	33	51
	9%	9%	8%	13%g	9%	9%	8%	5%	8%	9%	8%	8%	10%	9%	10%	6%	8%	11%	7%
Supermarket premium tomato ketchup (such as Tesco's Finest, Sainsbury's Taste the Difference, Asda Extra Special or Morrison's The Best)	63	31	32	9	13	16	20	7	12	29	22	28	24	11	22	7	34	26	37
	6%	7%	6%	6%	8%	7%	8%g	4%	6%	6%	8%	5%	9% <sup>k</sup>	7%	6%	7%	7%	9%	5%
Net: Supermaket	456	210	246	72	90	131	108	55	94	243	119	263	127	66	207	54	195	166	290
	46%	45%	47%	47%g	58%fg	54%fg	43%g	30%	44%	50%j	41%	46%	50% <sup>m</sup>	40%	54% <sup>p</sup>	50%	39%	55% <sup>r</sup>	42%
Don't know	355	169	186	43	33	69	104	106	70	154	131	209	66	80	100	38	217	77	278
	36%	36%	36%	28%	21%	28%	41% <sup>cd</sup>	58% <sup>cd</sup>	33%	32%	45% <sup>hi</sup>	37% <sup>l</sup>	26%	48% <sup>kl</sup>	26%	35%	44% <sup>n</sup>	26%	40% <sup>q</sup>

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m - n/o/p - q/r

\* small base

## Salt Omnibus Survey: August 2009

## Q.7a Tomato ketchup with most salt

Base: All adults UK asked Q.7a

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	1040	757	283	879	77	54	30	43	115	94	79	110	102	111	140	85	923	112
Weighted Base	991	708	283	843	72*	47*	28**	42*	109	89*	76*	103	100*	108	136	79*	874	111
Supermarket value tomato ketchup (such as Tesco Value, Sainsbury's Basics, Asda Smart Price or Morrison's Value)	308	219	89	274	18	5	11	13	32	26	25	37	34	36	49	22	264	42
	31%	31%	31%	32%e	25%	11%	40%	31%	29%	29%	32%	36%	34%	33%	36%	28%	30%	38%
Branded tomato ketchup (such as Heinz, Daddies or Branston)	180	127	53	142	14	14	9	7	21	14	14	16	23	13	24	11	167	13
	18%	18%	19%	17%	20%	30%c	33%	16%	19%	16%	18%	16%	23%	12%	18%	14%	19%	11%
Supermarket standard tomato ketchup (such as Tesco's, Sainsbury's, Asda, or Morrison's)	84	64	20	68	7	6	3	2	7	7	9	8	10	11	13	2	71	14
	9%	9%	7%	8%	9%	13%	12%	5%	6%	7%	11%o	8%	10%o	10%o	10%o	2%	8%	12%
Supermarket premium tomato ketchup (such as Tesco's Finest, Sainsbury's Taste the Difference, Asda Extra Special or Morrison's The Best)	63	45	18	54	7	2	-	2	8	2	2	8	4	12	7	9	54	8
	6%	6%	6%	6%	10%	4%	-	6%	7%	2%	3%	8%	4%	11%i	5%	11%i	6%	7%
Net: Supermaket	456	328	127	396	32	13	15	18	46	34	36	53	48	59	70	32	389	64
	46%	46%	45%	47%e	44%	28%	52%	42%	43%	39%	47%	52%	48%	54%i	51%	41%	44%	58%p
Don't know	355	252	103	304	26	20	4	18	42	41	27	33	29	36	43	35	318	34
	36%	36%	36%	36%	36%	43%	15%	42%	38%	46%ln	35%	32%	29%	33%	31%	45%ln	36%	31%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.7b White sliced bread with most salt**  
**Base: All adults UK asked Q.7b**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	1015	470	545	131	145	222	244	273	203	463	349	538	269	208	351	113	551	272	743
Weighted Base	972	476	496	143	158	241	241	188	208	471	293	525	281	165	384	113	475	294	678
Supermarket value white bread (such as Morrison's Value, Tesco Value, Sainsburys Basics or Asda Smart Price)	350	156	194	60	66	107	87	30	67	191	93	207	105	39	161	55	134	132	218
	36%	33%	39% <sup>a</sup>	42% <sup>g</sup>	42% <sup>g</sup>	44% <sup>g</sup>	36% <sup>g</sup>	16%	32%	40% <sup>hj</sup>	32%	39% <sup>m</sup>	37% <sup>m</sup>	23%	42% <sup>p</sup>	49% <sup>p</sup>	28%	45% <sup>r</sup>	32%
Branded white bread (such as Hovis, Kingsmill or Warburtons)	113	55	57	23	26	25	24	13	26	51	36	56	41	16	48	14	50	42	71
	12%	12%	12%	16% <sup>g</sup>	17% <sup>g</sup>	10%	10%	7%	12%	11%	12%	11%	15%	9%	13%	13%	11%	14%	10%
Supermarket standard white bread (such as Morrisons, Tesco's, Sainsburys or Asda)	86	38	49	17	12	25	17	16	21	40	25	42	30	13	33	10	43	21	65
	9%	8%	10%	12%	8%	10%	7%	8%	10%	9%	9%	8%	11%	8%	9%	9%	9%	7%	10%
Supermarket premium white bread (such as Morrison's The Best, Tesco's Finest, Sainsburys Taste the Difference or Asda Extra Special)	73	42	31	8	22	19	15	10	14	40	19	32	30	12	33	8	32	21	52
	8%	9%	6%	6%	14% <sup>cf</sup>	8%	6%	5%	7%	9%	7%	6%	11% <sup>k</sup>	7%	9%	7%	7%	7%	8%
Net: Supermaket	510	236	274	85	100	150	119	55	101	271	138	281	165	64	227	73	210	174	336
	52%	50%	55%	59% <sup>g</sup>	63% <sup>fg</sup>	62% <sup>fg</sup>	49% <sup>g</sup>	29%	49%	57% <sup>hj</sup>	47%	54% <sup>m</sup>	59% <sup>m</sup>	39%	59% <sup>p</sup>	65% <sup>p</sup>	44%	59% <sup>r</sup>	50%
Don't know	349	185	165	35	32	66	97	120	81	149	119	188	75	86	109	26	215	78	271
	36%	39%	33%	25%	20%	27%	40% <sup>cd</sup>	63% <sup>cd</sup>	39%	32%	41% <sup>i</sup>	36% <sup>l</sup>	27%	52% <sup>kl</sup>	28%	23%	45% <sup>no</sup>	27%	40% <sup>q</sup>

## Salt Omnibus Survey: August 2009

## Q.7b White sliced bread with most salt

Base: All adults UK asked Q.7b

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION								ETHNICITY		
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	1015	752	263	850	79	55	31	46	114	90	65	83	94	127	141	90	899	111
Weighted Base	972	702	270	813	78*	53*	28**	43*	108	89*	59*	74*	92*	130	138	81*	852	114
Supermarket value white bread (such as Morrison's Value, Tesco Value, Sainsburys Basics or Asda Smart Price)	350	262	88	291	28	22	10	17	34	31	14	29	38	43	59	25	307	40
	36%	37%	33%	36%	35%	42%	35%	40%	32%	35%	23%	39%	42%j	33%	43%j	31%	36%	35%
Branded white bread (such as Hovis, Kingsmill or Warburtons)	113	76	36	92	7	7	6	3	13	15	10	3	17	11	12	9	100	13
	12%	11%	14%	11%	9%	14%	21%	7%	12%	16%k	18%k	4%	18%kmn	8%	8%	11%	12%	11%
Supermarket standard white bread (such as Morrisons, Tesco's, Sainsburys or Asda)	86	63	23	66	10	5	5	5	10	5	3	8	11	5	11	9	78	8
	9%	9%	9%	8%	13%	9%	18%	12%	9%	5%	4%	11%	12%m	4%	8%	11%m	9%	7%
Supermarket premium white bread (such as Morrison's The Best, Tesco's Finest, Sainsburys Taste the Difference or Asda Extra Special)	73	49	24	62	6	4	2	2	7	3	6	6	5	22	5	6	63	9
	8%	7%	9%	8%	7%	8%	7%	4%	7%	4%	10%	8%	5%	17%ghi lno	4%	7%	7%	8%
Net: Supermaket	510	374	136	418	44	31	17	24	51	39	22	42	54	71	75	40	448	57
	52%	53%	50%	51%	56%	59%	60%	56%	47%	43%	38%	57%j	59%ij	55%j	54%j	50%	53%	50%
Don't know	349	251	98	302	27	14	5	16	44	36	26	29	21	48	51	31	304	44
	36%	36%	36%	37%	35%	27%	19%	37%	40%l	40%l	44%l	39%l	23%	37%l	37%l	39%l	36%	38%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.7c Cereal flakes with most salt**  
**Base: All adults UK asked Q.7c**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep /Wid /div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	1008	463	545	142	126	224	260	256	191	457	360	529	250	229	329	122	557	271	737
Weighted Base	971	481	490	154	137	245	263	173	194	480	297	523	266	183	368	126	477	289	682
Supermarket value cereal flakes (such as Asda Smart Price, Morrison's Value, Tesco Value or Sainsbury's Basics)	301	142	159	49	53	83	87	28	60	157	84	170	89	42	134	43	124	98	203
	31%	30%	32%	32%g	39%g	34%g	33%g	16%	31%	33%	28%	33% <sup>m</sup>	34% <sup>m</sup>	23%	36% <sup>p</sup>	34%	26%	34%	30%
Branded cereal flakes (such as Kellogg's, Nestle, or Weetabix)	170	80	91	31	25	44	48	22	44	88	38	86	55	30	71	24	76	50	120
	18%	17%	18%	20%	18%	18%	18%	13%	23% <sup>j</sup>	18% <sup>j</sup>	13%	16%	21%	16%	19%	19%	16%	17%	18%
Supermarket standard cereal flakes (such as Asda, Morrison's, Tesco's, or Sainsbury's)	85	34	51	18	11	21	19	16	20	37	29	37	29	19	32	8	45	27	58
	9%	7%	10%	12%	8%	9%	7%	9%	10%	8%	10%	7%	11%	11%	9%	6%	9%	9%	9%
Supermarket premium cereal flakes (such as Asda Extra Special, Morrison's The Best, Tesco's Finest or Sainsbury's Taste the Difference)	81	44	37	16	15	22	16	12	9	44	28	40	27	13	31	9	40	30	51
	8%	9%	7%	10%	11%	9%	6%	7%	5%	9%	9%	8%	10%	7%	8%	7%	8%	10%	7%
Net: Supermaket	467	220	247	84	80	127	122	56	88	238	141	247	145	75	198	61	209	155	312
	48%	46%	50%	54% <sup>g</sup>	58% <sup>fg</sup>	52% <sup>g</sup>	46% <sup>g</sup>	32%	46%	49%	48%	47%	55% <sup>m</sup>	41%	54% <sup>p</sup>	48%	44%	54% <sup>r</sup>	46%
Don't know	333	181	153	39	32	74	94	95	62	154	117	190	66	78	99	42	192	83	250
	34%	38% <sup>b</sup>	31%	25%	24%	30%	36% <sup>cd</sup>	55% <sup>cd</sup>	32%	32%	40% <sup>i</sup>	36% <sup>l</sup>	25%	43% <sup>l</sup>	27%	33%	40% <sup>n</sup>	29%	37% <sup>q</sup>

**Q.7c Cereal flakes with most salt**  
**Base: All adults UK asked Q.7c**

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	1008	727	281	835	101	47	25	40	116	81	85	85	90	132	137	69	898	107
Weighted Base	971	684	287	806	98*	43*	23**	38*	112	79*	77*	79*	89*	135	133	65*	856	111
Supermarket value cereal flakes (such as Asda Smart Price, Morrison's Value, Tesco Value or Sainsbury's Basics)	301 31%	223 33%	79 27%	267 33%e	24 24%	6 13%	5 22%	8 20%	44 39%gi	15 19%	26 33%i	29 36%i	33 38%i	42 31%	52 39%gi	19 29%	262 31%	38 34%
Branded cereal flakes (such as Kellogg's, Nestle, or Weetabix)	170 18%	117 17%	53 19%	137 17%	15 15%	14 33%cd	4 17%	4 12%	16 14%	16 20%	11 15%	17 21%	20 22%m	16 12%	23 17%	14 21%	156 18%	14 13%
Supermarket standard cereal flakes (such as Asda, Morrison's, Tesco's, or Sainsbury's)	85 9%	62 9%	23 8%	70 9%	11 11%	3 8%	2 7%	3 7%	6 6%	5 7%	8 11%	11 13%	10 11%	9 7%	13 10%	4 7%	75 9%	10 9%
Supermarket premium cereal flakes (such as Asda Extra Special, Morrison's The Best, Tesco's Finest or Sainsbury's Taste the Difference)	81 8%	55 8%	25 9%	61 8%	10 10%	5 11%	5 21%	2 5%	9 8%	5 6%	4 6%	3 3%	5 6%	20 15%klo	12 9%	2 3%	70 8%	11 10%
Net: Supermaket	467 48%	340 50%	127 44%	397 49%e	44 45%	14 32%	12 50%	12 32%	59 53%gi	25 31%	38 49%i	42 53%gi	48 54%gi	71 52%gi	77 58%gi	25 39%	407 48%	59 53%
Don't know	333 34%	227 33%	106 37%	272 34%	39 40%	15 35%	8 34%	21 56%hjk klmn	37 33%	39 49%hk ln	28 36%	21 26%	21 23%	48 36%	32 24%	26 40%ln	293 34%	38 34%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 & 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.7d Tomato and basil pasta sauce with most salt**  
**Base: All adults UK asked Q.7d**

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	1099	508	591	168	169	242	251	269	205	520	374	586	288	225	401	114	584	301	798
Weighted Base	1067	517	549	182	183	269	247	186	212	546	309	583	303	180	444	119	505	326	741
Supermarket value pasta sauce (such as, Sainsburys Basics, Asda Smart Price, Morrison's Value or Tesco Value)	344 32%	150 29%	195 35%a	62 34%g	65 35%g	104 39%g	80 32%g	34 18%	72 34%j	197 36%j	76 24%	208 36%m	99 33%m	37 21%	167 38%p	45 38%p	133 26%	119 37%	225 30%
Branded pasta sauce (such as Dolmio, Lloyd Grossman or Homepride)	145 14%	61 12%	84 15%	32 18%g	22 12%	44 16%g	33 13%g	13 7%	32 15%	80 15%	32 10%	74 13%	53 18%m	18 10%	59 13%	21 18%	65 13%	52 16%	93 13%
Supermarket standard pasta sauce (such as Sainsburys, Asda, Morrison's or Tesco's)	96 9%	52 10%	44 8%	25 14%eg	17 9%	19 7%	26 11%g	10 5%	16 8%	48 9%	32 10%	42 7%	37 12%k	17 9%	44 10%	9 7%	43 8%	29 9%	67 9%
Supermarket premium pasta sauce (such as Sainsburys Taste the Difference, Asda Extra Special, Morrison's The Best or Tesco's Finest)	79 7%	37 7%	42 8%	11 6%	28 15%cef g	23 8%g	11 4%	6 3%	16 7%	42 8%	21 7%	38 6%	29 10%	13 7%	38 9%	9 8%	32 6%	37 11%r	43 6%
Net: Supermaket	520 49%	239 46%	281 51%	99 54%g	109 60%fg	145 54%g	117 47%g	50 27%	104 49%	287 53%j	129 42%	288 49%m	165 54%m	67 37%	249 56%p	63 53%p	208 41%	185 57%r	335 45%
Don't know	402 38%	217 42%b	185 34%	51 28%	51 28%	80 30%	97 39%cd e	123 66%cd ef	75 36%	179 33%	148 48%hi	222 38%l	85 28%	96 53%kl	135 30%	35 29%	232 46%no	89 27%	313 42%q

## Q.7d Tomato and basil pasta sauce with most salt

Base: All adults UK asked Q.7d

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	1099	806	293	948	73	50	28	43	129	83	89	96	118	136	154	100	978	118
Weighted Base	1067	768	299	915	73*	50*	29**	39*	124	80*	83*	94*	116	136	151	92*	942	122
Supermarket value pasta sauce (such as, Sainsburys Basics, Asda Smart Price, Morrison's Value or Tesco Value)	344 32%	257 33%	87 29%	304 33%	16 22%	18 36%	7 23%	13 34%	36 29%	25 31%	27 33%	39 42%o	41 35%	41 30%	58 38%o	23 25%	308 33%	36 30%
Branded pasta sauce (such as Dolmio, Lloyd Grossman or Homepride)	145 14%	103 13%	42 14%	124 14%	9 12%	6 13%	6 22%	5 12%	18 14%	8 9%	17 21%m	10 10%	21 18%m	12 9%	20 13%	13 15%	135 14%	10 8%
Supermarket standard pasta sauce (such as Sainsburys, Asda, Morrison's or Tesco's)	96 9%	66 9%	30 10%	82 9%	8 11%	2 4%	5 16%	2 4%	10 8%	2 3%	6 7%	11 11%i	12 10%	18 13%i	14 9%	8 8%	82 9%	13 11%
Supermarket premium pasta sauce (such as Sainsburys Taste the Difference, Asda Extra Special, Morrison's The Best or Tesco's Finest)	79 7%	59 8%	20 7%	63 7%	9 12%	3 6%	4 14%	1 2%	7 6%	6 8%	8 10%	4 4%	7 6%	17 12%kn	5 4%	9 10%	70 7%	9 7%
Net: Supermaket	520 49%	382 50%	138 46%	448 49%	33 45%	23 47%	15 53%	16 40%	53 43%	34 42%	41 50%	53 57%h	59 51%	76 56%ho	77 51%	39 42%	460 49%	58 48%
Don't know	402 38%	283 37%	119 40%	343 37%	32 43%	20 41%	7 25%	19 48%	53 43%l	39 49%ijk	24 29%	30 32%	35 30%	48 35%	55 36%	40 43%	347 37%	54 44%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/eff - g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.7a-Q.7d - Types of various products think contains most salt - summary

Base: All adults UK

	Tomato Ketchup (Q7a) (a)	White Sliced Bread (Q7b) (b)	Cereal flakes (Q7c) (c)	Tomato and basil pasta sauce (Q7d) (d)
Unweighted Base	1040	1015	1008	1099
Weighted Base	991	972	971	1067
Branded	180 18%bd	113 12%	170 18%bd	145 14%
Supermarket premium	63 6%	73 8%	81 8%	79 7%
Supermarket standard	84 9%	86 9%	85 9%	96 9%
Supermarket value	308 31%	350 36%ac	301 31%	344 32%
Net: Supermaket	456 46%	510 52%a	467 48%	520 49%
Don't know	355 36%	349 36%	333 34%	402 38%

## Salt Omnibus Survey: August 2009

Q.7a-Q.7d Product type Salt content  
Base: All adults UK

	SEX		AGE					SOCIAL CLASS			MARITAL STATUS			WORKING STATUS			CHILDREN IN H/HOLD		
	Total	Male (a)	Female (b)	16-25 (c)	26-35 (d)	36-49 (e)	50-65 (f)	66+ (g)	AB (h)	C1C2 (i)	DE (j)	Marr-ied (k)	Sing-le (l)	Sep/Wid/div (m)	Full time (n)	Part time (o)	Other (p)	Any (q)	None (r)
Unweighted Base	2081	950	1131	293	293	456	504	535	405	956	720	1118	527	436	717	227	1137	562	1519
Weighted Base	2000	971	1029	317	317	499	502	366	414	993	594	1101	552	347	791	233	976	604	1396
Value	806 40%	363 37%	443 43%a	135 43%g	156 49%fg	227 45%g	203 40%g	86 24%	158 38%	438 44%hj	211 36%	472 43%km	232 42%km	102 29%	367 46%p	109 47%p	330 34%	277 46%r	529 38%
Branded	435 22%	205 21%	230 22%	86 27%g	80 25%g	111 22%g	105 21%g	54 15%	107 26%j	226 23%j	102 17%	227 21%	144 26%km	64 19%	185 23%	55 24%	195 20%	146 24%	289 21%
Standard	277 14%	134 14%	143 14%	64 20%efg	45 14%	65 13%	64 13%	38 10%	56 13%	132 13%	90 15%	133 12%	93 17%k	51 15%	119 15%	27 11%	132 13%	89 15%	188 13%
Premium	232 12%	117 12%	115 11%	39 12%g	60 19%ceg	59 12%g	48 10%	25 7%	35 9%	121 12%	75 13%h	104 9%	89 16%km	39 11%	93 12%	28 12%	111 11%	84 14%r	148 11%
Net: Value only	561 28%	250 26%	311 30%a	86 27%g	102 32%g	170 34%cg	142 28%g	61 17%	117 28%	305 31%j	138 23%	342 31%km	155 28%km	63 18%	260 33%p	81 35%p	220 23%	193 32%r	368 26%
Net: Branded only	230 11%	104 11%	126 12%	45 14%g	32 10%	64 13%	55 11%	34 9%	58 14%j	117 12%	55 9%	124 11%	75 14%km	31 9%	91 11%	27 12%	112 11%	72 12%	158 11%
Net: Standard only	103 5%	47 5%	56 5%	21 7%	14 4%	25 5%	24 5%	20 5%	21 5%	49 5%	33 6%	50 5%	34 6%	19 5%	37 5%	11 5%	56 6%	25 4%	78 6%
Net: Premium only	92 5%	47 5%	44 4%	8 3%	22 7%c	28 6%	21 4%	13 4%	22 5%	47 5%	23 4%	46 4%	30 5%	15 4%	41 5%	11 5%	40 4%	38 6%r	53 4%
Net: Supermaket	1138 57%	530 55%	608 59%a	196 62%g	223 70%ceg	311 62%fg	276 55%g	132 36%	229 55%	600 60%j	309 52%	626 57%km	351 64%km	161 47%	505 64%p	147 63%p	486 50%	391 65%r	747 54%

## Salt Omnibus Survey: August 2009

Q.7a-Q.7d Product type Salt content  
Base: All adults UK

	PRINCIPAL SHOPPER			COUNTRY				GOVERNMENT REGION							ETHNICITY			
	Total	Yes (a)	No (b)	England (c)	Scotland (d)	Wales (e)	NI (f)	Nrth East (g)	Nrth West (h)	Yrks and Hmbr (i)	East Mids (j)	West Mids (k)	East of Engl (l)	London (m)	S'th East (n)	S'th West (o)	White (p)	Mnty Etn (q)
Unweighted Base	2081	1521	560	1756	165	103	57	86	237	174	159	187	202	253	286	172	1849	224
Weighted Base	2000	1431	569	1689	161	96*	54*	81*	226	169	147	175	198	254	279	158	1762	228
Value	806 40%	599 42%b	207 36%	698 41%d	53 33%	35 36%	20 36%	29 36%	89 39%	62 37%	55 37%	83 47%o	86 43%	105 41%	133 48%ij o	56 35%	710 40%	92 40%
Branded	435 22%	304 21%	131 23%	352 21%	34 21%	33 35%cd	16 29%	13 16%	45 20%	39 23%	37 25%m	32 18%	56 28%gh kmn	40 16%	56 20%	36 23%	399 23%q	36 16%
Standard	277 14%	202 14%	76 13%	229 14%	26 16%	14 14%	9 17%	9 12%	27 12%	15 9%	25 17%i	30 17%ii	30 15%	38 15%	37 13%	17 11%	244 14%	32 14%
Premium	232 12%	163 11%	68 12%	189 11%	24 15%	12 12%	7 13%	5 6%	24 11%	14 9%	16 11%	17 10%	18 9%	53 21%ghi jkno	22 8%	19 12%	202 11%	29 13%
Net: Value only	561 28%	414 29%	146 26%	489 29%	36 22%	22 23%	14 25%	24 30%	62 27%	41 24%	42 28%	55 31%	68 34%im o	65 26%	95 34%im o	37 24%	491 28%	67 29%
Net: Branded only	230 11%	159 11%	71 13%	188 11%	15 10%	15 16%	11 20%cd	9 11%	27 12%	19 11%	20 14%m	17 10%	32 16%m	17 7%	28 10%	19 12%	213 12%q	17 7%
Net: Standard only	103 5%	74 5%	29 5%	83 5%	11 7%	4 4%	5 10%	3 3%	11 5%	5 3%	6 4%	8 5%	14 7%	13 5%	15 5%	8 5%	86 5%	17 8%
Net: Premium only	92 5%	66 5%	25 4%	75 4%	11 7%	2 2%	4 7%	4 5%	10 4%	2 1%	6 4%	3 2%	8 4%	22 9%ikl n	9 3%	11 7%ik	79 4%	12 5%
Net: Supermarket	1138 57%	832 58%	306 54%	963 57%	89 55%	53 56%	32 59%	39 48%	120 53%	80 47%	83 56%	105 60%ii	125 63%gh io	159 62%gh io	170 61%ii	82 52%	998 57%	134 59%

Fieldwork : 21/08/2009 - 25/08/2009 , 26/08/2009 - 30/08/2009 (Week 34 &amp; 35)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef - g/h/i/j/k/l/m/n/o - p/q

\* small base

**Sample profiles**  
**Base: All adults UK**

	Weighted	Unweighted
Unweighted Base	2267	2267
Weighted Base	2000	2267
<b>Sex</b>		
Male	972 49%	1024 45%
Female	1028 51%	1243 55%
<b>Age</b>		
16-24	281 14%	293 13%
25-34	315 16%	310 14%
35-44	392 20%	377 17%
45-54	326 16%	332 15%
55+	687 34%	955 42%
<b>Class</b>		
AB	399 20%	413 18%
C1	588 29%	588 26%
C2	413 21%	465 21%
DE	599 30%	801 35%
<b>Working status</b>		
Full time	797 40%	749 33%
Part time (8-29 hrs)	263 13%	278 12%
Part time (under 8 hrs)	15 1%	16 1%
Retired	491 25%	746 33%

**Sample profiles**  
**Base: All adults UK**

	Weighted	Unweighted
Weighted Base	2000	2267
Still at school	14 1%	15 1%
Full time higher education	104 5%	100 4%
Unemployed (seeking)	110 5%	122 5%
Unemployed (not seeking)	208 10%	241 11%
Male chief income earner	755 38%	813 36%
Female chief income earner	501 25%	645 28%
Male main shopper	561 28%	596 26%
Female main shopper	868 43%	1061 47%
<b>Household size</b>		
1	407 20%	536 24%
2	681 34%	807 36%
3	363 18%	374 16%
4	344 17%	343 15%
5+	205 10%	207 9%
<b>Government region</b>		
North East	82 4%	92 4%
North West	215 11%	240 11%
Yorkshire & Humber	167 8%	184 8%

**Sample profiles**  
**Base: All adults UK**

	Weighted	Unweighted
Weighted Base	2000	2267
East Midlands	145 7%	149 7%
West Midlands	170 9%	193 9%
East of England	175 9%	185 8%
London	248 12%	254 11%
South East	280 14%	287 13%
South West	164 8%	177 8%
Wales	107 5%	174 8%
Scotland	187 9%	206 9%
Northern Ireland	60 3%	126 6%

**Weighting matrix - weighted respondents**  
**Base: All adults UK**

	Total	North	Midlands	South
Total	2000.00	711.10	597.26	691.63
Men ABC1 : 16-24	70.57 4%	24.35 3%	19.15 3%	27.07 4%
Men ABC1 : 25-44	184.56 9%	55.63 8%	51.04 9%	77.89 11%
Men ABC1 : 45-64	152.94 8%	48.79 7%	45.62 8%	58.54 8%
Men ABC1 : 65+	71.35 4%	21.41 3%	22.02 4%	27.92 4%
Men C2 : 16-24	31.42 2%	17.69 2%	4.44 1%	9.29 1%
Men C2 : 25-44	79.81 4%	28.80 4%	24.86 4%	26.16 4%
Men C2 : 45-64	72.78 4%	27.52 4%	23.58 4%	21.68 3%
Men C2 : 65+	35.61 2%	13.40 2%	10.96 2%	11.25 2%
Men DE : 16-24	41.21 2%	16.54 2%	13.11 2%	11.56 2%
Men DE : 25-44	87.59 4%	35.80 5%	24.89 4%	26.90 4%
Men DE : 45-64	76.80 4%	31.84 4%	23.02 4%	21.95 3%
Men DE : 65+	67.65 3%	26.68 4%	23.43 4%	17.54 3%
Female ABC1 : 16-24	66.22 3%	21.79 3%	18.50 3%	25.93 4%
Female ABC1 : 25-44	194.50 10%	59.51 8%	55.79 9%	79.20 11%
Female ABC1 : 45-64	166.19 8%	53.39 8%	50.66 8%	62.15 9%
Female ABC1 : 65+	81.23 4%	24.16 3%	23.76 4%	33.31 5%
Female C2 : 16-24	28.65 1%	11.27 2%	9.00 2%	8.38 1%
Female C2 : 25-44	68.81 3%	24.82 3%	21.55 4%	22.44 3%

**Weighting matrix - weighted respondents****Base: All adults UK**

	Total	North	Midlands	South
Total	2000.00	711.10	597.26	691.63
Female C2 : 45-64	67.82 3%	25.03 4%	23.50 4%	19.29 3%
Female C2 : 65+	28.14 1%	9.81 1%	9.18 2%	9.15 1%
Female DE : 16-24	42.60 2%	16.96 2%	13.50 2%	12.15 2%
Female DE : 25-44	91.20 5%	36.17 5%	26.74 4%	28.30 4%
Female DE : 45-64	88.40 4%	37.49 5%	26.28 4%	24.63 4%
Female DE : 65+	103.94 5%	42.26 6%	32.70 5%	28.98 4%

**Weighting matrix - unweighted respondents**  
**Base: All adults UK**

	Total	North	Midlands	South
Total	2267	848	701	718
Men ABC1 : 16-24	68 3%	20 2%	23 3%	25 3%
Men ABC1 : 25-44	134 6%	45 5%	38 5%	51 7%
Men ABC1 : 45-64	137 6%	54 6%	37 5%	46 6%
Men ABC1 : 65+	122 5%	51 6%	42 6%	29 4%
Men C2 : 16-24	32 1%	15 2%	4 1%	13 2%
Men C2 : 25-44	80 4%	28 3%	26 4%	26 4%
Men C2 : 45-64	65 3%	19 2%	24 3%	22 3%
Men C2 : 65+	50 2%	22 3%	13 2%	15 2%
Men DE : 16-24	44 2%	12 1%	14 2%	18 3%
Men DE : 25-44	93 4%	37 4%	32 5%	24 3%
Men DE : 45-64	89 4%	24 3%	30 4%	35 5%
Men DE : 65+	110 5%	50 6%	35 5%	25 3%
Female ABC1 : 16-24	56 2%	17 2%	20 3%	19 3%
Female ABC1 : 25-44	180 8%	62 7%	52 7%	66 9%
Female ABC1 : 45-64	175 8%	71 8%	48 7%	56 8%
Female ABC1 : 65+	129 6%	49 6%	40 6%	40 6%
Female C2 : 16-24	30 1%	12 1%	7 1%	11 2%
Female C2 : 25-44	74 3%	25 3%	22 3%	27 4%

*Weighting matrix - unweighted respondents**Base: All adults UK*

	Total	North	Midlands	South
Total	2267	848	701	718
Female C2 : 45-64	65 3%	24 3%	18 3%	23 3%
Female C2 : 65+	69 3%	28 3%	21 3%	20 3%
Female DE : 16-24	63 3%	20 2%	26 4%	17 2%
Female DE : 25-44	126 6%	52 6%	35 5%	39 5%
Female DE : 45-64	108 5%	37 4%	41 6%	30 4%
Female DE : 65+	168 7%	74 9%	53 8%	41 6%

**Weighting matrix - weights**  
**Base: All adults UK**

	Total	North	Midlands	South
Total	0.88	0.84	0.85	0.96
Men ABC1 : 16-24	1.04	1.22	0.83	1.08
Men ABC1 : 25-44	1.38	1.24	1.34	1.53
Men ABC1 : 45-64	1.12	0.90	1.23	1.27
Men ABC1 : 65+	0.58	0.42	0.52	0.96
Men C2 : 16-24	0.98	1.18	1.11	0.71
Men C2 : 25-44	1.00	1.03	0.96	1.01
Men C2 : 45-64	1.12	1.45	0.98	0.99
Men C2 : 65+	0.71	0.61	0.84	0.75
Men DE : 16-24	0.94	1.38	0.94	0.64
Men DE : 25-44	0.94	0.97	0.78	1.12
Men DE : 45-64	0.86	1.33	0.77	0.63
Men DE : 65+	0.62	0.53	0.67	0.70
Female ABC1 : 16-24	1.18	1.28	0.93	1.36
Female ABC1 : 25-44	1.08	0.96	1.07	1.20
Female ABC1 : 45-64	0.95	0.75	1.06	1.11
Female ABC1 : 65+	0.63	0.49	0.59	0.83
Female C2 : 16-24	0.96	0.94	1.29	0.76
Female C2 : 25-44	0.93	0.99	0.98	0.83
Female C2 : 45-64	1.04	1.04	1.31	0.84
Female C2 : 65+	0.41	0.35	0.44	0.46
Female DE : 16-24	0.68	0.85	0.52	0.71
Female DE : 25-44	0.72	0.70	0.76	0.73
Female DE : 45-64	0.82	1.01	0.64	0.82
Female DE : 65+	0.62	0.57	0.62	0.71

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 Brand Loyalty	Base: All adults UK	2267
●	4	2	Q.2 Reasons to change brand	Base: All loyal brand users UK	1924
●	7	3	Q.3 Concerned about Salt	Base: All adults UK	2267
●	10	4	Q.4 Source of most salt	Base: All adults UK	2267
●	13	5	Q.5 Foods with most salt - Spontaneous	Base: All adults UK	2267
●	40	6	Q.6 Foods with most salt - Prompted	Base: All adults UK	2267
●	46	7	Q.7a Tomato ketchup with most salt	Base: All adults UK asked Q.7a	1040
●	48	8	Q.7b White sliced bread with most salt	Base: All adults UK asked Q.7b	1015
●	50	9	Q.7c Cereal flakes with most salt	Base: All adults UK asked Q.7c	1008
●	52	10	Q.7d Tomato and basil pasta sauce with most salt	Base: All adults UK asked Q.7d	1099
●	54	11	Q.7a-Q.7d - Types of various products think contains most salt - summary	Base: All adults UK	1040
●	55	12	Q.7a-Q.7d Product type Salt content	Base: All adults UK	2081
	57	13	Sample profiles	Base: All adults UK	2267
	60	14	Weighting matrix - weighted respondents	Base: All adults UK	2000
	62	15	Weighting matrix - unweighted respondents	Base: All adults UK	2267
	64	16	Weighting matrix - weights	Base: All adults UK	0.88