



## A SURVEY OF AMERICAN ADULTS

FAMILIARITY, PERCEPTIONS AND ATTITUDES  
AROUND THE USE OF ALTERNATIVE NAMES FOR

# Potassium Chloride

IN FOOD LABELING

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

JUNE 2019



# BACKGROUND/METHODOLOGY

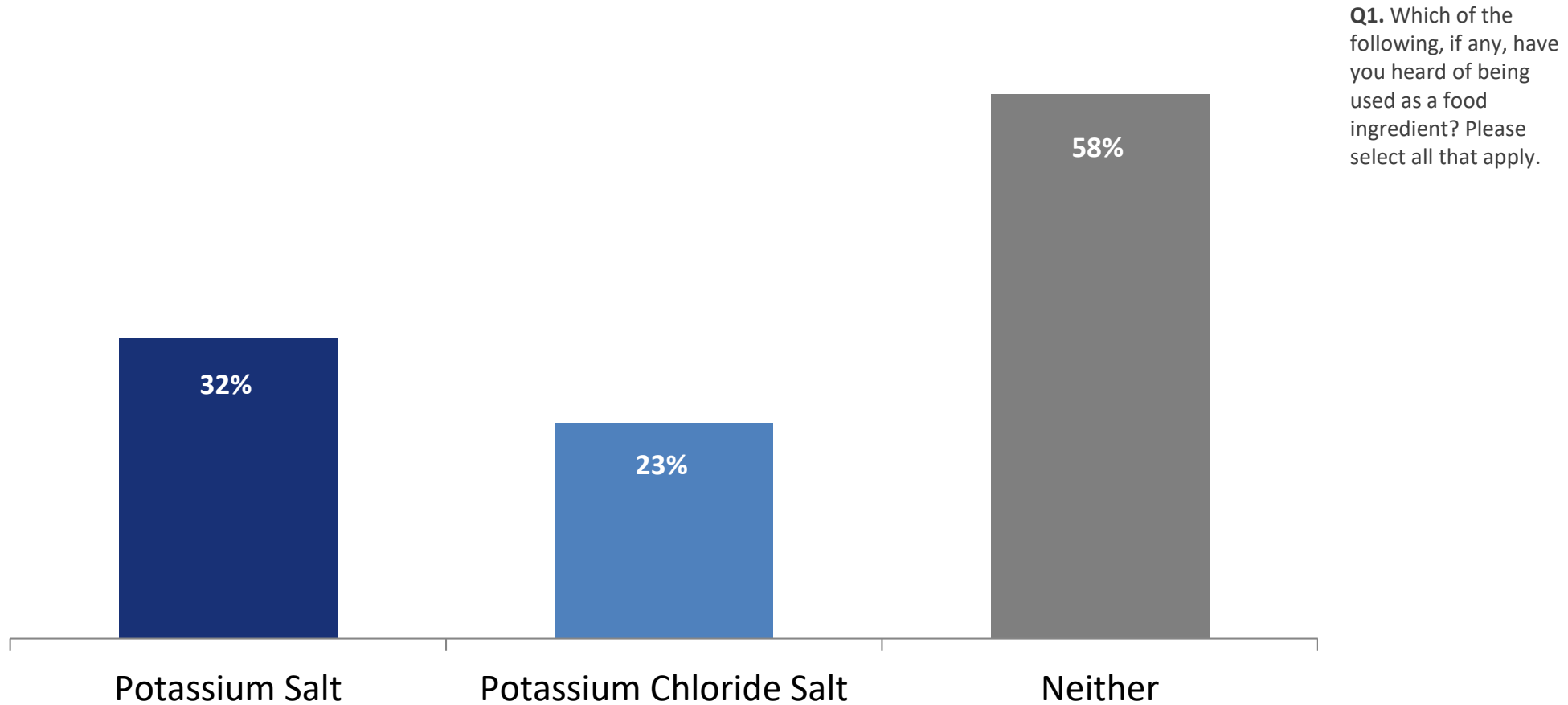
THE GOAL OF THIS RESEARCH WAS TO BETTER UNDERSTAND HOW CONSUMERS PERCEIVE AND UNDERSTAND ALTERNATIVES TO TABLE SALT AS WELL AS VARIOUS NAMES USED TO DESCRIBE POTASSIUM CHLORIDE.

VARIOUS NAMES WERE TESTED, INCLUDING THOSE UNDER CONSIDERATION BY THE FOOD AND DRUG ADMINISTRATION.

THIS ONLINE SURVEY HAD A SAMPLE SIZE OF 1,000, WAS WEIGHTED TO BE NATIONALLY REPRESENTATIVE AND WAS CONDUCTED IN JUNE 2018.

THE MARGIN OF ERROR WAS +/-3.

# FAMILIARITY WITH FOOD INGREDIENTS

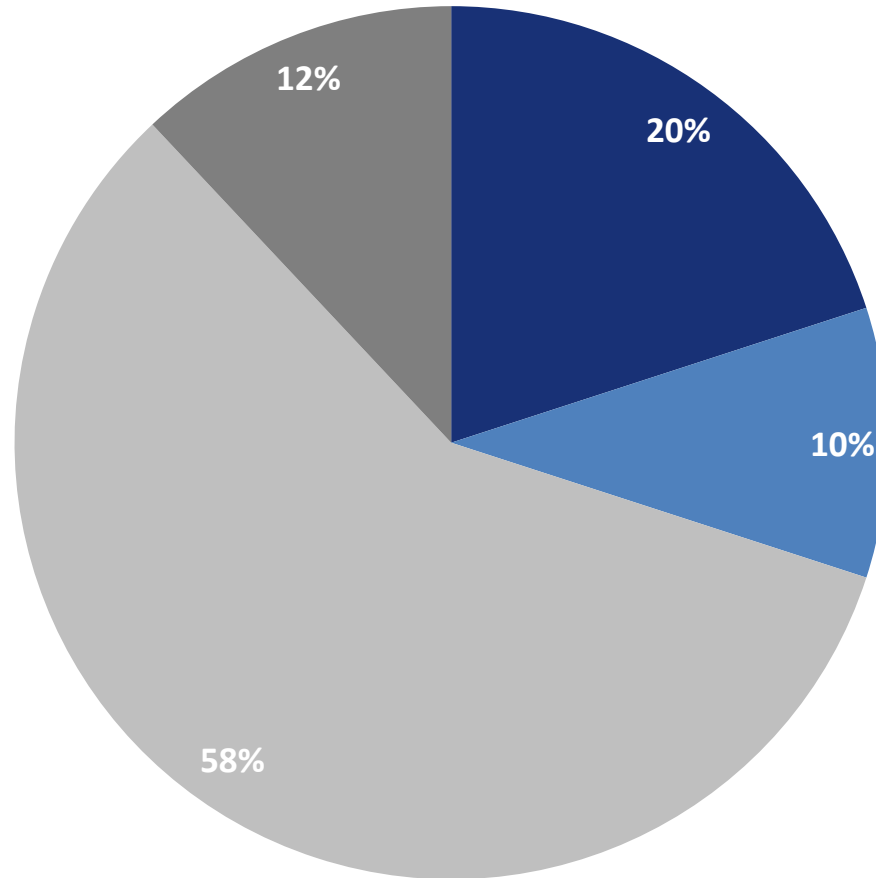


# BREAK OUT: FAMILIARITY WITH INGREDIENTS

	Potassium Salt	Potassium Chloride Salt	Neither
Total	32%	23%	58%
Men	37% ↑	25%	54%
Women	27% ↓	22%	62%
White	28% ↓	24%	62% ↑
African American	38%	20%	55%
Hispanic/Latinx	41%	26%	45% ↓
Northeast	33%	20%	59%
Midwest	31%	25%	56%
South	29%	23%	60%
West	33%	24%	58%
Under 45	38%	24%	51%
45-64	29%	24%	61%
65 and over	19%	20%	70%
Non-College	33%	21%	59%
College	29%	27%	57%

**Q1.** Which of the following, if any, have you heard of being used as a food ingredient? Please select all that apply.

# POTASSIUM



■ Seek it out in foods you consume

■ Avoid it in foods you consume

■ Neither seek out or avoid it in foods you consume

■ Don't know

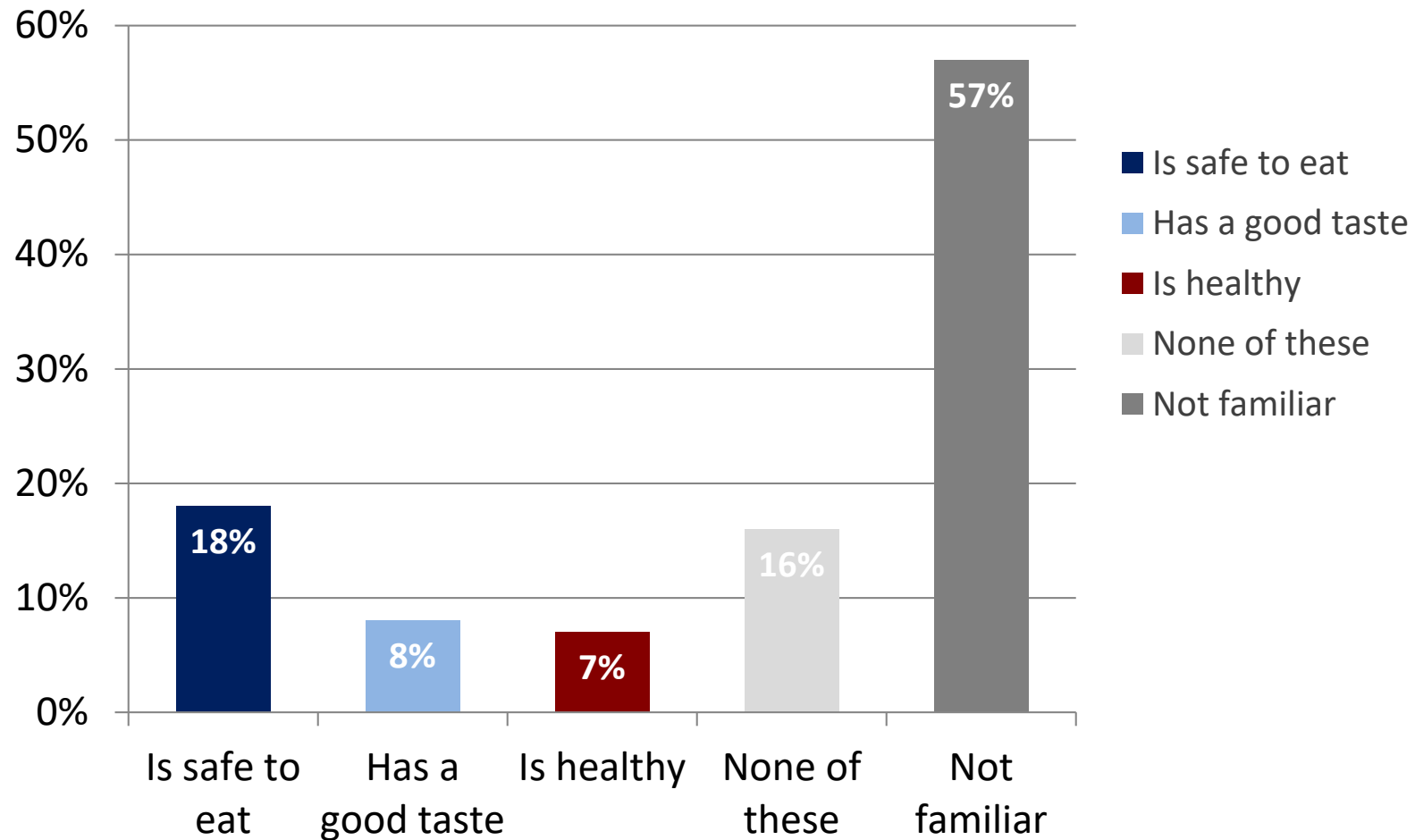
**Q2.** When it comes to Potassium, do you?

# BREAKOUT: POTASSIUM

	Seek it out in foods you consume	Avoid it in foods you consume	Neither seek out or avoid it in foods you consume
Total	20%	10%	58%
Men	22%	11%	54%
Women	18%	9%	61%
White	17%	8% ↓	62% ↑
African American	26%	12%	53%
Hispanic/Latinx	26%	16%	44%
Northeast	20%	11%	56%
Midwest	16%	6%	65%
South	19%	12%	58%
West	24%	11%	52%
Under 45	22%	13%	52%
45-64	18%	8%	61%
65 and over	18%	7%	68%
Non-College	19%	9%	57%
College	21%	12%	58%

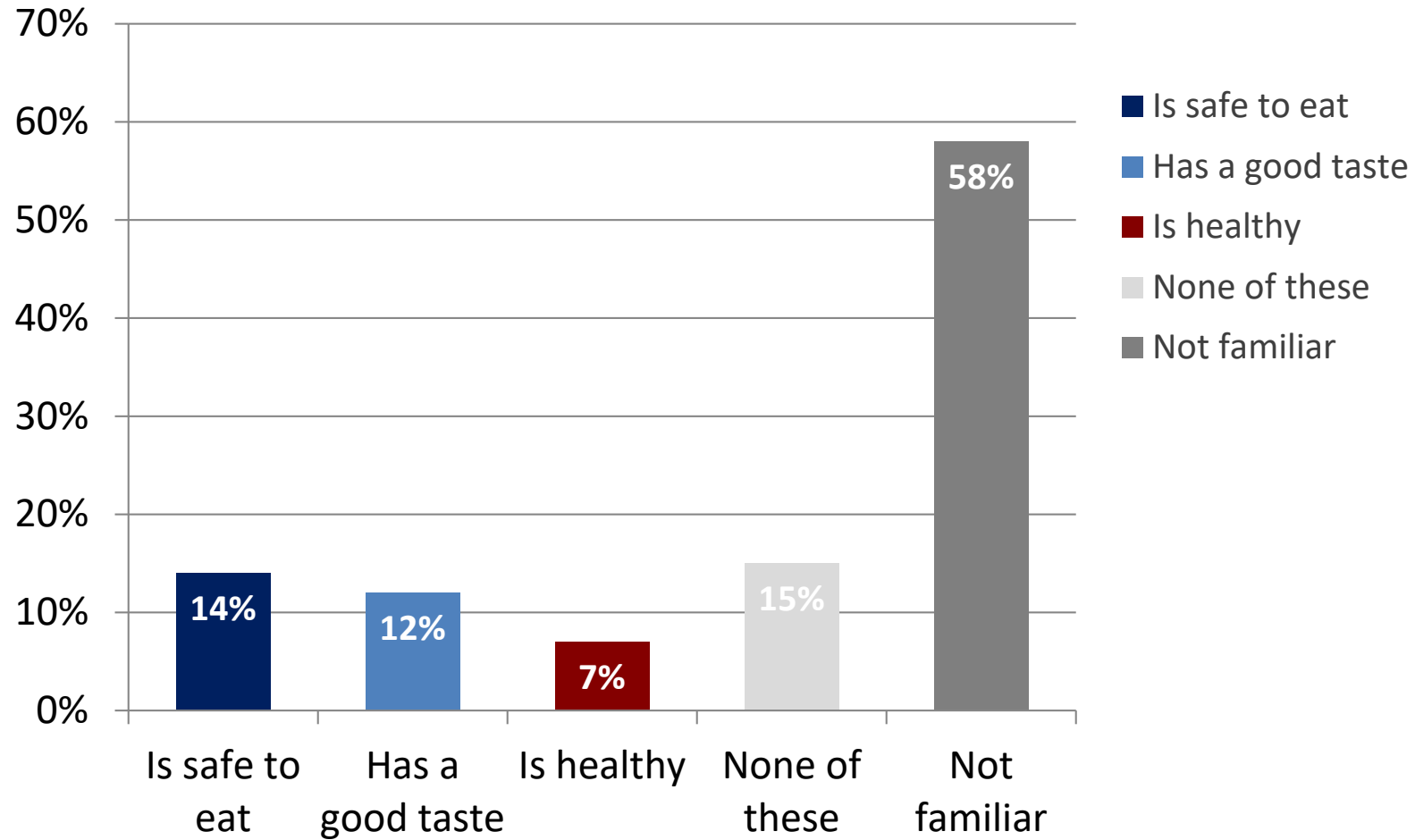
**Q2.** When it comes to Potassium, do you?

# "POTASSIUM CHLORIDE"



**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

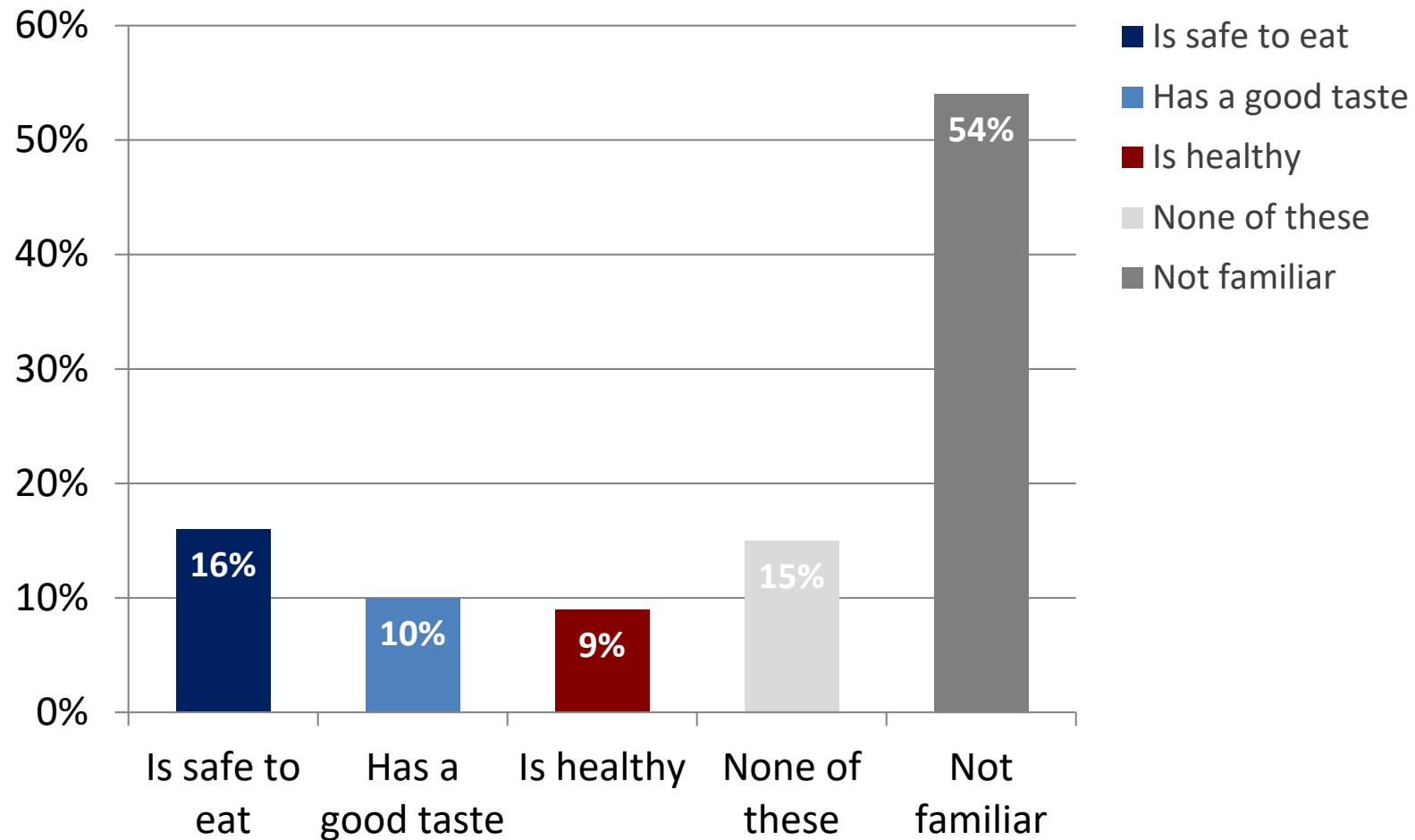
# "POTASSIUM CHLORIDE SALT"



**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

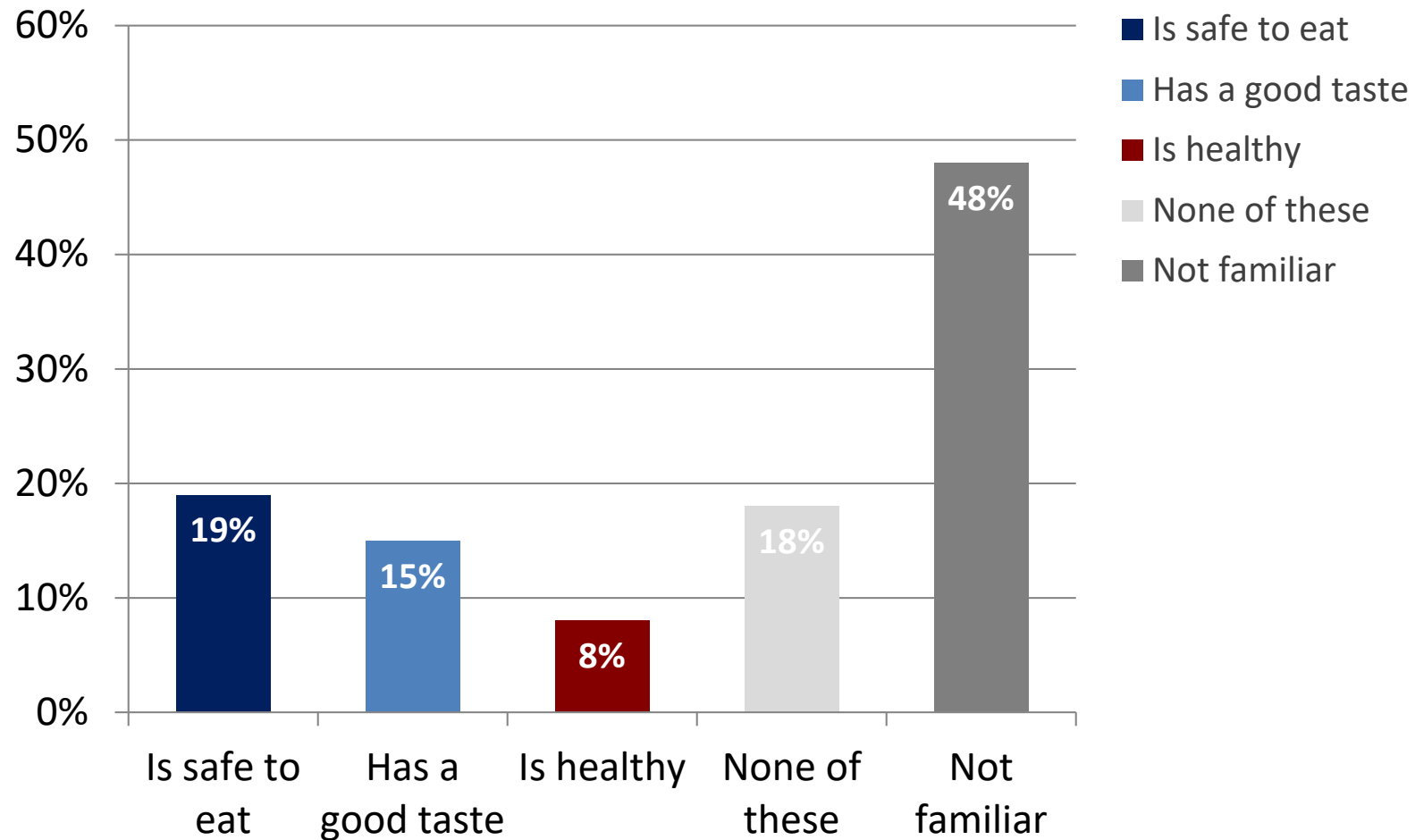


# "POTASSIUM SALT"



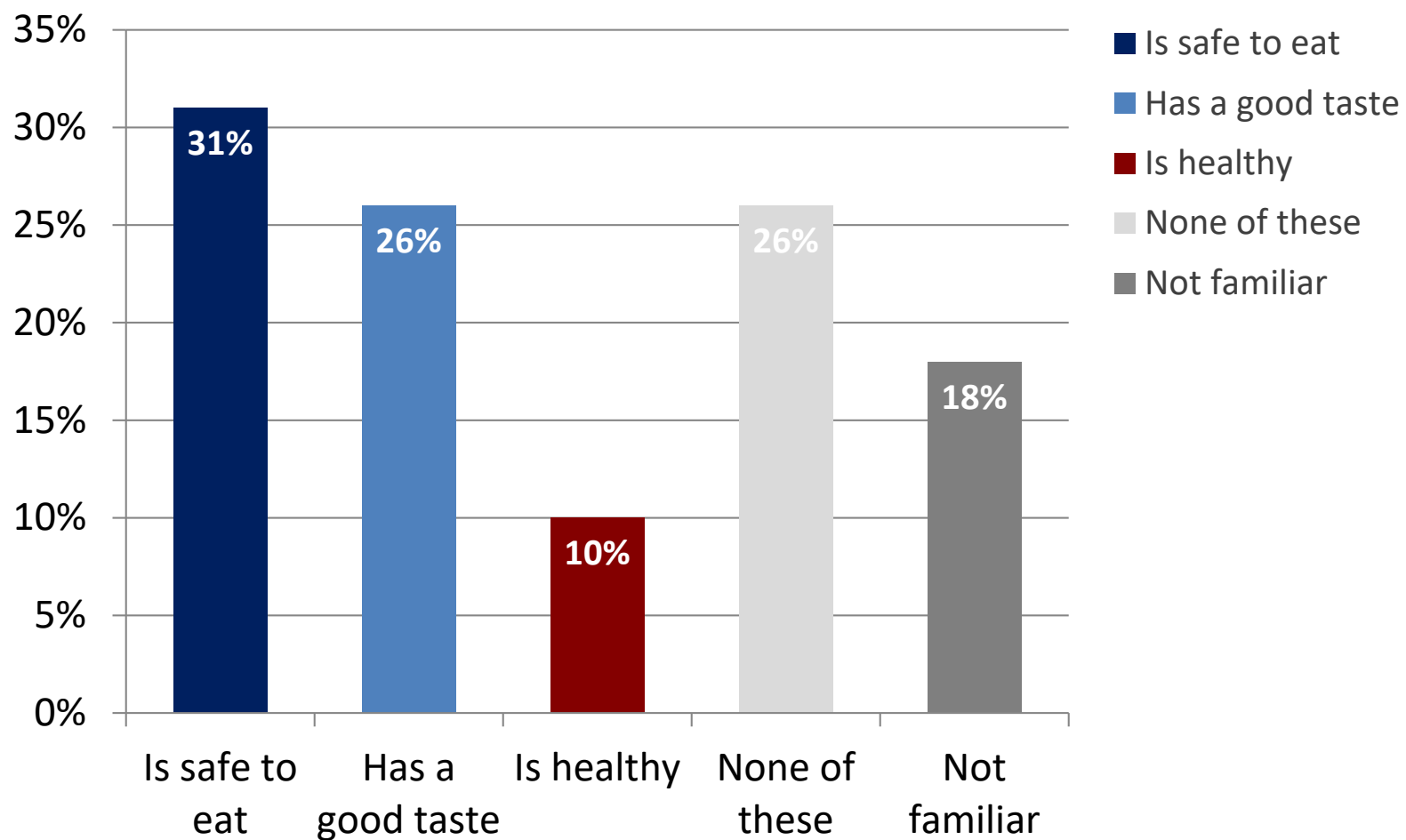
**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# "SODIUM CHLORIDE"



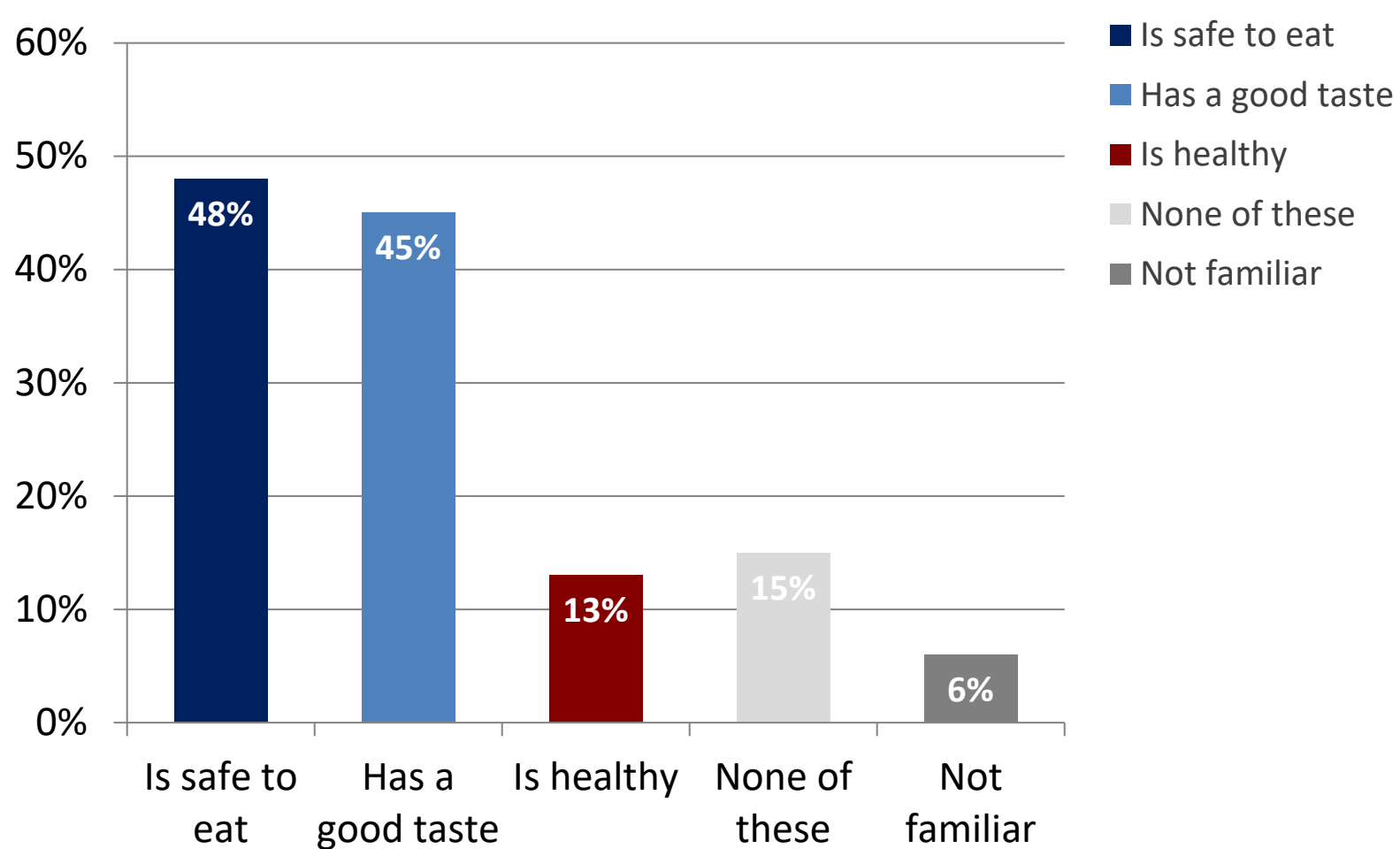
**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# "SODIUM"



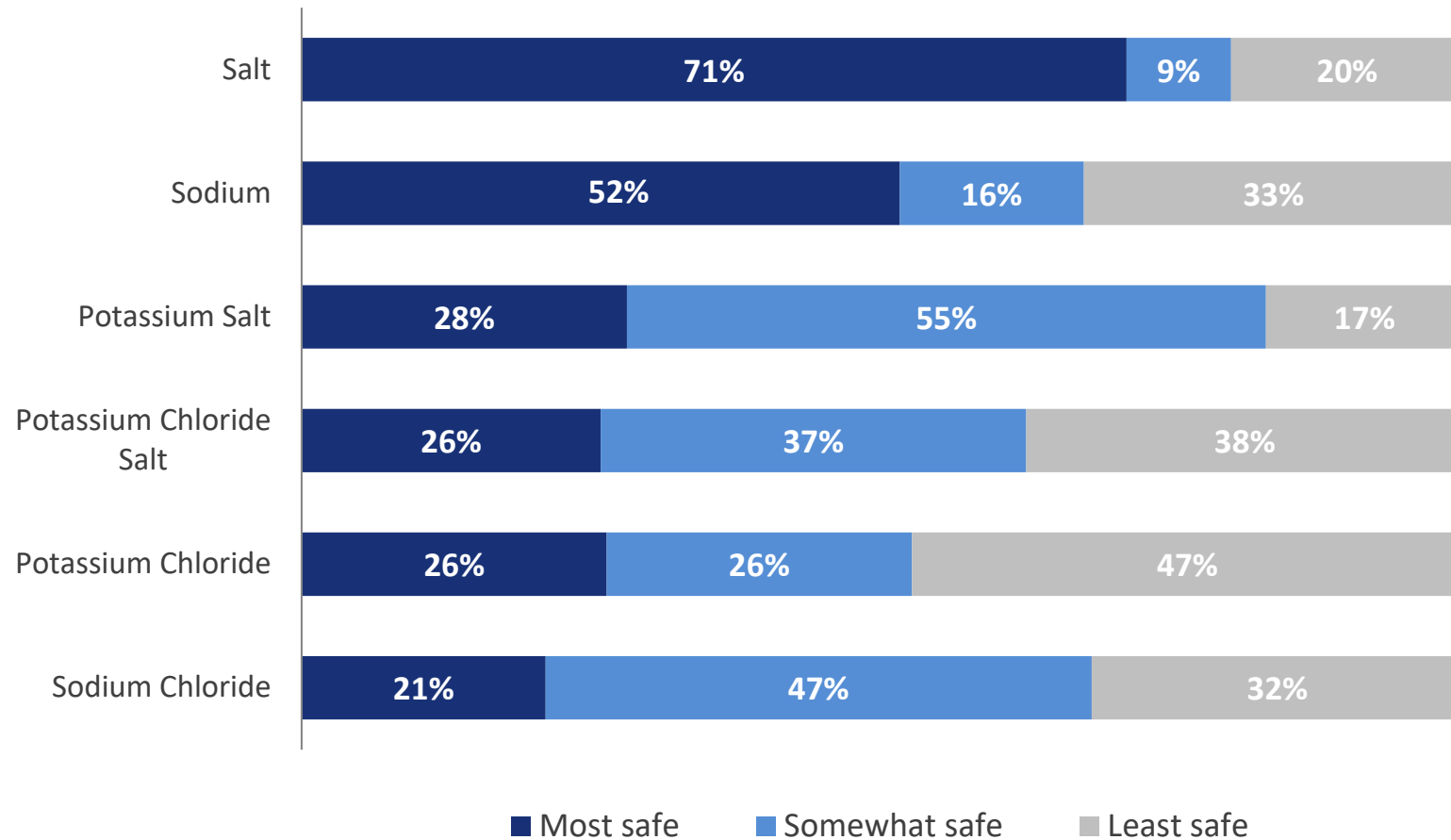
**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# "SALT"



**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

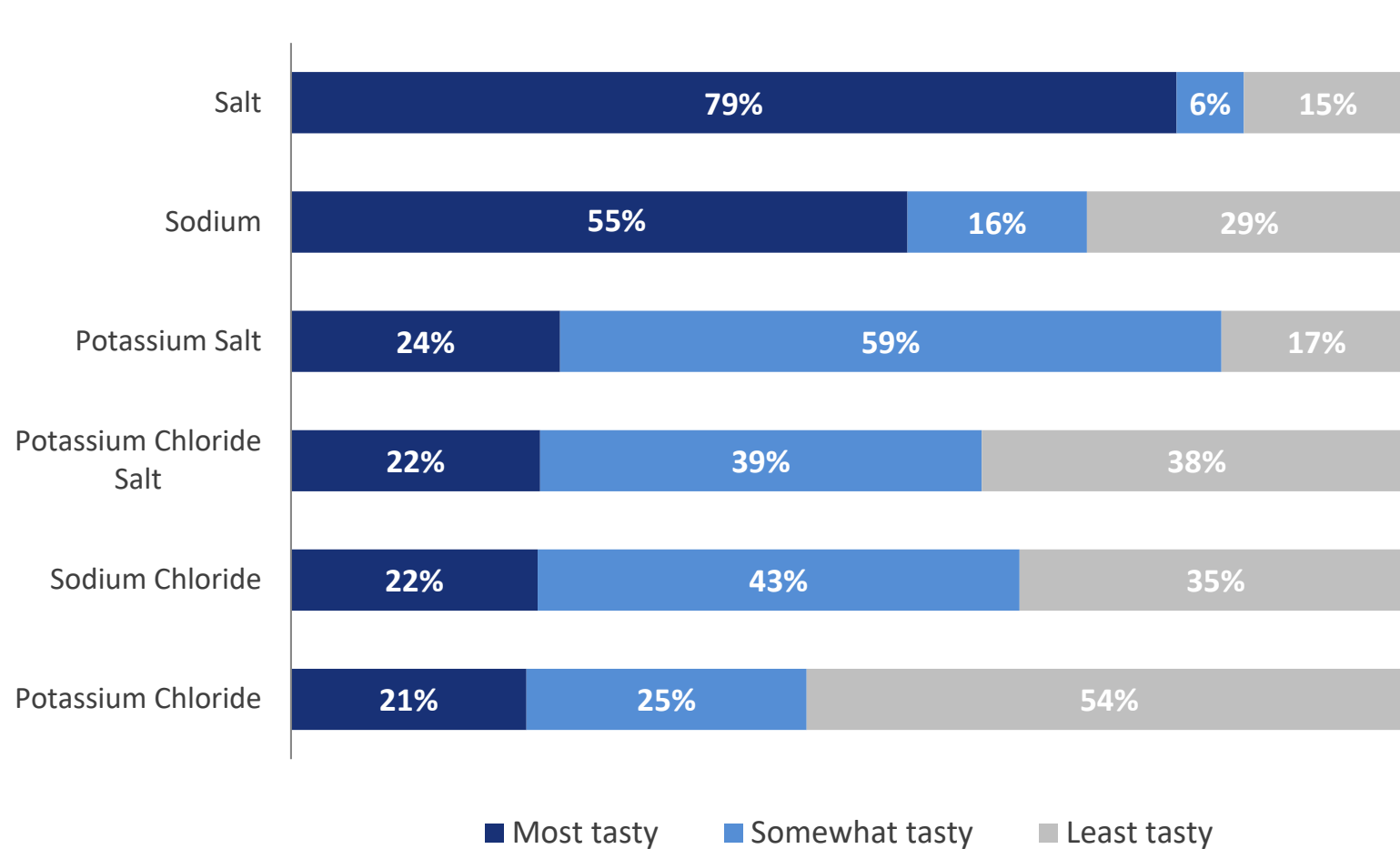
# RANKINGS: SAFE TO EAT



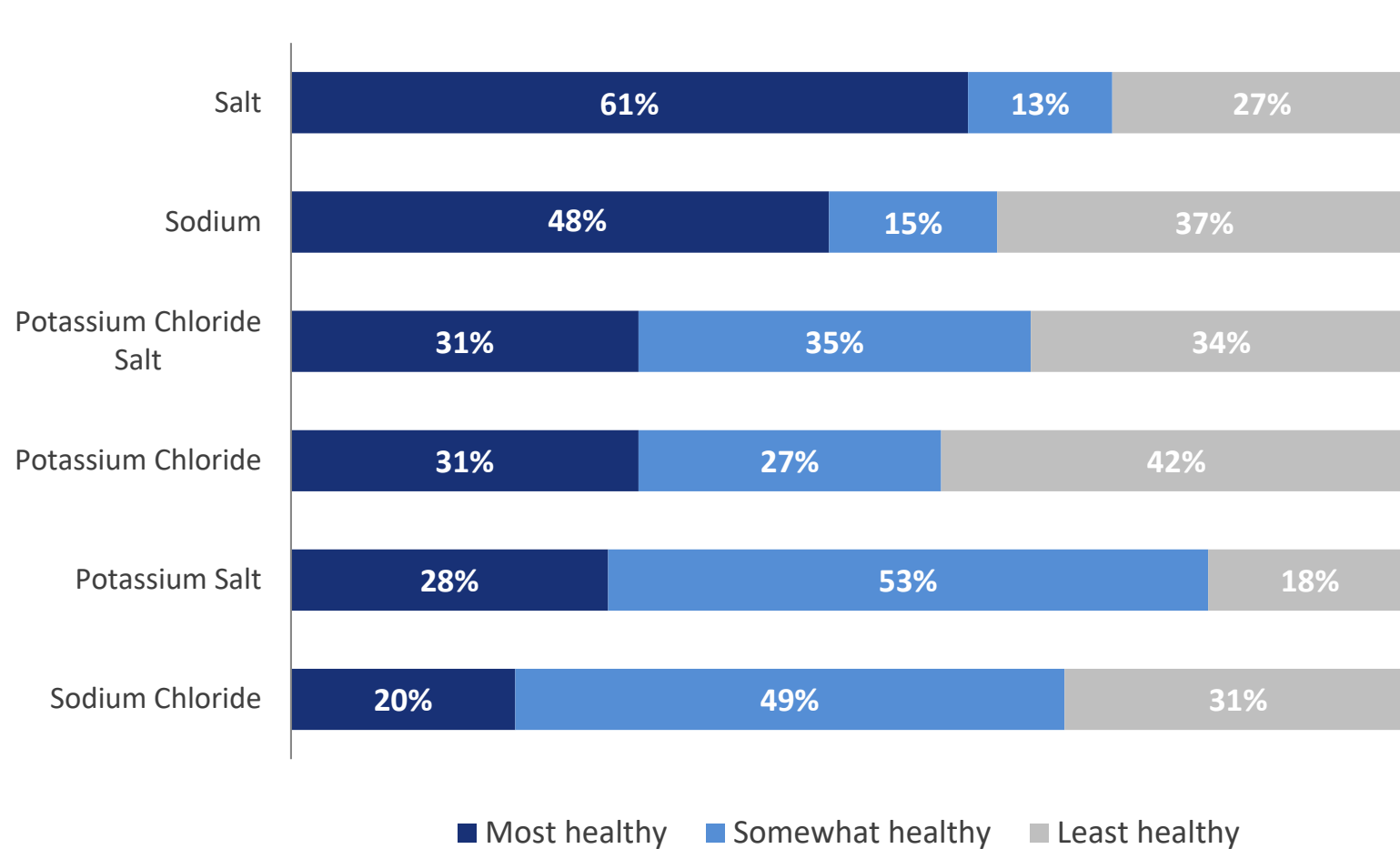
**Q4.** Regardless of how familiar you are with the ingredients below, please rank each ingredient from 1 to 6 in order from most safe to eat to least safe to eat. If you feel some ingredients are at the same level, please give them the same number.

% ranked 1 or 2, 3 or 4, 5 or 6

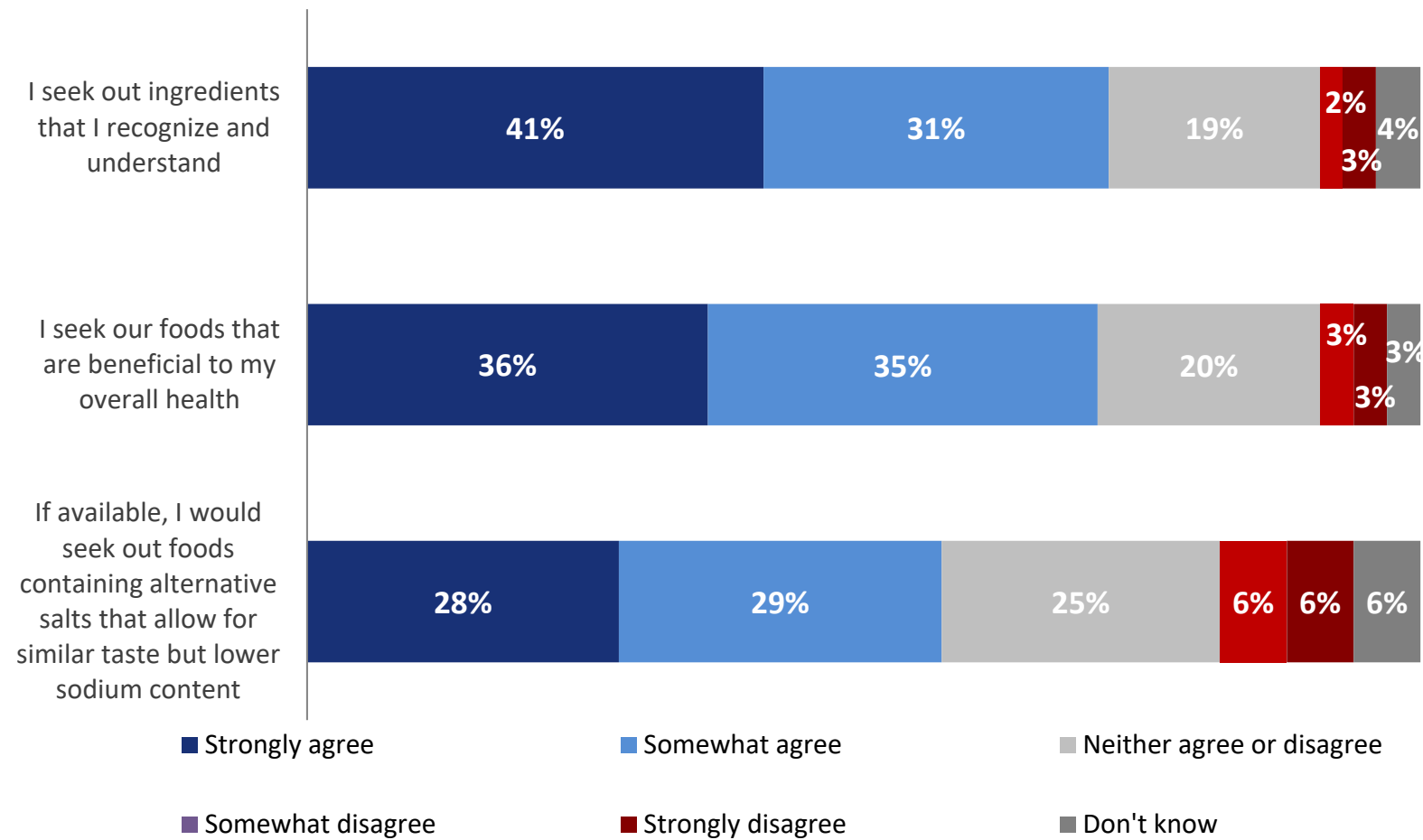
# RANKINGS: TASTE



# RANKINGS: HEALTH



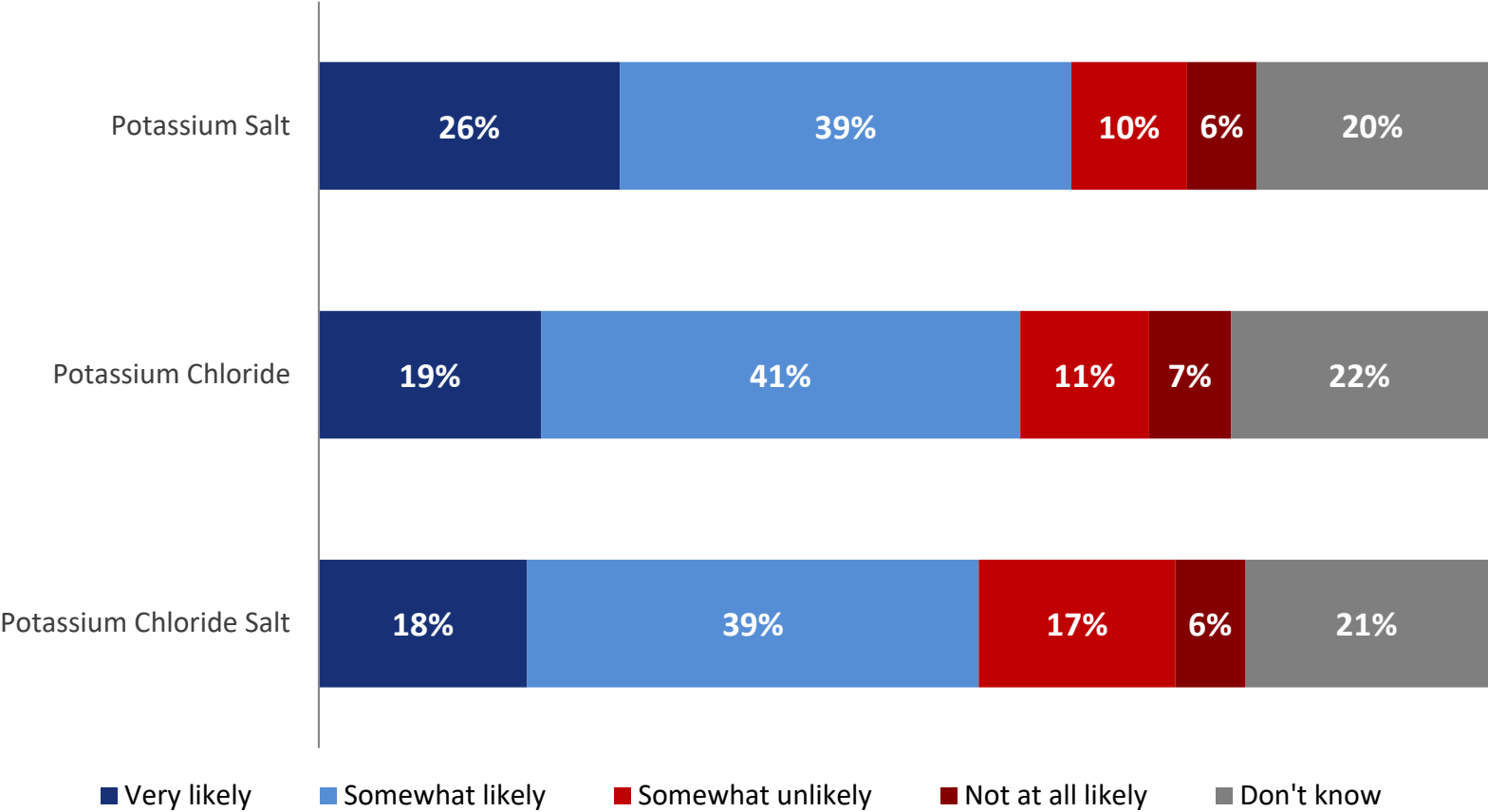
# STATEMENTS



**Q7.** When it comes to buying food, please indicate your level of agreement with the following statements:



# TABLE SALT REPLACEMENTS



**Q8.** Potassium Chloride/ Potassium Chloride Salt/ Potassium Salt can replace table salt in food to reduce the sodium content of a product. How likely would you be to purchase a food that listed Potassium Chloride/ Potassium Chloride Salt/ Potassium Salt in the ingredient list?

\*Note that this was a split sample – survey participants viewed only ONE of these terms.

# Appendices

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# BREAKOUT: "POTASSIUM CHLORIDE"

	Is safe to eat	Has a good taste	Is healthy
Total	18%	8%	7%
Men	21%	10%	9%
Women	15%	5%	5%
White	16%	7%	7%
African American	17%	9%	10%
Hispanic/Latinx	27%	6%	4%
Northeast	19%	5%	8%
Midwest	16%	8%	5%
South	18%	6%	7%
West	19%	11%	8%
Under 45	23%	9%	8%
45-64	17%	7%	7%
65 and over	8%	4%	7%
Non-College	13% ↓	6%	7%
College	25% ↑	10%	8%

**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# BREAKOUT: "POTASSIUM CHLORIDE SALT"

	Is safe to eat	Has a good taste	Is healthy
Total	14%	12%	7%
Men	15%	15%	9%
Women	12%	10%	5%
White	12%	10% ↓	6%
African American	18%	12%	6%
Hispanic/Latinx	17%	21% ↑	7%
Northeast	14%	11%	5%
Midwest	12%	11%	5%
South	15%	10%	8%
West	14%	16%	10%
Under 45	15%	18%	9%
45-64	13%	8%	7%
65 and over	9%	5%	4%
Non-College	12%	10%	6%
College	16%	15%	8%

**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# BREAKOUT: "POTASSIUM SALT"

	Is safe to eat	Has a good taste	Is healthy
Total	16%	10%	9%
Men	18%	14% ↑	12%
Women	14%	7% ↓	7%
White	15%	8% ↓	7% ↓
African American	18%	13%	13%
Hispanic/Latinx	17%	13%	11%
Northeast	18%	8%	5%
Midwest	14%	7%	10%
South	16%	12%	7%
West	17%	14%	15% ↑
Under 45	18%	13%	12%
45-64	16%	9%	8%
65 and over	10%	5%	6%
Non-College	16%	10%	7% ↓
College	17%	11%	13% ↑

**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# BREAKOUT: "SODIUM CHLORIDE"

	Is safe to eat	Has a good taste	Is healthy
Total	19%	15%	8%
Men	23% ↑	19% ↑	11%
Women	15% ↓	13% ↓	6%
White	18%	14%	7%
African American	18%	15%	7%
Hispanic/Latinx	22%	17%	11%
Northeast	17%	12%	7%
Midwest	15%	13%	5%
South	19%	15%	8%
West	22%	19%	12% ↑
Under 45	18%	16%	10%
45-64	19%	14%	8%
65 and over	19%	15%	7%
Non-College	16% ↓	13% ↓	6% ↓
College	23% ↑	19% ↑	12% ↑

**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# BREAKOUT: "SALT"

	Is safe to eat	Has a good taste	Is healthy
Total	48%	45%	13%
Men	46%	44%	13%
Women	50%	45%	12%
White	50%	49% ↑	11%
African American	36%	39%	11%
Hispanic/Latinx	50%	34%	13%
Northeast	46%	47%	10%
Midwest	47%	49%	13%
South	48%	42%	11%
West	50%	41%	16%
Under 45	48%	44%	13%
45-64	45%	43%	13%
65 and over	55%	50%	9%
Non-College	46%	45%	11%
College	50%	45%	15%

**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."

# BREAKOUT: "SODIUM"

	Is safe to eat	Has a good taste	Is healthy
Total	31%	26%	10%
Men	29%	28%	11%
Women	33%	24%	9%
White	33%	26%	10%
African American	24%	24%	15%
Hispanic/Latinx	29%	26%	9%
Northeast	29%	27%	9%
Midwest	33%	27%	12%
South	33%	19%	9%
West	30%	30%	11%
Under 45	33%	29%	11%
45-64	29%	24%	11%
65 and over	32%	20%	7%
Non-College	31%	24%	10%
College	32%	29%	10%

**Q3.** For each ingredient below please mark all those descriptions that you agree with for each ingredient. If you do not feel that it describes the ingredient, please leave that box blank. If you are unfamiliar with the ingredient, please check "Not familiar."



# BREAKOUT: "SAFE TO EAT"

	Salt	Sodium	Potassium Salt	Potassium Chloride Salt	Potassium Chloride	Sodium Chloride
Total	71%	52%	28%	26%	26%	21%
Men	68%	46% ↓	27%	28%	28%	24%
Women	75%	57% ↑	28%	24%	25%	18%
White	76% ↑	56% ↑	26%	22% ↓	23% ↓	21%
African American	58% ↓	43%	27%	32%	36%	17%
Hispanic/Latinx	66%	40%	36%	35%	34%	26%
Northeast	78%	57%	27%	27%	25%	24%
Midwest	71%	54%	27%	24%	23%	16%
South	70%	51%	25%	22%	27%	21%
West	67%	46%	31%	31%	29%	23%
Under 45	65% ↓	48%	30%	30%	31%	21%
45-64	73%	54%	27%	24%	24%	19%
65 and over	83% ↑	57%	24%	18%	18%	23%
Non-College	73%	52%	29%	25%	25%	18%
College	70%	51%	26%	28%	28%	25%

**Q4.** Regardless of how familiar you are with the ingredients below, please rank each ingredient from 1 to 6 in order from most safe to eat to least safe to eat. If you feel some ingredients are at the same level, please give them the same number.

% ranked 1 or 2

# BREAKOUT: "TASTE"

	Salt	Sodium	Potassium Salt	Potassium Chloride Salt	Potassium Chloride	Sodium Chloride
Total	79%	55%	24%	22%	21%	22%
Men	76%	49% ↓	25%	23%	23%	25%
Women	82%	62% ↑	23%	22%	19%	19%
White	83% ↑	58%	23%	20%	17% ↓	21%
African American	77%	56%	25%	22%	21%	18%
Hispanic/Latinx	69%	46%	26%	32%	31%	28%
Northeast	82%	56%	26%	22%	23%	27%
Midwest	84%	64%	21%	19%	18%	18%
South	79%	54%	22%	22%	20%	21%
West	71% ↓	49%	27%	26%	24%	22%
Under 45	71% ↓	53%	25%	28% ↑	29% ↑	22%
45-64	85% ↑	57%	22%	18%	14% ↓	18%
65 and over	87%	58%	26%	16%	13%	29%
Non-College	81%	58%	24%	21%	18%	19%
College	76%	52%	23%	24%	25%	25%

**Q5.** Regardless of how familiar you are with the ingredients below, please rank each ingredient from 1 to 6 in order from most tasty to least tasty. If you feel some ingredients are at the same level, please give them the same number.

% ranked 1 or 2

# BREAKOUT: "HEALTH"

	Salt	Sodium	Potassium Salt	Potassium Chloride Salt	Potassium Chloride	Sodium Chloride
Total	61%	48%	28%	31%	31%	20%
Men	58%	44%	29%	32%	31%	22%
Women	63%	52%	28%	31%	30%	19%
White	65% ↑	52%	27%	29%	27%	20%
African American	49%	40%	34%	37%	38%	23%
Hispanic/Latinx	50%	35%	26%	38%	36%	23%
Northeast	64%	51%	28%	36%	30%	25%
Midwest	63%	52%	22%	25%	27%	17%
South	58%	43%	31%	34%	32%	22%
West	57%	45%	33%	32%	34%	18%
Under 45	54% ↓	44%	31%	35%	35%	21%
45-64	65%	51%	27%	29%	29%	18%
65 and over	70%	50%	25%	25%	23%	25%
Non-College	63%	50%	30%	28%	27%	19%
College	56%	44%	26%	36%	35%	22%

**Q6.** Regardless of how familiar you are with the ingredients below, please rank each ingredient from 1 to 6 in order from healthiest to least healthy. If you feel some ingredients are at the same level, please give them the same number.

% ranked 1 or 2

# BREAKOUT: TABLE SALT REPLACEMENTS

	Potassium Chloride	Potassium Chloride Salt	Potassium Salt
Total	60%	56%	65%
Men	63%	58%	67%
Women	57%	55%	63%
White	59%	57%	63%
African American	76%	45%	58%
Hispanic/Latinx	57%	69%	71%
Northeast	65%	57%	72%
Midwest	58%	56%	64%
South	62%	56%	58%
West	57%	57%	64%
Under 45	58%	62%	62%
45-64	57%	54%	69%
65 and over	72%	46%	64%
Non-College	61%	54%	62%
College	59%	59%	68%

**Q8.** Potassium Chloride/ Potassium Chloride Salt/ Potassium Salt can replace table salt in food to reduce the sodium content of a product. How likely would you be to purchase a food that listed Potassium Chloride/ Potassium Chloride Salt/ Potassium Salt in the ingredient list?

% Very + Somewhat Likely

# BREAKOUT: STATEMENTS

	Ingredients I recognize	Foods that are healthy	Foods with alternative salts
Total	72%	71%	58%
Men	71%	70%	63%
Women	73%	71%	53%
White	72%	71%	55%
African American	69%	70%	61%
Hispanic/Latinx	75%	73%	67%
Northeast	69%	71%	62%
Midwest	70%	69%	51%
South	74%	73%	55%
West	74%	71%	62%
Under 45	71%	69%	59%
45-64	70%	73%	58%
65 and over	77%	73%	55%
Non-College	71%	69%	58%
College	72%	73%	58%

**Q7.** When it comes to buying food, please indicate your level of agreement with the following statements

% Total agree

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