



## Orville Redenbacher's® SmartPop!® 30% Less Sodium Survey Results Fact Sheet

In honor of its newest Gourmet Popping Corn, SmartPop! 30% Less Sodium, Orville Redenbacher's recently conducted a national survey to get to the heart of what people really know about sodium.

### **SURVEY FINDINGS**

**Sodium 101 Needed:** Most Americans think their daily sodium intake isn't that high, but research shows Americans consume 40 percent more than their daily recommended allowance of sodium per day.

- Six in 10 Americans think they consume just the right amount of sodium in their diet, yet only 25 percent of them could correctly identify what their daily recommended allowance for sodium is.
- Many Americans can identify the negative health effects of a high sodium diet, but only 22 percent are concerned with the level of sodium in their diet.

**Women More Concerned:** Women are more concerned about the amount of sodium in their diet than men (26 percent vs. 19 percent, respectively).

- Women are also more concerned than men about the level of sodium in their children's diets (24 percent vs. 16 percent, respectively)

**Purchase Habits Influenced:** When it comes to healthful foods, taste and nutrition are the most important factors influencing consumer purchasing decisions (37 and 43 percent, respectively).

- Though less than a quarter of consumers say they are concerned about the level of sodium in their diet, more than half buy low-sodium, reduced-sodium or sodium-free foods.
- The biggest reason for not purchasing low-sodium, reduced-sodium or sodium-free foods is that consumers believe the products won't taste as good as the full-sodium version.

### **SURVEY INFORMATION**

The Ketchum Global Research Network worked with ORC's Caravan Service to field a telephone survey among a nationally representative sample of 1,000 Americans. The survey was conducted from Aug. 31 to Sept. 3, 2007, and the results have a margin of error of  $\pm 3$  percentage points.

### **ABOUT ORVILLE REDENBACHER'S GOURMET POPPING CORN**

For more than 40 years, the Orville Redenbacher's name has been a valued and iconic household name that offers premium taste with quality ingredients. In 2007 Orville Redenbacher was inducted into the Madison Avenue Advertising Walk of Fame as the Icon of the Year, and Orville Redenbacher's Gourmet Popping Corn Light Butter Microwave Popcorn was ranked #1 by a leading consumer publication. As the number one selling popcorn brand in the U.S., Orville Redenbacher's Gourmet Popping Corn is available in more than 70 varieties to complement any lifestyle, taste or occasion. For more information on the brand and products, visit Orville Redenbacher's Web site at [www.orville.com](http://www.orville.com).