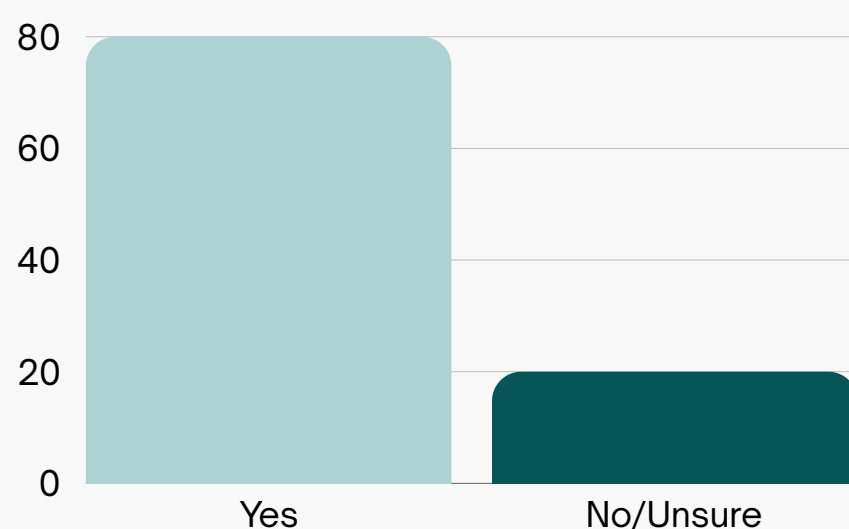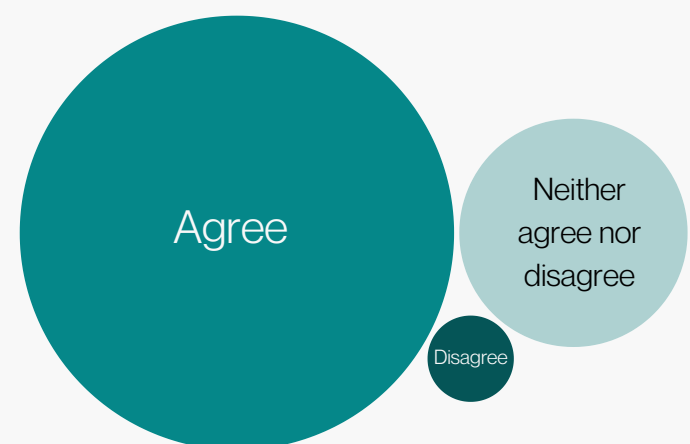# There is a strong level of public support for better nutritional regulation.

76% of the public believe **food companies should do more** to reduce the salt content of their products.

Agree

Neither agree nor disagree

Disagree

80% of people surveyed **support stronger government regulation** that would ensure foods are healthier and lower in salt.

80
60
40
20
0

Yes　　　　No/Unsure

43% of consumers would **actively avoid** ready meals if they knew it contained **over half their daily salt limit** whilst 20% were unsure

Action on Salt & Sugar

#SaltAwarenessWeek

National poll conducted in April 2025 by Censuswide, commissioned by Action on Salt