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SUPPLEMENTAL TABLE 1 Sociodemographic characteristics of all ConsumerStyles 2012 (Porter Novelli, 2012) survey participants compared with those who responded to survey statement, "It is important for baby and toddler foods to be low in sodium," (N = 6728)[a]

Characteristic	*P*-value[b]	Respondents, n (%)[c]	Nonrespondents, n (%)
Overall		6378 (94.1%)	350 (5.9%)
Age	0.29		
18–34		1288 (30.1%)	64 (24.9%)
35–44		1322 (17.0%)	68 (16.8%)
45–54		1748 (19.0%)	96 (18.7%)
55–64		1052 (16.4%)	64 (16.7%)
65+		968 (17.4%)	58 (22.9%)
Sex	0.0001		
Male		2856 (48.8%)	126 (34.4%)
Female		3522 (51.2%)	224 (65.6%)
Race/ethnicity	0.16		
White, non-Hispanic		4758 (67.8%)	227 (60.2%)
Black, non-Hispanic		591 (11.2%)	42 (11.2%)
Other, non-Hispanic		208 (5.6%)	14 (7.4%)
Hispanic		663 (14.0%)	58 (19.9%)
2+ Race, non-Hispanic[d]		158 (1.4%)	9 (1.2%)
Education	0.26		
Less than high school		366 (12.0%)	27 (14.4%)
High school		1504 (29.7%)	100 (34.8%)
Some college		2081 (29.4%)	115 (25.0%)
Bachelor's degree or higher		2427 (28.8%)	108 (25.9%)
Household income	0.13		
< $25 000		1000 (18.6%)	74 (25.0%)
$25 000–$39 999		878 (14.5%)	45 (14.3%)
$40 000–$59 999		1080 (16.9%)	70 (17.7%)
≥ $60 000		3420 (50.0%)	161 (43.1%)
Region of residence	0.89		
Northeast		1161 (18.2%)	67 (19.2%)
Midwest		1659 (21.8%)	78 (19.6%)
South		2118 (36.8%)	127 (38.4%)
West		1440 (23.2%)	78 (22.8%)

[a] Unweighted n, weighted percentage.
[b] *P*-value based on chi-squared test between respondents and nonrespondents.
[c] Respondents were defined as survey participants who answered all questions of interest; all other individuals were defined as nonrespondents.
[d] Two or more non-Hispanic races/ethnicities.

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SUPPLEMENTAL TABLE 2 Proportion of respondents who answered all questions of interest by sociodemographic characteristics, health-related characteristics, and attitudes/behaviors towards sodium

Characteristic	N[a]	%[b]	95% CI[2]
Overall	**6378**	**100.00**	**-**
Age			
18–34	1288	30.12	28.43 – 31.82
35–44	1322	17.01	15.76 – 18.26
45–54	1748	19.03	17.77 – 20.28
55–64	1052	16.41	15.16 – 17.66
65+	968	17.43	16.15 – 18.71
Sex			
Male	2856	48.81	47.07 – 50.54
Female	3522	51.19	49.46 – 52.93
Race/ethnicity			
White, non-Hispanic	4758	67.75	66.01 – 69.49
Black, non-Hispanic	591	11.22	10.03 – 12.40
Other, non-Hispanic	208	5.62	4.63 – 6.61
Hispanic	663	14.03	12.67 – 15.38
2+ Race, non-Hispanic[c]	158	1.38	1.07 – 1.69
Education			
Less than high school	366	12.00	10.64 – 13.36
High school	1504	29.75	28.12 – 31.38
Some college	2081	29.44	27.93 – 30.95
Bachelor's degree or higher	2427	28.81	27.34 – 30.29
Household income			
< $25 000	1000	18.60	17.16 – 20.03
$25 000–$39 999	878	14.46	13.23 – 15.70
$40 000–$59 999	1080	16.93	15.63 – 18.23
≥ $60 000	3420	50.01	48.28 – 51.74
Region of residence			
Northeast	1161	18.21	16.89 – 19.52
Midwest	1659	21.83	20.47 – 23.19
South	2118	36.78	35.09 – 38.47
West	1440	23.18	21.69 – 24.68
BMI			
< 25	2295	37.63	35.95 – 39.31
25–30	2179	33.50	31.87 – 35.13
≥ 30	1904	28.87	27.30 – 30.43
Are you a parent of at least 1 child under the age of 2 years?			
Yes	390	8.70	7.60 – 9.81

No	5988	91.30	90.19 – 92.40
Self-reported high blood pressure			
Yes	1593	25.89	24.36 – 27.41
No	4785	74.11	72.59 – 75.64
Self-reported high cholesterol			
Yes	1424	22.20	20.78 – 23.63
No	4954	77.80	76.37 – 79.22
Cardiovascular disease history			
Yes	96	1.85	1.34 – 2.35
No	6282	98.15	97.65 – 98.66
How harmful to your health is eating too much salt/sodium?			
Not at all harmful	195	3.51	2.85 – 4.17
A little harmful	1544	23.79	22.31 – 25.28
Somewhat harmful	2585	38.71	37.03 – 40.38
Very harmful	2054	33.99	32.34 – 35.64
Are you currently watching or reducing your sodium/salt intake?			
Yes	2694	44.72	42.99 – 46.45
No	3684	55.28	53.55 – 57.01

Note. BMI, body mass index.

[a] Unweighted, n.
[b] Weighted by sex, age, household income, race/ethnicity, household size, education, census region, metro status, and prior internet access to match the 2011 Current Population Survey (US Census Bureau, 2012).
[c] Two or more non-Hispanic races/ethnicities.