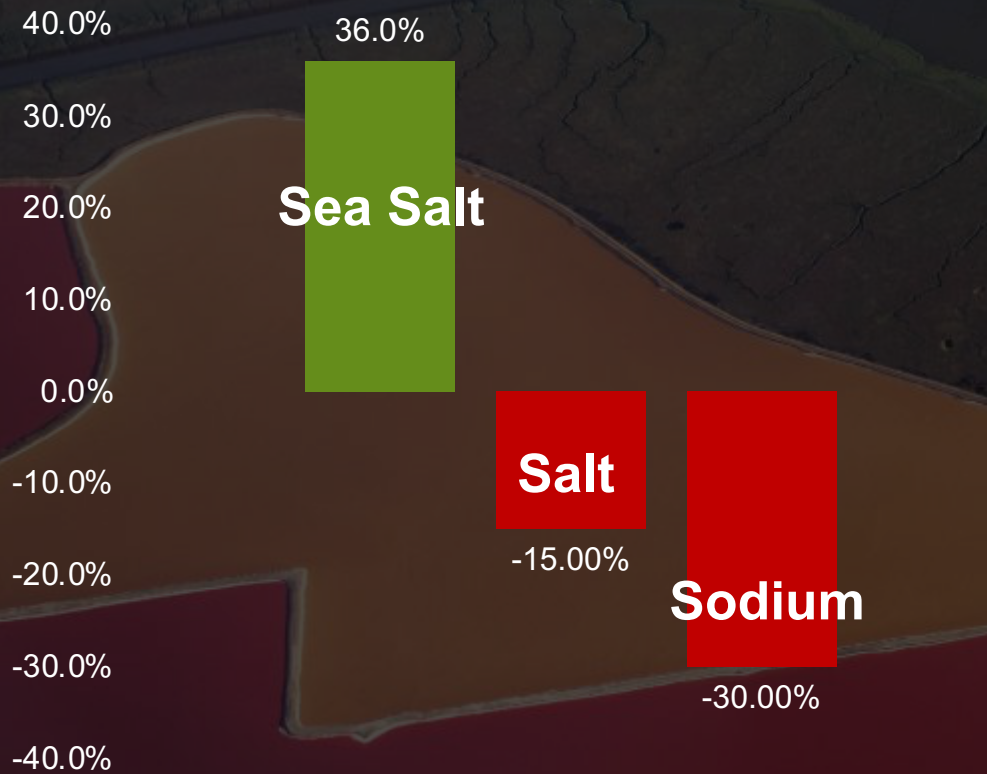


2020 Consumer Perceptions | Sea Salt

Source: Cargill Proprietary Research: 2020

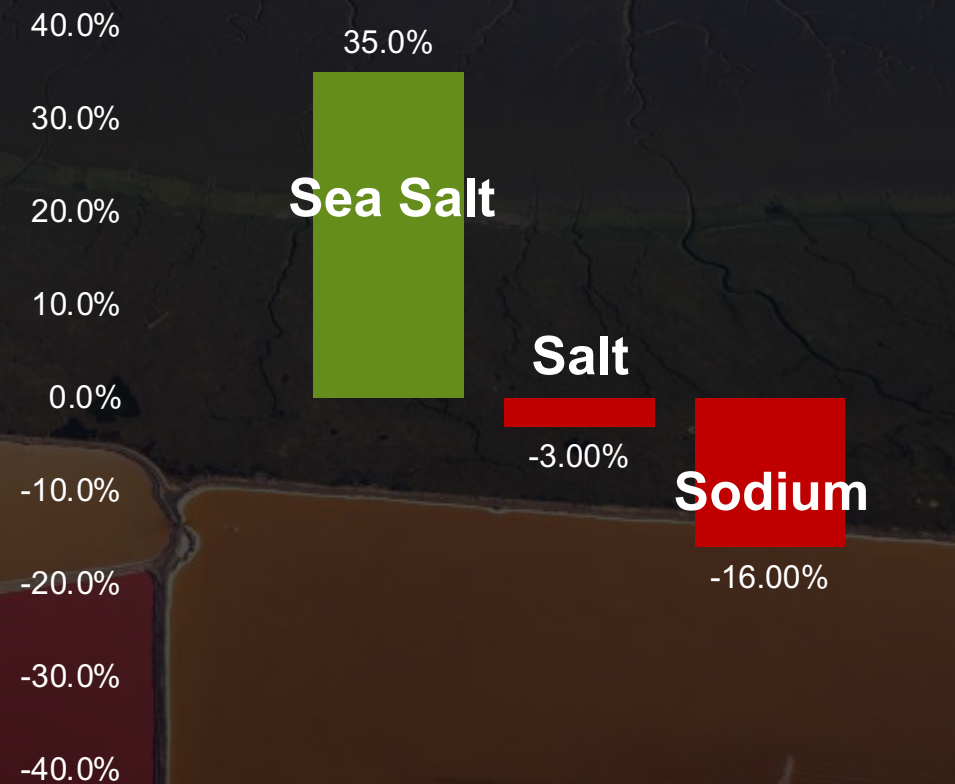
Health Perceptions (NET Scores)

NET Scores = Good For You (T2B) minus Bad For You (B2B)



Purchase Impact (NET Scores)

NET Scores = More likely (T2B) minus Less Likely (B2B)



Base: Wave 6, N=1748-1790

Q: Please indicate how good or bad for you each of these ingredients is, in your opinion. Please select the number on the scale that best corresponds to your opinion.

Cargill Salt 101, 2020

Base: Wave 6, N=1748-1790

Q: If you were doing your grocery shopping and noticed the following ingredients on a food or beverage ingredient list, do you think it would make you more likely to purchase the product, less likely to purchase the product, or would it make no difference in your decision?

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More “**natural-sounding**” names will boost perceived healthfulness...

We also know that health perceptions are **strongly correlated** with purchase intent (95% correlation).

