

Accessing Nutrition Information at Chain Restaurants: New Data

How often do chain restaurant customers access on-site nutrition information?

In a recent study* only 6 of 4311 patrons observed ordering at four restaurant chains accessed the information.

	# customers observed	Accessed information before purchase
Burger King	482	3
McDonald's	1501	2
Au Bon Pain	1671	1
Starbucks	657	0
Total	4311	6

Policy implications:

These findings suggest that in order to affect customers' purchasing behavior, nutrition information must be displayed in a visible place, such as on a menu board.

**Roberto, Agnew, Brownell, American Journal Public Health, 2008, in press.*
For more information: Roberta.friedman@yale.edu; 203-432-4717