

## 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 4300 patrons observed ordering at four restaurant chains accessed the information.**

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

**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 of Public Health, 99 (5): 820. (2009).*  
For more information: [Roberta.friedman@yale.edu](mailto:Roberta.friedman@yale.edu); 203-432-4717