

Adjustments to restaurant menus for menu standardization

Pizza Hut	<p>Pizza Hut provided nutrition information for one slice of pizza. As a typical individual consumes more than one slice of pizza per meal, we calculated nutrition information for pizzas based on the following assumptions: a medium pizza provided three servings and a large pizza provided four servings.</p> <p>We assumed that any items intended for family consumption (e.g., a bucket of wings) provided four servings, and calculated the nutrition profiles based on this assumption.</p> <p>Tuscani pastas were an exception to this rule. Pizza Hut indicated that a single pan serves two; therefore, we assumed that one serving size was one-half a pan of pasta.</p> <p>We also assumed that one-half of a P'Zone was a single serving and one Pizza Roller was a single serving, based on gram weight serving sizes indicated by Pizza Hut.</p> <p>We added dipping sauces shown with one item proportionally. For example, for one-half of a P'Zone, we added one-half of a dipping sauce; and for one pizza roller which usually comes in a pack of four, we added one-fourth of a side of dipping sauce.</p>
Wendy's	<p>We included one-half of a dressing packet in the nutrition profile for side salads and one packet for main dish salads.</p> <p>We included two sauce packets with the ten-piece chicken nuggets and one packet with the five-piece chicken nuggets.</p> <p>No sauce was included with boneless wings.</p>
Dunkin' Donuts	<p>Dunkin' Donuts provided nutrition information per item (e.g., one donut); they did not provide serving sizes in grams. To calculate NPI scores, we purchased individual menu items from the local Dunkin' Donuts and weighed them to obtain average serving sizes by weight.</p> <p>All bagels are listed as two menu items: a plain bagel and a bagel with regular cream cheese.</p>
Starbucks	<p>Starbucks did not provide a pdf with nutrition information on its website. Researchers visited a local Starbucks to obtain brochures with nutrition information for beverages and foods available at Starbucks nationally.</p>

Table A2. Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (kcal)	Energy density (kcal/g)	Energy density beverages (% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)	Fiber (g)	Protein (g)	NPI Score
		McDonald's	Happy Meal	Main Dish	Hamburger	100	-	250	2.5	-	9	3.5	0.5	6	520	2	12	50
		McDonald's	Happy Meal	Main Dish	Cheeseburger	114	-	300	2.6	-	12	6	0.5	6	750	2	15	40
		McDonald's	Happy Meal	Main Dish	Chicken McNuggets (4 piece) with hot mustard sauce	92	-	250	2.7	-	14.5	2	0	6	650	2	11	70
		McDonald's	Happy Meal	Main Dish	Chicken McNuggets (4 piece) with barbeque sauce	92	-	240	2.6	-	12	2	0	10	660	0	10	70
•		McDonald's	Happy Meal	Side Dish	Apple dippers (without low fat caramel dip)	68	-	35	0.5	-	0	0	0	6	-	0	0	78
•		McDonald's	Happy Meal	Side Dish	Apple dippers with low fat caramel dip	89	-	105	1.2	-	0.5	0	0	15	35	0	0	66
•		McDonald's	Happy Meal	Side Dish	French fries- small	71	-	230	3.2	-	11	1.5	0	0	160	3	3	66
•		McDonald's	Happy Meal	Beverage	1% low fat milk jug	236	8	100	0.4	5%	2.5	1.5	0	12	125	0	8	72
•		McDonald's	Happy Meal	Beverage	1% low fat chocolate milk jug	236	8	170	0.7	11%	3	1.5	0	25	150	1	9	70
•		McDonald's	Happy Meal	Beverage	Minute Maid apple juice box	200	6.8	100	0.5	11%	0	0	0	22	15	0	0	76
		McDonald's	Happy Meal	Beverage	Coca-Cola Classic	355	12	110	0.3	8%	0	0	0	29	5	0	0	68
	•	McDonald's	Happy Meal	Beverage	Diet Coke	355	12	0	0.0	0%	0	0	0	0	15	0	0	70
		McDonald's	Happy Meal	Beverage	Sprite	355	12	110	0.3	9%	0	0	0	28	30	0	0	68
		McDonald's	Happy Meal	Beverage	Hi-C Orange Lavaburst	355	12	120	0.3	9%	0	0	0	32	-	0	0	66
		McDonald's	Happy Meal	Beverage	Powerade Mountain Blast	355	12	70	0.2	5%	0	0	0	16	65	0	0	68
•		McDonald's	Happy Meal	Beverage	iced tea	355	12	0	0.0	0%	0	0	0	0	5	0	0	70
		McDonald's	Happy Meal	Beverage	Sweet tea	355	12	90	0.3	6%	0	0	0	23	5	0	0	68
		McDonald's	Happy Meal	Dessert	Kiddie cone ^b	29	-	45	1.6	-	1	0.5	0	6	20	0	1	62
		McDonald's	Mighty Kids Meal	Main Dish	Double cheeseburger	165	-	440	2.7	-	23	11	1.5	7	1,150	2	25	40
		McDonald's	Mighty Kids Meal	Main Dish	Chicken McNuggets (6 piece) with hot mustard sauce	123	-	340	2.8	-	19.5	3	0	6	850	2	15	70
		McDonald's	Mighty Kids Meal	Main Dish	Chicken McNuggets (6 piece) with barbeque sauce	123	-	330	2.7	-	17	3	0	10	860	0	14	70
•		McDonald's	Mighty Kids Meal	Side Dish	Apple dippers with low fat caramel dip	89	-	105	1.2	-	0.5	0	0	15	35	0	0	66
•		McDonald's	Mighty Kids Meal	Side Dish	French fries- small	71	-	230	3.2	-	11	1.5	0	0	160	3	3	66
•		McDonald's	Mighty Kids Meal	Beverage	1% low fat milk jug	236	8	100	0.4	5%	2.5	1.5	0	12	125	0	8	72
•		McDonald's	Mighty Kids Meal	Beverage	1% low fat chocolate milk jug	236	8	170	0.7	11%	3	1.5	0	25	150	1	9	70
•		McDonald's	Mighty Kids Meal	Beverage	Minute Maid apple juice box	200	6.8	100	0.5	11%	0	0	0	22	15	0	0	76
		McDonald's	Mighty Kids Meal	Beverage	Coca-Cola Classic	473	16	150	0.3	8%	0	0	0	40	10	0	0	68
	•	McDonald's	Mighty Kids Meal	Beverage	Diet Coke	473	16	0	0.0	0%	0	0	0	0	20	0	0	70
		McDonald's	Mighty Kids Meal	Beverage	Sprite	473	16	150	0.3	8%	0	0	0	39	40	0	0	68
		McDonald's	Mighty Kids Meal	Beverage	Hi-C Orange Lavaburst	473	16	160	0.3	9%	0	0	0	44	5	0	0	66

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (kcal)	Energy density (kcal/g)	Energy density beverages (% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)	Fiber (g)	Protein (g)	NPI Score
•		McDonald's	Mighty Kids Meal	Beverage	Powerade Mountain Blast	473	16	100	0.2	4%	0	0	0	21	85	0	0	70
•		McDonald's	Mighty Kids Meal	Beverage	Iced tea	473	16	0	0.0	0%	0	0	0	0	10	0	0	70
		McDonald's	Mighty Kids Meal	Beverage	Sweet tea	473	16	120	0.3	6%	0	0	0	30	10	0	0	68
		McDonald's	Mighty Kids Meal	Dessert	Kiddie cone	29	-	45	1.6	-	1	0.5	0	6	20	0	1	62
•		Subway	Fresh Fit for Kids	Main Dish	Kids' Veggie Delite sandwich (wheat bread, no cheese)	101	-	150	1.5	-	1.5	0	0	3	280	3	6	78
		Subway	Fresh Fit for Kids	Main Dish	Kids' black forest ham sandwich (wheat bread, no cheese)	129	-	180	1.4	-	2.5	0.5	0	4	670	3	10	72
•		Subway	Fresh Fit for Kids	Main Dish	Kids' roast beef sandwich (wheat bread, no cheese)	138	-	200	1.4	-	3	1	0	4	500	4	15	78
•		Subway	Fresh Fit for Kids	Main Dish	Kids' turkey breast sandwich (wheat bread, no cheese)	138	-	190	1.4	-	2.5	0.5	0	4	610	3	12	76
•		Subway	Fresh Fit for Kids	Main Dish	Kids' Veggie Delite sandwich (white bread, american cheese)	107	-	180	1.7	-	5	2	0	4	470	1	8	70
•		Subway	Fresh Fit for Kids	Main Dish	Kids' black forest ham sandwich (white bread, american cheese)	135	-	210	1.6	-	6	2.5	0	5	860	1	12	64
•		Subway	Fresh Fit for Kids	Main Dish	Kids' roast beef sandwich (white bread, american cheese)	144	-	230	1.6	-	6.5	3	0	5	690	2	17	68
•		Subway	Fresh Fit for Kids	Main Dish	Kids' turkey breast sandwich (white bread, american cheese)	144	-	220	1.5	-	6	2.5	0	5	800	1	14	66
•		Subway	Fresh Fit for Kids	Side Dish	Apple slices	71	-	35	0.5	-	0	0	0	7	-	2	0	72
•		Subway	Fresh Fit for Kids	Side Dish	Yogurt Dannon light & fit	170	-	80	0.5	-	0	0	0	11	80	0	5	70
•		Subway	Fresh Fit for Kids	Beverage	100% juice box	177	6	100	0.6	12%	0	0	0	21	15	0	0	76
•		Subway	Fresh Fit for Kids	Beverage	Low fat milk	355	12	160	0.5	5%	3.5	2.5	2.5	17	180	0	12	72
		Burger King	BK Kids Meal	Main Dish	Hamburger ^e	110	-	260	2.4	-	11	4	0	5	520	1	14	50
		Burger King	BK Kids Meal	Main Dish	Double hamburger	147	-	370	2.5	-	19	8	1	5	550	1	23	46
		Burger King	BK Kids Meal	Main Dish	Cheeseburger ^e	121	-	310	2.6	-	15	7	0.5	6	740	1	16	40
		Burger King	BK Kids Meal	Main Dish	Double cheeseburger	171	-	460	2.7	-	27	13	1	6	990	1	27	38
		Burger King	BK Kids Meal	Main Dish	Chicken tenders (4 piece) with sweet and sour sauce ^e	90	-	225	2.5	-	11	2	0	10	365	0	9	48
		Burger King	BK Kids Meal	Main Dish	Chicken tenders (4 piece) with ranch sauce ^e	90	-	320	3.6	-	26	4.5	0	1	540	0	10	42

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (Kcal)	Energy density (kcal/g)	Energy density beverages (% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)	Fiber (g)	Protein (g)	NPI Score
		Burger King	BK Kids Meal	Main Dish	Chicken tenders (6 piece) with sweet and sour dipping sauce (2 packets)	149	-	360	2.4	-	16	3	0	20	570	0	14	48
		Burger King	BK Kids Meal	Main Dish	Chicken tenders (6 piece) with ranch dipping sauce (2 packets)	149	-	550	3.7	-	31	8	0	2	920	0	16	40
•		Burger King	BK Kids Meal	Main Dish	Kraft macaroni and cheese ^b	113	-	160	1.4	-	5	1.5	0	5	340	1	7	66
•		Burger King	BK Kids Meal	Side Dish	Apple fries (without caramel sauce)	53	-	25	0.5	-	0	0	0	5	-	1	0	80
•		Burger King	BK Kids Meal	Side Dish	Apple fries with caramel sauce	71	-	70	1.0	-	0.5	0	0	10	35	1	0	74
		Burger King	BK Kids Meal	Side Dish	French fries- value	74	-	220	3.0	-	11	2.5	0	0	340	2	2	52
•		Burger King	BK Kids Meal	Beverage	Hershey's fat free milk	235	8	100	0.4	6%	0	0	0	13	150	0	9	72
•		Burger King	BK Kids Meal	Beverage	Hershey's 1% low fat chocolate milk	235	8	180	0.8	12%	2.5	1.5	0	29	140	1	9	70
•		Burger King	BK Kids Meal	Beverage	Minute Maid apple juice	196	6.67	100	0.5	11%	0	0	0	21	15	0	0	76
		Burger King	BK Kids Meal	Beverage	Coca-Cola Classic	355	12	105	0.3	8%	0	0	0	29	-	0	0	68
		Burger King	BK Kids Meal	Beverage	Coca-Cola Classic	471	16	140	0.3	8%	0	0	0	39	-	0	0	68
•		Burger King	BK Kids Meal	Beverage	Diet Coke	355	12	0	0.0	0%	0	0	0	0	11	0	0	70
•		Burger King	BK Kids Meal	Beverage	Diet Coke	471	16	0	0.0	0%	0	0	0	0	15	0	0	70
		Burger King	BK Kids Meal	Beverage	Sprite	355	12	105	0.3	8%	0	0	0	29	23	0	0	68
		Burger King	BK Kids Meal	Beverage	Sprite	471	16	140	0.3	8%	0	0	0	39	30	0	0	68
		Burger King	BK Kids Meal	Beverage	Dr. Pepper	355	12	105	0.3	8%	0	0	0	29	26	0	0	68
		Burger King	BK Kids Meal	Beverage	Dr. Pepper	471	16	140	0.3	8%	0	0	0	39	35	0	0	68
		Wendy's	Kids' Meal	Main Dish	Hamburger- kids'	92	-	220	2.4	-	8	3	0	5	500	1	12	48
		Wendy's	Kids' Meal	Main Dish	Cheeseburger- kids'	103	-	260	2.5	-	11	5	0.5	5	700	1	15	42
		Wendy's	Kids' Meal	Main Dish	Crispy chicken sandwich- kids'	135	-	340	2.5	-	15	3	0	4	680	2	15	62
		Wendy's	Kids' Meal	Main Dish	Chicken nuggets (4 piece) with sweet & sour nugget sauce	88	-	240	2.7	-	13	3	0	11	500	0	9	42
		Wendy's	Kids' Meal	Main Dish	Chicken nuggets (4 piece) with heartland ranch dipping sauce	88	-	350	4.0	-	30	5.5	0	1	600	0	9	38
•		Wendy's	Kids' Meal	Side Dish	French fries- kids'	71	-	210	3.0	-	10	2	0	0	190	3	3	68
•		Wendy's	Kids' Meal	Side Dish	Mandarin orange cup	142	-	80	0.6	-	0	0	0	17	15	1	1	76
•		Wendy's	Kids' Meal	Beverage	Nesquik low fat white milk	244	8	100	0.4	5%	2.5	1.5	0	12	120	0	8	72
•		Wendy's	Kids' Meal	Beverage	Nesquik low fat chocolate milk	251	8	170	0.7	11%	2.5	1.5	0	28	160	1	8	68
	•	Wendy's	Kids' Meal	Beverage	Diet Coke	235	8	0	0.0	0%	0	0	0	0	10	0	0	70
		Wendy's	Kids' Meal	Beverage	Sprite	245	8	80	0.3	8%	0	0	0	20	20	0	0	68

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (Kcal)	Energy density (kcal/g)	Energy density beverages (% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)	Fiber (g)	Protein (g)	NPI Score
		Wendy's	Kids' Meal	Beverage	Coca-Cola Classic	245	8	80	0.3	9%	0	0	0	22	-	0	0	68
	•	Wendy's	Kids' Meal	Beverage	Minute Maid light lemonade	236	8	0	0.0	0%	0	0	0	0	-	0	0	70
		Wendy's	Kids' Meal	Beverage	Hi-C Flashin' Fruit Punch	246	8	90	0.4	9%	0	0	0	22	10	0	0	68
		Wendy's	Kids' Meal	Beverage	Bard's root beer	247	8	90	0.4	10%	0	0	0	25	20	0	0	66
		Wendy's	Kids' Meal	Beverage	Fanta orange	247	8	90	0.4	10%	0	0	0	25	10	0	0	66
		Wendy's	Kids' Meal	Beverage	Pibb Xtra	245	8	80	0.3	9%	0	0	0	22	10	0	0	68
	•	Wendy's	Kids' Meal	Beverage	Coke Zero	235	8	0	0.0	0%	0	0	0	0	-	0	0	70
		Wendy's	Kids' Meal	Beverage	Dr. Pepper	234	8	90	0.4	11%	0	0	0	26	25	0	0	66
		Wendy's	Kids' Meal	Beverage	Sweet tea	324	8	60	0.2	5%	0	0	0	15	5	0	0	68
		Wendy's	Kids' Meal	Beverage	Chocolate Frosty Jr.	113	6	150	1.3	19%	4	2.5	0	22	70	0	4	60
		Wendy's	Kids' Meal	Beverage	Vanilla Frosty Jr.	113	6	160	1.4	19%	4	2.5	0	22	70	0	4	60
		Taco Bell	Kid's Meal	Main Dish	Cheese roll-up	64	-	200	3.1	-	10	5	0	1	530	2	9	38
	•	Taco Bell	Kid's Meal	Main Dish	Crunchy taco	78	-	170	2.2	-	10	3.5	0	1	330	3	8	68
		Taco Bell	Kid's Meal	Main Dish	Chicken soft taco	99	-	200	2.0	-	8	3	0	1	640	1	12	48
		Taco Bell	Kid's Meal	Main Dish	Soft taco - beef	99	-	210	2.1	-	9	4	0	2	620	3	10	52
	•	Taco Bell	Kid's Meal	Main Dish	Bean burrito	198	-	370	1.9	-	10	3.5	0	3	1,270	11	14	68
		Taco Bell	Kid's Meal	Dessert	Cinnamon twists	35	-	170	4.9	-	7	0	0	10	200	1	1	40
		Taco Bell	Kid's Meal	Beverages	Mountain Dew	473	16	220	0.5	12%	0	0	0	58	70	0	0	66
		Taco Bell	Kid's Meal	Beverages	Mug root beer	473	16	200	0.4	12%	0	0	0	58	80	0	0	66
		Taco Bell	Kid's Meal	Beverages	Pepsi	473	16	200	0.4	11%	0	0	0	54	50	0	0	66
	•	Taco Bell	Kid's Meal	Beverages	Diet Pepsi	473	16	0	0.0	0%	0	0	0	0	50	0	0	70
		Taco Bell	Kid's Meal	Beverages	Sierra Mist	473	16	200	0.4	11%	0	0	0	54	40	0	0	66
		Taco Bell	Kid's Meal	Beverages	Tropicana fruit punch	473	16	220	0.5	13%	0	0	0	60	50	0	0	66
		Taco Bell	Kid's Meal	Beverages	Tropicana pink lemonade	473	16	200	0.4	11%	0	0	0	54	210	0	0	66
		Taco Bell	Kid's Meal	Beverages	Lipton raspberry iced tea	473	16	160	0.3	9%	0	0	0	42	50	0	0	68
		Taco Bell	Kid's Meal	Beverages	Dr. Pepper	473	16	200	0.4	11%	0	0	0	54	70	0	0	66
		Taco Bell	Kid's Meal	Beverages	Mountain Dew Baja Blast	473	16	220	0.5	12%	0	0	0	58	60	0	0	66
		KFC	Kids Laptop Meal	Main Dish	Original recipe chicken drumstick	53	-	120	2.3	-	7	1.5	0	0	340	0	12	48
		KFC	Kids Laptop Meal	Main Dish	Extra crispy chicken drumstick	59	-	150	2.5	-	10	2	0	0	360	0	12	46
		KFC	Kids Laptop Meal	Main Dish	Grilled chicken drumstick	42	-	80	1.9	-	3.5	1	0	0	250	0	10	60
		KFC	Kids Laptop Meal	Main Dish	Popcorn chicken- kids'	85	-	290	3.4	-	19	3.5	0	0	850	2	16	38
	•	KFC	Kids Laptop Meal	Side Dish	Green beans	98	-	25	0.3	-	0	0	0	1	380	2	1	76
		KFC	Kids Laptop Meal	Side Dish	Mashed potatoes with gravy	153	-	130	0.8	-	4.5	1	0	0	550	1	2	62
		KFC	Kids Laptop Meal	Side Dish	Macaroni and cheese	137	-	180	1.3	-	9	3	0	4	990	2	6	50
		KFC	Kids Laptop Meal	Side Dish	Potato wedges	102	-	260	2.5	-	13	2.5	0	0	740	3	4	50

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (kcal)	Energy density (kcal/g)	Energy density beverages						NPI Score			
										(% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)		Fiber (g)	Protein (g)	
•		KFC	Kids Laptop Meal	Side Dish	3" corn on the cob	71	-	70	1.0	-	0.5	0	0	0	3	-	2	2	86
•		KFC	Kids Laptop Meal	Side Dish	5.5" corn on the cob	146	-	140	1.0	-	1	0	0	5	5	5	4	5	86
•		KFC	Kids Laptop Meal	Side Dish	BBQ baked beans	130	-	200	1.5	-	1.5	0	0	18	680	9	8	78	
		KFC	Kids Laptop Meal	Side Dish	Potato salad	128	-	200	1.6	-	10	2	0	5	540	3	2	62	
•		KFC	Kids Laptop Meal	Side Dish	Cole slaw	130	-	180	1.4	-	11	1.5	0	14	160	2	1	72	
		KFC	Kids Laptop Meal	Side Dish	Biscuit	54	-	180	3.3	-	8	6	0	2	530	1	4	24	
		KFC	Kids Laptop Meal	Snack	Sargento light string cheese ^c	21	-	50	2.4	-	2.5	1.5	0	0	160	0	6	36	
					Capri Sun Roarin' Waters														
		KFC	Kids Laptop Meal	Beverage	Tropical Fruit	177	6	30	0.2	5%	0	0	0	8	15	0	0	68	
		KFC	Kids Laptop Meal	Beverage	Pepsi	473	16	200	0.4	11%	0	0	0	54	50	0	0	66	
•		KFC	Kids Laptop Meal	Beverage	Diet Pepsi	473	16	0	0.0	0%	0	0	0	0	50	0	0	70	
		KFC	Kids Laptop Meal	Beverage	Wild Cherry Pepsi	473	16	200	0.4	12%	0	0	0	56	40	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Sierra Mist	473	16	200	0.4	11%	0	0	0	54	50	0	0	66	
•		KFC	Kids Laptop Meal	Beverage	Diet Sierra Mist	473	16	0	0.0	0%	0	0	0	100	0	0	70		
		KFC	Kids Laptop Meal	Beverage	Mirinda strawberry	473	16	220	0.5	12%	0	0	0	58	50	0	0	66	
•		KFC	Kids Laptop Meal	Beverage	Manzanita Sol	473	16	220	0.5	12%	0	0	0	56	60	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Lipton Brisk tea	473	16	0	0.0	0%	0	0	0	0	130	0	0	70	
		KFC	Kids Laptop Meal	Beverage	Lipton Brisk lemon tea	473	16	160	0.3	9%	0	0	0	44	140	0	0	66	
•		KFC	Kids Laptop Meal	Beverage	Lipton Brisk green with peach tea	473	16	0	0.0	0%	0	0	0	0	50	0	0	70	
		KFC	Kids Laptop Meal	Beverage	Lipton Brisk peach tea	473	16	160	0.3	9%	0	0	0	42	50	0	0	68	
		KFC	Kids Laptop Meal	Beverage	Lipton Brisk raspberry tea	473	16	160	0.3	9%	0	0	0	42	50	0	0	68	
•		KFC	Kids Laptop Meal	Beverage	Mountain Dew	473	16	220	0.5	12%	0	0	0	58	70	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Diet Mountain Dew	473	16	0	0.0	0%	0	0	0	80	0	0	70		
		KFC	Kids Laptop Meal	Beverage	Code Red Mountain Dew	473	16	220	0.5	13%	0	0	0	62	70	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Tropicana lemonade	473	16	200	0.4	11%	0	0	0	54	210	0	0	66	
•		KFC	Kids Laptop Meal	Beverage	Tropicana sugar free lemonade	473	16	0	0.0	0%	0	0	0	130	0	0	70		
		KFC	Kids Laptop Meal	Beverage	Tropicana pink lemonade	473	16	200	0.4	11%	0	0	0	54	210	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Tropicana fruit punch	473	16	220	0.5	13%	0	0	0	60	50	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Tropicana Twister orange	473	16	220	0.5	13%	0	0	0	60	50	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Mug root beer	473	16	200	0.4	11%	0	0	0	52	30	0	0	66	
		KFC	Kids Laptop Meal	Beverage	Dr. Pepper	473	16	200	0.4	11%	0	0	0	54	70	0	0	66	
•		KFC	Kids Laptop Meal	Beverage	Diet Dr. Pepper	473	16	0	0.0	0%	0	0	0	70	0	0	70		
		KFC	Kids Laptop Meal	Beverage	7up	473	16	200	0.4	11%	0	0	0	50	52	0	0	66	

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (Kcal)	Energy density (kcal/g)	Energy density beverages						NPI Score		
										(% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)		Fiber (g)	Protein (g)
		Sonic	Wacky Pack Kids' Meal	Main Dish	Corn dog	74	-	210	2.8	-	11	3.5	0	4	530	2	6	44
		Sonic	Wacky Pack Kids' Meal	Main Dish	Jr. burger	117	-	310	2.6	-	15	5	0.5	7	610	3	15	48
		Sonic	Wacky Pack Kids' Meal	Main Dish	Chicken strips (2 piece) with honey mustard sauce	98	-	290	3.0	-	18	3	0	5	660	1	14	44
		Sonic	Wacky Pack Kids' Meal	Main Dish	Chicken strips (2 piece) with ranch sauce	98	-	328	3.3	-	24.8	4.2	0	0	712	1	14	40
		Sonic	Wacky Pack Kids' Meal	Main Dish	Grilled cheese sandwich	110	-	380	3.5	-	20	8	0.5	6	1,010	2	12	28
•		Sonic	Wacky Pack Kids' Meal	Side Dish	Fresh banana	120	-	110	0.9	-	0	0	0	15	-	3	1	78
•		Sonic	Wacky Pack Kids' Meal	Side Dish	Apple slices with fat-free caramel dipping sauce	96	-	120	1.3	-	0	0	0	23	60	2	0	66
		Sonic	Wacky Pack Kids' Meal	Side Dish	French fries- small	71	-	200	2.8	-	8	1.5	0	0	270	2	2	60
		Sonic	Wacky Pack Kids' Meal	Side Dish	Tots- small	44	-	130	3.0	-	8	1.5	0	0	270	1	1	50
•		Sonic	Wacky Pack Kids' Meal	Side Dish	Apple slices	68	-	35	0.5	-	0	0	0	7	-	2	0	82
•		Sonic	Wacky Pack Kids' Meal	Beverage	1% milk	244	-	110	0.5	-	2.5	1.5	0	12	130	0	8	72
•		Sonic	Wacky Pack Kids' Meal	Beverage	1% chocolate milk	244	-	160	0.7	-	2.5	1.5	0	25	210	0	8	70
		Sonic	Wacky Pack Kids' Meal	Beverage	Hi-C fruit punch	278	12	120	0.4	11%	0	0	0	31	10	0	0	66
	•	Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid light lemonade	267	12	5	0.0	0%	0	0	0	1	5	0	0	70
		Sonic	Wacky Pack Kids' Meal	Beverage	Powerade Mountain Blast	273	12	70	0.3	7%	0	0	0	19	60	0	0	68
•		Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid apple juice	275	12	120	0.4	11%	0	0	0	29	15	0	0	76
		Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid cranberry	279	12	130	0.5	13%	0	0	0	35	15	0	0	68
•		Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid orange juice	282	12	130	0.5	10%	0	0	0	27	20	0	2	76
		Sonic	Wacky Pack Kids' Meal	Beverage	Limeade	284	12	110	0.4	10%	0	0	0	29	25	0	0	66

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (Kcal)	Energy density (kcal/g)	Energy density beverages (% sugar by weight)	Energy density						NPI Score	
											Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)	Fiber (g)		Protein (g)
•		Sonic	Wacky Pack Kids' Meal	Beverage	Lo-cal diet lime limeade	273	12	5	0.0	0%	0	0	0	0	5	0	0	70
		Sonic	Wacky Pack Kids' Meal	Beverage	Cherry limeade	290	12	140	0.5	12%	0	0	36	30	0	0	0	66
•		Sonic	Wacky Pack Kids' Meal	Beverage	Lo-cal diet cherry limeade	277	12	10	0.0	0%	0	0	1	10	0	0	0	70
		Sonic	Wacky Pack Kids' Meal	Beverage	Strawberry limeade	286	12	140	0.5	12%	0	0	33	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid cranberry limeade	284	12	120	0.4	11%	0	0	32	25	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Lemon real fruit slush	344	12	170	0.5	13%	0	0	44	25	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Lemon-berry real fruit slush	345	12	180	0.5	13%	0	0	45	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Lime real fruit slush	342	12	170	0.5	13%	0	0	44	25	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Strawberry real fruit slush	336	12	180	0.5	13%	0	0	45	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Cherry slush	335	12	170	0.5	14%	0	0	46	25	0	0	0	64
		Sonic	Wacky Pack Kids' Meal	Beverage	Grape slush	335	12	170	0.5	13%	0	0	45	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Orange slush	335	12	170	0.5	13%	0	0	45	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Blue coconut slush	335	12	170	0.5	13%	0	0	44	25	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Watermelon slush	335	12	170	0.5	13%	0	0	45	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Green apple slush	336	12	180	0.5	14%	0	0	46	30	0	0	0	64
		Sonic	Wacky Pack Kids' Meal	Beverage	Bubble gum slush	335	12	170	0.5	13%	0	0	45	30	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid cranberry juice slush	335	12	170	0.5	13%	0	0	45	25	0	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Powerade Mountain Blast slush	336	12	170	0.5	14%	0	0	46	45	0	0	0	64
•		Sonic	Wacky Pack Kids' Meal	Beverage	Diet Coke	266	12	0	0.0	0%	0	0	0	10	0	0	0	70

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (Kcal)	Energy density (kcal/g)	Energy density beverages (% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)	Sodium (mg)	Fiber (g)	Protein (g)	NPI Score
	•	Sonic	Wacky Pack Kids' Meal	Beverage	Diet Dr. Pepper	266	12	0	0.0	0%	0	0	0	0	55	0	0	70
	•	Sonic	Wacky Pack Kids' Meal	Beverage	Sprite Zero	266	12	5	0.0	0%	0	0	0	0	5	0	0	70
		Sonic	Wacky Pack Kids' Meal	Beverage	Coca-Cola	277	12	110	0.4	11%	0	0	0	30	5	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Dr. Pepper	278	12	100	0.4	10%	0	0	0	29	35	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Sprite	277	12	110	0.4	11%	0	0	0	29	25	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Barq's root beer	281	12	130	0.5	12%	0	0	0	34	25	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Fanta orange	269	12	120	0.4	12%	0	0	0	33	5	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Minute Maid strawberry soda	278	12	130	0.5	13%	0	0	0	35	-	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Mello Yello	278	12	120	0.4	12%	0	0	0	33	10	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Ocean Water	278	12	120	0.4	12%	0	0	0	32	25	0	0	66
		Sonic	Wacky Pack Kids' Meal	Beverage	Sweet iced tea	277	12	120	0.4	11%	0	0	0	30	5	0	0	66
•		Sonic	Wacky Pack Kids' Meal	Beverage	Cranberry tea	267	12	20	0.1	2%	0	0	0	5	10	0	0	70
•		Sonic	Wacky Pack Kids' Meal	Beverage	Iced tea	266	12	5	0.0	0%	0	0	0	0	10	0	0	70
	•	Sonic	Wacky Pack Kids' Meal	Beverage	Raspberry iced tea	266	12	5	0.0	0%	0	0	0	0	15	0	0	70
		Sonic	Wacky Pack Kids' Meal	Beverage	Peach iced tea	266	12	5	0.0	0%	0	0	0	0	15	0	0	70
	•	Sonic	Wacky Pack Kids' Meal	Beverage	Diet green tea	251	12	0	0.0	0%	0	0	0	0	5	0	0	70
		Dairy Queen	DQ Kids Meal	Main Dish	All-beef hot dog	96	-	250	2.6	4%	14	5	0	4	770	1	9	40
		Dairy Queen	DQ Kids Meal	Main Dish	Original cheeseburger	156	-	400	2.6	6%	18	9	0.5	9	920	1	19	40
		Dairy Queen	DQ Kids Meal	Main Dish	Original hamburger	142	-	350	2.5	6%	14	7	0.5	8	680	1	17	44
		Dairy Queen	DQ Kids Meal	Main Dish	Chicken strips with ketchup	94	-	285	3.0	-	10	1	0	2	880	2	16	46
		Dairy Queen	DQ Kids Meal	Main Dish	Iron grilled cheese sandwich	103	-	320	3.1	-	13	8	0	2	1,020	1	13	70
•		Dairy Queen	DQ Kids Meal	Side Dish	Applesauce	114	-	90	0.8	15%	0	0	0	17	30	3	0	78

Source: Menu composition analysis (January 2010)

Kids' meal menu items and their nutrient information

Healthy NPI score	Artificial sweeteners ^a	Restaurant	Meal name	Part of kids' meal	Individual item	Serving size (g)	Serving size (oz)	Total calories (Kcal)	Energy density (kcal/g)	Energy density beverages					Fiber (g)	Protein (g)	NPI Score	
										(% sugar by weight)	Total fat (g)	Saturated fat (g)	Trans fat (g)	Sugar (g)				Sodium (mg)
		Dairy Queen	DQ Kids Meal	Side Dish	French fries- kids'	71	-	190	2.7	0%	8	1	0	0	400	2	2	58
		Dairy Queen	DQ Kids Meal	Beverage	Coca-Cola Classic	360	12	120	0.3	9%	0	0	0	32	8	0	0	68
		Dairy Queen	DQ Kids Meal	Beverage	Pepsi	353	12	120	0.3	9%	0	0	0	33	30	0	0	66
	•	Dairy Queen	DQ Kids Meal	Beverage	Diet Coca-Cola	353	12	0	0.0	0%	0	0	0	0	8	0	0	70
	•	Dairy Queen	DQ Kids Meal	Beverage	Diet Pepsi	365	12	0	0.0	0%	0	0	0	0	23	0	0	70
		Dairy Queen	DQ Kids Meal	Beverage	Sprite	364	12	112.5	0.3	9%	0	0	0	32	30	0	0	68
		Dairy Queen	DQ Kids Meal	Beverage	Sierra Mist	353	12	120	0.3	9%	0	0	0	32	30	0	0	68
		Dairy Queen	DQ Kids Meal	Beverage	Barq's root beer	365	12	135	0.4	10%	0	0	0	36	30	0	0	66
		Dairy Queen	DQ Kids Meal	Beverage	Mug root beer	361	12	120	0.3	10%	0	0	0	35	49	0	0	66
		Dairy Queen	DQ Kids Meal	Beverage	Dr. Pepper	360	12	120	0.3	9%	0	0	0	32	41	0	0	68
		Dairy Queen	DQ Kids Meal	Beverage	Mountain Dew	365	12	142.5	0.4	10%	0	0	0	38	60	0	0	66
		Dairy Queen	DQ Kids Meal	Dessert	Chocolate dipped cone ^b - kids'	93	-	190	2.0	19%	8	3.5	0	18	65	0	4	56
		Dairy Queen	DQ Kids Meal	Dessert	Butterscotch dipped cone ^d - kids'	93	-	190	2.0	19%	9	4.5	1.5	18	65	0	4	54
		Dairy Queen	DQ Kids Meal	Dessert	Cherry dipped cone ^d - kids'	93	-	190	2.0	19%	9	6	0.5	18	65	0	4	46
		Dairy Queen	DQ Kids Meal	Dessert	Vanilla cone ^d - kids'	86	-	140	1.6	19%	4	2.5	0	16	60	0	4	58
		Dairy Queen	DQ Kids Meal	Dessert	Chocolate cone ^d - kids'	86	-	150	1.7	17%	4.5	3	0	15	70	0	4	58
		Dairy Queen	DQ Kids Meal	Dessert	Chocolate Dilly Bar ^d	87	-	240	2.8	23%	15	9	0	20	70	1	4	36
		Dairy Queen	DQ Kids Meal	Dessert	Chocolate Dilly Bar ^d	87	-	240	2.8	23%	15	9	0	20	70	1	4	36
		Dairy Queen	DQ Kids Meal	Dessert	Heath Dilly Bar ^d	87	-	220	2.5	25%	13	10	0	22	95	0	3	32
		Dairy Queen	DQ Kids Meal	Dessert	Cherry Dilly Bar ^d	88	-	210	2.4	23%	12	8	0	20	80	0	3	36
		Dairy Queen	DQ Kids Meal	Dessert	Butterscotch Dilly Ba ^d	87	-	210	2.4	23%	11	9	0	20	105	0	3	32
		Dairy Queen	DQ Kids Meal	Dessert	DQ sandwich ^d	85	-	190	2.2	21%	5	3	0	18	135	1	4	56

^a Items with artificial sweeteners were excluded from the analysis

^b McDonald's desserts are not included in the Kids' Meal

^c KFC Kid's Meals include a snack item

^d Dairy Queen Kids Meals include a dessert

^e Item comes with a 12 oz. soft drink

^f Item comes with a 16 oz. soft drink

Source: Menu composition analysis (January 2010)

Table B1. Exposure data by demographic group

Restaurant	GRPs: 2008					GRPs: 2009				
	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years
McDonald's	27,511	31,683	24,009	19,761	23,364	30,914	36,785	28,424	24,595	29,523
Subway	10,460	13,184	17,152	17,303	18,896	9,688	12,723	17,714	18,432	20,964
Burger King	13,911	16,792	17,720	16,266	14,578	15,173	18,490	18,925	18,053	17,013
Starbucks	7	8	12	13	35	71	72	136	187	290
Wendy's	5,013	7,001	13,739	14,501	13,107	4,610	5,830	11,271	13,088	13,678
Taco Bell	4,185	5,606	13,023	14,866	12,738	5,048	6,875	14,021	15,338	13,501
Pizza Hut	6,496	8,207	15,850	17,910	19,191	5,433	6,919	12,473	14,152	16,377
Dunkin' Donuts	1,118	1,525	3,354	3,812	4,123	1,127	1,483	2,751	3,379	5,310
KFC	4,995	6,334	12,037	14,062	16,427	6,154	7,774	14,587	16,917	18,851
Sonic	2,471	3,407	6,880	7,786	7,990	2,744	3,723	6,839	7,683	8,414
Arby's	2,605	3,659	6,522	7,196	8,956	1,604	2,178	4,083	4,787	6,799
Jack in the Box	1,006	1,178	1,921	2,247	2,620	1,128	1,353	2,473	2,865	3,088
Domino's	2,298	2,836	5,882	6,761	6,886	3,547	4,591	8,487	9,297	9,643
Chick-Fil-A	147	180	270	371	580	171	187	271	391	643
Panera Bread	7	14	19	33	73	38	39	61	81	197
Dairy Queen	2,149	3,113	5,963	6,143	6,121	1,992	2,678	4,766	5,221	5,614
Papa John's	2,056	2,578	4,700	5,547	6,899	1,914	2,246	4,025	4,834	6,212
Hardee's	313	475	729	901	1,545	238	346	523	641	1,329
Quiznos	2,122	2,748	5,292	6,473	6,980	1,814	2,484	4,610	5,185	5,435
Popeyes	1,040	1,203	75	2,098	1,979	1,422	1,936	3,467	3,548	3,655
Twelve restaurants	80,613	99,694	135,620	139,183	143,456	86,502	107,944	140,395	146,343	159,179
Top 20 fast food restaurants	89,909	111,729	155,148	164,050	173,087	94,831	118,714	159,908	168,675	186,536
All fast food restaurants	197,881	220,833	269,578	281,972	297,943	102,138	127,163	172,281	184,085	209,521

Source: © The Nielsen Company

GRPs by age group

Restaurant	Spanish-language GRPs: 2008					Spanish-language GRPs: 2009				
	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years
McDonald's	6,779	4,606	4,697	7,049	9,974	7,889	6,379	6,434	9,262	13,462
Subway	3,846	2,395	2,463	3,696	5,345	3,122	2,451	2,714	3,827	5,233
Burger King	4,123	2,922	2,890	4,225	5,939	3,522	2,828	2,678	4,019	5,976
Starbucks	-	-	-	-	-	-	-	-	-	-
Wendy's	2,490	1,795	1,628	2,526	3,695	2,603	2,089	1,738	2,663	4,228
Taco Bell	1	1	2	2	3	0	0	0	1	1
Pizza Hut	2,635	1,578	1,446	2,447	3,749	1,971	1,376	1,239	1,981	2,972
Dunkin' Donuts	-	-	-	-	-	-	-	-	-	-
KFC	1,681	1,112	1,103	1,755	2,379	1,507	1,112	1,058	1,669	2,563
Sonic	2,012	1,330	1,217	1,880	2,866	2,024	1,532	1,386	2,059	3,395
Arby's	-	-	-	-	-	-	-	-	-	-
Jack in the Box	17	10	14	22	39	140	145	304	271	209
Domino's	2,453	1,700	1,516	2,595	3,585	3,713	2,943	2,615	3,870	5,839
Chick-Fil-A	-	-	-	-	-	-	-	-	-	-
Panera Bread	-	-	-	-	-	-	-	-	-	-
Dairy Queen	-	-	-	-	-	-	-	-	-	-
Papa John's	11	12	12	24	28	41	28	35	94	95
Hardee's	-	-	-	-	-	-	-	-	-	-
Quiznos	-	-	-	-	-	-	-	-	-	-
Popeyes	810	661	2,680	1,023	1,181	2,509	2,027	1,990	2,817	4,244
Twelve restaurants	26,020	17,439	16,962	26,174	37,534	26,351	20,710	19,862	29,352	43,670
Top 20 fast food restaurants	26,859	18,122	19,666	27,244	38,782	29,042	22,911	22,191	32,534	48,218
All fast food restaurants	26,859	18,122	19,666	27,244	38,782	29,042	22,911	22,191	32,534	48,218

Source: © The Nielsen Company

GRPs by race

Restaurant	GRPs: 2008						GRPs: 2009									
	2-11 years		12-17 years		18-24 years		25-49 years		2-11 years		12-17 years		18-24 years		25-49 years	
	African American	White	African American	White	African American	White	African American	White	African American	White	African American	White	African American	White	African American	White
Dairy Queen	3,524	2,139	6,063	5,232	6,387	5,394	6,085	4,568	3,407	1,844	5,821	4,064	6,167	4,474	5,829	4,057
Burger King	20,268	14,502	23,570	16,116	21,088	15,411	19,145	13,624	21,900	15,796	25,354	17,203	23,574	16,639	21,529	15,311
Subway	15,096	9,857	19,661	14,022	19,334	14,326	18,698	13,450	14,677	9,209	21,641	14,570	21,378	15,312	20,884	15,045
Domino's	3,346	1,899	6,890	4,715	7,773	5,652	7,446	5,218	6,982	3,455	13,297	7,423	14,081	8,429	14,287	8,689
McDonald's	35,412	26,599	32,448	18,516	27,957	14,349	25,818	15,007	41,397	30,404	42,020	21,783	36,523	18,286	34,576	19,762
Sonic	3,971	2,051	7,836	5,447	8,668	6,291	8,111	5,164	4,912	2,438	9,027	5,595	9,598	6,419	9,521	5,877
Wendy's	9,699	5,187	19,177	12,073	19,653	13,389	17,840	11,714	8,414	4,362	15,611	9,918	17,017	12,041	17,092	11,649
KFC	8,479	3,925	16,148	9,152	18,341	11,131	19,521	11,678	11,915	5,140	22,348	11,721	24,142	14,178	25,259	14,464
Pizza Hut	10,362	5,881	19,273	13,525	21,976	15,795	23,478	15,872	8,518	4,991	15,419	10,649	16,901	12,431	19,194	13,373
Taco Bell	7,413	3,659	15,312	11,196	16,862	13,397	15,104	10,705	9,542	4,788	18,100	12,490	18,465	13,983	16,451	11,506
Dunkin' Donuts	1,663	783	3,625	2,484	4,025	3,017	3,264	2,183	1,234	775	2,274	1,977	2,888	2,577	3,238	2,722
Starbucks	12	7	13	10	18	14	53	30	86	57	181	108	237	161	320	224
Twelve restaurants	119,245	76,488	170,016	112,488	172,082	118,164	164,563	109,214	132,984	83,259	191,092	117,500	190,971	124,929	188,179	122,679
Top 20 fast food restaurants	130,418	83,261	189,186	127,691	193,616	136,405	187,413	126,831	144,864	88,985	212,781	131,096	214,008	140,767	211,605	138,127
All fast food restaurants	136,742	87,677	197,776	135,665	205,425	146,840	203,197	139,061	149,945	92,525	220,070	137,007	222,840	147,963	222,659	146,639

Source: © The Nielsen Company

Table B2. Content analysis of general audience TV ads

Restaurant	Total # ads	New/Improved	Value/cheap	Health/nutrition	Quality food	Comparison/ unique	Filling/lots of food	Convenience	Low-fat/Low-cal	Helping the community	Limited time special offers
McDonald's	86	16%	13%	0%	31%	3%	7%	1%	3%	5%	19%
Subway	78	36%	49%	4%	82%	8%	8%	0%	18%	3%	32%
Burger King	67	13%	42%	0%	12%	27%	18%	0%	0%	0%	25%
Starbucks	8	38%	0%	0%	13%	25%	0%	0%	0%	50%	50%
Wendy's	54	35%	33%	0%	63%	43%	6%	0%	0%	7%	7%
Taco Bell	43	61%	42%	2%	7%	9%	28%	0%	2%	2%	28%
Pizza Hut	38	53%	82%	3%	26%	21%	47%	5%	0%	3%	29%
Dunkin' Donuts	25	20%	60%	0%	12%	8%	0%	0%	8%	0%	20%
KFC	47	53%	70%	2%	15%	23%	13%	0%	13%	0%	23%
Sonic	85	41%	61%	4%	9%	9%	9%	0%	0%	4%	13%
Domino's	23	57%	83%	0%	9%	35%	4%	17%	0%	0%	39%
Dairy Queen	16	38%	25%	0%	19%	81%	0%	0%	0%	31%	25%
Total ads	570	36%	47%	2%	30%	19%	13%	1%	5%	4%	23%

Source: Television advertising content analysis 2009

Product associations in general audience TV ads

Restaurant	Total # ads	Physical activity	Fun/cool	Humor	Adults as negative	Family bonding
McDonald's	86	2%	35%	46%	1%	7%
Subway	78	19%	23%	40%	1%	0%
Burger King	67	2%	19%	84%	5%	5%
Starbucks	8	0%	13%	50%	0%	0%
Wendy's	54	2%	17%	72%	0%	2%
Taco Bell	43	5%	21%	61%	0%	0%
Pizza Hut	38	0%	21%	26%	3%	0%
Dunkin' Donuts	25	4%	4%	56%	0%	4%
KFC	47	4%	6%	53%	2%	6%
Sonic	85	0%	6%	62%	0%	0%
Domino's	23	0%	4%	83%	0%	0%
Dairy Queen	16	0%	0%	94%	13%	13%
Total ads	570	4%	17%	58%	2%	3%

Source: Television advertising content analysis 2009

Target audience in general audience TV ads

Restaurant	Total # ads	Male	Female	Both	White	Black	Hispanic	Asian	Multi-ethnic
McDonald's	86	26%	15%	50%	25%	23%	8%	2%	33%
Subway	78	37%	5%	30%	24%	10%	0%	1%	36%
Burger King	67	45%	5%	28%	49%	0%	0%	3%	24%
Starbucks	8	13%	0%	38%	13%	0%	0%	0%	38%
Wendy's	54	54%	4%	32%	35%	2%	0%	0%	50%
Taco Bell	43	54%	5%	16%	51%	2%	0%	0%	19%
Pizza Hut	38	24%	8%	53%	50%	5%	0%	0%	29%
Dunkin' Donuts	25	28%	16%	28%	44%	8%	0%	0%	20%
KFC	47	23%	17%	47%	36%	6%	2%	2%	40%
Sonic	85	44%	11%	18%	59%	6%	0%	0%	7%
Domino's	23	44%	0%	39%	57%	0%	0%	0%	26%
Dairy Queen	16	50%	0%	38%	25%	19%	0%	0%	6%
Total ads	570	38%	8%	34%	40%	8%	1%	1%	28%

Source: Television advertising content analysis 2009

Featured third parties, brand characters, and spokespeople in general audience TV ads

Restaurant	Total # ads	Spokesperson	Celebrities	Brand characters	Movie/TV/ video games	Licensed characters	Charities	Other sports	entertainment	Other food brands
McDonald's	86	1%	7%	2%	5%	2%	3%	0%	13%	6%
Subway	78	6%	19%	0%	4%	0%	0%	3%	13%	12%
Burger King	67	2%	10%	25%	21%	9%	2%	3%	2%	19%
Starbucks	8	0%	0%	0%	0%	0%	25%	0%	0%	0%
Wendy's	54	2%	2%	9%	7%	0%	6%	0%	4%	0%
Taco Bell	43	2%	5%	0%	2%	0%	2%	9%	5%	9%
Pizza Hut	38	0%	0%	0%	0%	0%	3%	0%	3%	11%
Dunkin' Donuts	25	0%	4%	0%	0%	0%	0%	0%	4%	4%
KFC	47	6%	0%	0%	4%	2%	0%	6%	11%	15%
Sonic	85	1%	1%	0%	6%	0%	2%	0%	9%	12%
Domino's	23	17%	0%	0%	0%	0%	0%	0%	4%	9%
Dairy Queen	16	0%	0%	88%	0%	0%	31%	0%	0%	6%
Total ads	570	3%	6%	7%	6%	2%	3%	2%	7%	9%

Source: Television advertising content analysis 2009

Eating behaviors in general audience TV ads

Restaurant	Total # ads	Food as		Food is		At the table (not in restaurant)		Front of TV/ computer	In the car	Consumed other place	Breakfast	Lunch	Anytime	Snack	Unclear time
		Family meals	primary focus	consumed	In restaurant	In restaurant	(not in restaurant)								
McDonald's	86	2%	17%	69%	14%	15%	2%	5%	36%	3%	1%	1%	2%	51%	
Subway	78	0%	24%	18%	3%	5%	0%	3%	6%	0%	4%	0%	0%	17%	
Burger King	67	2%	15%	34%	2%	18%	0%	2%	18%	3%	2%	0%	0%	34%	
Starbucks	8	0%	0%	13%	13%	0%	0%	0%	25%	0%	0%	0%	0%	25%	
Wendy's	54	2%	17%	56%	9%	28%	0%	0%	19%	0%	0%	2%	0%	50%	
Taco Bell	43	0%	30%	44%	0%	12%	0%	0%	30%	0%	0%	2%	0%	42%	
Pizza Hut	38	5%	34%	63%	13%	24%	0%	0%	29%	0%	0%	0%	0%	55%	
Dunkin' Donuts	25	4%	32%	44%	0%	8%	0%	0%	40%	8%	0%	0%	0%	40%	
KFC	47	9%	32%	66%	4%	11%	0%	0%	51%	0%	0%	0%	0%	53%	
Sonic	85	1%	35%	58%	0%	1%	1%	54%	1%	2%	6%	0%	0%	41%	
Domino's	23	0%	13%	13%	4%	9%	0%	0%	4%	0%	0%	4%	0%	13%	
Dairy Queen	16	0%	31%	19%	13%	0%	0%	0%	6%	0%	0%	0%	0%	19%	
Total ads	570	2%	25%	47%	5%	12%	1%	9%	21%	2%	2%	1%	2%	39%	

Source: Television advertising content analysis 2009

Table B3. Content analysis of child-targeted TV ads

Restaurant	Total # ads	New/improved	Value/cheap	Health/nutrition	Quality food	Comparison/unique	Filling/lots of food	Convenience	Low-fat/Low-cal	Helping the community	Limited time special offers
McDonald's	31	3%	0%	0%	0%	0%	0%	0%	3%	0%	48%
Subway	3	0%	0%	33%	100%	33%	0%	0%	0%	0%	33%
Burger King	23	4%	0%	0%	22%	0%	0%	0%	0%	4%	70%
Total ads	57	4%	0%	2%	14%	2%	0%	0%	2%	2%	54%

Source: Television advertising content analysis 2009

Product associations in child-targeted TV ads

Restaurant	Total # ads	Physical activity	Fun/cool	Humor	Adults as negative	Family bonding
McDonald's	31	0%	69%	31%	3%	3%
Subway	3	67%	33%	33%	0%	0%
Burger King	23	4%	57%	91%	65%	9%
Total ads	57	5%	63%	56%	28%	5%

Source: Television advertising content analysis 2009

Target audience in child-targeted TV ads

Restaurant	Total # ads	Male	Female	Both	White	Black	Hispanic	Asian	Multi-ethnic
McDonald's	31	39%	21%	21%	36%	7%	0%	3%	38%
Subway	3	0%	33%	0%	33%	0%	0%	0%	0%
Burger King	23	9%	17%	74%	74%	0%	0%	0%	22%
Total ads	57	26%	19%	40%	53%	4%	0%	2%	28%

Source: Television advertising content analysis 2009

Featured third parties, brand characters and spokespeople in child-targeted TV ads

Restaurant	Total # ads	Spokesperson	Celebrities	Brand characters	Movie/TV/ video games	Licensed characters	Charities	Other sports	entertainment	Other food brands
McDonald's	31	0%	0%	7%	38%	28%	0%	3%	28%	3%
Subway	3	0%	0%	0%	0%	0%	0%	0%	67%	0%
Burger King	23	0%	0%	0%	44%	44%	0%	0%	22%	70%
Total ads	57	0%	0%	4%	37%	32%	0%	2%	26%	32%

Source: Television advertising content analysis 2009

Eating behaviors in child-targeted TV ads

Total # ads	Family meals	Food as primary focus	Food is consumed		At the table (not in restaurant)		Front of TV/ computer	In the car	Consumed other place	Breakfast	Lunch	Dinner Late at night	Anytime	Snack	Unclear time
			In restaurant	In restaurant	restaurant	restaurant									
31	3%	0%	72%	14%	31%	3%	0%	24%	0%	0%	0%	0%	0%	0%	66%
3	0%	0%	33%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
23	13%	0%	83%	4%	48%	4%	4%	22%	0%	0%	0%	4%	0%	0%	61%
57	7%	0%	74%	11%	35%	4%	2%	21%	0%	0%	0%	2%	0%	0%	60%

Source: Television advertising content analysis 2009

Table B4. Content analysis of Spanish-language TV ads

Selling points in Spanish-language TV ads											
Restaurant	Total # ads	New/Improved	Value/cheap	Health/nutrition	Quality food	Comparison/unique	Filling/lots of food	Convenience	Low-fat/Low-cal	Helping the community	Limited time special offers
McDonald's	35	11%	11%	0%	43%	6%	3%	0%	0%	11%	17%
Subway	16	50%	38%	6%	81%	0%	31%	0%	44%	13%	6%
Burger King	16	13%	50%	0%	19%	13%	44%	0%	0%	0%	6%
Wendy's	10	40%	50%	0%	80%	20%	0%	0%	0%	0%	10%
Taco Bell	2	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%
Pizza Hut	10	60%	70%	0%	40%	10%	20%	0%	0%	0%	20%
KFC	7	100%	100%	0%	0%	0%	14%	0%	14%	0%	43%
Sonic	13	23%	31%	0%	0%	0%	0%	0%	0%	0%	8%
Domino's	22	73%	91%	0%	9%	0%	23%	5%	0%	0%	27%
Total ads	131	40%	48%	1%	34%	5%	16%	1%	6%	5%	16%

Source: Television advertising content analysis 2009

Product associations in Spanish-language TV ads

Product associations in Spanish-language TV ads						
Restaurant	Total # ads	Physical activity	Fun/cool	Humor	Adults as negative	Family bonding
McDonald's	35	6%	34%	17%	0%	6%
Subway	16	31%	69%	38%	0%	6%
Burger King	16	6%	44%	88%	6%	13%
Wendy's	10	10%	30%	70%	0%	0%
Taco Bell	2	0%	0%	100%	0%	50%
Pizza Hut	10	10%	0%	20%	0%	0%
KFC	7	0%	57%	29%	0%	0%
Sonic	13	8%	39%	0%	0%	23%
Domino's	22	14%	14%	59%	0%	9%
Total ads	131	11%	34%	40%	1%	8%

Source: Television advertising content analysis 2009

Target audience in Spanish-language TV ads

Restaurant	Total # ads	Male	Female	Both	White	Black	Hispanic	Asian	Multi-ethnic
McDonald's	35	23%	31%	43%	0%	0%	94%	0%	3%
Subway	16	6%	0%	63%	0%	0%	69%	0%	0%
Burger King	16	69%	13%	13%	0%	0%	94%	0%	0%
Wendy's	10	50%	10%	10%	0%	0%	6%	10%	0%
Taco Bell	2	100%	0%	0%	0%	0%	100%	0%	0%
Pizza Hut	10	20%	0%	30%	10%	0%	40%	0%	0%
KFC	7	14%	29%	57%	0%	0%	100%	0%	0%
Sonic	13	46%	8%	46%	0%	0%	100%	0%	0%
Domino's	22	23%	5%	46%	0%	0%	64%	0%	9%
Total ads	131	31%	14%	39%	1%	0%	80%	1%	2%

Source: Television advertising content analysis 2009

Featured third parties, brand characters and spokespeople in Spanish-language TV ads

	Total # ads	Spokesperson	Celebrities	Brand characters	Movie/TV/ video games	Licensed characters	Charities	Other sports	entertainment	Other food brands
McDonald's	35	0%	0%	6%	6%	0%	0%	0%	17%	6%
Subway	16	0%	0%	0%	0%	0%	13%	0%	0%	25%
Burger King	16	13%	0%	6%	6%	6%	0%	0%	0%	0%
Wendy's	10	0%	0%	0%	0%	0%	0%	0%	0%	0%
Taco Bell	2	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pizza Hut	10	0%	0%	0%	0%	0%	0%	0%	0%	0%
KFC	7	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sonic	13	0%	0%	0%	0%	0%	0%	0%	0%	0%
Domino's	22	0%	0%	0%	9%	0%	0%	0%	0%	5%
Total ads	131	2%	0%	2%	4%	1%	2%	0%	5%	5%

Source: Television advertising content analysis 2009

Eating behaviors in Spanish-language TV ads

Total # ads	Family meals	Food as primary focus	Food is consumed	At the table (not in restaurant)			In the car	Consumed at other place	Breakfast	Lunch	Dinner	Late at night	Anytime	Snack	Unclear time
				In restaurant	restaurant	computer									
35	3%	29%	63%	11%	9%	3%	0%	43%	0%	0%	0%	0%	0%	0%	51%
16	6%	50%	63%	63%	0%	0%	0%	19%	0%	0%	0%	0%	0%	0%	56%
16	6%	13%	19%	0%	6%	0%	0%	13%	0%	0%	0%	0%	0%	0%	13%
10	0%	30%	50%	0%	40%	0%	0%	10%	0%	0%	0%	0%	0%	0%	50%
2	0%	0%	100%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	100%
10	0%	70%	40%	0%	0%	10%	0%	30%	0%	0%	0%	0%	0%	0%	40%
7	14%	14%	57%	0%	14%	0%	14%	29%	0%	0%	0%	0%	0%	0%	14%
13	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
22	5%	18%	27%	0%	14%	5%	0%	18%	0%	0%	5%	0%	0%	0%	9%
131	4%	27%	43%	11%	9%	2%	1%	24%	2%	0%	1%	0%	0%	0%	33%

Source: Television advertising content analysis 2009

Table B5. Nutritional quality of TV ads by age and race or ethnicity

Restaurant	Preschoolers (2-5 years)				Children (6-11 years)				
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	
McDonald's	459	804	20%	38%	457	800	23%	38%	
KFC	1,310	2,039	37%	65%	1,242	2,008	38%	62%	
Burger King	407	608	19%	37%	407	607	19%	37%	
Subway	488	1,390	14%	21%	493	1,399	14%	21%	
Pizza Hut	725	1,835	94%	22%	728	1,843	94%	22%	
Domino's	796	1,704	95%	23%	799	1,707	95%	23%	
Wendy's	636	1,523	78%	28%	631	1,518	79%	28%	
Taco Bell	570	1,373	82%	17%	566	1,367	83%	17%	
Sonic	745	953	59%	40%	763	978	58%	40%	
Dairy Queen	780	643	100%	53%	777	623	100%	54%	
Dunkin' Donuts	251	481	49%	36%	249	472	50%	36%	
Total ads	582	1,111	40%	37%	582	1,122	42%	36%	
									Calories viewed per day
									330
									227
									192
									137
									119
									103
									95
									92
									65
									47
									6
									1,414

Source: © The Nielsen Company; Menu composition analysis (January 2010)

Nutritional quality of TV ads: By age

Restaurant	Teens (12-17 years)					
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day	
KFC	1,196	1,967	40%	61%	431	
McDonald's	454	821	52%	35%	248	
Subway	635	1,854	19%	20%	239	
Pizza Hut	730	1,847	94%	22%	226	
Taco Bell	570	1,374	83%	17%	208	
Burger King	439	742	43%	30%	191	
Domino's	789	1,691	95%	23%	190	
Wendy's	626	1,491	79%	27%	187	
Sonic	752	959	61%	41%	124	
Dairy Queen	775	632	100%	53%	87	
Dunkin' Donuts	241	453	48%	36%	13	
Total ads	657	1,336	61%	34%	2,144	

Source: © The Nielsen Company; Menu composition analysis (January 2010)

Nutritional quality of TV ads: By age and race

Restaurant	Black children (2-11 years)					
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day	
KFC	1,253	2,001	38%	63%	401	
McDonald's	457	809	32%	37%	400	
Burger King	417	646	26%	35%	227	
Subway	533	1,531	16%	21%	192	
Pizza Hut	731	1,846	93%	22%	168	
Domino's	796	1,693	95%	23%	151	
Wendy's	641	1,536	79%	27%	147	
Taco Bell	566	1,365	83%	17%	143	
Sonic	760	968	59%	41%	101	
Dairy Queen	792	665	100%	53%	72	
Dunkin' Donuts	242	460	48%	36%	7	
Total ads	617	1,197	48%	37%	2,009	

Restaurant	White children (2-11 years)					
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day	
McDonald's	458	798	20%	38%	293	
KFC	1,304	2,050	36%	64%	180	
Burger King	405	601	18%	37%	165	
Subway	491	1,394	13%	21%	112	
Pizza Hut	723	1,833	94%	22%	97	
Wendy's	636	1,525	78%	28%	75	
Domino's	798	1,712	95%	23%	75	
Taco Bell	567	1,367	83%	17%	70	
Sonic	752	968	57%	40%	49	
Dairy Queen	776	624	100%	54%	38	
Dunkin' Donuts	258	501	49%	35%	5	
Total ads	575	1,099	39%	37%	1,160	

Source: © The Nielsen Company; Menu composition analysis (January 2010)

Nutritional quality of TV ads: By age and race

Restaurant	Black teens (12-17 years)					
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day	
KFC	1,202	1,960	39%	61%	723	
McDonald's	456	831	56%	34%	417	
Subway	628	1,833	20%	20%	326	
Pizza Hut	733	1,849	93%	22%	305	
Domino's	788	1,679	95%	23%	286	
Taco Bell	567	1,364	82%	17%	277	
Wendy's	630	1,485	78%	27%	268	
Burger King	437	735	42%	30%	261	
Sonic	761	971	61%	41%	185	
Dairy Queen	787	675	100%	52%	122	
Dunkin' Donuts	234	445	49%	36%	14	
Total ads	666	1,099	61%	35%	3,184	

Restaurant	White teens (12-17 years)					
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day	
KFC	1,207	1,973	40%	61%	380	
Subway	643	1,879	19%	20%	226	
McDonald's	452	815	52%	35%	216	
Pizza Hut	730	1,847	94%	22%	210	
Taco Bell	570	1,372	83%	17%	192	
Burger King	442	750	44%	30%	178	
Wendy's	627	1,498	78%	27%	169	
Domino's	791	1,695	95%	23%	160	
Sonic	752	963	60%	40%	113	
Dairy Queen	771	620	100%	54%	83	
Dunkin' Donuts	245	465	48%	36%	12	
Total ads	657	1,337	61%	34%	1,939	

Source: © The Nielsen Company; Menu composition analysis (January 2010)

Nutritional quality of TV ads: Spanish-language TV ads by age

Restaurant	Spanish-language TV: Preschoolers (2-5 Years)				
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day
McDonald's	461	878	76%	32%	76
Domino's	748	1,685	96%	22%	75
Subway	668	2,041	26%	20%	56
Burger King	532	951	51%	24%	51
Sonic	811	929	66%	42%	43
Wendy's	557	1,363	65%	23%	40
Pizza Hut	618	1,671	100%	23%	32
KFC	401	1,106	74%	14%	17
Total ads	588	1,290	69%	26%	390

Restaurant	Spanish-language TV: Children (6-11 Years)				
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day
McDonald's	456	869	77%	32%	61
Domino's	748	1,683	96%	22%	60
Subway	671	2,050	26%	20%	43
Burger King	532	957	53%	24%	41
Wendy's	596	1,427	64%	24%	34
Sonic	817	944	64%	42%	33
Pizza Hut	617	1,661	100%	23%	23
KFC	406	1,116	74%	15%	12
Total ads	591	1,292	69%	26%	307

Restaurant	Spanish-language TV: Teens (12-17 Years)				
	Calories per ad	Sodium per ad	% unhealthy products	% of calories from sugar and saturated fat	Calories viewed per day
McDonald's	449	844	78%	33%	60
Domino's	751	1,689	96%	22%	53
Subway	672	2,049	27%	20%	48
Burger King	525	945	52%	25%	39
Sonic	814	942	68%	42%	30
Wendy's	590	1,434	65%	24%	28
Pizza Hut	622	1,673	100%	23%	20
KFC	392	1,081	75%	15%	11
Total ads	584	1,287	69%	26%	289

Source: © The Nielsen Company; Menu composition analysis (January 2010)

Table C1. Content analysis of child-targeted websites

Engagement techniques on child-targeted websites

Website	Percentage of pages using engagement technique											
	Fun	Flash animation	Music	Games	Advergames (branded games)	Viral marketing	Downloadable content	Customization of page	Behavioral targeting	Other advertising (TV commercials, Facebook)	Unbranded games	Video
McWorld.com	99%	87%	84%	44%	14%	1%	4%	7%	2%	n/a	30%	n/a
HappyMeal.com	98%	84%	30%	44%	41%	40%	25%	39%	27%	1%	3%	2%
Ronald.com	97%	77%	63%	77%	77%	n/a	49%	9%	n/a	n/a	n/a	n/a
SubwayKids.com	97%	47%	20%	15%	15%	69%	42%	3%	12%	51%	n/a	16%
ClubBK.com	67%	79%	10%	18%	16%	n/a	14%	5%	5%	n/a	2%	3%
SonicZooTotis.com	70%	60%	60%	10%	n/a	n/a	n/a	10%	30%	n/a	10%	n/a
DeeOs.com	100%	89%	89%	29%	29%	7%	7%	7%	7%	n/a	n/a	n/a
BlizzardFanClub.com	67%	20%	27%	7%	7%	80%	n/a	7%	20%	33%	n/a	40%
All child-targeted websites	91%	74%	45%	34%	26%	25%	21%	13%	11%	11%	8%	5%

*Other features that appeared on fewer than 5% of pages included: quizzes or polls, incentive for product purchases, chat features, the ability to create an avatar, photos, parental approval, and other cross-promotions such as famous actors.

Source: Website content analysis (March/April 2010)

Featured third parties on child-targeted websites

Website	Percentage of pages featuring third parties									
	Charity tie-ins	Other entertainment tie-ins (park, zoo, etc.)	Movie/TV show/video game	Spokes-character	Licensed character	Other food brand	Company spokesperson	Other sports tie-ins		
McWorld.com	3%	n/a	10%	7%	8%	n/a	n/a	n/a		
HappyMeal.com	82%	56%	29%	5%	12%	n/a	n/a	n/a		
Ronald.com	17%	n/a	n/a	100%	n/a	n/a	n/a	n/a		
SubwayKids.com	4%	47%	1%	n/a	n/a	7%	28%	4%		
ClubBK.com	13%	95%	21%	n/a	25%	19%	n/a	27%		
SonicZooTotis.com	n/a	100%	n/a	n/a	n/a	n/a	n/a	n/a		
DeeOs.com	100%	n/a	n/a	n/a	n/a	4%	n/a	n/a		
BlizzardFanClub.com	n/a	n/a	n/a	n/a	n/a	100%	n/a	7%		
All child-targeted websites	30%	19%	12%	11%	8%	8%	5%	5%		

Source: Website content analysis (March/April 2010)

Products and health messages promoted on child-targeted websites

Website	Percentage of pages promoting product or health message						
	Branding only	Any food (branded or not)	Branded food product	Kids' meal	Individual menu item	Health and nutrition	Physical activity
McWorld.com	93%	19%	2%	2%	n/a	6%	13%
HappyMeal.com	89%	2%	2%	3%	1%	1%	8%
Ronald.com	100%	9%	n/a	n/a	n/a	n/a	20%
SubwayKids.com	35%	43%	35%	8%	1%	61%	30%
ClubBK.com	70%	37%	30%	21%	n/a	14%	n/a
SonicZooTotis.com	90%	100%	90%	n/a	n/a	90%	n/a
DeeQs.com	89%	57%	57%	n/a	11%	n/a	25%
BlizzardFanClub.com	n/a	100%	93%	n/a	100%	n/a	n/a
Avg: All child-targeted websites	75%	27%	21%	6%	5%	17%	13%

*Other items that appeared on fewer than 5% of pages included: nutrition information as a static list, nutrition information as an individual customizable list, nutrition calculator, and combo meal.

Source: Website content analysis (March/April 2010)

Table C2. Content analysis of main restaurant websites

Most common products and selling points appearing on main restaurant websites

Website	Percentage of pages with product or selling point											
	Any food mention	Individual menu items	Quality of food	Health/ nutrition	Value	Weight loss	Special offer/ limited time	New/ improved	Fills you up	Better than other restaurants	Online convenience/ ordering	Help your community
McDonalds.com	67%	32%	34%	26%	6%	16%	5%	20%	7%	5%	2%	20%
SubwayFreshBuzz.com	94%	43%	93%	39%	52%	29%	2%	20%	27%	2%	2%	5%
BurgerKing.com	59%	44%	24%	35%	18%	6%	4%	3%	13%	7%	3%	1%
Starbucks.com	92%	62%	70%	50%	2%	24%	11%	12%	n/a	2%	9%	15%
Wendys.com	98%	43%	69%	26%	17%	17%	4%	6%	4%	11%	n/a	7%
PizzaHut.com	93%	36%	11%	18%	71%	4%	50%	11%	4%	4%	75%	n/a
KFC.com	83%	30%	19%	27%	40%	10%	33%	3%	8%	5%	3%	10%
Dominos.com	96%	80%	56%	20%	36%	16%	92%	28%	8%	92%	64%	n/a
All main restaurant websites	85%	46%	46%	32%	24%	15%	14%	12%	10%	9%	9%	9%

*Messages appearing on fewer than 5% of adult pages included time of day (snack, late night menu), family bonding, family meals, and safety.

Source: Website content analysis (March/April 2010)

Most common messages appearing on main restaurant websites

Website	Percentage of pages with message					
	Cool/hip	Fun	Physical activity	Motivation	Humor	Personal stories
McDonalds.com	7%	15%	13%	n/a	12%	10%
SubwayFreshBuzz.com	37%	53%	50%	85%	5%	25%
BurgerKing.com	27%	8%	15%	1%	26%	2%
Starbucks.com	6%	n/a	n/a	2%	5%	6%
Wendys.com	n/a	17%	4%	n/a	6%	n/a
PizzaHut.com	7%	7%	7%	n/a	n/a	n/a
KFC.com	32%	11%	3%	11%	n/a	8%
Dominos.com	92%	4%	n/a	4%	n/a	n/a
All main restaurant websites	22%	17%	15%	15%	11%	8%

Source: Website content analysis (March/April 2010)

Engagement techniques on main restaurant websites

Website	Percentage of pages using engagement technique											
	Flash animation	Integrated advertising	Viral marketing	Customization of page	Downloadable content	Music	Mobile	Video	Purchase giftcards	Newsletter	Online purchasing	Behavioral targeting
McDonalds.com	41%	10%	5%	16%	14%	14%	n/a	11%	2%	n/a	2%	2%
SubwayFreshBuzz.com	86%	86%	89%	5%	5%	18%	83%	25%	n/a	1%	n/a	7%
BurgerKing.com	72%	20%	55%	35%	47%	34%	4%	11%	1%	n/a	4%	4%
Starbucks.com	9%	100%	100%	12%	5%	14%	8%	14%	5%	n/a	n/a	3%
Wendys.com	39%	87%	11%	89%	9%	9%	2%	6%	87%	83%	n/a	4%
PizzaHut.com	57%	4%	n/a	36%	18%	4%	21%	4%	7%	n/a	75%	36%
KFC.com	40%	2%	3%	n/a	16%	32%	n/a	6%	2%	2%	3%	8%
Dominos.com	20%	88%	n/a	84%	28%	n/a	12%	n/a	8%	n/a	60%	8%
All main restaurant websites	51%	43%	40%	27%	20%	20%	16%	12%	10%	8%	8%	6%

Source: Website content analysis (March/April 2010)

Featured third parties on main restaurant websites

Website	Percentage of pages featuring third parties						
	Other foods	Company spokesperson	Movie/TV show/video game	Famous athlete	Other entertainment tie-ins (zoo, park, etc.)	Spokes-character	Charity tie-in
McDonalds.com	28%	2%	2%	3%	8%	11%	34%
SubwayFreshBuzz.com	33%	86%	82%	89%	12%	5%	9%
BurgerKing.com	15%	n/a	7%	13%	5%	23%	1%
Starbucks.com	53%	n/a	n/a	n/a	6%	n/a	97%
Wendys.com	39%	100%	2%	n/a	85%	96%	7%
PizzaHut.com	93%	n/a	n/a	4%	4%	n/a	n/a
KFC.com	43%	100%	n/a	5%	25%	n/a	n/a
Dominos.com	96%	n/a	92%	n/a	n/a	n/a	n/a
All main restaurant websites	37%	33%	19%	18%	16%	9%	20%

Source: Website content analysis (March/April 2010)

Products and nutrition promoted on main restaurant websites

Website	Percentage of pages promoting product or nutrition						
	Food present	Individual menu item	Branding only	Individual customizable feature	Nutrition information: Static list	Kids' meal	
McDonalds.com	67%	32%	35%	2%	12%	10%	
SubwayFreshBuzz.com	94%	43%	22%	5%	4%	2%	
BurgerKing.com	59%	44%	13%	31%	2%	1%	
Starbucks.com	92%	62%	26%	3%	18%	n/a	
Wendys.com	98%	43%	31%	4%	11%	11%	
PizzaHut.com	93%	36%	54%	n/a	7%	0%	
KFC.com	83%	30%	14%	n/a	5%	2%	
Dominos.com	96%	80%	16%	n/a	8%	0%	
All main restaurant websites	79%	43%	24%	9%	8%	4%	

*Other items that appeared on fewer than 5% of main company pages included combo meals, and nutrition calculators.

Source: Website content analysis (March/April 2010)

Table C3. Content analysis of banner ads on third-party websites

Restaurant	Number of ads	Percentage of ads promoting product type									
		Individual menu items	Non-food promotion	Value/combo menu	Branding only	Time of day	Restaurant website	Kids' meal	Healthy menu		
McDonald's	61	46%	31%	23%	3%	8%	7%	3%	n/a	n/a	
Subway	17	29%	59%	n/a	6%	n/a	n/a	6%	n/a	n/a	
Burger King	18	33%	17%	28%	6%	22%	17%	n/a	n/a	n/a	
Starbucks	14	71%	57%	n/a	7%	n/a	7%	n/a	n/a	n/a	
Wendy's	16	69%	13%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Taco Bell	25	28%	24%	8%	12%	16%	n/a	n/a	n/a	8%	
Pizza Hut	12	25%	33%	34%	n/a	n/a	n/a	n/a	n/a	n/a	
Dunkin' Donuts	21	52%	19%	20%	10%	n/a	n/a	5%	n/a	n/a	
KFC	14	21%	43%	57%	14%	n/a	n/a	n/a	n/a	n/a	
Sonic	12	25%	25%	17%	n/a	n/a	n/a	17%	n/a	n/a	
Domino's	8	63%	38%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Dairy Queen	13	31%	15%	15%	23%	n/a	15%	n/a	n/a	n/a	
Twelve restaurants	231	42%	30%	19%	6%	6%	4%	3%	n/a	1%	

Source: Banner ad content analysis (June 2009-March 2010)

Selling points on restaurant banner ads

Restaurant	Number of ads	Percentage of ads with selling point						
		Special offer	Value/cheap	New/Improved	Quality food	Filling/Indulgent	Better than other restaurants	Weight loss
McDonald's	61	31%	30%	21%	10%	5%	10%	n/a
Subway	17	59%	24%	12%	24%	6%	n/a	n/a
Burger King	18	17%	50%	n/a	28%	17%	n/a	n/a
Starbucks	14	79%	n/a	36%	7%	14%	n/a	n/a
Wendy's	16	19%	38%	50%	44%	19%	6%	n/a
Taco Bell	25	28%	12%	24%	n/a	16%	n/a	12%
Pizza Hut	12	42%	42%	25%	8%	25%	n/a	n/a
Dunkin' Donuts	21	43%	33%	14%	n/a	n/a	10%	n/a
KFC	14	36%	43%	21%	14%	n/a	7%	7%
Sonic	12	50%	17%	8%	8%	8%	n/a	n/a
Domino's	8	75%	38%	n/a	13%	n/a	n/a	n/a
Dairy Queen	13	15%	31%	n/a	n/a	n/a	8%	n/a
Twelve restaurants	231	37%	29%	19%	12%	9%	5%	2%

Excludes selling points that appeared in fewer than 1% of ads: health/nutrition, convenience, kids like it, help your community.

Source: Banner ad content analysis (June 2009-March 2010)

Table D1. Average number of featured items on signs by special menu and food category

Restaurant	Kids menu/item	Value menu/item	Lunch/dinner items	Healthy items	Snack items	Coffee drinks	Breakfast
McDonald's	2.2	1.4	7.8	0.0	6.1	1.3	0.8
Subway	1.4	0.4	4.1	1.1	0.2	0.0	1.5
Burger King	1.8	1.1	10.2	0.0	2.4	0.0	3.3
Starbucks	0.0	0.0	0.6	0.6	4.3	1.1	0.3
Wendy's	1.5	0.0	13.3	0.0	6.3	0.0	0.3
Taco Bell	0.5	2.2	6.6	1.6	4.8	0.0	0.0
Pizza Hut	0.0	2.0	9.5	0.1	1.7	0.0	0.0
Dunkin' Donuts	0.0	0.0	1.1	1.8	0.9	9.2	3.5
KFC	1.7	2.7	6.2	0.6	0.2	0.0	0.0
Sonic	0.4	0.3	10.1	1.1	2.3	0.2	0.8
Domino's	0.0	0.2	5.0	0.1	0.9	0.0	0.0
Dairy Queen	0.4	0.7	6.4	0.0	13.8	0.0	0.0

Source: Restaurant signs audit (June 2010)

Table D2. Individual menu item pricing analysis

Restaurant	Kids' meal		Combo meal	
	Main dish in kids' meal	Price	Main dish in combo meal	Price
McDonald's	Hamburger	\$2.97	Quarter Pounder	\$5.49
Subway	Roast beef sandwich	\$4.05	Roast beef sandwich - 6"	\$6.80
Burger King	Hamburger	\$3.00	Whopper	\$5.80
Wendy's	Hamburger	\$3.01	Quarter pound single hamburger	\$5.31
Taco Bell	Crunchy taco - beef	\$2.91	Crunchy taco - beef	\$4.47
All restaurants	Average	\$3.19	Average	\$5.57

Source: Pricing analysis (June 2010)

Average price, calories and NPI scores of healthy and unhealthy food items

Restaurant	Healthiest chicken sandwich				Least healthy chicken sandwich			
	Specific item	Price	Calories	NPI score	Specific item	Price	Calories	NPI score
McDonald's	Premium grilled chicken classic sandwich	\$3.89	420	66	Premium crispy chicken club sandwich	\$4.37	630	50
Subway	Oven roasted chicken breast sandwich - 6"	\$3.62	400	70	n/a	n/a	n/a	n/a
Burger King	Tendergrill chicken sandwich	\$4.21	435	67	Tendercrisp chicken sandwich	\$4.20	695	57
Wendy's	Ultimate chicken grill sandwich	\$4.07	350	70	Chicken club sandwich	\$4.89	620	48
Taco Bell	Fresco burrito supreme - chicken	\$2.86	340	72	n/a	n/a	n/a	n/a
KFC	Tender Roast sandwich	\$3.70	350	70	Double Crunch crispy sandwich	\$4.47	460	64
Sonic	Grilled chicken sandwich	\$3.69	400	68	Crispy chicken sandwich	\$3.70	550	62
Dairy Queen	Grilled chicken sandwich	\$3.78	370	66	Crispy chicken sandwich with cheese	\$3.79	610	50
All restaurants	Average	\$3.73	383	69	Average	\$4.24	594	55

Restaurant	Healthiest side				Least healthy side			
	Specific item	Price	Calories	NPI score	Specific item	Price	Calories	NPI score
McDonald's	Apple dippers w/ low fat caramel dipping sauce	\$1.08	105	66	French fries - medium	\$1.62	380	66
Subway	Apple slices	\$1.18	35	72	Doritos - 1 bag	\$1.03	250	46
Burger King	Apple fries w/ caramel sauce	\$1.42	70	74	French fries - medium	\$1.76	440	54
Wendy's	Side salad	\$1.41	125	78	French fries - medium	\$1.81	420	66
Taco Bell	Pintos 'n cheese	\$0.99	180	80	Nachos	\$0.96	330	52
KFC	Corn on the cob - 3"	\$1.68	70	86	Biscuit - 1	\$0.58	180	24
Sonic	Apple slices w/ fat-free caramel dipping sauce	\$1.29	120	66	Tots - medium	\$1.52	200	52
Dairy Queen	Side salad	\$1.71	102	80	French fries - medium	\$1.73	310	58
All restaurants	Average	\$1.35	101	75	Average	\$1.37	314	52

Restaurant	Salad with chicken			
	Specific item	Price	Calories	NPI score
McDonald's	Premium caesar salad with grilled chicken	\$4.79	410	70
Subway	Oven roasted chicken breast salad	\$5.02	313	76
Burger King	Tendergrill chicken salad	\$4.96	375	71
Wendy's	Mandarin chicken salad	\$5.08	550	80
Taco Bell	Chicken ranch taco salad	\$5.33	910	70
KFC	Crispy chicken caesar salad	\$3.96	650	66
Sonic	Grilled chicken salad	\$4.72	363	70
Dairy Queen	Grilled chicken salad	\$4.95	393	73
All restaurants	Average	\$4.85	495	72

Source: Pricing analysis (June 2010)

Average price, calories and NPI scores of healthy and unhealthy food items

Restaurant	Healthiest red meat sandwich				Least healthy red meat sandwich			
	Specific item	Price	Calories	NPI score	Specific item	Price	Calories	NPI score
McDonald's	Hamburger	\$0.93	250	50	Angus bacon and cheese burger	\$4.08	790	42
Subway	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Burger King	Whopper - no cheese	\$3.24	595	66	BK Quad Stacker	\$4.50	930	32
Wendy's	Single hamburger - no cheese	\$3.06	470	64	Triple Baconator	\$6.98	1330	32
Taco Bell	Fresco soft taco - beef	\$1.00	180	64	Volcano burrito	\$3.03	800	48
KFC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Sonic	SONIC burger	\$2.75	590	65	SuperSONIC cheeseburger	\$4.13	923	45
Dairy Queen	Classic Grillburger	\$3.14	470	50	Flame Thrower Grillburger - 1/2 lb.	\$4.46	1060	38
All restaurants	Average	\$2.35	426	60	Average	\$4.53	972	40

Moderately unhealthy red meat sandwich

Restaurant	Specific item	Price	Calories	NPI score
McDonald's	Big Mac	\$3.31	540	48
Subway	Spicy italian sandwich - 6"	\$3.59	580	42
Burger King	Double cheeseburger	\$1.27	460	38
Wendy's	Bacon Deluxe - single	\$4.05	640	44
Taco Bell	Soft taco - beef	\$1.07	210	52
KFC	n/a	n/a	n/a	n/a
Sonic	Chili cheeseburger	\$3.87	660	46
Dairy Queen	Bacon Cheddar Grillburger - 1/4 lb.	\$3.51	650	38
All restaurants	Average	\$2.95	534	44

Source: Pricing analysis (June 2010)

Table E1. Menu importance for all quickserve restaurants

	Total	All youth (under 18 years)							
		< 6 yrs	6-12 yrs	13-17 yrs	18-24 yrs	25-49 yrs	White	Hispanic	African American
Total traffic	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total foods and beverages	244.0	233.7	243.4	247.6	242.4	245.6	237.1	246.9	264.2
Total foods	166.8	167.3	173.9	168.3	166.6	167.1	165.3	173.0	191.0
All breakfast-oriented foods	14.9	8.4	8.5	11.2	11.4	16.9	8.4	9.8	15.0
All lunch/dinner main dishes	81.2	83.2	86.6	84.6	88.7	80.7	83.0	87.3	93.2
All burgers	23.0	16.8	21.2	21.5	23.3	24.4	19.0	20.4	24.5
All hamburgers	5.6	4.8	5.3	4.5	4.6	5.4	4.7	5.6	5.2
All cheeseburgers	17.4	12.0	15.9	17.0	18.7	19.1	14.3	14.8	19.3
Regular burgers/cheeseburgers	6.1	12.3	10.1	4.8	4.8	5.2	8.8	9.0	8.4
Large burgers/cheeseburgers	16.6	4.1	10.7	16.5	18.2	18.9	9.9	11.1	15.7
All other sandwiches (excluding burgers)	22.8	10.2	15.0	24.7	27.4	23.6	17.1	16.5	18.6
All breaded chicken sandwiches (except wraps)	5.6	1.8	3.9	7.6	8.2	5.9	4.1	5.0	7.4
All grilled/broiled/roasted chicken sandwiches (except wraps)	2.7	0.5	1.1	3.0	3.7	3.0	1.6	1.7	1.6
All chicken/turkey main dishes	12.2	32.3	23.4	12.1	11.2	9.6	21.0	23.4	25.6
Fried chicken	2.6	2.7	3.8	1.8	1.4	2.4	2.0	3.2	6.2
Non-fried chicken	0.8	0.7	1.0	0.5	0.6	0.7	0.7	1.5	0.7
Nuggets/strips	7.3	27.6	16.9	7.9	7.1	4.9	17.0	16.6	15.4
Chicken wings	1.0	0.7	1.2	1.2	1.2	1.1	0.7	1.2	2.6
Mexican (including nachos)	10.1	6.9	8.3	11.3	13.4	11.4	9.5	8.8	6.5
Pasta	1.4	2.3	2.3	1.6	1.4	1.2	2.1	2.1	2.2
Pizza	7.7	13.1	14.6	10.1	8.8	6.6	12.4	13.6	12.2
Main dish salads	1.9	0.4	0.6	1.6	1.6	2.1	0.9	1.0	1.1
All other main dishes/entrees	2.1	1.2	1.2	1.7	1.6	1.8	1.0	1.5	2.5
All appetizers and sides	42.0	51.1	49.4	38.7	38.4	42.3	45.0	46.6	50.8
All potatoes (including chips)	28.6	36.0	36.6	26.6	26.2	29.5	32.2	32.6	36.6
Chips, pretzels, crackers, etc.	4.2	2.4	3.0	5.2	5.3	4.2	3.6	3.8	3.8
All french fries (including sweet potatoes)	20.8	29.7	29.5	20.0	19.7	20.8	25.6	26.1	28.8
All fruit	1.6	6.6	2.8	1.4	1.1	1.1	3.5	3.3	3.2
All appetizer-sized green salads	1.1	0.5	0.6	0.8	0.8	1.1	0.6	0.7	0.9
All non-fried vegetables	1.1	1.4	1.4	0.6	0.7	1.0	1.0	1.3	1.7
Yogurt (non-frozen)	0.7	0.9	0.4	0.6	0.8	0.7	0.6	0.7	0.8

Source: The NPD Group/CREST®/2 Years Ending December 2009

Menu importance for all quickserve restaurants

	Total	All youth (under 18 years)							
		< 6 yrs	6-12 yrs	13-17 yrs	18-24 yrs	25-49 yrs	White	Hispanic	African American
All breads/sweet rolls	16.0	13.2	14.9	17.2	15.2	15.7	14.9	14.8	16.5
Biscuits	2.7	2.8	3.3	1.9	1.7	2.5	2.2	3.1	5.1
Breadsticks	1.4	2.7	2.8	1.7	1.9	1.1	2.4	2.4	1.9
Donuts and sweet rolls	4.8	4.3	4.9	5.7	4.3	4.5	5.0	4.5	5.1
All dessert-oriented and frozen sweets	10.3	9.5	13.2	14.0	10.4	9.0	12.1	12.4	13.4
All beverages (excluding tap water)	74.0	63.0	66.5	75.9	72.2	75.9	68.3	70.9	70.4
All coffee	14.2	0.8	1.3	9.3	9.7	16.0	4.3	3.9	3.5
Coffee, iced/frozen/slushes	3.2	0.3	0.6	4.6	4.0	3.6	2.1	1.7	1.5
Juice	3.4	10.4	4.6	3.2	3.4	2.9	5.0	7.2	8.6
All milk	2.7	15.8	7.4	2.0	1.4	1.2	8.7	7.0	4.4
Flavored milk	1.1	8.7	3.6	0.6	0.5	0.3	4.4	3.2	2.3
Plain milk	1.6	7.1	3.8	1.4	0.9	0.9	4.3	3.8	2.1
All shakes/malts/floats	2.6	1.4	3.0	4.1	3.0	2.2	2.9	2.6	2.8
All soft drinks (including non-carbonated)	39.3	29.0	43.4	43.4	41.6	41.1	38.9	40.7	39.9
Regular carbonated soft drinks	25.6	19.0	33.0	31.4	30.7	27.2	28.5	29.2	25.8
Diet carbonated soft drinks	8.7	1.5	2.9	4.0	4.0	9.7	3.4	2.1	0.9
Frozen soft drinks/slushes	1.3	1.1	2.0	2.5	1.7	1.2	1.8	2.1	2.4
Iced tea	6.2	2.3	2.6	6.1	6.0	7.0	3.7	3.3	4.7

Source: The NPD Group/CREST®/2 Years Ending December 2009

Table E2. Average calories and sodium per visit

Restaurant	Preschoolers (under 6 years)				Children (6-12 years)				
	Calories per item	Total calories per visit	Total calories from sat fat	Total calories from sugar	Calories per item	Total calories per visit	Total calories from sat fat	Total calories from sugar	Total sodium (mg)
McDonald's	243	627	63	127	270	717	81	156	1,031
Subway	325	683	73	147	363	754	82	176	1,617
Burger King	255	647	75	123	279	756	98	146	1,043
Starbucks	319	453	62	168	276	436	42	210	363
Wendy's	236	602	74	105	269	722	96	114	971
Taco Bell	254	505	57	92	253	540	59	116	1,213
Pizza Hut	488	1,095	163	161	493	1,141	169	170	2,487
Dunkin' Donuts	255	460	69	104	267	477	69	119	670
KFC	187	670	90	120	190	731	97	150	1,789
Sonic	258	546	69	134	292	688	88	172	910
Domino's	567	992	174	78	552	1,043	179	90	2,167
Dairy Queen	411	863	114	188	430	848	122	251	1,313

Restaurant	Teens (13-17 years)				
	Calories per item	Total calories per visit	Total calories from sat fat	Total calories from sugar	Total sodium (mg)
McDonald's	352	985	115	197	1,561
Subway	408	897	89	204	2,231
Burger King	430	1,226	164	204	2,009
Starbucks	230	372	33	180	308
Wendy's	383	1,089	146	203	1,866
Taco Bell	329	910	95	234	1,936
Pizza Hut	501	1,403	207	219	3,248
Dunkin' Donuts	282	651	98	151	1,035
KFC	239	833	94	245	1,869
Sonic	399	981	130	281	1,473
Domino's	546	1,201	208	113	2,618
Dairy Queen	542	1,199	181	369	1,394

Source: The NPD Group/CREST®/2 Years Ending December 2009 and menu composition analysis (January 2010)

Average calories and sodium per visit: By race or ethnicity

Restaurant	White youth (under 18 years)				African American youth (under 18 years)				
	Calories per item	Total calories per visit	Total calories from sat fat	Total calories from sugar	Calories per item	Total calories per visit	Total calories from sat fat	Total calories from sugar	Total sodium (mg)
McDonald's	318	837	87	172	337	945	105	179	1,468
Subway	394	838	83	186	424	892	96	162	2,238
Burger King	367	981	117	176	407	1,087	143	160	1,816
Starbucks	247	383	38	177	268	418	37	200	357
Wendy's	341	917	116	181	364	1,005	133	161	1,691
Taco Bell	316	736	78	188	314	769	80	191	1,640
Pizza Hut	495	1,162	173	172	493	1,297	189	197	3,049
Dunkin' Donuts	269	535	79	123	286	677	104	173	1,032
KFC	222	820	101	195	226	782	94	224	1,801
Sonic	376	871	111	229	403	881	107	253	1,223
Domino's	562	1,048	183	85	533	1,192	203	125	2,600
Dairy Queen	509	1,067	154	310	501	1,050	166	298	1,326

Restaurant	Hispanic youth (under 18 years)				
	Calories per item	Total calories per visit	Total calories from sat fat	Total calories from sugar	Total sodium (mg)
McDonald's	319	862	92	174	1,326
Subway	388	900	87	198	2,213
Burger King	371	1,024	121	173	1,649
Starbucks	265	442	44	203	347
Wendy's	352	928	118	169	1,479
Taco Bell	312	697	74	179	1,509
Pizza Hut	496	1,226	177	209	2,758
Dunkin' Donuts	265	560	86	143	829
KFC	220	885	105	234	2,055
Sonic	371	858	104	200	1,393
Domino's	550	1,105	191	104	2,390
Dairy Queen	514	1,217	162	338	1,591

Source: The NPD Group/CREST@/2 Years Ending December 2009 and menu composition analysis (January 2010)