



Calorie Labeling Studies and Surveys

Study published in *American Journal of Public Health*, August, 2008, Vol. 98, No. 8:

- In NYC, fast food customers who saw calorie information displayed purchased **52 fewer calories** than those who didn't see the information.

Study published in *Journal of Adolescent Health* 44 (2009) 84–86

- Female college students who received calorie information on a fast food menu chose significantly lower calorie meals (146 fewer calories per meal) than did women who did not receive calorie information. There was no effect on male college student's choices.
- If a female college student were to eat fast food once a week, the calorie reduction observed in this study would translate into 7,592 calories annually, a reduction of 2.2 pounds per year.

White Paper from California Center for Public Health Advocacy, August 2008, *Potential Impact of Menu Labeling of Fast Foods in California:*

- Using the 52 fewer calorie result (from study above), menu labeling could prevent 2.7 pounds of weight gain for the average California adult fast-food consumer.

Study published in *American Journal of Public Health*, September, 2006, Vol. 96, No. 9:

- Selection of higher calorie, higher fat items decreased from 37% to 24% when calorie and nutrition information were provided in restaurants.

Technomics survey on the effectiveness of the NYC Calorie Labeling (CL) regulation:

- High awareness of the NYC calorie labeling policy (80%)
- Very positive reaction from the public (86% think CL in NYC is a positive move)
- 84% who have gone to a restaurant with CL, have used the nutrition information
- 84% have been surprised by the calorie counts (the calories are higher than expected)
- 75% think the nutrition information on menus has made an impact on their ordering
- 83% expect more government regulation of nutrition in restaurants in the future

Zogby International Statewide Poll of New York State - April, 2008:

- 80% of New Yorkers are in favor of calorie labeling