**Table S1. Change in proportion of foods and beverages meeting the “healthier” Nutrient Profile Index cutoff**a**, for items advertised on general menu boards, the kids’ section of menu boards, and signs between 2010 and 2013.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2010Total Nb | 2010 % healthy items | SE | 2013Total Nb | 2013 % healthy items | SE | p |
|  | **General Menu Boards** |
| Overallc | 7558 | 33.9 | 0.5 | 7447 | 47.2 | 0.6 | <.01\* |
| McDonald’s | 2032 | 25.2 | 1.0 | 2061 | 40.9 | 1.1 | <.01\* |
| Burger King | 1963 | 30.0 | 1.0 | 2085 | 32.8 | 1.0 | 0.01\* |
| Wendy’s | 2007 | 35.7 | 1.1 | 829 | 42.2 | 1.7 | <.01\* |
| Taco Bell | 1556 | 47.8 | 1.3 | 2472 | 66.3 | 1.0 | <.01\* |
|  | **Kids’ Section of Menu Boards** |
| Overallc | 1063 | 50.8 | 1.5 | 738 | 62.3 | 1.8 | <.01\* |
| McDonald’s | 291 | 64.3 | 2.8 | 107 | 60.8 | 4.7 | 0.56 |
| Burger King | 366 | 64.5 | 2.5 | 195 | 50.8 | 3.6 | <.01\* |
| Wendy’s | 406 | 28.8 | 2.3 | 436 | 67.9 | 2.2 | <.01\* |
|  | **Any Signs** |
| Overallc | 2177 | 27.5 | 1.0 | 2421 | 32.0 | 1.0 | <.01\* |
| McDonald’s | 1014 | 32.3 | 1.5 | 1223 | 35.4 | 1.4 | 0.12 |
| Burger King | 1163 | 23.3 | 1.2 | 1198 | 28.5 | 1.3 | <.01\* |

a Overall nutritional quality score based on calories, sodium, saturated fat, sugar, protein, and fiber.26 Scores range from 0 (poorest nutritional quality) to 100 (highest nutritional quality). Foods with scores ≥64 and beverages with scores ≥70 are considered “healthier.”

b N represents the total number of items that were advertised across all stores overall and in each chain.

c Overall analyses are adjusted for restaurant chain.

\* p < 0.05