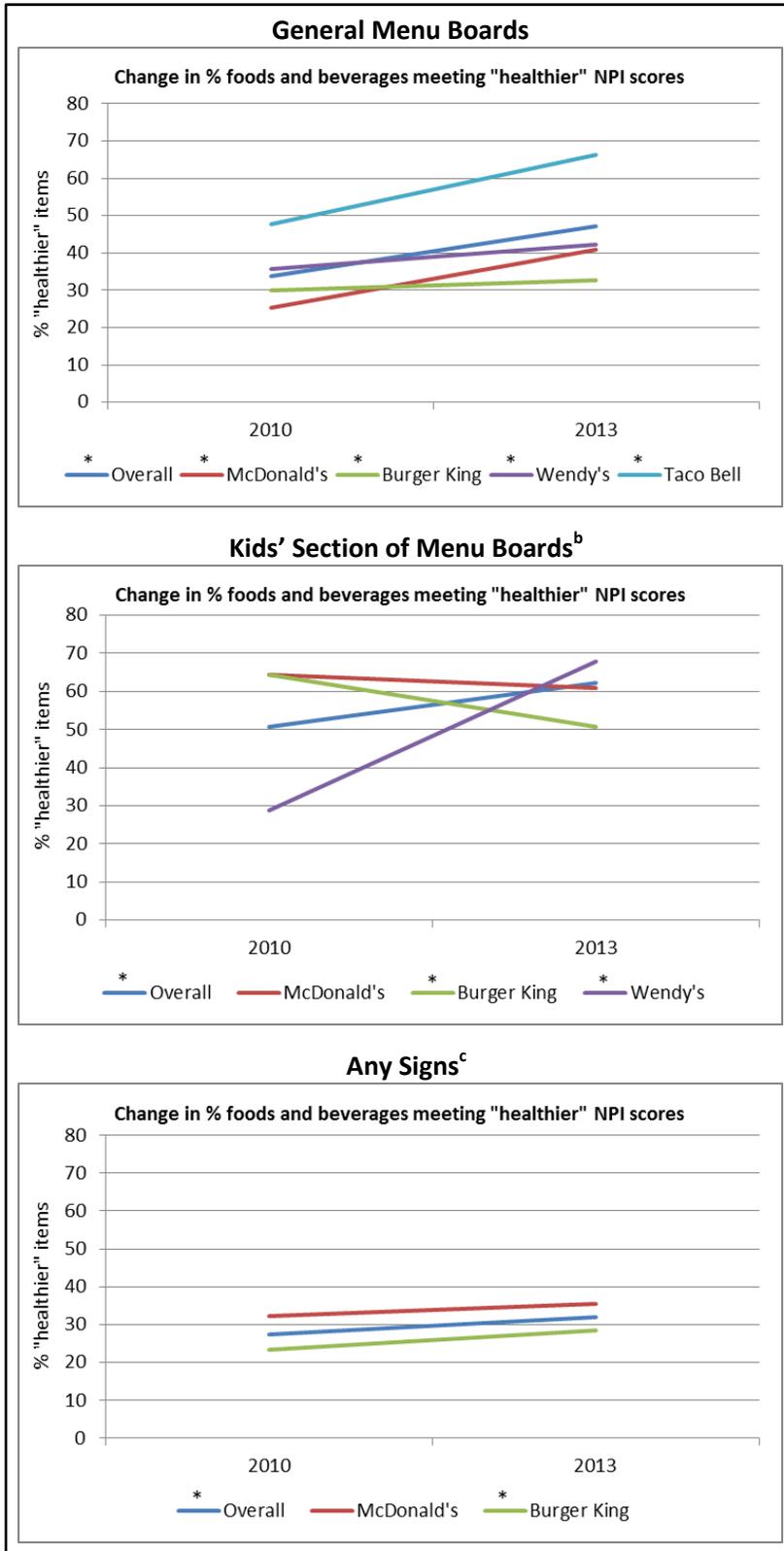


**Figure S1. Change in proportion of foods and beverages meeting the “healthier” Nutrient Profile Index cutoff<sup>a</sup> from 2010 to 2013, for all items advertised on general menu boards, the kids’ section of menu boards, and signs.**



<sup>a</sup> Overall nutritional quality score based on calories, sodium, saturated fat, sugar, protein, and fiber.<sup>26</sup> Scores range from 0 (poorest nutritional quality) to 100 (highest nutritional quality).

<sup>b</sup> Taco Bell was not included in the Kids' Menu Board analysis because it discontinued its Kids' Menu in 2013 before data collection.

<sup>c</sup> Wendy's and Taco Bell were not included in the Sign analysis due to missing data.

\* Indicates differences between 2010 and 2013 were significant at  $p < 0.05$ .