

L.A. Fast Food Moratorium Lacks Awareness and Broad Support, Says Technomic

2008-09-22

Only 44 percent of South Los Angeles residents are aware of the recently-enacted moratorium on fast food restaurant openings, according to a recently-completed study by Technomic, Inc. Of those aware of the legislation, the Chicago-based food industry consulting and research firm found that over half supported it, while the remainder were opposed or had no opinion about it.

Among the general population, there are mixed views as to whether a ban of this type will have any effect on obesity rates, with 41 percent believing it will, 31 percent believing it won't, and 38 percent having no opinion.

'It does not appear that the Los Angeles City Council has done an effective job in communicating the existence of and rationale behind this piece of legislation,' says Bob Goldin, Executive Vice President. Goldin adds that 'many will be watching to see what impact, if any, the fast food ban has on consumer behavior and business investment in the community.'

This article comes from Hotel News Resource

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