

**Effects of Consumer Testimonials in
Weight Loss, Dietary Supplement and
Business Opportunity Advertisements**

Report submitted to Federal Trade Commission

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**Table 1 - Communication Results
for Weight Loss Ads**

	No numbers	24-36 lbs No disclosure	24-36 lbs "Results not typical"	24-36 lbs "Average 10 lbs"	24-36 lbs "Experiences of a few"	48-72 lbs No disclosure	48-72 lbs "Results not typical"	48-72 lbs "Average 10 lbs"	48-72 lbs "Experiences of a few"
Sample size	n=64*	n=62	n=68	n=65	n=66	n=67	n=65	n=62	n=62
at least 10 lbs	21.88%	70.97%	80.88%	89.06%	83.33%	82.09%	65.15%	96.77%	66.13%
at least 20 lbs	14.06%	69.35%	79.41%	41.54%	81.82%	82.09%	66.15%	27.42%	66.13%
at least 24 lbs	12.50%	58.06%	75.00%	38.46%	75.76%	82.09%	66.15%	25.81%	62.90%
at least 30 lbs	9.38%	51.61%	60.29%	27.69%	68.18%	80.60%	64.62%	25.81%	62.90%
at least 36 lbs	7.81%	14.52%	23.53%	10.77%	15.15%	74.63%	61.54%	19.35%	54.84%
at least 40 lbs	7.81%	4.84%	10.29%	1.54%	3.03%	74.63%	61.54%	19.35%	54.84%
at least 48 lbs	4.69%	3.23%	7.35%	0.00%	0.00%	68.66%	55.38%	14.52%	48.39%
at least 50 lbs	4.69%	3.23%	5.88%	0.00%	0.00%	59.70%	46.15%	12.90%	43.55%
at least 60 lbs	4.69%	3.23%	4.41%	0.00%	0.00%	49.25%	32.31%	9.68%	32.26%
at least 70 lbs	3.13%	1.61%	0.00%	0.00%	0.00%	41.79%	20.00%	6.45%	20.97%
at least 72 lbs	3.13%	1.61%	0.00%	0.00%	0.00%	20.90%	7.69%	3.23%	6.45%

* Of the 64 respondents, 16 replied "yes" to the question "Did or didn't what you just read suggest anything about the number of pounds new users of WeightGuard can expect to lose in 3 months?" 39 replied "no," and 9 replied "don't know" or "not sure."

**Table 2 - Typicality Results
for Weight Loss Ads
for those who said “all,” “almost all,” “most,” or “about half”**

	No numbers	24-36 lbs No disclosure	24-36 lbs “Results not typical”	24-36 lbs “Average 10 lbs”	24-36 lbs “Experiences of a few”	48-72 lbs No disclosure	48-72 lbs “Results not typical”	48-72 lbs “Average 10 lbs”	48-72 lbs “Experiences of a few”
Sample size	n=64*	n=62	n=68	n=65	n=66	n=67	n=65	n=62	n=62
at least 10 lbs	17.19%	46.77%	48.53%	72.31%	43.94%	49.25%	38.46%	74.19%	35.48%
at least 20 lbs	9.38%	46.77%	48.53%	30.77%	42.42%	49.25%	38.46%	16.13%	35.48%
at least 24 lbs	7.81%	40.32%	44.12%	26.15%	37.88%	49.25%	38.46%	14.52%	32.26%
at least 30 lbs	6.25%	33.87%	32.53%	13.85%	28.79%	47.76%	36.92%	14.52%	32.26%
at least 36 lbs	6.25%	6.45%	7.35%	4.62%	6.06%	40.30%	35.38%	8.06%	24.19%
at least 40 lbs	6.25%	1.61%	5.88%	0.00%	3.03%	40.30%	35.38%	8.06%	22.58%
at least 48 lbs	3.13%	0.00%	5.88%	0.00%	0.00%	35.82%	27.96%	3.23%	22.58%
at least 50 lbs	3.13%	0.00%	5.88%	0.00%	0.00%	29.85%	24.62%	3.23%	20.97%
at least 60 lbs	3.13%	0.00%	4.41%	0.00%	0.00%	16.42%	18.46%	3.23%	11.29%
at least 70 lbs	3.13%	0.00%	0.00%	0.00%	0.00%	10.45%	9.23%	1.61%	3.23%
at least 72 lbs	3.13%	0.00%	0.00%	0.00%	0.00%	4.48%	6.15%	0.00%	1.61%

* Of the 64 respondents, 16 replied “yes” to the question “Did or didn’t what you just read suggest anything about the number of pounds new users of WeightGuard can expect to lose in 3 months?” 39 replied “no,” and 9 replied “don’t know” or “not sure.”

Table 3 - Opinion Results
for Weight Loss Ads

	No numbers	24-36 lbs No disclosure	24-36 lbs "Results not typical"	24-36 lbs "Average 10 lbs"	24-36 lbs "Experiences of a few"	48-72 lbs No disclosure	48-72 lbs "Results not typical"	48-72 lbs "Average 10 lbs"	48-72 lbs "Experiences of a few"
Sample size	n= 64	n= 63	n= 68	n= 65	n= 67	n= 67	n= 65	n= 62	n= 62
at least 10 lbs	81.25%	87.30%	85.29%	86.15%	91.04%	94.03%	92.38%	93.55%	91.94%
at least 20 lbs	50.00%	66.67%	66.18%	46.15%	64.18%	86.57%	83.15%	41.94%	80.65%
at least 30 lbs	17.19%	33.33%	41.18%	12.31%	29.85%	62.69%	52.38%	20.97%	50.00%
at least 40 lbs	7.81%	1.59%	10.29%	3.08%	1.49%	38.81%	29.30%	9.68%	24.19%
at least 50 lbs	3.13%	1.59%	5.88%	1.54%	0.00%	19.40%	20.07%	8.06%	14.52%
at least 60 lbs	1.56%	1.59%	2.94%	0.00%	0.00%	5.97%	3.15%	3.23%	4.84%

**Table 4 - Communication Results
for Dietary Supplement (Cholesterol) and Business Opportunity Ads**

Dietary Supplement (Cholesterol Ads)

	Company assertion 60 points	Single testimonial 60 points No disclosure	Single testimonial 60 points "Results not typical"	Multiple testimonials No numbers	Multiple testimonials 54-66 points No disclosure	Multiple testimonials 54-66 points "Results not typical"	Multiple testimonials 30-90 points No disclosure	Multiple testimonials 30-90 points "Results not typical"
Sample size	n=66	n=64	n=63	n=65*	n=64	n=66	n=64	n=67
at least 20 points	86.36%	64.06%	77.78%	3.08%	85.94%	83.33%	79.69%	79.10%
at least 30 points	86.36%	60.94%	77.78%	1.54%	85.94%	83.33%	79.69%	77.61%
at least 40 points	86.36%	60.94%	77.78%	1.54%	84.38%	81.82%	67.19%	68.66%
at least 50 points	86.36%	57.81%	76.19%	1.54%	79.69%	81.82%	54.69%	61.19%
at least 54 points	86.36%	57.81%	74.60%	1.54%	70.31%	75.76%	53.13%	61.19%
at least 60 points	86.36%	57.81%	74.60%	1.54%	60.94%	69.70%	53.13%	61.19%
at least 66 points	3.03%	0.00%	0.00%	0.00%	25.00%	21.21%	43.75%	56.72%
at least 70 points	3.03%	0.00%	0.00%	0.00%	6.25%	7.58%	43.75%	56.72%
at least 80 points	3.03%	0.00%	0.00%	0.00%	3.13%	1.52%	34.38%	34.33%
at least 90 points	1.52%	0.00%	0.00%	0.00%	1.56%	1.52%	34.38%	34.33%

Business Opportunity Ads

	Company assertion \$2,400	Single testimonial \$2,400 No disclosure	Single testimonial \$2,400 "Results not typical"	Multiple testimonials No numbers	Multiple testimonials \$2,200-2,600 No disclosure	Multiple testimonials \$2,200-2,600 "Results not typical"	Multiple testimonials \$1,200-3,600 No disclosure	Multiple testimonials \$1,200-3,600 "Results not typical"
Sample size	n=65	n=65	n=68	n=64**	n=61	n=62	n=65	n=64
at least \$800	89.23%	84.62%	69.12%	6.25%	83.61%	83.87%	81.54%	81.25%
at least \$1,200	89.23%	81.54%	69.12%	4.69%	81.97%	82.26%	75.38%	75.00%
at least \$1,600	87.69%	81.54%	69.12%	4.69%	81.97%	80.65%	66.15%	67.19%
at least \$2,000	87.69%	81.54%	69.12%	4.69%	81.97%	80.65%	56.92%	62.50%
at least \$2,200	86.15%	78.46%	69.12%	3.13%	63.93%	61.29%	52.31%	62.50%
at least \$2,400	84.62%	78.46%	67.65%	3.13%	50.82%	48.39%	52.31%	62.50%
at least \$2,600	3.08%	1.54%	0.00%	1.56%	26.23%	24.19%	43.08%	50.00%
at least \$ 2,800	1.54%	1.54%	0.00%	1.56%	1.64%	3.23%	41.54%	48.44%
at least \$ 3,000	1.54%	1.54%	0.00%	1.56%	1.64%	3.23%	41.54%	48.44%
at least \$ 3,200	0.00%	1.54%	0.00%	1.56%	0.00%	1.61%	21.54%	18.75%

* Of the 65 respondents, 10 replied "yes" to the question "Did or didn't what you just read suggest anything about the number of points by which new users of Cardio Guard can expect to lower their cholesterol?" 46 replied "no," and 9 replied "don't know" or "not sure."

** Of the 64 respondents, 4 replied "yes" to the question "Did or didn't what you just read suggest anything about the number of dollars per month new individuals who start a Vending Solutions business can expect to earn?" 55 replied "no," and 5 replied "don't know" or "not sure."

**Table 6 - Opinion Results
for Dietary Supplement (Cholesterol) and Business Opportunity Ads**

Dietary Supplement (Cholesterol Ads)

	Company assertion	Single testimonial 60 points No disclosure	Single testimonial 60 points "Results not typical"	Multiple testimonials No numbers	Multiple testimonials 54-66 points No disclosure	Multiple testimonials 54-66 points "Results not typical"	Multiple testimonials 30-90 points No disclosure	Multiple testimonials 30-90 points "Results not typical"
Sample size	n= 66	n= 64	n= 63	n= 65	n= 65	n= 66	n= 64	n= 69
at least 10 points	84.85%	87.50%	87.30%	80.00%	84.62%	84.85%	76.56%	91.30%
at least 20 points	84.85%	81.25%	71.43%	56.92%	81.54%	75.76%	70.31%	82.61%
at least 30 points	84.85%	64.06%	50.79%	29.23%	76.92%	66.67%	37.50%	71.01%
at least 40 points	84.85%	40.63%	34.92%	18.46%	66.15%	51.52%	25.00%	46.38%
at least 50 points	46.97%	34.38%	31.75%	10.77%	53.85%	42.42%	4.69%	33.33%
at least 60 points	37.88%	21.88%	22.22%	4.62%	21.54%	19.70%	3.13%	18.84%
at least 70 points	4.55%	4.69%	0.00%	1.54%	4.62%	0.00%	1.56%	10.14%

Business Opportunity Ads

	Company assertion	Single testimonial \$2,400 No disclosure	Single testimonial \$2,400 "Results not typical"	Multiple testimonials No numbers	Multiple testimonials \$2,200-2,600 No disclosure	Multiple testimonials \$2,200-2,600 "Results not typical"	Multiple testimonials \$1,200-3,600 No disclosure	Multiple testimonials \$1,200-3,600 "Results not typical"
Sample size	n= 65	n= 65	n= 68	n= 64	n= 62	n= 63	n= 67	n= 66
at least \$400	80.00%	75.38%	79.41%	62.50%	80.65%	87.30%	86.57%	69.70%
at least \$800	64.62%	63.08%	64.71%	39.06%	75.81%	74.60%	65.67%	48.48%
at least \$1,200	49.23%	53.85%	39.71%	20.31%	62.90%	57.14%	52.24%	28.79%
at least \$1,600	35.38%	35.38%	27.94%	14.06%	46.77%	47.62%	28.36%	13.64%
at least \$2,000	18.46%	30.77%	25.00%	12.50%	38.71%	39.68%	19.40%	9.09%
at least \$2,400	12.31%	29.23%	17.65%	7.81%	9.68%	17.46%	5.97%	7.58%
at least \$2,800	1.54%	1.54%	1.47%	3.13%	4.84%	6.35%	2.99%	7.58%