FTC Disclosure Evaluation Reports

Below are links to selected disclosure-related studies or evaluations conducted by or on behalf of the Federal Trade Commission:

**Consumer Perception of “Recycled Content” and “Organic” Claims**  
Federal Trade Commission, 2016

**Effects of Exposure to Packages of Several Homeopathic Products on Consumer Take-Away and Beliefs**  
Manoj Hastak, Federal Trade Commission, 2012

**Effects of a Bristol Windows Advertisement with an “Up To” Savings Claim on Consumer Take-Away and Beliefs**  
Manoj Hastak and Dennis Murphy, Federal Trade Commission, 2012

**Consumer Research on Consumer Labels for Light Bulbs**  
Federal Trade Commission, 2009

Green Marketing Survey ([methodology, questionnaire, results](#))  
Harris Interactive, 2009

**Consumer Perceptions of Heart-Health Claims for Cooking Oils and Vegetable Oil Spreads**  
R. Dennis Murphy, Pauline M. Ippolito, and Janis K. Pappalardo, Federal Trade Commission, 2007

**Improving Consumer Mortgage Disclosures: An Empirical Assessment of Current and Prototype Disclosure Forms**  

**Evolution of a Prototype Financial Privacy Notice: A Report on the Form Development Project**  
Kleimann Communication Group, 2006

**Effects of Consumer Testimonials in Weight Loss, Dietary Supplement and Business Opportunity Advertisements** ([Survey materials](#))  
Manoj Hastak and Michael B. Mazis, Federal Trade Commission, 2004

**The Effect of Mortgage Broker Compensation Disclosures on Consumers and Competition: A Controlled Experiment** ([Appendices](#))  
James M. Lacko and Janis K. Pappalardo, Federal Trade Commission, 2004

**The Effect of Consumer Testimonials and Disclosures on Ad Communication for a Dietary Supplement** ([Survey materials](#))  
Manoj Hastak and Michael B. Mazis, Federal Trade Commission, 2003

**A Generic Copy Test of Food Health Claims in Advertising** ([Appendix A, Appendix B](#))  
Dennis Murphy, Theodore H. Hoppock, and Michelle K. Rusk, Federal Trade Commission, 1998

**Life Insurance Cost Disclosure**  