

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](#)

James M. Lacko and Janis K. Pappalardo, Federal Trade Commission, 2007

[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](#)

Michael P. Lynch and Edwin Manfield, Federal Trade Commission, 1979