Table la - Ad Communication Results (adjusted) for Weight Loss Ads

|  | No manders (control) | 24-36 \%ss No <br> disclosure | 24-36 Bs No <br> disclosure <br> (adjusted) | 48-72 has No dischosure | 48-72 16s No disclonure (mjensed) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sample size | n=64 | $\underline{1} \mathbf{6 2}$ | n=62 | $\mathrm{n}=67$ | - $=67$ |
| at least 10 lbs | 21.88\% | 70.97\% | 49.09\% | 82.09\% | 60.21\% |
| at least 20 Ibs | 14.06\% | 69.35\% | 55.29\% | 82.09\% | 68.03\% |
| at least 24 lbs | 12.50\% | 58.06\% | 45.56\% | 82.09\% | 69.59\% |
| at least 30 lbs | 9.38\% | 51.61\% | 42.23\% | 80.60\% | 71.22\% |
| at least 36 lbs | 7.81\% | 14.52\% | 6.71\% | 74.63\% | 66.82\% |
| at least 40 Ibs | 7.81\% | 4.84\% | -\% | 74.63\% | 66.82\% |
| at least 48 lbs | 4.69\% | 3.23\% | - 8 | 68.66\% | 63.97\% |
| at least 50 Ibs | 4.69\% | $3.23 \%$ | - $\%$ | 59.70\% | 55.01\% |
| at least 60 Ibs | 4.69\% | 3.23\% | -\% | 49.25\% | 44.56\% |
| at least 70 Ibs | 3.13\% | 1.61\% | -\% | 41.79\% | 38.66\% |
| at least 72 lbs | 3.13\% | 1.61\% | -\% | 20.90\% | 17.77\% |

This table is based on Toble 1 in the oripinal report. The secoad cohma showar resulas for tha "no manbers" group. The thend and Founh columss, respectively, show the results for respondens exposed to testimonfal chims tn the 24-36 pound weight loss range, without and with adjustment. The adjusted scores we the original scores mives the comesponding seore for the no mumbers group. Sinnilaty, the fith wnd sixth columns show the reauth for reapondents exposed to lestimonial chims in the 48-72 poand weight loss range whothat and with adjugtment, respectively. la cases where the percentege in a ceil for the po nombers group exceeds the corterpondiag percentage for one of the testimonial groups, the reported valve in the cell for that textimoninal group in "- $\%$."

## Table 2a - Typicality Results (adjusted)

for Weight Loss Ads
for those who said "all," "almost all," "most," or "about half"

|  | No <br> numbers <br> (contri) | $24-36 \mathrm{lbs}$ <br> No <br> disclosure | $24-36 \mathrm{lbs}$ <br> No <br> lisclosure <br> (adjosted) | No <br> disclosure | $48-72 \mathrm{lbs}$ <br> No <br> disclosure <br> (adjusted) |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Sarmple size | $\mathrm{n=64}$ | $\mathrm{n}=62$ | $\mathrm{n}=62$ | $\mathrm{n}=67$ | $\mathrm{n}=67$ |
| at least 10 lbs | $17.19 \%$ | $46.77 \%$ | $29.58 \%$ | $49.25 \%$ | $32.06 \%$ |
| at least 20 lbs | $9.38 \%$ | $46.77 \%$ | $37.39 \%$ | $49.25 \%$ | $39.87 \%$ |
| at least 24 lbs | $7.81 \%$ | $40.32 \%$ | $32.51 \%$ | $49.25 \%$ | $41.44 \%$ |
| at least 30 lbs | $6.25 \%$ | $33.87 \%$ | $27.62 \%$ | $47.76 \%$ | $41.51 \%$ |
| at least 36 lbs | $6.25 \%$ | $6.45 \%$ | $0.20 \%$ | $40.30 \%$ | $34.05 \%$ |
| at least 40 lbs | $6.25 \%$ | $1.61 \%$ | $-\%$ | $40.30 \%$ | $34.05 \%$ |
| at least 48 lbs | $3.13 \%$ | $0.00 \%$ | $-\%$ | $35.82 \%$ | $32.69 \%$ |
| at least 50 lbs | $3.13 \%$ | $0.00 \%$ | $-\%$ | $29.85 \%$ | $26.72 \%$ |
| at least 60 lbs | $3.13 \%$ | $0.00 \%$ | $-\%$ | $16.42 \%$ | $13.29 \%$ |
| at least 70 lbs | $3.13 \%$ | $0.00 \%$ | $-\%$ | $10.45 \%$ | $7.32 \%$ |
| at least 72 lbs | $3.13 \%$ | $0.00 \%$ | $-\%$ | $4.48 \%$ | $1.35 \%$ |

This table is based on Table 2 in the original repost. The second column shows results for the "no numbers" group. The thind and fourth colbmns, respectively, shorw the resulte for respondents exposed to testimonial chains in the $24-36$ pound weight loss range. without and with adjustmen. The adjusted scores are the original scores minus the comesponding score for the no numbers groap. Simitarly, the fifth and sixth columas show the results for respondents exposed to testimonial ciaima in the $48-72$ pound weigh loss range without and with adjustonent, respectively. In coses where the percentage in a cell for the no numbers group exceds the comesponding percentage for one of the testimoniad groups, the reported value in the cell for that testimonial group is "- .\%."

## Table 4a-Ad Communication Results (adjusted) for Dietary Supplement (Cholesterol) and Business Opportunity Ads

Dietary Supplement (Cholesterol Ads)

|  | Multiple testimonials No mambers | Multiple testimonials 54-66 points No disclosure | Multiple testimonials 54-66 points No disclosure (adjusted) | Multiple testimionials 30-90 points No disctosure | Multiple testimonials $30-90$ points No disclosure (adjusted) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sample size | $\underline{\square}=65$ | $\mathrm{n}=64$ | $\mathrm{n}=64$ | $\mathrm{n}=64$ | $\mathrm{n}=64$ |
| at least 20 points | 3.08\% | 85.94\% | 82.86\% | 79.69\% | 76.61\% |
| at least 30 points | 1.54\% | 85.94\% | 84.40\% | 79.69\% | 78.15\% |
| $3^{2}$ l least 40 points | 1.54\% | 84.38\% | 82,84\% | 67.19\% | 65.65\% |
| at least 50 points | 1.54\% | 79.69\% | 78.15\% | 54.69\% | 53.15\% |
| at least 54 points | 1.54\% | 70.31\% | 68.77\% | 53.13\% | 51.59\% |
| at least 60 points | 1.54\% | 60.94\% | 59.40\% | 53.13\% | 51.59\% |
| at least 66 points | 0.00\% | 25.00\% | 25.00\% | 43.75\% | 43.75\% |
| at least 70 points | 0.00\% | 6.25\% | 6.25\% | 43.75\% | 43.75\% |
| at least 80 points | 0.00\% | 3.13\% | 3.13\% | 34.38\% | 34.38\% |
| at least 90 points | 0.00\% | 1.56\% | 1.56\% | 34.38\% | 34.38\% |

Business Opportunity Ads

|  | Maltiple testimanipls No numbers | Multiple testimoninls 52,200-2,600 Na disclosure | Multiple testimonilas 5,200-2,600 <br> No disclosure (adjusted) | Multipie testirnonials $51,200-3,600$ No diselosure | Multiple restimonials 51,200-3,600 <br> No dischosure (adjested) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sample size | $\mathrm{n}=64$ | $\mathrm{n}=61$ | n=61 | n=65 | $\mathrm{n}=65$ |
| at least \$800 | 6.25\% | 83.61\% | 77.36\% | 81.54\% | 75.29\% |
| at least \$1,200 | 4.69\% | 81.97\% | 77.28\% | 75.38\% | 70.69\% |
| at least \$1,600 | 4.69\% | 81.97\% | 77.28\% | 66.15\% | 61.46\% |
| at least \$2,000 | 4.69\% | 81.97\% | 77.28\% | 56.92\% | 52.23\% |
| at least \$2,200 | 3.13\% | 63.93\% | 60.80\% | 52.31\% | 49.18\% |
| at least \$2,400 | 3.13\% | 50.82\% | 47.69\% | 52.31\% | 49.18\% |
| at least \$2,600 | 1.56\% | 26.23\% | 24.67\% | 43.08\% | 41.52\% |
| at least \$ 2,800 | 1.56\% | 1.64\% | 0.08\% | 41.54\% | 39.98\% |
| at least \$ 3,000 | 1.56\% | 1.64\% | 0.08\% | 41.54\% | 39.98\% |
| at least \$ 3,200 | 1.56\% | 0.00\% | -\% | 21.54\% | 19.98\% |

This table is based on Table 4 in the original report. The second column shows results for the ("no numbers") group. The thind and fourth colurns, respectively, show the rasubs for respondents exposed to testimonial chains in the 54-64 point range (for the cholesterol ad) or the $52200-2600$ range (for the business opportunity ad) without and with adjustrment. The adjusted scores are the original score mines the conmsponding score for the no mambers group. Sinnilary, the fifth and sixth columas show the results for respondents exposed to testimonial claims in the $30-90$ point range (for the cholesterol ad) or the $\$ 1200-3600$ range (for the business opportunity ad) without and with adjustrment, respectively. In cases where the pereentage in a coll for the no numbers group exceeds the contesponding percerage for one of the testimonial groups, the reported adjusted value in the cell for that testimonial group is -- $\%$.

Table 5a - Typicality Results (adjusted) for Dietary Supplement (Cholesterol) and Business Opportunity Ads for those who said "all," "almost all," "most," or "about half"

Dietary Supplement (Cholesterol Ads)

|  | Multiple testimonials No rumbers | Multiple testimonials 54-66 points No disclosure | Mulipie testimonials 54-66 points No diselosure (adjusted) | Multiple testimenials 30-90 points No disclosure | Mutíple testimonials 30-90 prints No disctosure (adjusted) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| sample size | ${ }^{120} 65$ | $\mathrm{n}=64$ | n=64 | $\mathrm{n}=64$ | $\mathrm{n}=64$ |
| at least 20 points | 1.54\% | 57.81\% | 56.27\% | 57.81\% | 56.27\% |
| at least 30 points | 0.00\% | 57.81\% | 57.81\% | 57.81\% | 57.81\% |
| at least 40 points | 0.00\% | 54.69\% | 54.69\% | 37.50\% | 37.50\% |
| at least 50 points | 0.00\% | 53.13\% | 53.13\% | 26.56\% | 26.56\% |
| at least 54 points | 0.00\% | 32.81\% | 32.81\% | 25.00\% | 25.00\% |
| at least 60 points | 0.00\% | 23.44\% | 23.44\% | 25.00\% | 25.00\% |
| at least 66 points | 0.00\% | 4.69\% | 4.69\% | 14.06\% | 14.06\% |
| at least 70 points | 0.00\% | 1.56\% | 1.56\% | 14.06\% | 14.06\% |
| at least 80 points | 0.00\% | 0.00\% | 0.00\% | 10.94\% | 10.94\% |
| at least 90 points | 0.00\% | 0.00\% | 0.00\% | 10.94\% | 10.94\% |

Business Opportunity Ads

|  | Mulliple testimonals No panmbers | Multiple testimonals $\$ 2,200-2,600$ No disclosure | Muttiple testimonials $\$ 2,200-2,600$ <br> No disclosure (adjusied) | Multiple restimonins 51,2043-3,600 No disclesure | Multiple testimonials \$1,200-3,600 No disclosure (adjusted) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sample Size | $\mathrm{n}=64$ | n=61 | $\mathrm{n}=61$ | $\mathrm{n}=65$ | $\mathrm{n}=65$ |
| at least \$800 | 4.96\% | 49.18\% | 44.22\% | 46.15\% | 41.19\% |
| at least \$1,200 | 3.13\% | 47.54\% | 44.41\% | 40.00\% | 36.87\% |
| at least \$1,600 | 3.13\% | 47.54\% | 44.41\% | 26.15\% | 23.02\% |
| at least \$2,000 | 3.13\% | 47.54\% | 44.41\% | 16.92\% | 13.79\% |
| at least \$2,200 | 1.56\% | 32.79\% | 31.23\% | 16.92\% | 15.36\% |
| at least \$2,400 | 1.56\% | 22.95\% | 21.39\% | 16.92\% | 15.36\% |
| at least \$2,600 | 0.00\% | 11.48\% | 11.48\% | 12.31\% | 12.31\% |
| at least \$ 2,800 | 0.00\% | 0.00\% | 0.00\% | 12.31\% | 12.31\% |
| at least \$ 3,000 | 0.00\% | 0.00\% | 0.00\% | 12.31\% | 12.31\% |
| at least \$3,200 | 0.00\% | 0.00\% | 0.00\% | 4.62\% | 4.62\% |

[^0]
[^0]:    This table is brsed on Table 5 in the original report. The second colnmn shows the results for the ne numbers group. The third and fourth columns, respectively, show the results for respondents exposed to testimonial claims in the $54-64$ point range (for the cholesterol ad) or the $\mathbf{5 2 0 0}-2600$ range (for the business opportunity ad) without and with adjustment. The adjusted scorts are the original score minus the corresponding score for the no numbers group. Similarly, the fift and sixth columns show the results for respondents exposed to testimonial chaims in the $30-90$ point rage (for the cholesterol ad) or the $\$ 1200-3600$ range (for the business opportunity ad) without and with adjustrent. In cases where the percentage in a cell for the no numbers group exceeds the eorresponding percentage for one of the testimoninl groups, the reported adjusted value in the cell for that testimonial group is -\%.

