

Table 1a - Ad Communication Results (adjusted)
for Weight Loss Ads

	No numbers (control)	24-36 lbs No disclosure	24-36 lbs No disclosure (adjusted)	48-72 lbs No disclosure	48-72 lbs No disclosure (adjusted)
Sample size	n=64	n=62	n=62	n=67	n=67
at least 10 lbs	21.88%	70.97%	49.09%	82.09%	60.21%
at least 20 lbs	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 lbs	7.81%	4.84%	—%	74.63%	66.82%
at least 48 lbs	4.69%	3.23%	—%	68.66%	63.97%
at least 50 lbs	4.69%	3.23%	—%	59.70%	55.01%
at least 60 lbs	4.69%	3.23%	—%	49.25%	44.56%
at least 70 lbs	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 Table 1 in the original report. The second column shows results for the "no numbers" group. The third and fourth columns, respectively, show the results for respondents exposed to testimonial claims in the 24-36 pound weight loss range, without and with adjustment. The adjusted scores are the original scores minus the corresponding score for the no numbers group. Similarly, the fifth and sixth columns show the results for respondents exposed to testimonial claims in the 48-72 pound weight loss range without and with adjustment, respectively. In cases where the percentage in a cell for the no numbers group exceeds the corresponding percentage for one of the testimonial groups, the reported value in the cell for that testimonial group is "—%."

**Table 2a - Typicality Results (adjusted)
for Weight Loss Ads
for those who said "all," "almost all," "most," or "about half"**

	No numbers (control)	24-36 lbs No disclosure	24-36 lbs No disclosure (adjusted)	48-72 lbs No disclosure	48-72 lbs No disclosure (adjusted)
Sample size	n=64	n=62	n=62	n=67	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 report. The second column shows results for the "no numbers" group. The third and fourth columns, respectively, show the results for respondents exposed to testimonial claims in the 24-36 pound weight loss range, without and with adjustment. The adjusted scores are the original scores minus the corresponding score for the no numbers group. Similarly, the fifth and sixth columns show the results for respondents exposed to testimonial claims in the 48-72 pound weight loss range without and with adjustment, respectively. In cases where the percentage in a cell for the no numbers group exceeds the corresponding percentage for one of the testimonial 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 numbers	Multiple testimonials 54-66 points No disclosure	Multiple testimonials 54-66 points No disclosure (adjusted)	Multiple testimonials 30-90 points No disclosure	Multiple testimonials 30-90 points No disclosure (adjusted)
Sample size	n=65	n=64	n=64	n=64	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%
at 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

	Multiple testimonials No numbers	Multiple testimonials \$2,200-2,600 No disclosure	Multiple testimonials \$2,200-2,600 No disclosure (adjusted)	Multiple testimonials \$1,200-3,600 No disclosure	Multiple testimonials \$1,200-3,600 No disclosure (adjusted)
Sample size	n=64	n=61	n=61	n=65	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 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 \$2200-2600 range (for the business opportunity ad) without and with adjustment. The adjusted scores are the original score minus the corresponding score for the no numbers group. Similarly, the fifth and sixth columns 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 adjustment, respectively. In cases where the percentage in a cell for the no numbers group exceeds the corresponding percentage 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 numbers	Multiple testimonials 54-66 points No disclosure	Multiple testimonials 54-66 points No disclosure (adjusted)	Multiple testimonials 30-90 points No disclosure	Multiple testimonials 30-90 points No disclosure (adjusted)
sample size	n=65	n=64	n=64	n=64	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

	Multiple testimonials No numbers	Multiple testimonials \$2,200-2,600 No disclosure	Multiple testimonials \$2,200-2,600 No disclosure (adjusted)	Multiple testimonials \$1,200-3,600 No disclosure	Multiple testimonials \$1,200-3,600 No disclosure (adjusted)
Sample Size	n=64	n=61	n=61	n=65	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%

This table is based on Table 5 in the original report. The second column shows the results for the no 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 \$2200-2600 range (for the business opportunity ad) without and with adjustment. The adjusted scores are the original score minus the corresponding score for the no numbers group. Similarly, the fifth and sixth columns 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 adjustment. In cases where the percentage in a cell for the no numbers group exceeds the corresponding percentage for one of the testimonial groups, the reported adjusted value in the cell for that testimonial group is —%.