

FTC Disclosure Evaluation Reports

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

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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 Advertisg o gpv"ykvj"cp"õWr"Vqö"Ucxkpiu"Enck o"qp"Eqpuw o gt" 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\)](#)

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