

S1 (S1)
Does your business place customer reviews by posted on the business's website?

Yes	151	100.0%
No	0	0.0%
Don't know	0	0.0%
Total	151	100.0%

S2 (S2)
Do you use or will you continue to use any or multiple methods to market products offered by your business?

Yes	151	100.0%
No	0	0.0%
Don't know	0	0.0%
Total	151	100.0%

The proposed rule would require liability on businesses that purchase or procure a review or disseminate a testimonial that the business knew or should have known was "a review or testimonial who does not use."

Q14 (Q14)
How likely would your business change its current review process to allow, suppress, or otherwise display fewer consumer reviews?

Extremely unlikely	1	0.7%
Unlikely	1	0.7%
Neutral	0	0.0%
Likely	2	1.3%
Extremely likely	1	0.7%
Don't know	16	10.6%
Total	16	100.0%

Q24 (Q24)
How likely would your business change its current review process to require reviewers to submit more information to authenticate their identity before leaving a review?

Extremely unlikely	2	12.5%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	13	78.2%
Total	16	100.0%

Q34 (Q34)
How likely would your business stop hosting consumer reviews?

Extremely unlikely	0	0.0%
Unlikely	0	0.0%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	16	100.0%
Total	16	100.0%

Q44 (Q44)
How likely would your business stop using consumer reviews or testimonials to market the business's products or services?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	14	87.5%
Total	16	100.0%

The proposed rule would require liability on businesses that purchase or procure a review or disseminate a testimonial that the business knew or should have known was "a review or testimonial who does not use or otherwise has experience with the product, service, or business that is the subject of the review or testimonial."

Q16 (Q16)
How likely would your business change its current review process to allow, suppress, or otherwise display fewer consumer reviews?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	2	12.5%
Extremely likely	1	6.3%
Don't know	11	68.8%
Total	16	100.0%

Q26 (Q26)
How likely would your business change its current review process to require reviewers to submit more information to authenticate their identity before leaving a review?

Extremely unlikely	2	12.5%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	13	78.2%
Total	16	100.0%

Q36 (Q36)
How likely would your business stop hosting consumer reviews?

Extremely unlikely	0	0.0%
Unlikely	0	0.0%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	16	100.0%
Total	16	100.0%

Q46 (Q46)
How likely would your business stop using consumer reviews or testimonials to market the business's products or services?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	14	87.5%
Total	16	100.0%

The proposed rule would require liability on businesses that purchase or procure a review or disseminate a testimonial that the business knew or should have known was "a review or testimonial who does not use or otherwise has experience with the product, service, or business that is the subject of the review or testimonial."

Q18 (Q18)
How likely would your business change its current review process to allow, suppress, or otherwise display fewer consumer reviews?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	2	12.5%
Extremely likely	1	6.3%
Don't know	11	68.8%
Total	16	100.0%

Q28 (Q28)
How likely would your business change its current review process to require reviewers to submit more information to authenticate their identity before leaving a review?

Extremely unlikely	2	12.5%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	13	78.2%
Total	16	100.0%

Q38 (Q38)
How likely would your business stop hosting consumer reviews?

Extremely unlikely	0	0.0%
Unlikely	0	0.0%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	16	100.0%
Total	16	100.0%

Q48 (Q48)
How likely would your business stop using consumer reviews or testimonials to market the business's products or services?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	14	87.5%
Total	16	100.0%

The proposed rule would require liability on businesses that purchase or procure a review or disseminate a testimonial that the consumer review on their website represent most or all the reviews that were submitted when reviews are being suppressed (i.e., not displayed) based upon their ratings or their negativity. The rule states that "a review is not considered suppressed based upon rating or negativity if the suppression occurs" for a discrete list of reasons, including for instance that the review contains trade secrets, obscene content, personal information, false or misleading content, or the seller reasonably believes the review's false FTS standard were implemented. How likely would your business be to change its current review process to allow more consumer reviews to be posted?

Q10 (Q10)
How likely would your business change its current review process to allow, suppress, or otherwise display fewer consumer reviews?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	2	12.5%
Extremely likely	1	6.3%
Don't know	11	68.8%
Total	16	100.0%

Q20 (Q20)
How likely would your business change its current review process to require reviewers to submit more information to authenticate their identity before leaving a review?

Extremely unlikely	2	12.5%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	13	78.2%
Total	16	100.0%

Q30 (Q30)
How likely would your business stop hosting consumer reviews?

Extremely unlikely	0	0.0%
Unlikely	0	0.0%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	16	100.0%
Total	16	100.0%

Q40 (Q40)
How likely would your business stop using consumer reviews or testimonials to market the business's products or services?

Extremely unlikely	1	6.3%
Unlikely	1	6.3%
Neutral	0	0.0%
Likely	0	0.0%
Extremely likely	0	0.0%
Don't know	14	87.5%
Total	16	100.0%

In light of the above and considering your answers to other questions in this survey please estimate the total cost in dollars of updating and engineering the build, one-time changes that you believe would be needed in order to come into compliance with the proposed rule, including costs related to employee time, seeking advice of counsel, and technological investments.

Q5 (Q5)
In light of the above and considering your answers to other questions in this survey please estimate the annual total cost of compliance to your business as a percentage of your business's total annual operational budget.

<0.5%	0	0.0%
0.5% - 1%	0	0.0%
1% - 5%	0	0.0%
5% - 10%	0	0.0%
10% - 20%	0	0.0%
20% - 35%	0	0.0%
35% or greater	0	0.0%
Don't know	16	100.0%
Total	16	100.0%