Survey response data (FTC proposed rule — consumer reviews/testimonials)

responseid	S1	S2	Q2 Open End	Q2 DK	Q3 Open End	Q3 DK	Q4: Technolog	Identity co	Tools for c	Creation a	Staff tasks	Enforcem	Creation o	Technolog	Audit and	Legal supp	Other (ple	Other (OE	None – My	Q5: Web devel	Business	Human Re	Review m	In-house c	Complian	Other (ple	Other (OE	DK	Q6 Open End	Q6 DK	Q7 Open End	Q7 DK	Q8 Open End	Q8 DK	Q9 Open End	Q9 DK	Q10 Open End	Q10 DK	Q11 Open End	Q11 DK	Q12 Open End	Q12 DK	Q13	Q14 Open End	Q14 DK	Q15 Open End	Q15 DK	Q16 Open End	Q16 DK
17	1	1	1000	0	25	0	1	0	1	1	1	0	0	0	0	1	0	0	0	1	1	1	1	1	0	0	0	0	1	0			200	0	300000	0	100	0	5	0	50000	0	1	20	0	100000	0	50000	0
160	1	1	12	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
249	2	1	100	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	2	0	1	0	1000	0	10	0	0	0	0	0	1	1	0	1	0	1	0
262	2	1	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
267	2	1	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	0	0	1	0	0	0	0	3	0	10	0	100	0	25000	0	60	0	3	0	45000	0	1	5	0	25000	0	15000	0
278	1	99		1		1	0	0	0	0	0	0	0	0	0	0	0	0	1																														
295	2	1	12	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	10	0			40	0			10	0		1	1		1		1		1
309	2	1	10000	0	0	0	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	0	0	0	20	0	100	0	40000	0	2000000	0	9600	0	20	0	1000000	0	1	100	0	200000	0	400000	0
310	1	1	50	0	18	0	1	1	1	1	1	1	1	1	1	1	0	0	0	0	1	0	0	1	1	0	0	0	3	0	6	0	100	0	42000	0	300	0	6	0	126000	0	1	15	0	5000	0	25000	0
322	2	1	50	0	10	0	0	0	1	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	1	Customer	0	0	0	0	2	0	10	0	10000	0	100	0	1	0	20000	0	1	5000	0	25000	0		
336	2	1	100	0	0	0	0	1	1	0	1	1	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	1			2	0	200000	0		1	4000	0		2	1	200000	0		1		1
338	1	2	1E+07	0	10000000	0	1	1	0	1	1	0	1	1	0	1	0	0	0	1	0	0	1	1	1	0	0	0	20	0	40	0		1		1		1		1	1		1		1		1
347	2	1	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
359	1	1	500	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
364	2	1	0	0		1	0	0	0	0	0	0	0	0	0	0	0	0	1																														
381	2	1	5	0	5	0	1	1	0	1	1	1	0	1	0	0	0	0	0	0	1	0	1	1	1	0	0	0		1		1		1		1		1		1		1	1		1		1		1
385	1			1		1	1	1	0	1	1	0	1	0	1	1	0	0	0	1	0	0	1	1	0	0	0	0		1		1		1		1		1		1		1	1		1		1		1
425	1	2	1E+07	0	100000000	0	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0	0		1		1		1		1		1		1		1	1		1		1		1
433	1	1	1.7E+07	0	80000000	0	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	0	1	1	1	0	0	0	30	0	30	0	30000	0	6600000	0	45760	0	30	0	3300000	0	1	500	0		1	1000000	0

Column header questions:

- **S1:** Does your business allow customer reviews to be posted on the business's website?
- **S1a (S2):** Do you use or solicit your customer reviews or testimonials to market products offered by your business?
- **Q2.** Approximately how many total consumer reviews or testimonials were submitted to your business's website(s) in 2023? Your best estimate is fine.
- **Q3.** Approximately how many consumer reviews or testimonials are currently displayed on your business's website(s)? Your best estimate is fine.
- **Q4.** Considering the information you just reviewed about the FTC's proposed rule, please select from the list below all of the business practices you anticipate your business would either (i) implement for the first time, or (ii) strengthen or increase its usage of (collectively, "implement") in order to comply with the proposed rule, if passed.
- **Q5.** Which of the following types of employees/contractors would be involved in implementing these practices?
- **Q6.** How many employees, contractors, or other personnel would you expect your business would need to hire to implement these practices? Your best estimate is fine.
- **Q7.** How many employees or contractors (existing or new hires) would you expect to be engaged in implementing these practices? Your best estimate is fine.
- **Q8.** Approximately how many total hours would you expect employees or contractors to spend implementing these practices? Your best estimate is fine.
- **Q9.** Based on your answer to the questions above, approximately how much would it cost the business to have employees or contractors to spend this time implementing these practices? Your best estimate is fine.
- **Q10.** Approximately how many employees or contractors (existing or new hires) you expect to be engaged annually on executing and/or maintaining these practices? Your best estimate is fine.
- **Q11.** How many employees or contractors (existing or new hires) would you expect to be engaged annually on executing and/or maintaining these practices? Your best estimate is fine.
- **Q12.** Based on your answers to the questions above, approximately how much would it cost the business annually to have employees or contractors spend this time executing and/or maintaining these practices? Your best estimate is fine.
- **Q13.** Would you expect your business to consult with internal or outside counsel in connection...
- **Q14.** Approximately how many hours would you expect internal or outside counsel to spend advising on these practices? Your best estimate is fine.
- **Q15.** Approximately how much would you estimate that it would cost for the business to build or acquire new tools, equipment, software, or other materials necessary to implement these practices? Your best estimate is fine.
- **Q16.** Approximately how much would you estimate that it would cost annually for the business to maintain (e.g., update software, training staff on new developments) tools, equipment, software, or other materials necessary to maintain these practices? Your best estimate is fine.