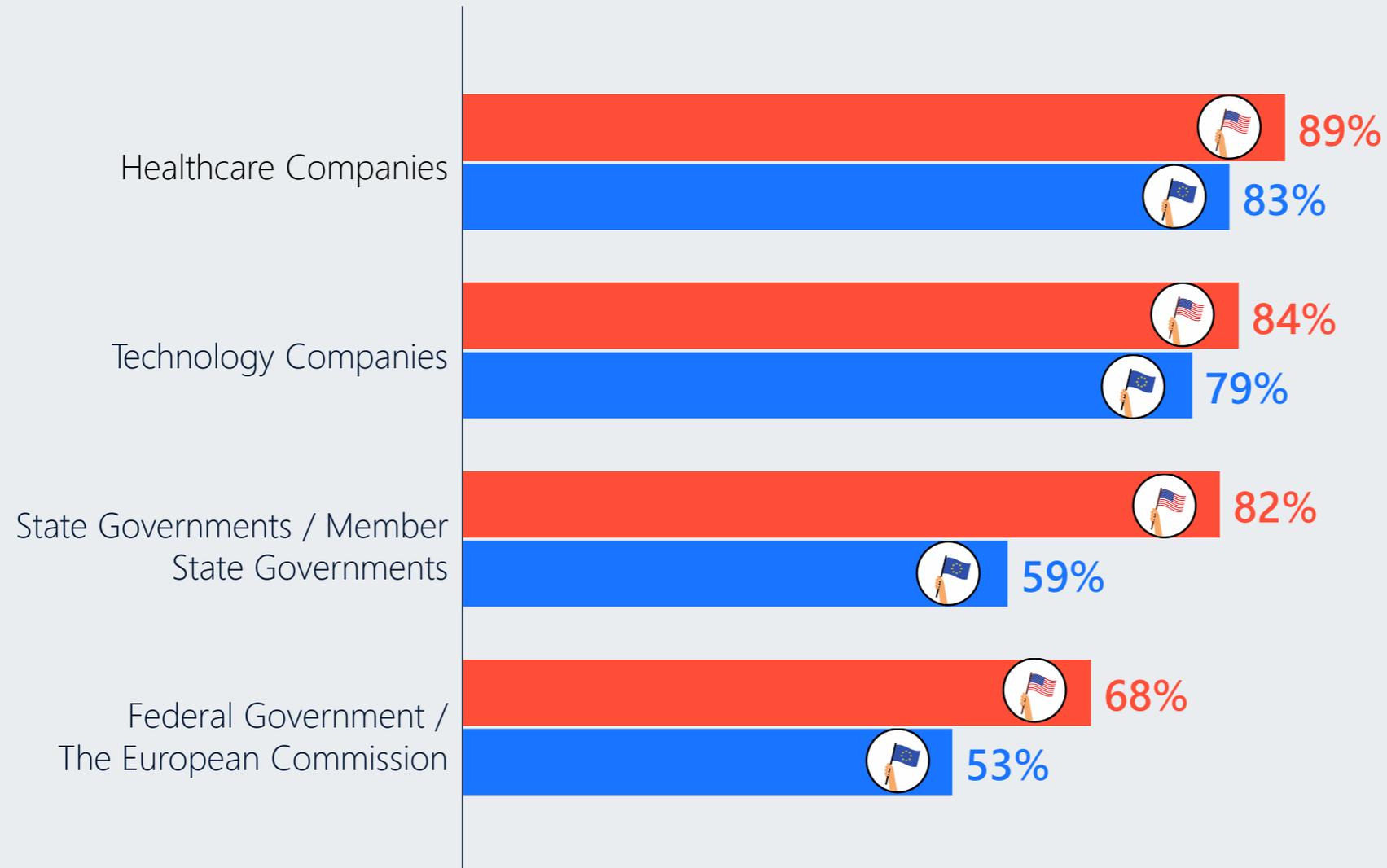


Has COVID-19 Impacted the **Techlash?**



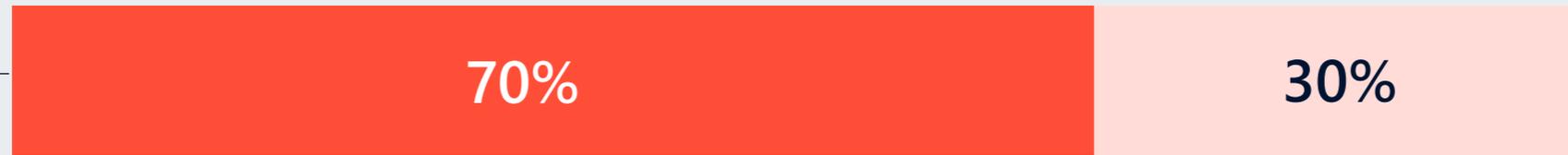
What do Americans
and Europeans **think**
about tech's response
to COVID-19?

Consumers acknowledge the tech sector's positive response to the impacts of COVID-19



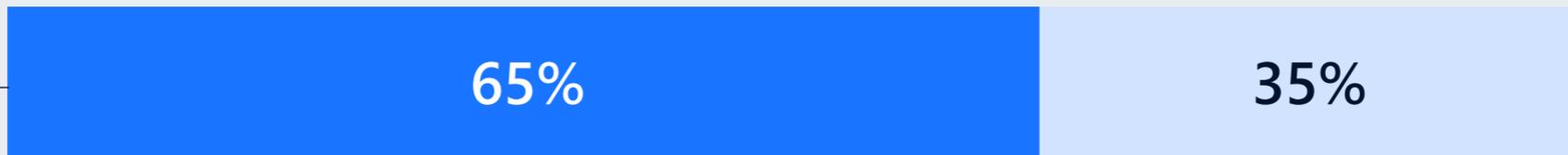
...have responded well to the COVID-19 outbreak

Tech companies have built up goodwill, showing consumers their ability to use their size and influence for good in the fight against COVID-19

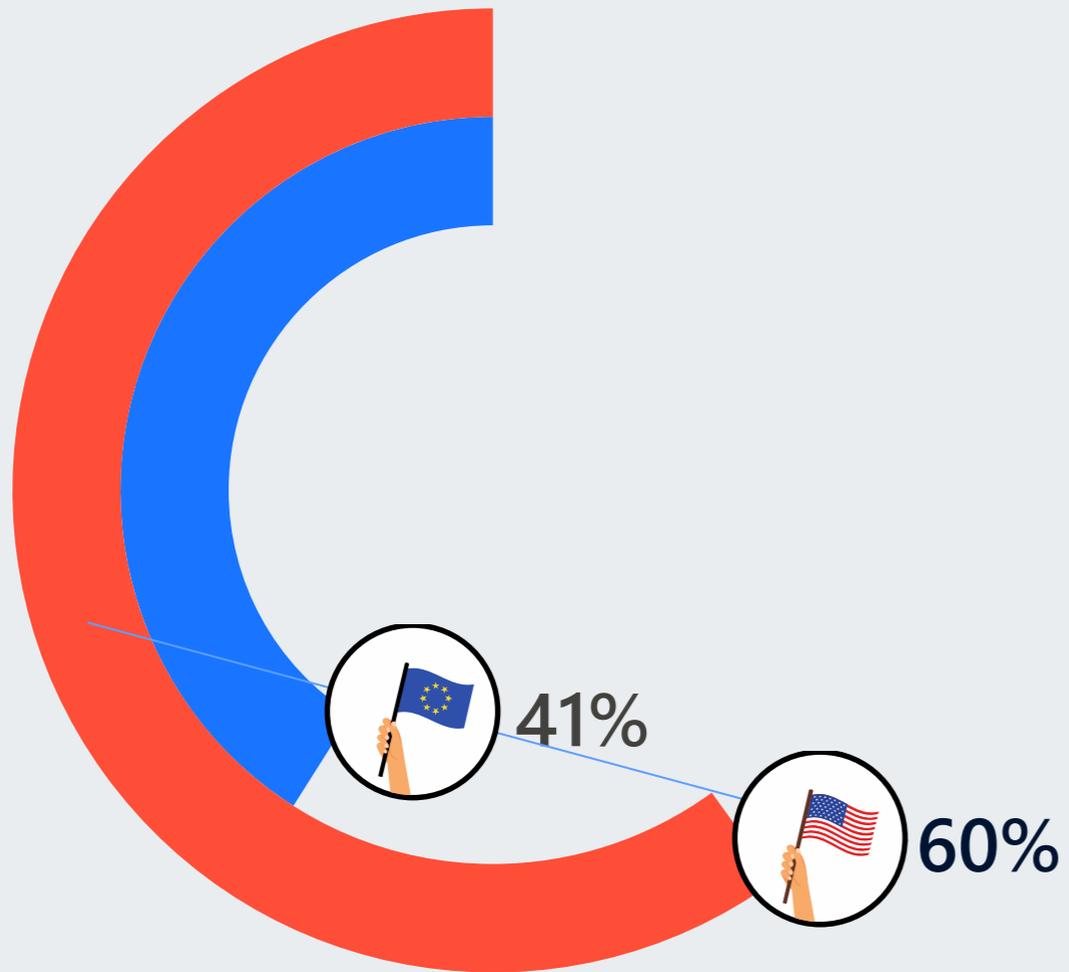


Technology companies have **used their size and influence for good** in the fight against COVID-19

Existing **concerns with technology companies have been amplified** during the COVID-19 pandemic



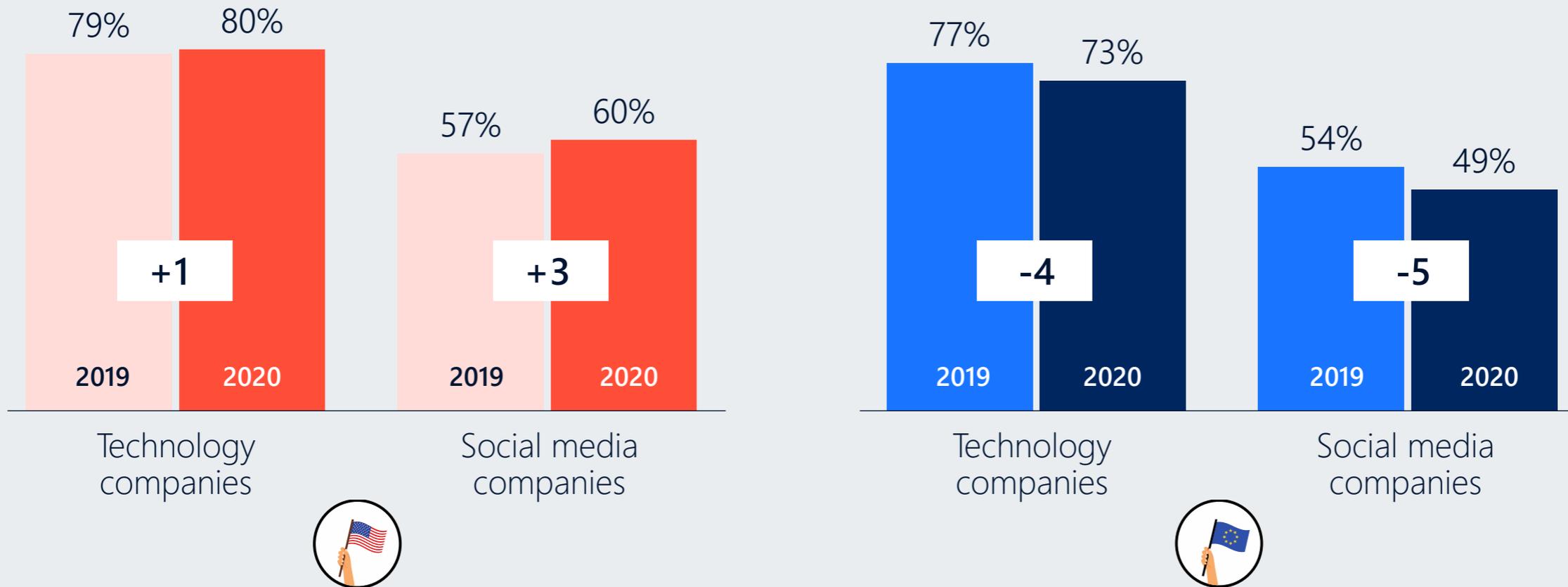
As a result, about half of respondents say their view of technology companies has become more favorable since the beginning of the crisis



... have a **more favorable** view of technology companies since the beginning of the COVID-19 pandemic

And overall sentiment towards tech and social media companies remains unchanged from last year

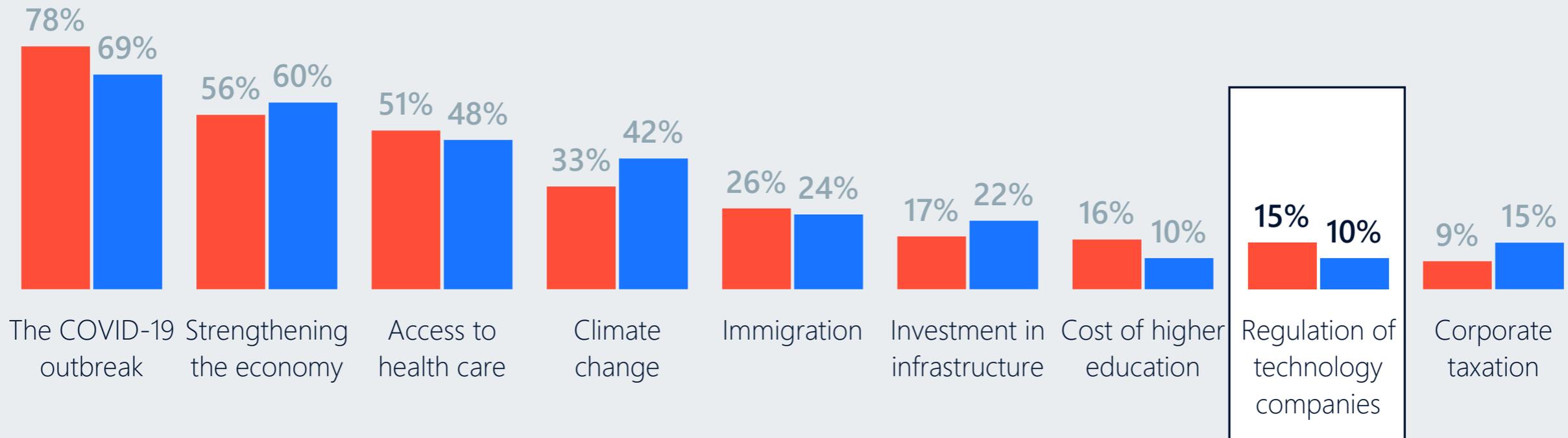
What is your overall opinion of the following types of companies?



Do consumers still
want **regulation?**

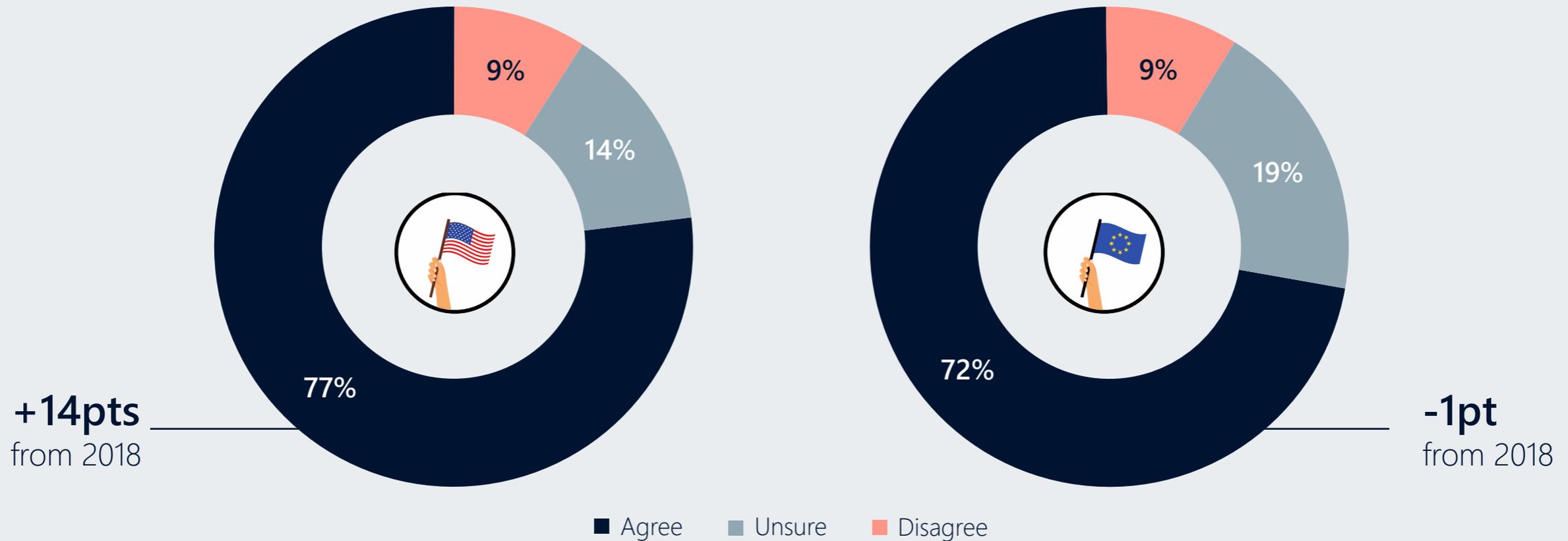
Given current events, tech regulation is not a top-of-mind concern

What are the top 3 issues the government should address today?

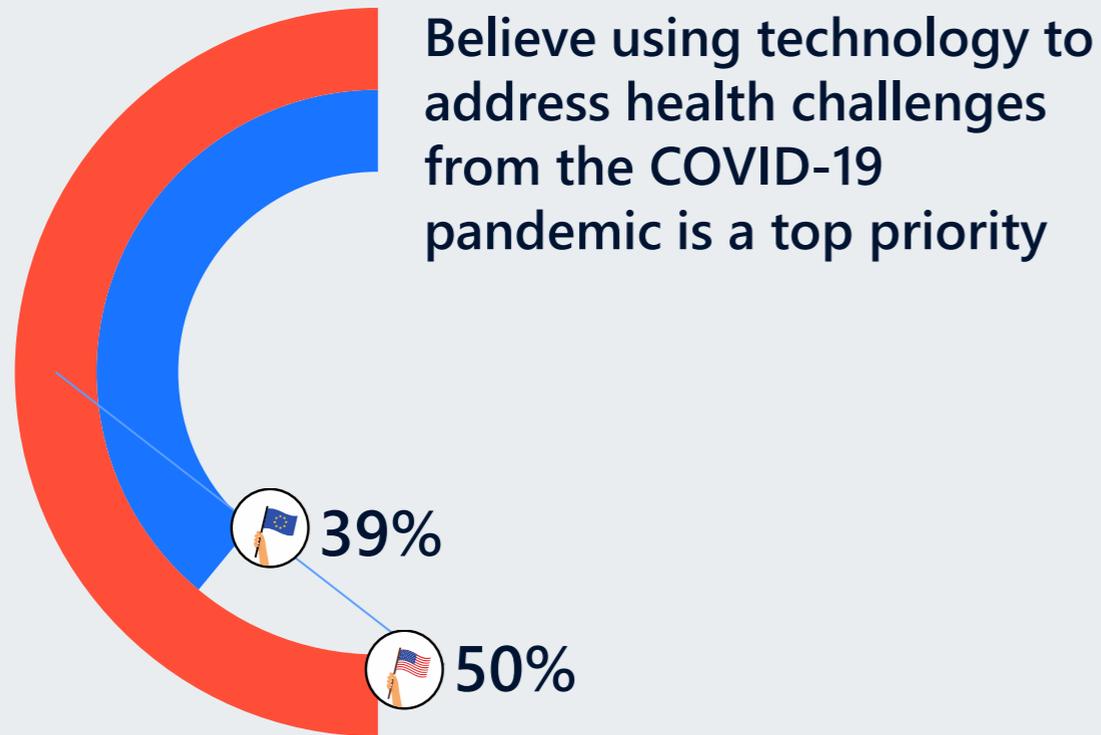


However, consumers' desire for more active tech regulation is not diminished by the goodwill generated from the COVID-19 response

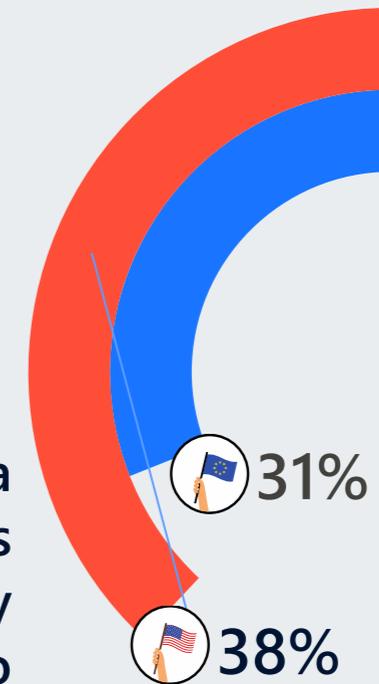
The U.S. Government / European Commission should be more active in regulating technology companies



This is partly due to a trust vacuum between consumer and tech companies



... but only about a third of consumers trust technology companies to do so

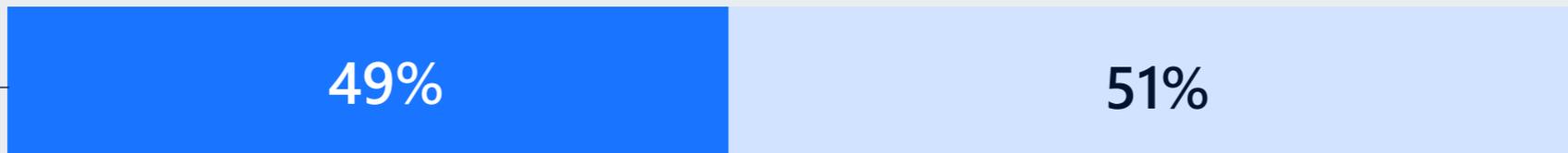


This distrust is evident by consumers' split views on privacy and the use of personal data by tech companies to contain the spread of COVID-19

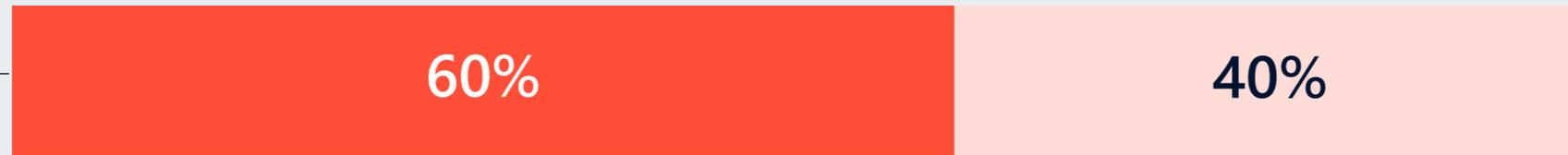


Tech companies **sharing personal location and health data with governments is key** to tackling the spread of COVID-19, even if it means weakening existing privacy protections.

Tech companies sharing personal location and health data with governments is **too dangerous and not justified** by the public health situation.

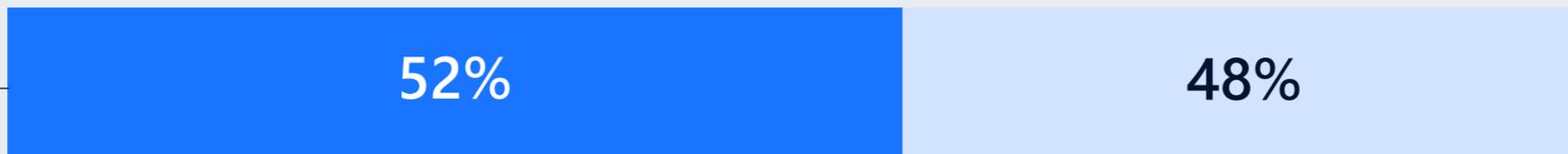


Tech companies have built up goodwill, showing consumers their ability to use their size and influence for good in the fight against COVID-19



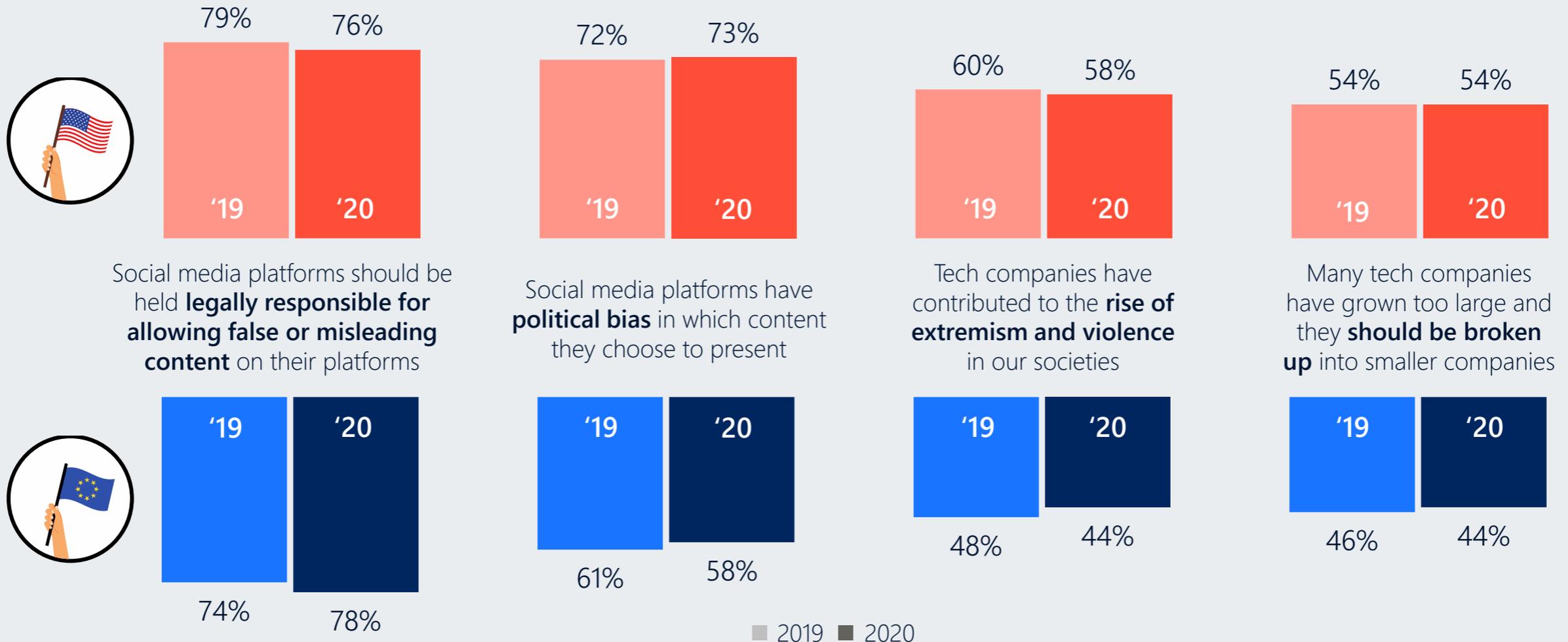
Technology companies are **trusted sources of information** because they provide access to real-time information and reliable sources about COVID-19 on their platforms.

Technology companies are not trusted sources of information because they **do not do enough to stop the dissemination of fake and inflammatory information about COVID-19** on their platforms.



Attitudes towards specific issue areas are consistent with those from before the outbreak

Do you agree or disagree with the following statements about technology companies?



Key Takeaways

Consumers commend technology companies for their COVID-19 response

Most believe that technology companies have used their size and influence for good in the fight against COVID-19, creating more favorable opinions towards the sector.

Despite having developed goodwill, consumers are still eager for tech regulation

There has been a continued increase in support for more active regulation of technology companies since 2018, especially in the U.S. That support extends to specific policy proposals on content moderation, antitrust, and political bias.

COVID isn't minimizing the techlash, it's simply pausing it to focus on other issues

Tech regulation is not top-of-mind for many consumers at the moment, but the lack of trust in the tech sector around personal data and information sharing continues to bolster support for regulation.

Discussion

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