

As part of a series of polls to understand the effects of COVID-19 on people, businesses and institutions, APCO Worldwide surveyed Americans from April 16-17, 2020. In this latest polling, APCO, a global advisory and advocacy communications firm, explored how COVID-19 is impacting Americans' attitudes and behaviors related to technology.

Technology is seen as even more vital in the era of coronavirus.

8-in-10 Americans report the use of at least one technology more often today than before the pandemic.

45% say they are using more video streaming services like Netflix and Amazon Prime.

Other big increases include the use of personal laptops or tablets (42% reporting using more often), online shopping websites and apps (40%) and cellphones to make voice calls (35%).

More experience with technologies has led many to a newfound appreciation for their value.

Most people will continue the increased use of technology after the pandemic

restrictions are lifted, according to people who are using tech more often. 56% plan to continue increased use of video streaming and 55% plan to continue using online shopping websites and apps.

12 big tech and media companies all experienced improved sentiment during the pandemic,

even those that have experienced recent controversy.

Amazon and Netflix saw the biggest net improvement in sentiment (+34%).

TikTok/Bytedance (+11%) and Twitter (+12%) saw the lowest net increase among the 12 benchmarks.

Americans view the tech industry as having an important role in addressing the COVID-19 crisis.

3-in-4 believe the industry should be bringing forward innovative solutions that help address the COVID-19 crisis (77%).

Americans also say it is important for technology companies to contribute

to relief organizations (83%), donate personal protective equipment, or PPE (82%) and create grants for small businesses (76%).

87% of Americans say it is important for technology companies to limit the spread of misinformation related to COVID-19,

including 63% who say it is very important.

Privacy and data protection concerns have heightened amidst the pandemic.

1-in-2 Americans say they are more concerned about data privacy today than before the COVID-19 crisis. 62% of younger Americans (aged 18-24) express greater concern about data privacy today.

Just 15% of Americans feel technology companies are definitely doing enough to address cybersecurity and data protection today.

Americans are divided when weighing public health and personal data privacy to tackle the pandemic.

46% of Americans say it's very important to use people's data to track the spread of COVID-19.

But, 57% of Americans also say it is very important for tech companies to improve the security of their products and protect user data.

When forced to choose, 45% say data should not be shared and 37% say data sharing is justified in tackling the current pandemic.

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Methodology note: APCO Worldwide conducted a poll of n=1,000 American adults on April 16-17, 2020. The study is based on a national sample, balanced by age, gender and region. Visit apcoworldwide.com/coronavirus for more information.