Springboard Consumer Survey Results

Conducted May 2018

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Executive Summary

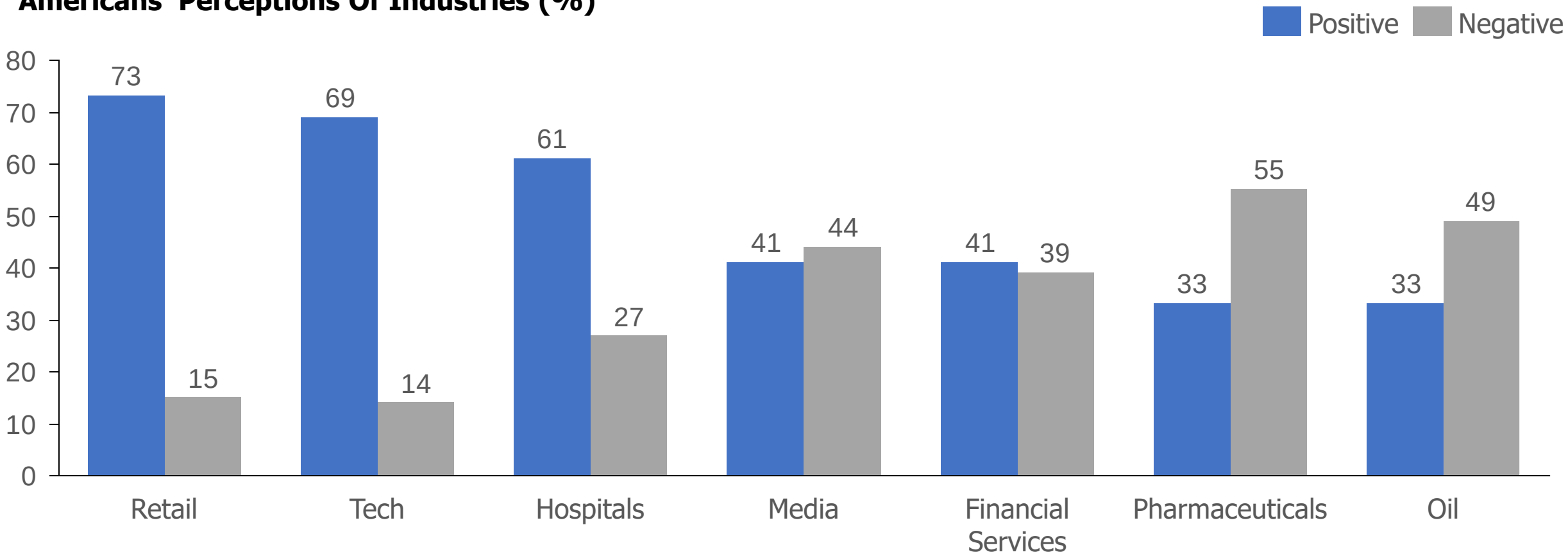
In May 2018, Springboard commissioned a SurveyMonkey poll to better understand Americans' relationship with tech services. Unlike other tech polls, which ask questions about the industry in a vacuum, ours benchmarked the tech sector against eight others in order to place Americans' opinions within context. The results confirm that Americans feel positively about tech products and their future, without a strong push for increased regulation, and that positive opinions around tech are more intense (ranked second-best to retail) than they are for other industries.

- **Tech is predicted to have the biggest positive impact on consumers' lives** over the next 10 years, leading with 32 percent of respondents. Only 5 percent believe tech will have the biggest negative impact.
- **69 percent of Americans have a positive opinion of tech products and services,** and 60 percent trust tech companies to do right by consumers.
- **Americans see positive effects of tech on both society and the economy,** with 67 and 77 percent of respondents, respectively.

The results highlight the stark difference between the narratives of tech critics and the consumers benefitting from tech products.

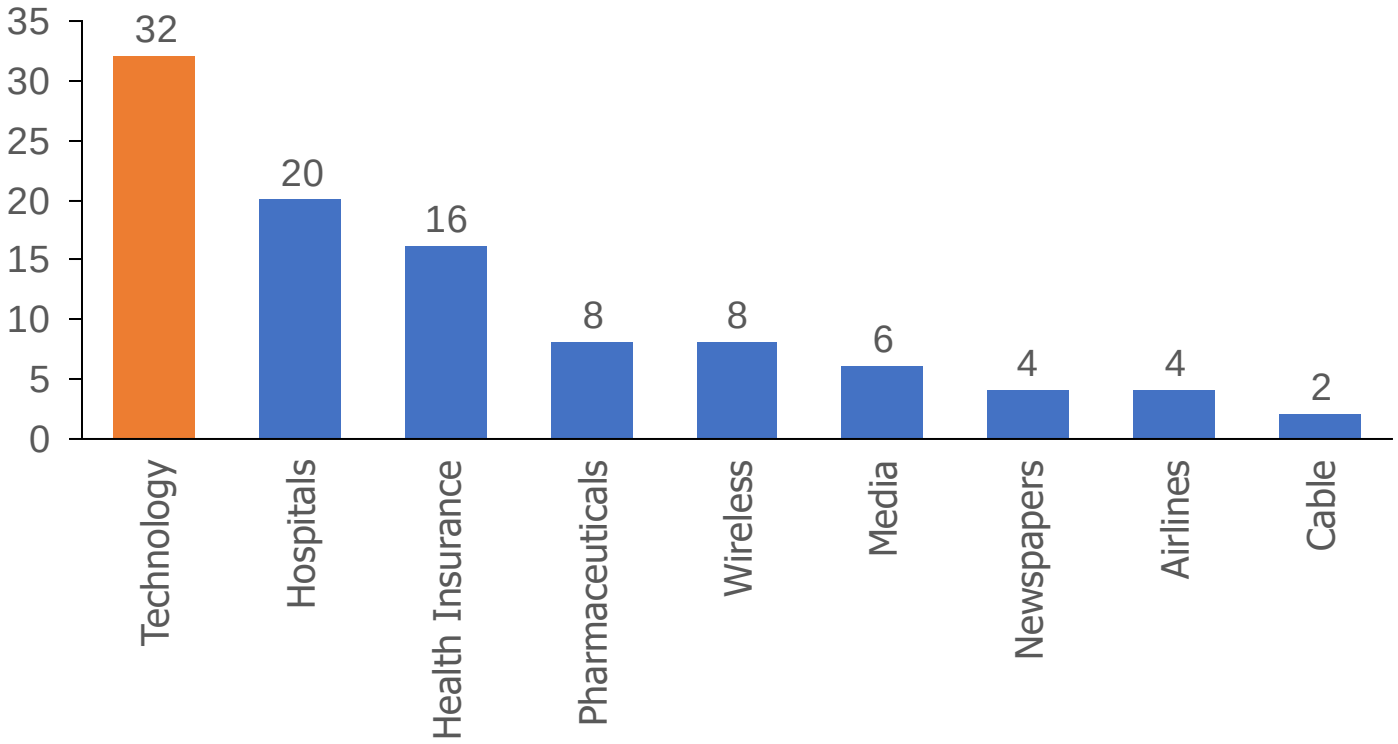
Tech Ranks Second For Positive Perception By Consumers

Americans' Perceptions Of Industries (%)



Americans Believe In The Long-Term Positive Impacts Of Technology

Industries Americans Believe Will Have The Biggest Positive Impact On Their Lives In The Next 10 Years (%)

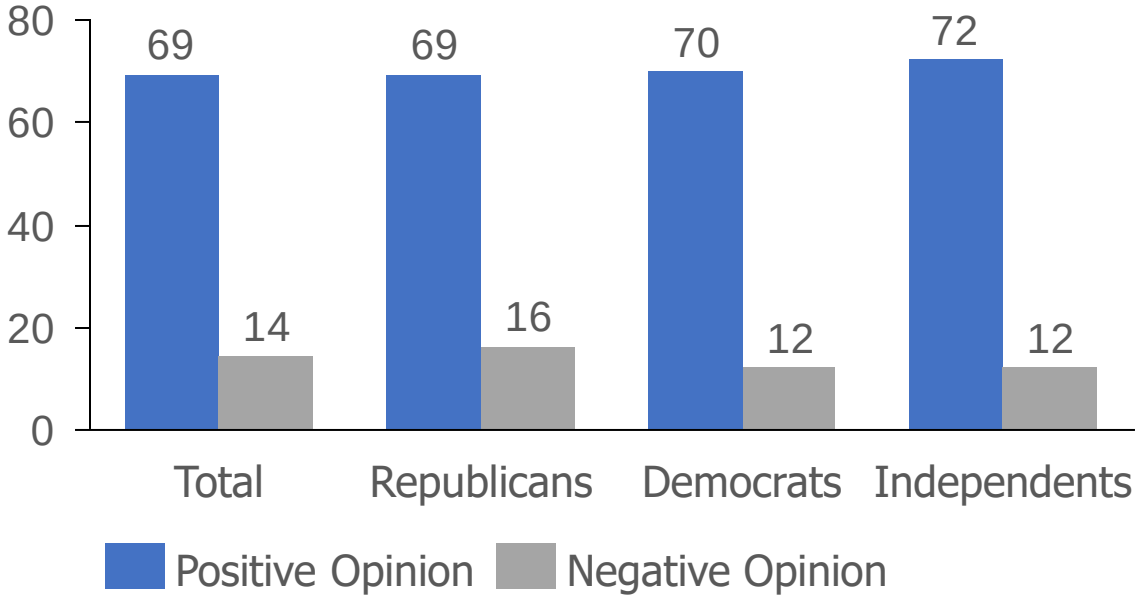


Americans overwhelmingly believe tech companies will have a positive impact on their lives.

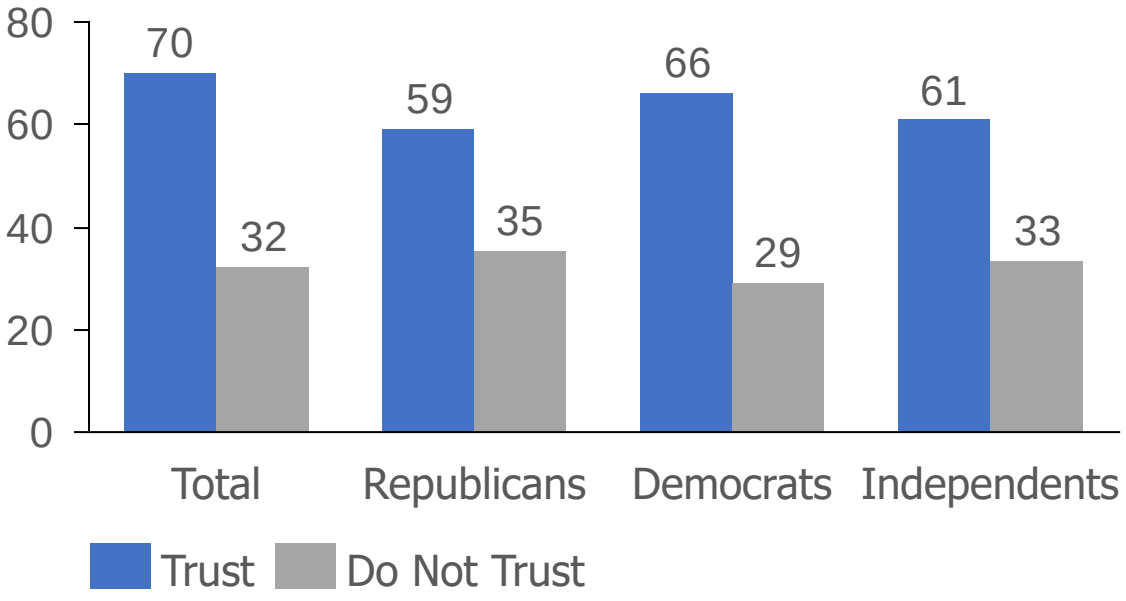
- These findings are consistent across backgrounds and affiliations – including politics, gender, household income, and region.
- When asked the inverse – which companies would have the biggest negative impact – only 5 percent of respondents named tech companies, while 36 percent named health insurance companies.

69% Of Americans Have A Positive Opinion Of Tech And 60% Trust Tech Companies

Americans' Opinions Of Tech Products/Services (%)

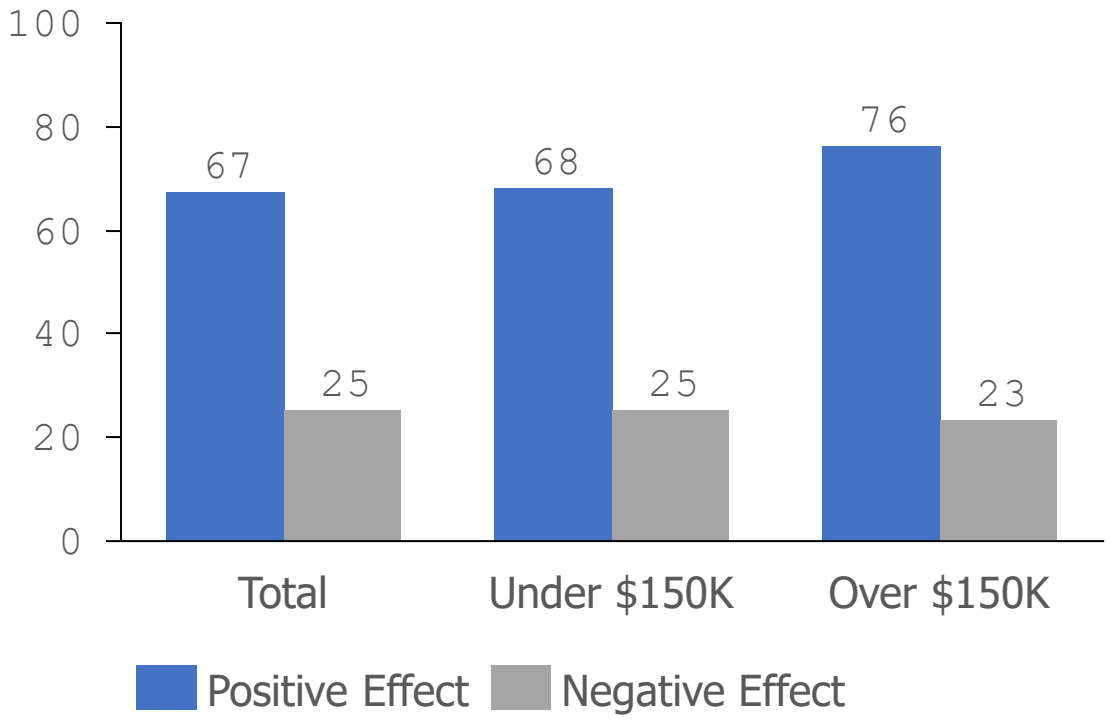


Americans' Opinions Of Tech Company Trustworthiness (%)

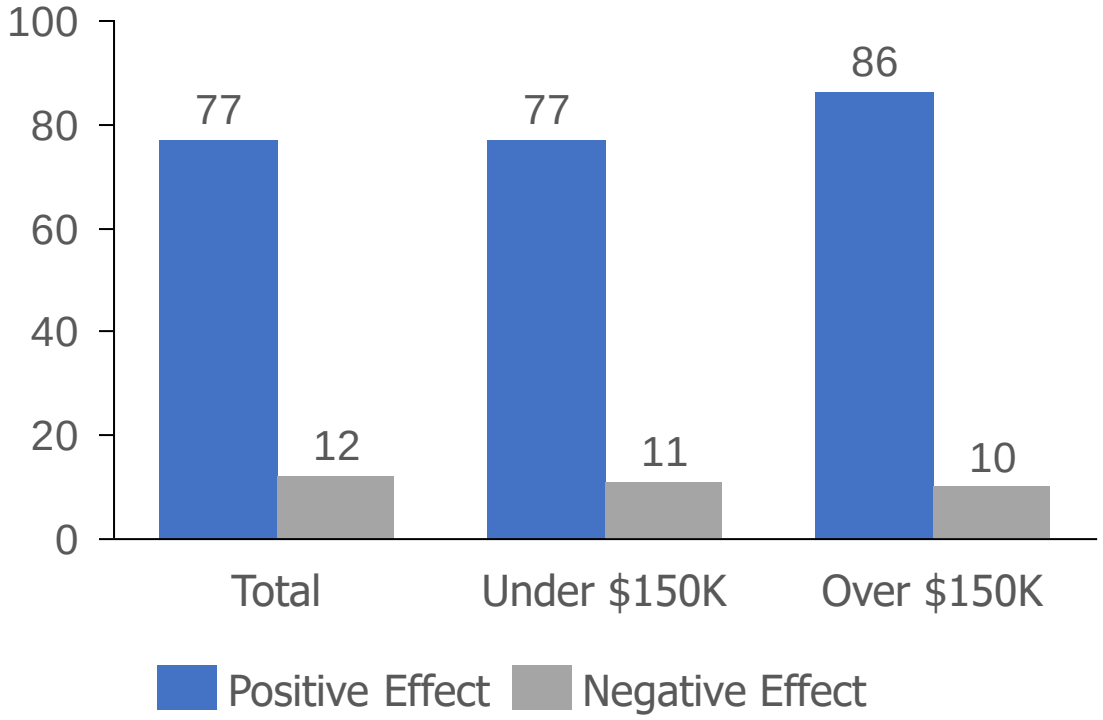


Across Incomes, Americans Believe Tech Is Positive For Society & The Economy

Americans' View Of Tech's Effect On Society, By Household Income (%)

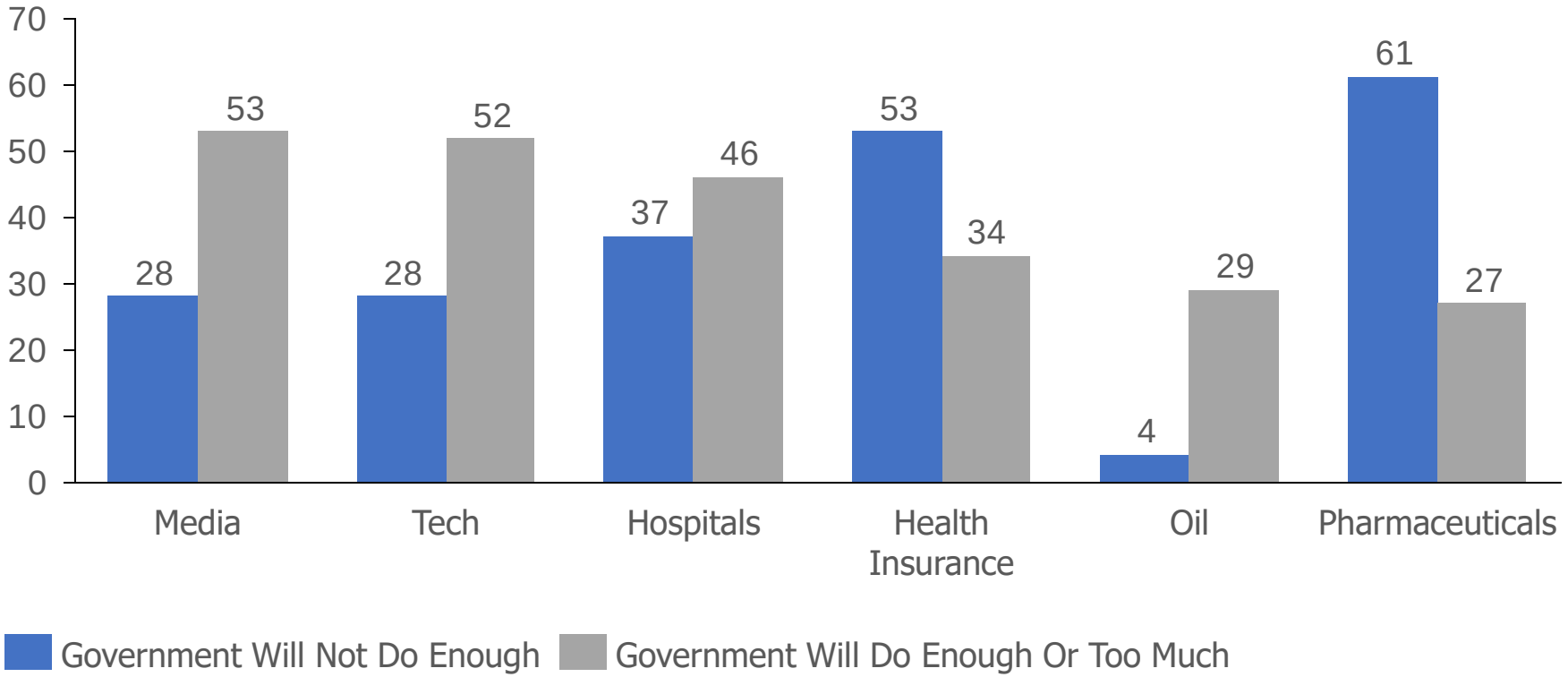


Americans' View Of Tech's Effect On The Economy, By Household Income (%)



Only 28% Of People Think The Government Won't Regulate Tech Enough

Americans' Opinions On Regulation In Various Industries (%)

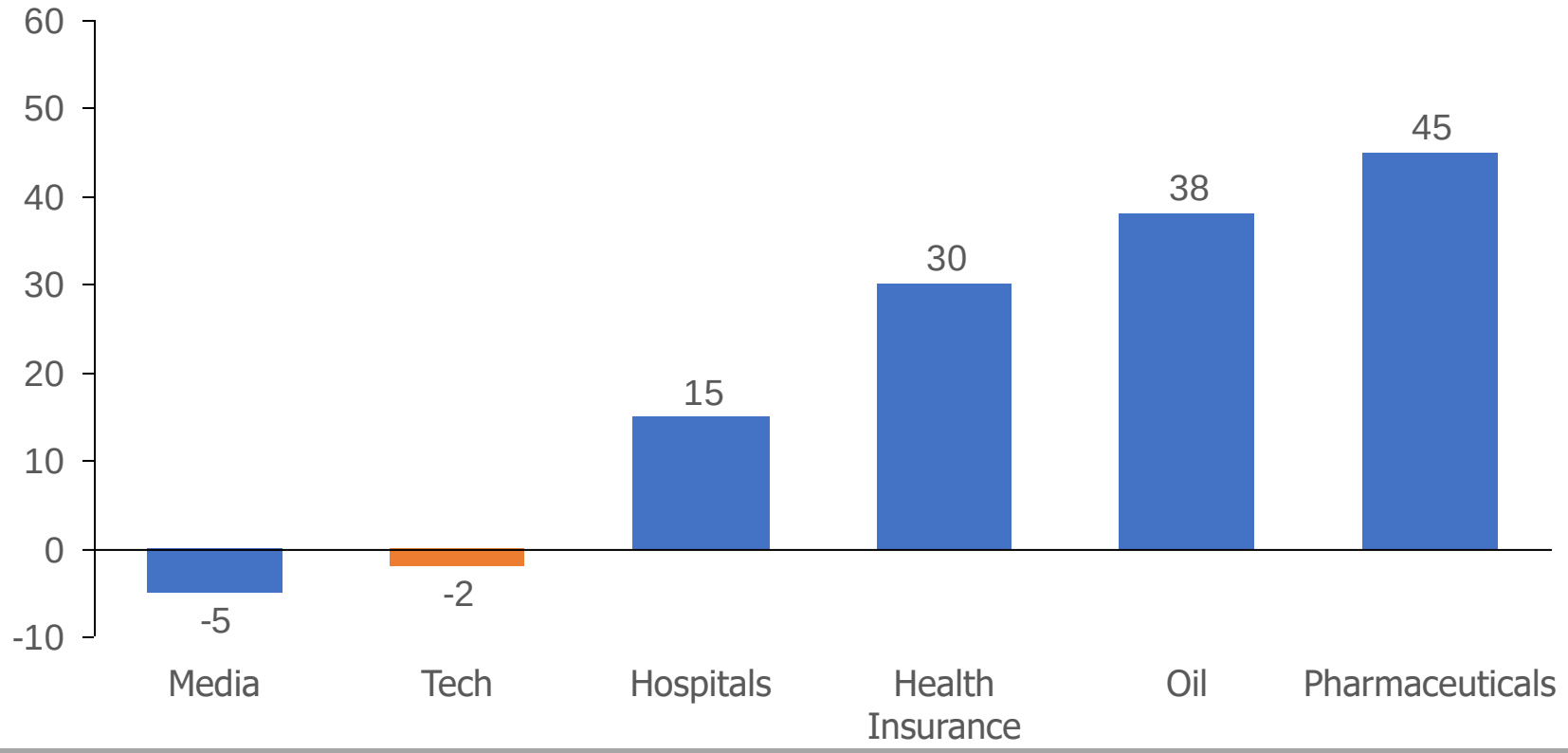


Tech is not a sphere where consumers desire over-regulation.

What's more, only 17% of respondents actually trust the U.S. government and Congress.

Americans Desire Far Less Regulation In Tech Than They Do For Other Industries

Americans' Net Desire For Regulation (Difference Between % Desiring More Regulation & % Concerned By Overregulation)



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Industry Trust Does Not Correlate With Government Concerns

	Worry About Gov't Over-Regulation	Worry About Gov't Under-Regulation
High Trust	**Technology** 60% of people trust tech companies and, on net, people express concern of government overregulating the industry.	**Hospitals** 67% of people trust hospitals and the largest plurality (37%) believes the government won't do enough to regulate hospitals.
Low Trust	**Media** 32% of people trust media and the largest plurality believes the government will go too far in regulating media.	**Oil Companies** 24% of people trust oil companies and over half (54%) of people believe the government won't do enough to regulate oil companies.

Additional Survey Information

- Industries used for contextualization (sentiment, trust): Hospitals, media, hotels, fast food, cable, wireless, retail, oil, airline, pharmaceutical, health insurance, financial services, utility companies
- Industries used for direct comparison (ranking): Hospitals, media, newspapers, cable, wireless, airline, tech, pharmaceutical, and health insurance companies
- Dates conducted: May 9-23, 2018
- Survey platform: SurveyMonkey

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Advancing ideas to keep tech empowering people.