

# How COVID-19 Is Accelerating America's Tech Gap

Findings point to long-lasting consequences for both tech industry and society

COVID-19 is shining a light on the inequities in our society – and technology is no exception.

Ketchum's recent *Brand Reckoning 2020* study showcases two inflection points that divide changing feelings about technology. Faced with the current pandemic, people in higher-income households (making \$100,000 a year or more) feel much more positively about technology in their lives than people living in middle- or lower-income households. There is a split between how millennials/Gen Z feel about technology versus Gen X and Baby Boomers. Americans aged 40 and older are anxious about the impact of technology in the COVID-19 world in much greater proportions than younger generations.

## Higher Income Means More Tech-Positive

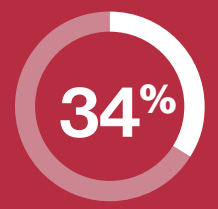
Higher-income Americans (HHI \$100K+) feel more positive and trusting of the industry than middle- or lower-income Americans



More likely to strongly agree that technology is invaluable in their daily lives



Twice as likely to say COVID-19 made them feel better about data privacy issues

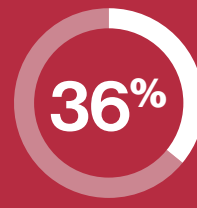


More likely to trust tech companies to have consumers' best interests in mind

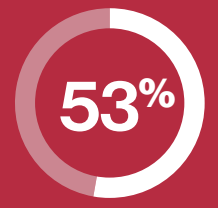
Higher-income Americans also feel more positive about technology in their kids' lives than middle- or lower-income Americans



More than twice as likely to feel better about their children's screen time since the start of COVID-19



More likely to feel positively toward technology in their children's lives



More likely to say they feel better about technology in their children's lives since the start of COVID-19

## Tech Fears Increase with Age

Younger Americans (Gen Z and millennials younger than 40)



More likely to be willing to give up data privacy in exchange for workplace flexibility



More likely to trust tech companies to have consumers' best interests in mind



Twice as likely to say COVID-19 has made them feel better about the political use of social media

Older Americans (Gen X and Boomers aged 40 and older)



More likely to feel moderately or strongly worried about data privacy



More likely to feel worse about employers using technology to track activities since the start of COVID-19



More likely to say COVID-19 has made them feel worse about fake news on social media

## Meet the Tech Gap Personas



### RETRO REENGAGERS

Ready to return to the world as it was

- Display a more hands-off approach to technology
- Younger, higher income
- Remain familiar with available technology, but don't feel as strongly towards it as they did in 2019



### OPEN-MINDED EXPLORERS

Have new priorities as they return to a world reopening

- Most positive about the role of technology for the world moving forward
- Younger, higher income
- Most likely to be a parent
- More active in understanding the impact of technology on privacy



### WORRIED WITHHOLDERS

Not easily influenced: they prefer their comfort zone

- Remain distant from technology; less likely to worry about its negative impact on their family
- Lower income, oldest of personas
- Most hesitant to feel positive towards technology



### CAUTIOUS QUESTIONERS

Keeping their distance until they know more

- Believe impact of technology has worsened with fake news and political ads on social media
- Older, lower income
- More likely to be women
- More trusting of technology if it is focused on social good

Find out more about our methodology and how we can help your technology brand navigate a world changed by COVID-19.

Visit [Ketchum.com/covid-technology-survey](https://ketchum.com/covid-technology-survey) or contact:

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For information on our *Brand Reckoning 2020* cross-industry consumer personas, visit [Ketchum.com/covid-consumer-survey](https://ketchum.com/covid-consumer-survey).

*Background/Methodology: Data based on results of a nationally representative online survey of 3,883 Americans aged 18+, conducted by Ketchum Analytics and fielded 6/14 – 6/23/2020.*