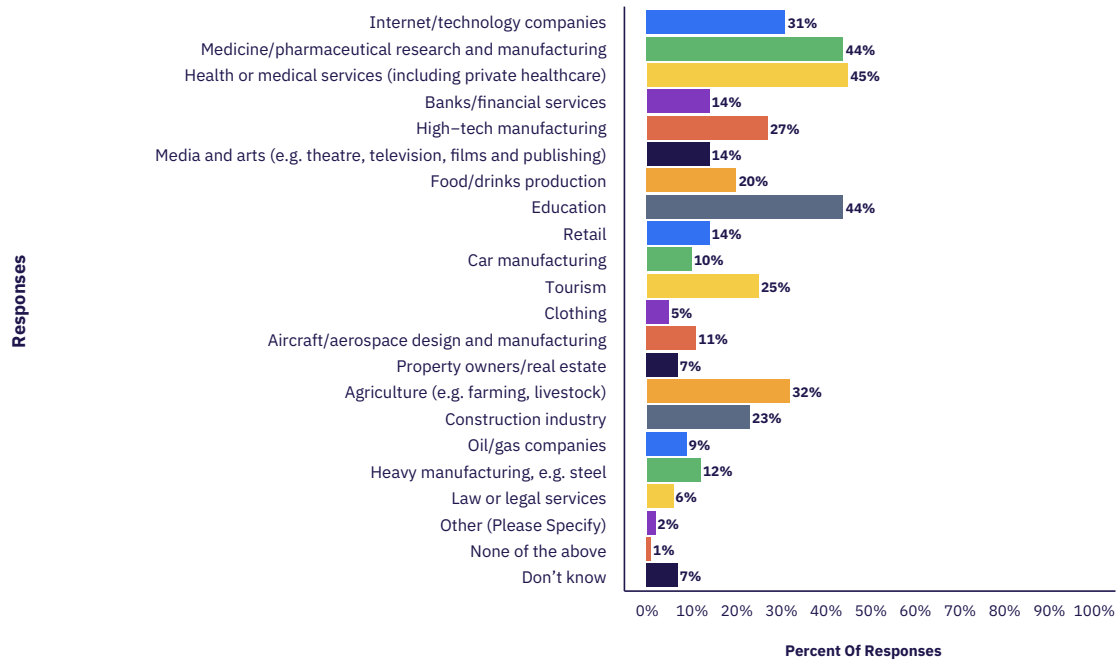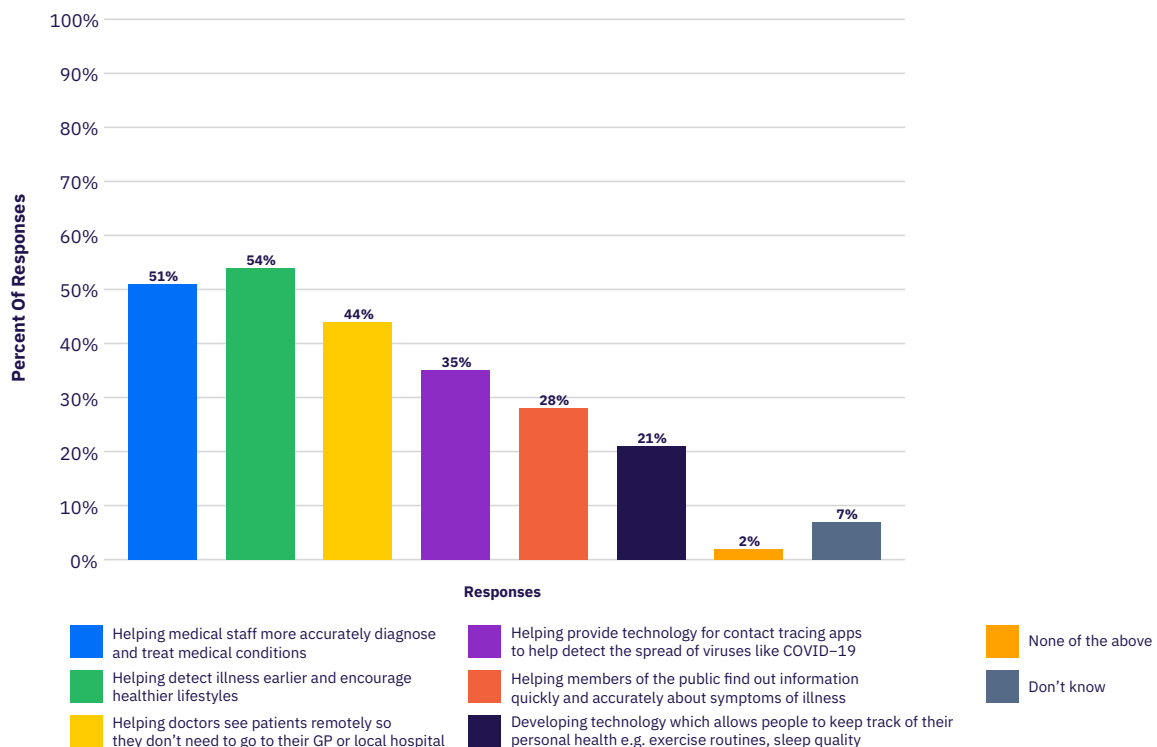# Survey On UK Attitudes To The Internet

Internet Association

Q1. And now, thinking about the future of the British economy, which of the following industries do you think the Government should seek to encourage most strongly? Please select up to FIVE answers.

| Responses	Percent
Internet/technology companies	31%
Medicine/pharmaceutical research and manufacturing	44%
Health or medical services (including private healthcare)	45%
Banks/financial services	14%
High–tech manufacturing	27%
Media and arts (e.g. theatre, television, films and publishing)	14%
Food/drinks production	20%
Education	44%
Retail	14%
Car manufacturing	10%
Tourism	25%
Clothing	5%
Aircraft/aerospace design and manufacturing	11%
Property owners/real estate	7%
Agriculture (e.g. farming, livestock)	32%
Construction industry	23%
Oil/gas companies	9%
Heavy manufacturing, e.g. steel	12%
Law or legal services	6%
Other (Please Specify)	2%
None of the above	1%
Don't know	7%

Percent Of Responses

Q2. As you may have seen or heard, the government views emerging technology as one way of helping to improve peoples' lives. In which, if any, of the following areas do you think there is the most opportunity for internet / technology companies to help the Government improve HEALTH SERVICES. Please select up to three answers.

Response	Percent
Helping medical staff more accurately diagnose and treat medical conditions	51%
Helping detect illness earlier and encourage healthier lifestyles	54%
Helping doctors see patients remotely so they don't need to go to their GP or local hospital	44%
Helping provide technology for contact tracing apps to help detect the spread of viruses like COVID–19	35%
Helping members of the public find out information quickly and accurately about symptoms of illness	28%
Developing technology which allows people to keep track of their personal health e.g. exercise routines, sleep quality	21%
None of the above	2%
Don't know	7%

Responses

Legend:
- Helping medical staff more accurately diagnose and treat medical conditions
- Helping detect illness earlier and encourage healthier lifestyles
- Helping doctors see patients remotely so they don't need to go to their GP or local hospital
- Helping provide technology for contact tracing apps to help detect the spread of viruses like COVID–19
- Helping members of the public find out information quickly and accurately about symptoms of illness
- Developing technology which allows people to keep track of their personal health e.g. exercise routines, sleep quality
- None of the above
- Don't know

Q3. And in which, if any, of the following areas do you think there is the most opportunity for internet / technology companies to help the Government improve EDUCATION. Please select up to three answers.
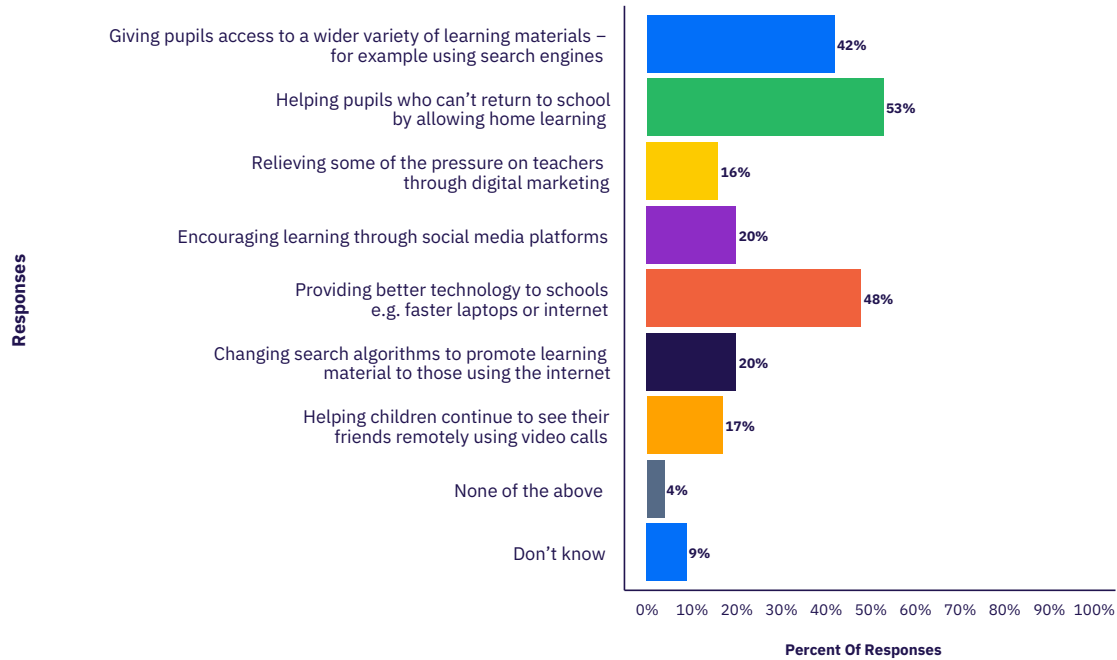
Q4. Which of the following statements do you agree with most? Please select the statement which comes closest to your view, even if neither is exactly right.
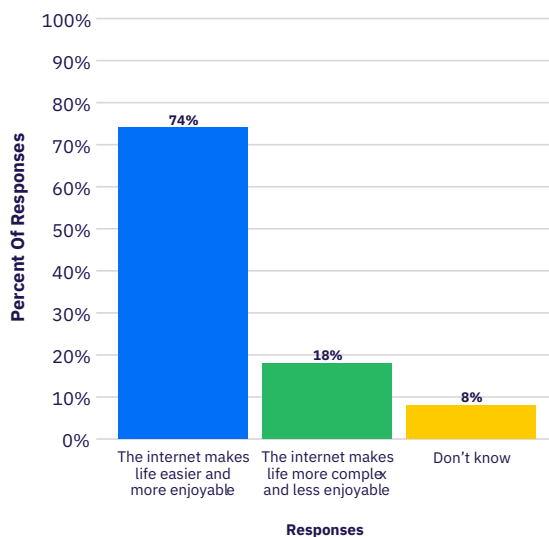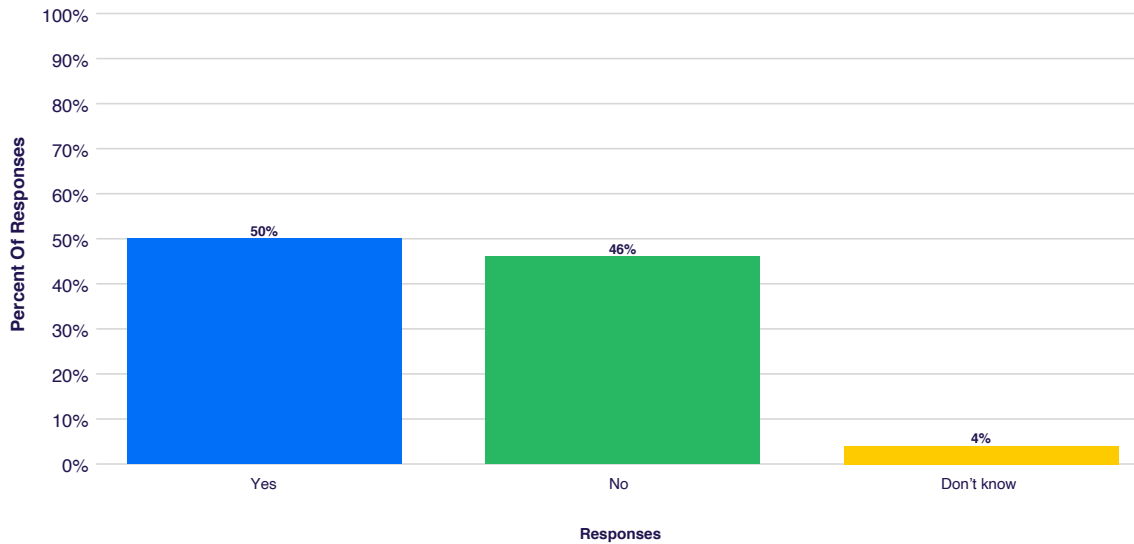

Q5. Thinking about the UK's recovery from the coronavirus pandemic, does the internet have a role to play in supporting businesses who are not able to open fully in the coming months and years?
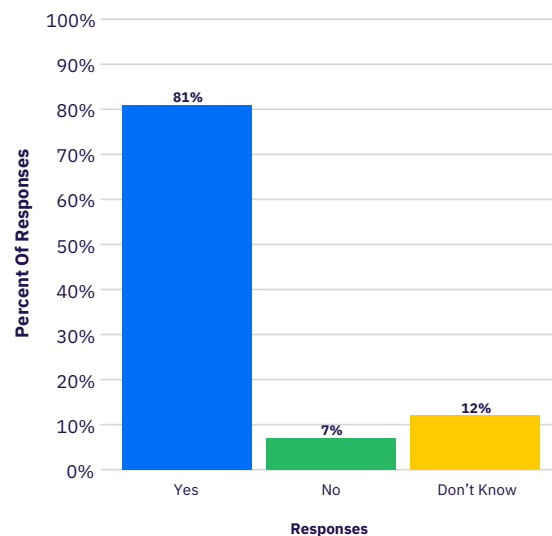
Q6. Thinking about the last few months, have you bought a product or service from a local business via the internet because you could not visit their premises as normal?

Q7. Thinking about shopping for a moment, if you are unable to physically see or handle products you are thinking about purchasing, how important will online user reviews and comments be?
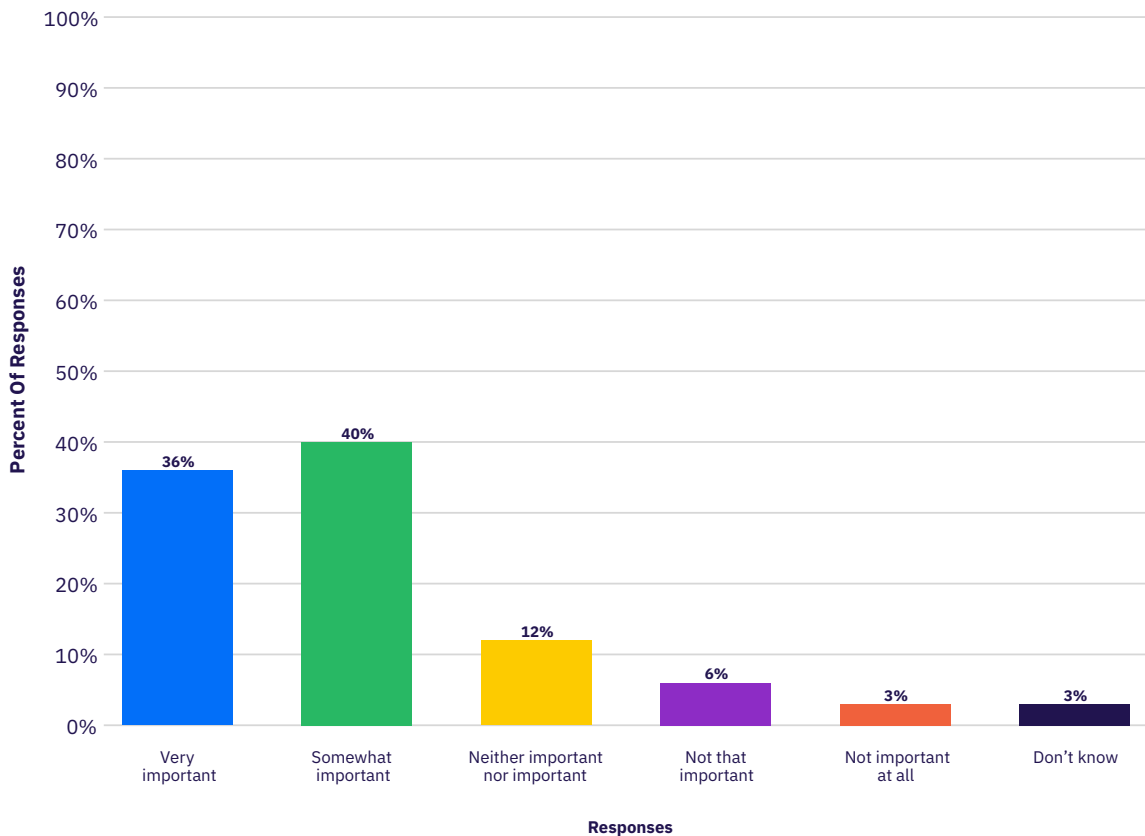
Q8. To what extent do you agree or disagree with the following statement: "Businesses and organisations that adopt technology will be more productive and in turn help speed up the post-COVID recovery."
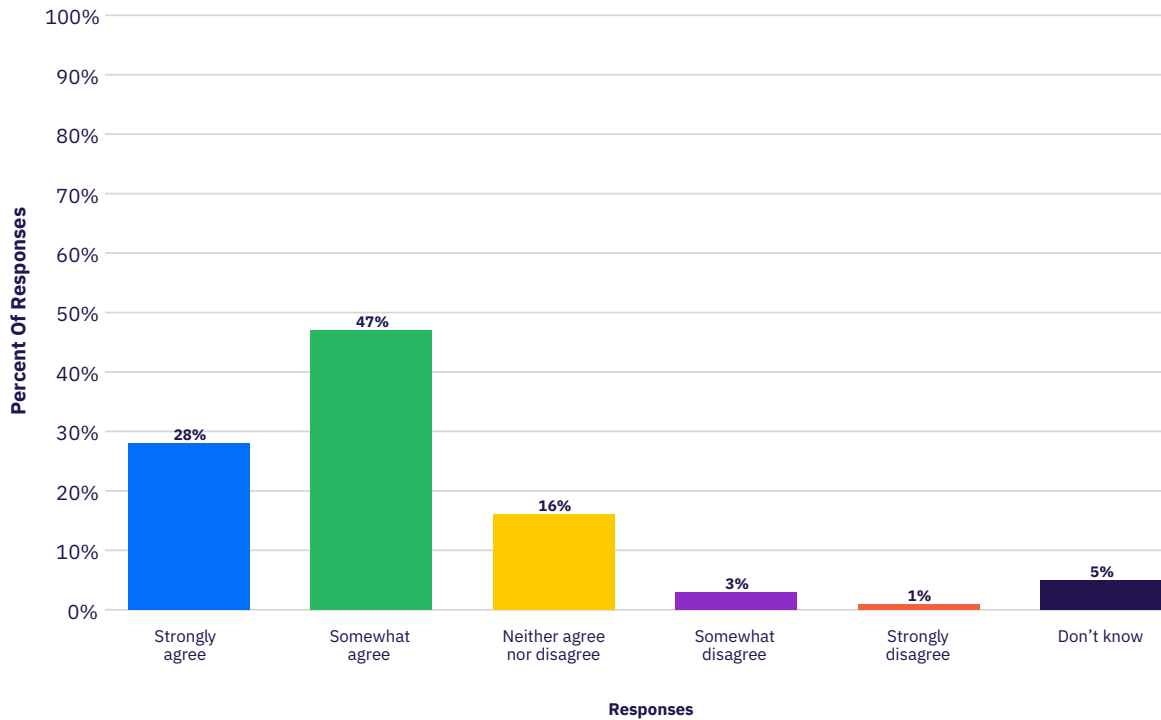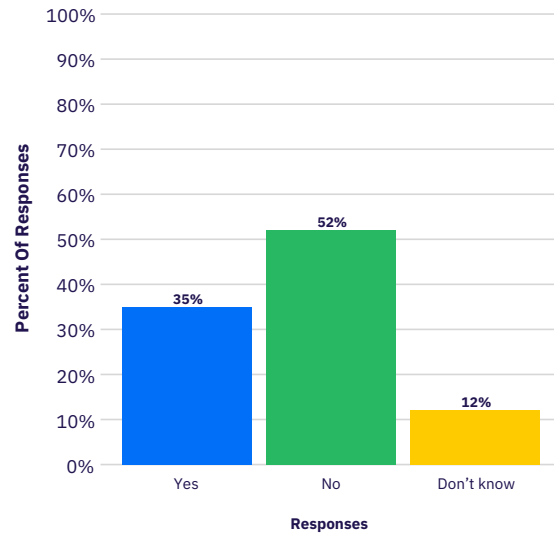

Q9. Thinking about your experience of using the internet since the coronavirus pandemic started, would you say:
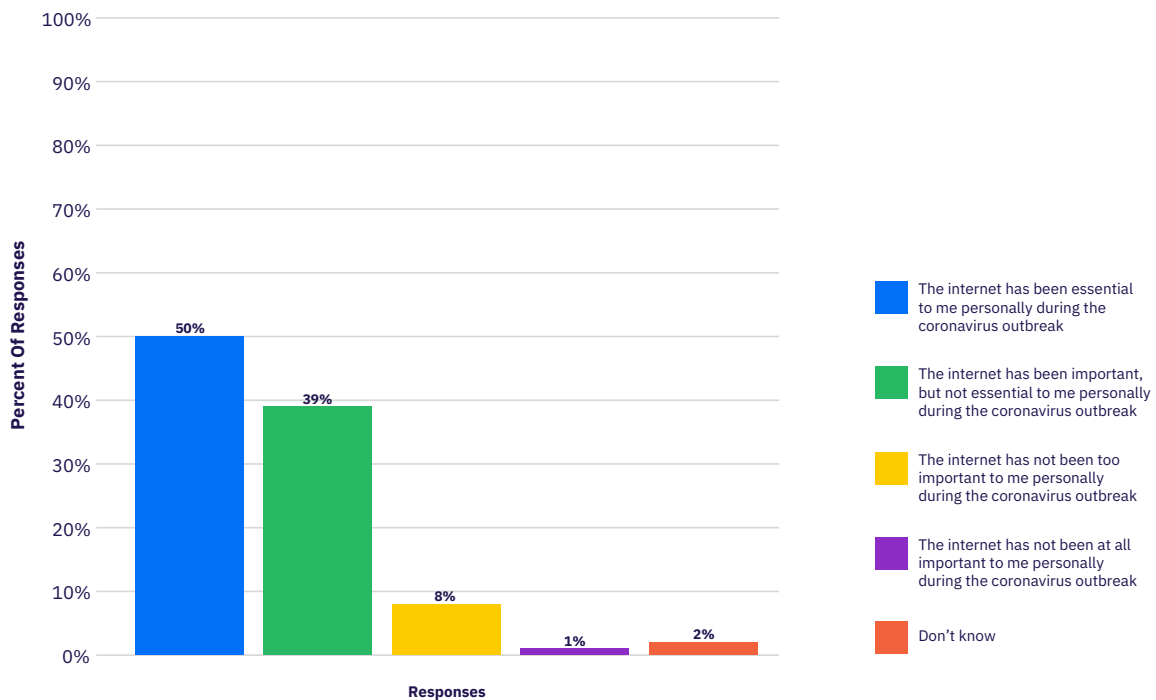
Q10. In the last three months, have you joined a community group - for example a residents' association, neighbourhood or church group - on the internet at all?
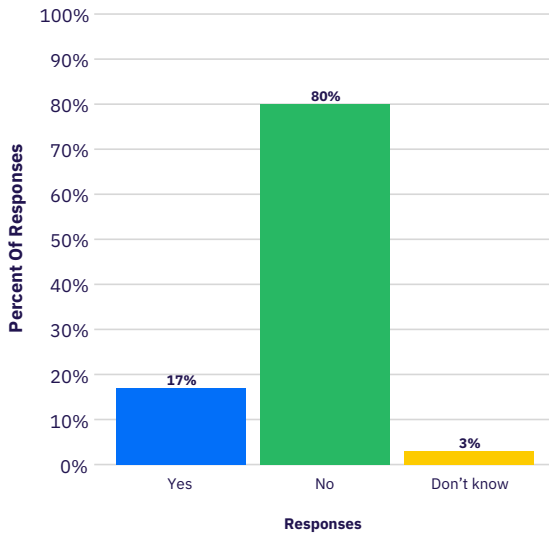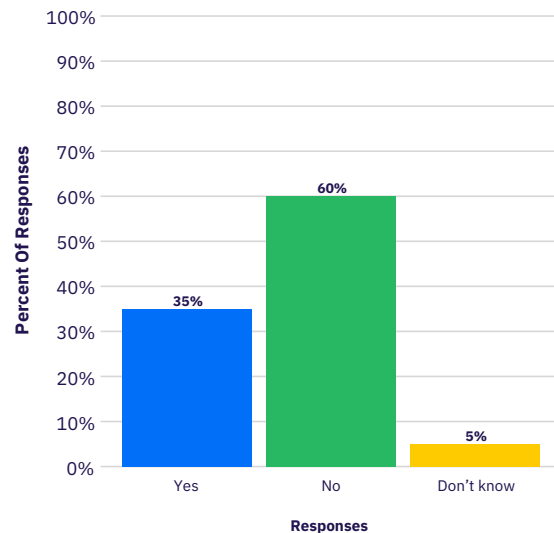

Q11. Would you have joined this group if you had not seen or heard about it on the internet?


Q12. In the last three months, have you taken the time to learn a new skill online at all - for example, new hobbies like breadmaking, or learning a new language?
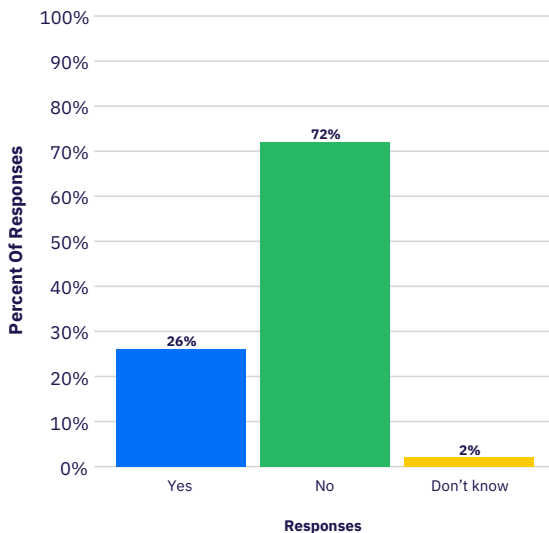

Q13. Would you have been able to learn this new skill without access to the internet?

Q14. And, in the last three months, have you learned to use any new online tools or software e.g. video conferencing or messaging services?
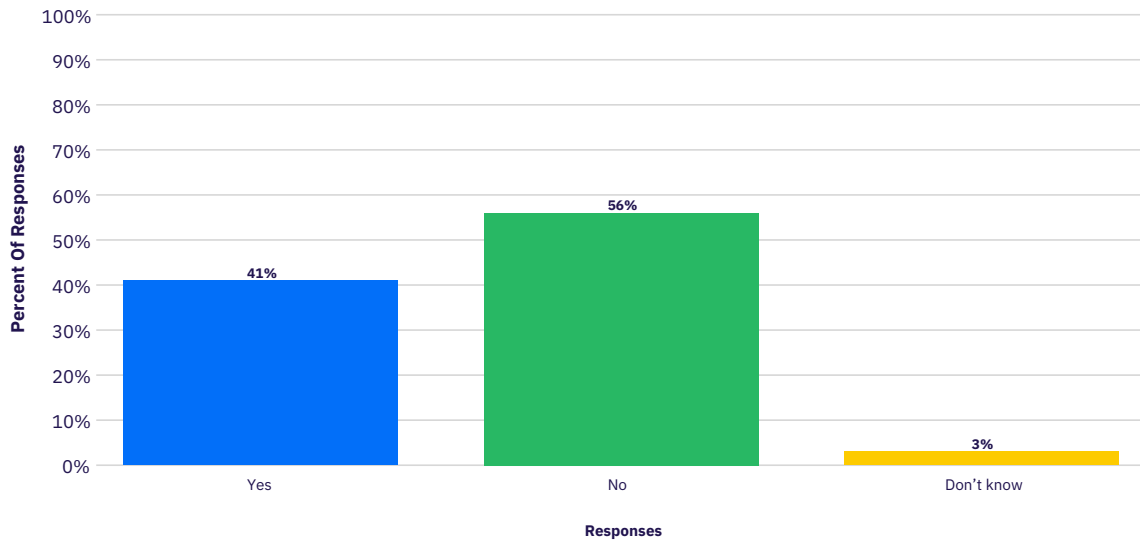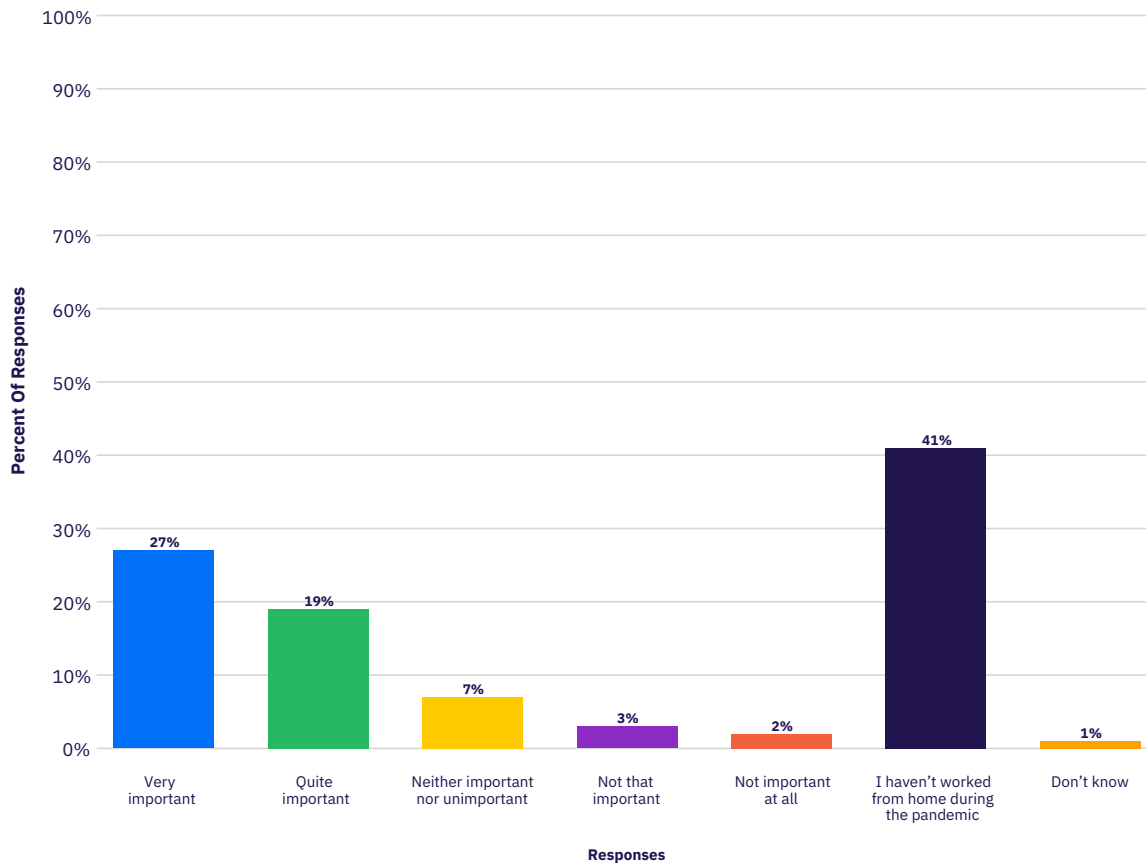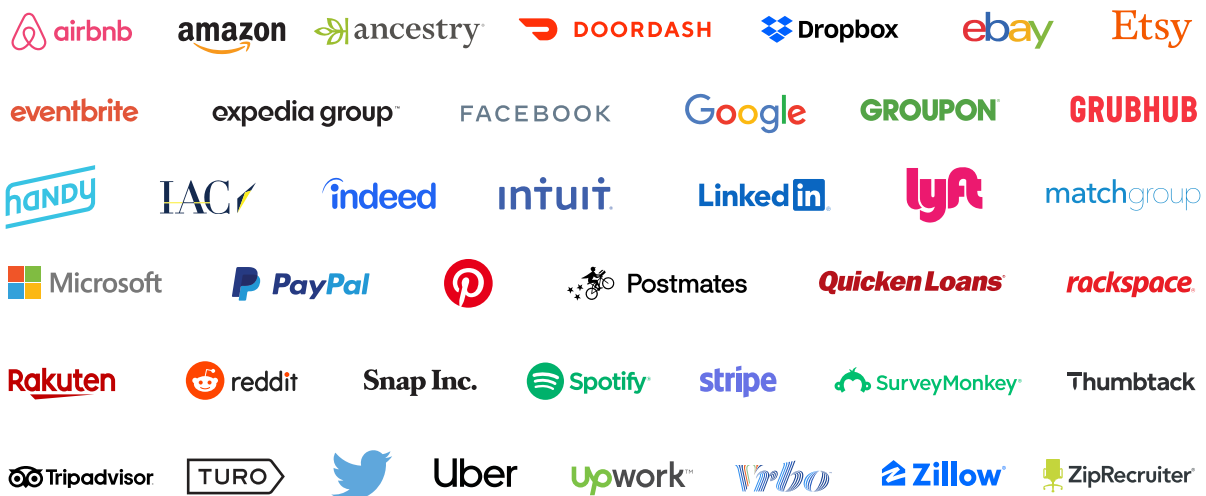

Q15. How important has the internet been in helping you stay in touch with friends and family you have not been able to see throughout the coronavirus pandemic?
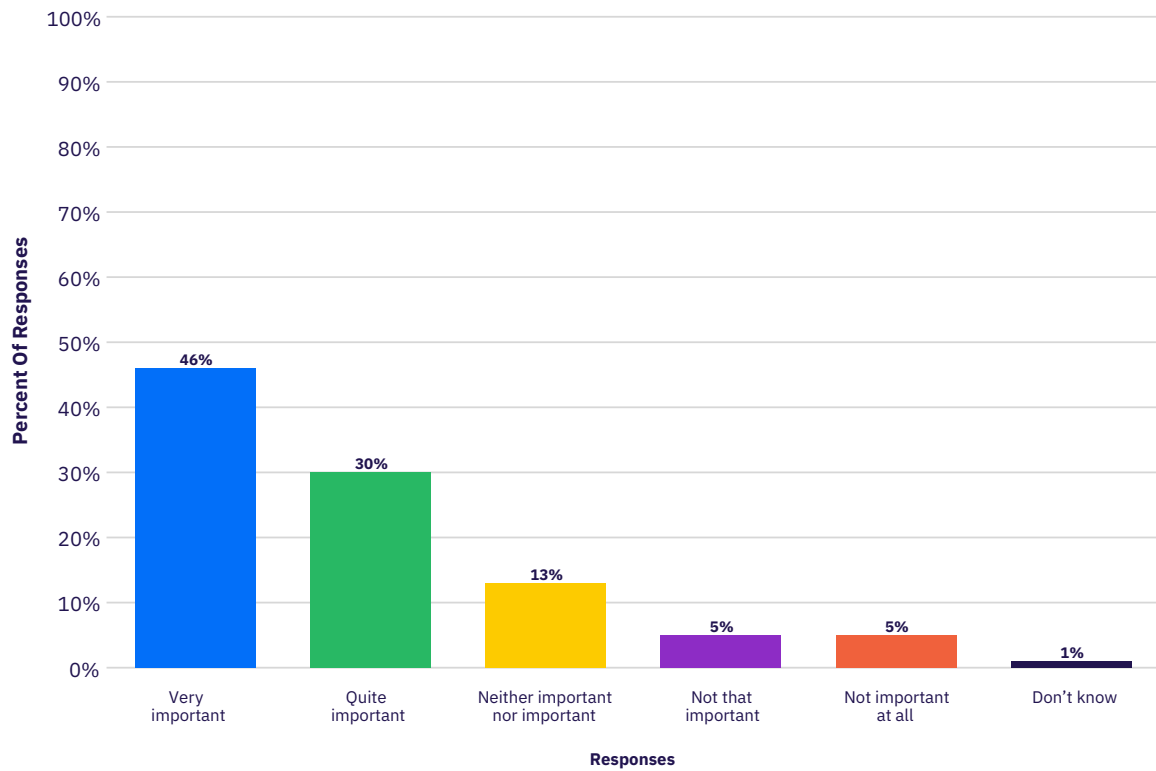
Q16. And if you have worked from home during the pandemic, how important has the internet been in helping you stay in touch with colleagues you have not been able to see throughout the coronavirus pandemic?

airbnb amazon ancestry DOORDASH Dropbox ebay Etsy

eventbrite expedia group FACEBOOK Google GROUPON GRUBHUB

handy IAC indeed intuit LinkedIn lyft matchgroup

Microsoft PayPal Pinterest Postmates Quicken Loans rackspace

Rakuten reddit Snap Inc. Spotify stripe SurveyMonkey Thumbtack

Tripadvisor TURO Twitter Uber Upwork Vrbo Zillow ZipRecruiter

We are the unified voice of the internet economy

www.internetassociation.org

Internet Association is the only trade association that exclusively represents leading global internet companies on matters of public policy. Our mission is to foster innovation, promote economic growth, and empower people through the free and open internet. We believe the internet creates unprecedented benefits for society, and as the voice of the world's leading internet companies, Internet Association works to ensure legislators, consumers, and other stakeholders understand these benefits.