

PERCEPTIONS AND EXPECTATIONS OF THE TECH SECTOR IN DC AND THE BAY AREA

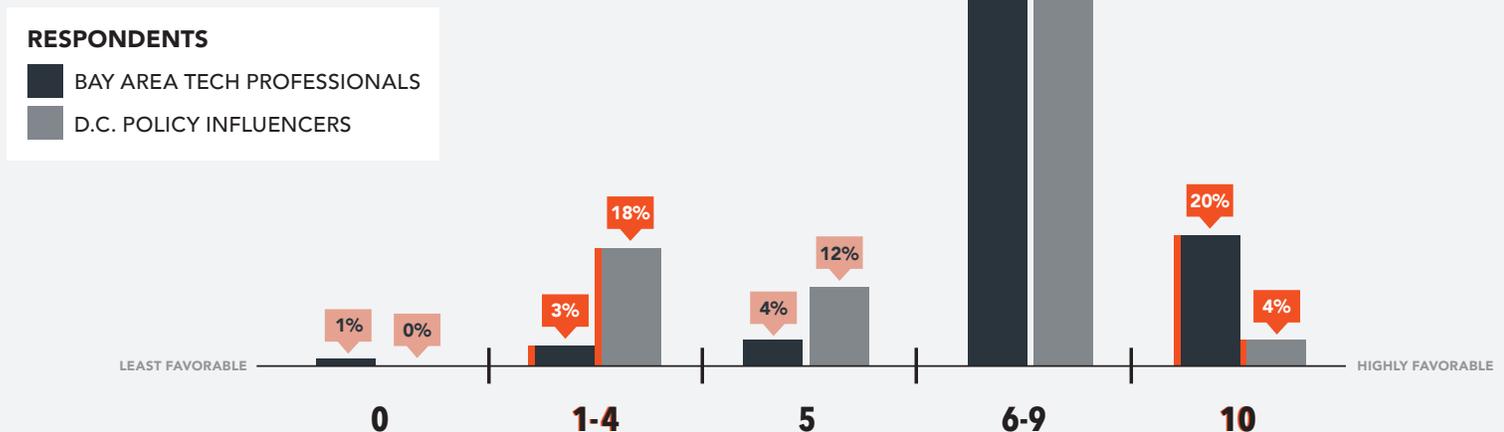
WASHINGTON, D.C.: TECH IS STILL GOOD

BAY AREA: TECH IS STILL GOD

Bay Area technology professionals think their industry can solve major domestic and global problems. D.C. policy elites are less confident, but agree that tech should take the lead in trying.

That's the main takeaway from a new APCO survey of both D.C. policy elites and Bay Area technology professionals on the pro-social responsiveness—and responsibility—of the high-tech industry in the wake of a wave of populist criticism and pressure from Washington. The survey finds cause for both concern and optimism about the standing of Silicon Valley in Washington, and suggests more thoughtful public engagement is warranted to stave off politicized and populist policy responses from D.C.

WHAT IS YOUR OVERALL IMPRESSION OF THE TECH INDUSTRY?



KEY FINDINGS

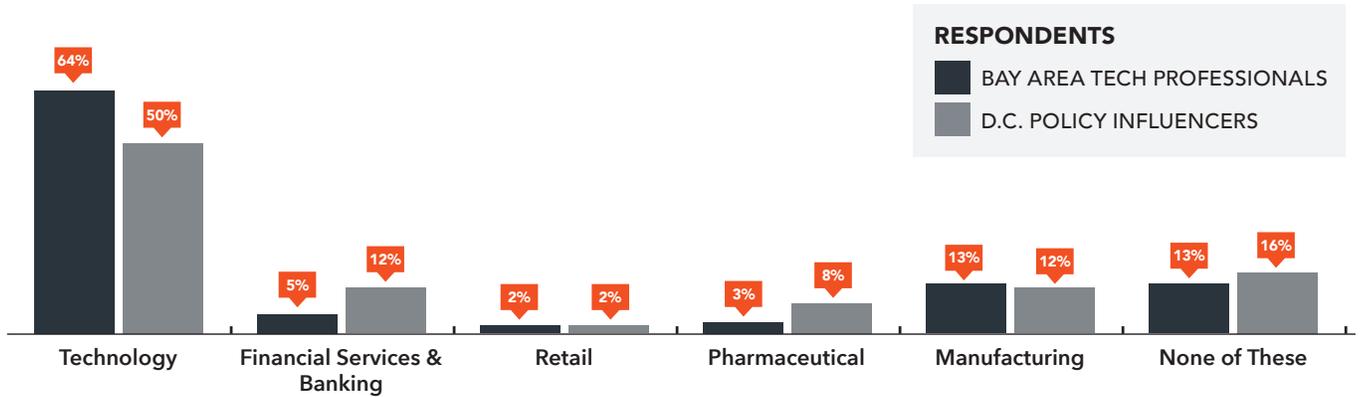
- Tech enjoys by far a better reputation than other industries among D.C. policy elites—but Beltway insiders do not share the industry's own extraordinary self-regard.

D.C. policy influencers and Bay Area tech professionals agree on the top three issues that should be the pro-social priorities of the tech industry:

- Ensuring privacy and data security • Addressing job loss to automation • Closing the skills gap

- Both coasts see engagement in Washington as advantageous for tech, and both judge tech's current engagement in Washington as only somewhat effective.
- D.C. and Silicon Valley disagree on the need for more regulation of the tech sector.
- Tech employees believe it is more effective for their companies to advocate individually, while policy elites see associations as more effective representatives for the industry.

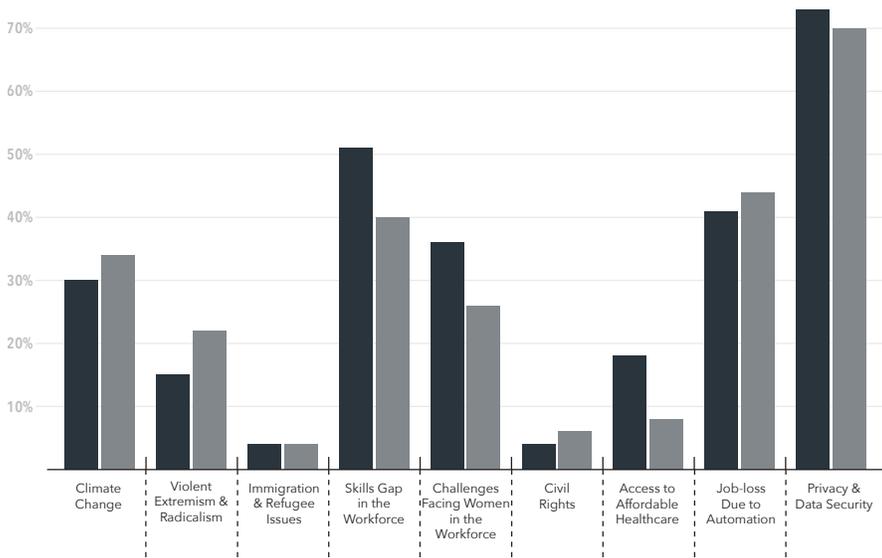
WHICH OF THESE INDUSTRIES DO YOU THINK IS BEST ABLE TO HELP SOLVE THE PROBLEMS FACING THE U.S.?



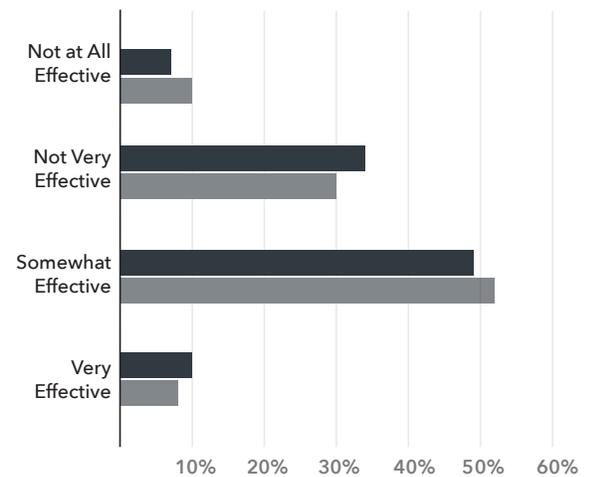
KEY TAKEAWAYS

- Tech has come a long way from the days when companies did not feel a need to engage policymakers or invest in a “policy brand.”
 - But the industry is still not perceived as highly effective inside the Beltway.
 - And that ineffectiveness could hurt tech if and when the heat comes on even stronger from the public and policy makers, triggering an aggressive regulatory response.
- Alignment between Bay Area employees and D.C. policy elites on policy priorities suggests a clear roadmap for public affairs and government relations leaders.
- But employee overconfidence in their industry’s superior potential for solving major problems, even things like climate change and race relations, makes tech ripe for criticism if the industry does not engage more effectively.
- Tech’s elitism and aloofness—the continued creation of the haves and have-nots in our society—is likely to fuel populist resentment and exacerbate regulatory vulnerability.

WHICH 3 ISSUES SHOULD TECH COMMIT TO ADDRESSING?



HOW EFFECTIVE IS THE TECH INDUSTRY IN REPRESENTING ITS INTERESTS IN D.C.?



RESPONDENTS

- BAY AREA TECH PROFESSIONALS
- D.C. POLICY INFLUENCERS

TECHNOLOGY INDUSTRY ASSESSMENT: SEPTEMBER 26 – OCTOBER 2, 2017

101 Bay Area tech professionals

50 D.C. policy influencers