

072922 - HOD FLASH (24 HOUR) SURVEY

Q52Q1: [re:transfer_1]How often do you have location-sharing features activated on the device(s) (e.g., laptop, smartphone) that you use?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad- (H)	Yes (I)	Employed (J)	Yes (K)	No (L)	Yes (M)	No (N)	Parent of Child Under 18 (O)	Homeowner (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1054	N=302	N=165	N=133	N=401	N=163	N=328	N=222	N=444	N=410	N=87	N=67	N=332	N=272	N=769	N=274	N=491	N=563	N=654	N=128	N=170	
Total (Unweighted)	N=1054	N=302	N=165	N=133	N=401	N=163	N=328	N=222	N=444	N=410	N=87	N=67	N=332	N=272	N=769	N=274	N=491	N=563	N=654	N=128	N=170	
Never	10%	11%	12%	d	5%	9%	7%	14%	F	14%	F	7%	14%	I	5%	13%	K	4%	13%	M	10%	5%
Rarely	24%	23%	21%	20%	24%	24%	20%	17%	20%	24%	20%	17%	17%	17%	21%	27%	27%	27%	27%	24%	24%	
Sometimes	27%	23%	23%	40%	BC	27%	26%	31%	30%	27%	24%	26%	28%	24%	26%	26%	26%	27%	27%	27%	23%	
Often	19%	18%	21%	19%	21%	18%	24%	F	20%	22%	J	14%	23%	I	17%	25%	N	17%	20%	18%	19%	
Always	19%	17%	16%	18%	18%	18%	18%	18%	22%	18%	18%	22%	18%	18%	18%	18%	18%	18%	18%	18%	24%	
Not at all sure	3%	5%	E	2%	2%	4%	2%	2%	4%	2%	5%	I	1%	1%	4%	4%	M	3%	3%	4%	3%	
N/A: don't use a device with location sharing features.	7%	9%	D	11%	DE	3%	5%	8%	h	8%	h	4%	3%	14%	I	3%	10%	K	4%	9%	M	

* Table Base: U.S. RESPONDENTS

Q52Q2: Which of the following categories of apps do you currently use? Please select all that apply.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad- (H)	Yes (I)	Employed (J)	Yes (K)	No (L)	Yes (M)	No (N)	Parent of Child Under 18 (O)	Homeowner (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1054	N=302	N=165	N=133	N=401	N=163	N=328	N=222	N=444	N=410	N=87	N=67	N=332	N=272	N=769	N=274	N=491	N=563	N=654	N=128	N=170
Total (Unweighted)	N=1054	N=302	N=165	N=133	N=401	N=163	N=328	N=222	N=444	N=410	N=87	N=67	N=332	N=272	N=769	N=274	N=491	N=563	N=654	N=128	N=170
Social media apps (e.g., Facebook, Instagram, Twitter)	72%	68%	72%	74%	76%	B	69%	74%	73%	79%	J	61%	76%	I	70%	77%	N	70%	71%	77%	70%
Navigation apps (e.g., Google Maps, Apple Maps, Waze)	69%	64%	64%	B	75%	BC	69%	69%	F	70%	F	69%	69%	65%	69%	64%	72%	R	60%	67%	64%
Shopping apps (e.g., Amazon, eBay, Wish)	64%	53%	62%	71%	B	75%	BC	60%	63%	70%	F	53%	70%	L	61%	63%	67%	61%	62%	65%	63%
Streaming services (e.g., Netflix, Hulu, HBO Max)	62%	52%	59%	68%	B	70%	BC	59%	60%	66%	F	70%	J	48%	69%	L	57%	73%	N	56%	61%
Food delivery apps (e.g., DoorDash, Postmates, GrubHub)	27%	36%	36%	27%	B	39%	27%	39%	27%	49%	J	37%	47%	L	21%	33%	45%	O	34%	3%	39%
Rideshare apps (e.g., Uber, Lyft, Gett)	26%	17%	22%	30%	B	34%	BC	18%	31%	24%	14%	24%	34%	N	22%	25%	30%	31%	R	22%	
Location sharing apps (e.g., Find My Friends, My Location, 25%)	25%	21%	23%	28%	31%	B	26%	22%	27%	34%	J	12%	39%	L	17%	41%	N	18%	24%	29%	
Dating apps (e.g., Tinder, Bumble, Hinge)	13%	10%	13%	12%	12%	10%	11%	11%	16%	1%	2%	15%	L	8%	15%	N	10%	13%	1%	14%	
None of these	7%	9%	E	10%	E	6%	9%	5%	7%	9%	3%	10%	K	3%	6%	14%	6%	9%	M	7%	
Count	3.70	3.20	3.67	3.97	4.13	3.44	3.64	4.05	4.28	2.79	4.15	3.43	4.29	3.43	3.64	3.92	3.81	3.60	3.53	3.99	

* Table Base: U.S. RESPONDENTS

Q52Q3: On which of the following categories of apps do you know you activate location-sharing features? Please select all that apply.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad- (H)	Yes (I)	Employed (J)	Yes (K)	No (L)	Yes (M)	No (N)	Parent of Child Under 18 (O)	Homeowner (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=824	N=223	N=119	N=116	N=334	N=281	N=251	N=174	N=356	N=268	N=346	N=477	N=296	N=527	N=694	N=223	N=385	N=439	N=481	N=108	N=156
Total (Unweighted)	N=824	N=223	N=119	N=116	N=334	N=281	N=251	N=174	N=356	N=268	N=346	N=477	N=296	N=527	N=694	N=223	N=385	N=439	N=481	N=108	N=156
Navigation apps (e.g., Google Maps, Apple Maps, Waze)	67%	61%	64%	B	69%	B	68%	B	49%	70%	F	73%	F	63%	64%	65%	60%	65%	64%	61%	70%
Social media apps (e.g., Facebook, Instagram, Twitter)	40%	48%	45%	36%	43%	36%	43%	h	34%	41%	h	34%	41%	38%	44%	38%	44%	38%	44%	40%	42%
Shopping apps (e.g., Amazon, eBay, Wish)	33%	34%	37%	37%	33%	37%	33%	37%	33%	41%	36%	40%	38%	36%	40%	32%	38%	37%	37%	38%	
Food delivery apps (e.g., DoorDash, Postmates, GrubHub)	34%	34%	42%	D	24%	34%	33%	34%	43%	J	17%	33%	36%	33%	31%	42%	O	30%	38%	31%	
Location sharing apps (e.g., Find My Friends, My Location, 25%)	18%	23%	28%	29%	30%	B	29%	29%	31%	33%	33%	29%	33%	N	30%	31%	29%	f	22%		
Rideshare apps (e.g., Uber, Lyft, Gett)	24%	18%	25%	24%	30%	B	17%	21%	31%	24%	17%	31%	27%	30%	N	21%	28%	F	21%		
Streaming services (e.g., Netflix, Hulu, HBO Max)	24%	27%	24%	21%	24%	26%	25%	20%	27%	J	19%	29%	L	21%	30%	N	21%	23%	27%		
Dating apps (e.g., Tinder, Bumble, Hinge)	13%	10%	9%	10%	9%	10%	9%	12%	9%	12%	9%	12%	L	8%	10%	9%	10%	13%	7%		
Other	2%	2%	1%	1%	3%	4%	h	2%	1%	3%	1%	3%	K	1%	3%	m	1%	3%	2%		
Count	2.60	2.43	2.71	2.51	2.75	2.40	2.68	2.67	2.90	1.98	2.81	2.45	2.91	2.43	2.55	2.77	2.62	2.59	2.51		

* Table Base: HAS LOCATION SHARING FEATURES ACTIVATED AT LEAST SOME OF THE TIME AND USES A LISTED APP CATEGORY

Q52Q4: For what reasons do you activate location sharing features on the device(s) (e.g., laptop, smartphone) that you use? Please select all that apply.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad- (H)	Yes (I)	Employed (J)	Yes (K)	No (L)	Yes (M)	No (N)	Parent of Child Under 18 (O)	Homeowner (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=840	N=226	N=124	N=120	N=335	N=288	N=253	N=178	N=355	N=267	N=346	N=488	N=309	N=533	N=699	N=224	N=387	N=454	N=498	N=109	N=156
Total (Unweighted)	N=840	N=226	N=124	N=120	N=335	N=288	N=253	N=178	N=355	N=267	N=346	N=488	N=309	N=533	N=699	N=224	N=387	N=454	N=498	N=109	N=156
I need location sharing features activated to accomplish it	54%	46%	50%	58%	B	61%	BC	46%	57%	F	58%	F	56%	51%	52%	56%	55%	54%	53%	58%	
I want to search for businesses in my area on my device(s)	35%	28%	38%	32%	40%	32%	34%	41%	35%	32%	34%	32%	37%	33%	35%	34%	36%	33%	33%	37%	
I want to share my location with other people I know	27%	29%	23%	32%	30%	30%	H	27%	20%	30%	J	19%	31%	N	24%	20%	28%	24%	24%		
It's convenient to share my location	27%	28%	27%	28%	27%	28%	22%	30%	20%	27%	J	20%	34%	L	21%	33%	N	23%	25%		
I feel safer when I have location sharing features activated	23%	26%	19%	22%	18%	23%	20%	17%	23%	23%	J	16%	28%	N	18%	20%	22%	22%	19%		
I don't feel the need to turn on location sharing features	18%	15%	23%	e	15%	19%	15%	17%	19%	19%	17%	14%	19%	19%	17%	18%	16%	17%	18%		
I want to see advertisements from businesses in my area	17%	17%	22%	16%	17%	17%	19%	18%	20%	17%	J	12%	21%	I	15%	21%	n	15%	18%		
I don't know how to turn location sharing features off	9%	10%	8%	7%	11%	9%	11%	7%	10%	9%	11%	7%	10%	9%	11%	9%	10%	9%	10%		
Other	2%	2%	2%	1%	3%	2%	1%	2%	1%	3%	1%	3%	1%	3%	2%	3%	2%	3%	2%		
Count	2.10	2.05	2.12	2.11	2.18	2.06	2.08	2.12	2.25	1.79	2.25	1.99	2.23	1.97	2.07	2.19	2.10	2.10	2.03		

* Table Base: HAS LOCATION SHARING FEATURES ACTIVATED AT LEAST SOME OF THE TIME

Q52Q5: For what reasons do you deactivate location sharing features on the device(s) (e.g., laptop, smartphone) that you use? Please select all that apply.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad- (H)	Yes (I)	Employed (J)	Yes (K)	No (L)	Yes (M)	No (N)	Parent of Child Under 18 (O)	Homeowner (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=773	N=201	N=119	N=104	N=308	N=246	N=234	N=169	N=327	N=261	N=342	N=488	N=309	N=533	N=699	N=224	N=387	N=454	N=498	N=109	N=156
Total (Unweighted)	N=773	N=201	N=119	N=104	N=308	N=246	N=234	N=169	N=327	N=261	N=342	N=488	N=309	N=533	N=699	N=224	N=387	N=454	N=498	N=109	N=156
I have concerns about data privacy	47%	38%	39%	52%	BC	54%	BC	37%	49%	F	55%	F	47%	46%	46%	47%	46%	47%	46%	49%	
I don't want my location to be tracked	45%	38%	39%	38%	38%	32%	38%	37%	43%	38%	47%	43%	48%	43%	48%	49%	P	35%	42%		
I only need location sharing features on some of the time	41%	33%	43%	43%	42%	41%	42%	41%	42%	39%	42%	38%	40%	47%	O	42%	40%	39%	40%		
I feel safer when I have location sharing features deactivated	31%	30%	23%	32%	34%	c	29%	35%	30%	34%	37%	28%	34%	30%	33%	28%	28%	34%	q		
I don't feel the need to turn on location sharing features	30%	27%	36%	29%	29%	27%	31%	28%	27%	31%	28%	27%	31%	27%	31%	30%	30%	30%	26%		
I don't want to be served marketing material on the app/site	20%	24%	17%	21%	18%	24%	G	20%	23%	G	20%	27%	23%	23%	20%	23%	23%	21%	21%		
Having location sharing features activated is bad for my dog	10%	11%	7%	11%	10%	10%	8%	11%	11%	8%	13%	I	8%	15%	N	8%	11%	6%	9%		
I don't know how to deactivate location sharing features on	8%	15%	DE	8%	3%	6%	GH	6%	4%	7%	10%	9%	6%	6%	6%	6%	6%	8%	8%		
Other	2%	2%	1%	1%	2%	1%	2%	0%	1%	2%	1%	2%	1%	2%	m	1%	2%	1%	2%		
Count																					

072922 - HD0 FLASH (24 HOUR) SURVEY

Q52Q1: [res.transfer_1]How often do you have location-sharing features activated on the device(s) (e.g., laptop, smartphone) that you use?

	Total (A) N=1054	Gen Z 18-25 (B) N=117	Millennials 26-41 (C) N=299	Gen X 42-57 (D) N=295	Boomers 58-76 (E) N=298	Silent 77-94 (F) N=45
Total (Unweighted)	N=1054	N=117	N=299	N=295	N=298	N=45
Never	10% BC	3%	5%	7%	18% ABCD	22% ABCD
Rarely	17% D	26% ACD	14%	11%	21%	20%
Sometimes	27% F	30% F	28%	34%	22%	13%
Often	19% F	17%	26% AB EF	21%	15%	6%
Always	16% EF	22% EF	23% AEF	19% EF	8%	2%
Not at all sure	3% c	3%	1%	3%	4%	8%
N/A/I don't use a device with location sharing features.	7% bc	0%	4%	4%	13% ABCD	29% ABCDE

* Table Base: U.S. RESPONDENTS

Q52Q2: Which of the following categories of apps do you currently use? Please select all that apply.

	Total (A) N=1054	Gen Z 18-25 (B) N=137	Millennials 26-41 (C) N=287	Gen X 42-57 (D) N=295	Boomers 58-76 (E) N=298	Silent 77-94 (F) N=45
Total (Unweighted)	N=1054	N=137	N=299	N=295	N=298	N=45
Social media apps (e.g., Facebook, Instagram, Twitter)	72% EF	74% F	78% aEF	78% aEF	64% F	45%
Navigation apps (e.g., Google Maps, Apple Maps, Waze)	66%	57%	63%	70%	69%	55%
Shopping apps (e.g., Amazon, eBay, Wal)	64% F	57%	67%	73%	62%	45%
Streaming services (e.g., Netflix, Hulu, HBO Max)	62% ef	63% F	70% AEF	67% EF	55% F	25%
Food delivery apps (e.g., DoorDash, Postmates, GrubHub)	37% EF	59% ADEF	49% AEF	43% EF	15%	7%
Rideshare apps (e.g., Uber, Lyft, Gett)	26%	af	28%	af	33%	9%
Location-sharing apps (e.g., Find My Friends, My Location)	25% EF	31% EF	32%	32% AEF	13%	8%
Dating apps (e.g., Tinder, Bumble, Hinge)	11% EF	13% EF	21% ADEF	10% EF	3%	0%
None of these	7%	bcD	2%	4%	12%	33% ABCDE
Count	3.70	3.85	4.11	4.09	3.13	2.28

* Table Base: U.S. RESPONDENTS

Q52Q3: On which of the following categories of apps do you know you activate location-sharing features? Please select all that apply.

	Total (A) N=824	Gen Z 18-25 (B) N=105	Millennials 26-41 (C) N=265	Gen X 42-57 (D) N=249	Boomers 58-76 (E) N=189	Silent 77-94 (F) N=16
Total (Unweighted)	N=824	N=105	N=265	N=249	N=189	N=16
Navigation apps (e.g., Google Maps, Apple Maps, Waze)	63%	54%	57%	68% BC	70% BC	69%
Social media apps (e.g., Facebook, Instagram, Twitter)	40% e	40%	50%	ADEF	38%	25%
Shopping apps (e.g., Amazon, eBay, Wal)	37%	af	37%	af	39%	53%
Food delivery apps (e.g., DoorDash, Postmates, GrubHub)	34% E	54% ACDEF	36% E	38% E	14%	18%
Location-sharing apps (e.g., Find My Friends, My Location)	25% E	24%	27%	E	31% E	16%
Rideshare apps (e.g., Uber, Lyft, Gett)	24%	23%	24%	31%	aE	19%
Streaming services (e.g., Netflix, Hulu, HBO Max)	24%	23%	31%	aDEF	22%	8%
Dating apps (e.g., Tinder, Bumble, Hinge)	9% E	12% E	13%	aDE	7%	0%
Other	2%	4%	1%	3%	3%	3%
Count	2.60	2.71	2.77	2.77	2.14	2.11

* Table Base: HAS LOCATION SHARING FEATURES ACTIVATED AT LEAST SOME OF THE TIME AND USES LISTED APP CATEGORY

Q52Q4: For what reasons do you activate location sharing features on the device(s) (e.g., laptop, smartphone) that you use? Please select all that apply.

	Total (A) N=840	Gen Z 18-25 (B) N=129	Millennials 26-41 (C) N=259	Gen X 42-57 (D) N=241	Boomers 58-76 (E) N=186	Silent 77-94 (F) N=25
Total (Unweighted)	N=840	N=129	N=259	N=241	N=186	N=25
I need location sharing features activated to accomplish t	54% bf	44%	52% f	64% ABCF	56% bf	28%
I want to search for businesses in my area on my device(s).	35% B	17%	33% B	41% B	43%	abc
I want to share my location with other people I know.	27% E	28%	33%	E	29%	16%
It's convenient to share my location.	27%	32%	26%	28%	22%	25%
I feel safer when I have location sharing features activated.	21%	19%	24%	e	23%	16%
I don't feel the need to turn off location sharing features.	18%	12%	22%	b	16%	18%
I want to see advertisements from businesses in my area or	17%	21%	21%	d	14%	6%
I don't know how to turn location sharing features off.	9% D	10%	9%	d	4%	13%
Other	2%	3%	2%	1%	3%	6%
Count	2.10	1.85	2.21	2.20	2.03	1.68

* Table Base: HAS LOCATION SHARING FEATURES ACTIVATED AT LEAST SOME OF THE TIME

Q52Q5: For what reasons do you deactivate location sharing features on the device(s) (e.g., laptop, smartphone) that you use? Please select all that apply.

	Total (A) N=773	Gen Z 18-25 (B) N=103	Millennials 26-41 (C) N=209	Gen X 42-57 (D) N=207	Boomers 58-76 (E) N=216	Silent 77-94 (F) N=37
Total (Unweighted)	N=773	N=103	N=209	N=207	N=216	N=37
I have concerns about data privacy.	47%	41%	49%	43%	52%	40%
I don't want my location to be tracked.	45%	35%	39%	45%	55%	ABCd
I only need location sharing features on some of the time (41% F	33% F	43% F	40% F	47% bf	6%
I feel safer when I have location sharing features deactivat	31% d	39%	de	41% ADE	25%	27%
I don't feel the need to turn on location sharing features.	30%	29%	28%	24%	35%	D
I don't want to be served marketing material on the applic	20%	15%	20%	17%	28%	abd
Having location sharing features activated is bad for my de	10%	12%	e	16%	10%	5%
I don't know how to activate location sharing features on	8%	14%	CD	5%	6%	22%
Other	1%	0%	1%	1%	0%	2%
Count	2.33	2.18	2.42	2.11	2.58	2.05

* Table Base: HAS LOCATION SHARING FEATURES DEACTIVATED AT LEAST SOME OF THE TIME

Q52Q6: Compared to one year ago, how much control do you feel you have now over how your personal data is collected, stored, and shared by tech companies (e.g., Facebook, Google, online news platforms)?

	Total (A) N=1054	Gen Z 18-25 (B) N=137	Millennials 26-41 (C) N=299	Gen X 42-57 (D) N=295	Boomers 58-76 (E) N=298	Silent 77-94 (F) N=45
Total (Unweighted)	N=1054	N=137	N=299	N=295	N=298	N=45
More control (Net)	25% EF	29% EF	40% ABDEF	26% EF	12%	5%
Much more control	10% EF	12% EF	17% ADEF	10% EF	5%	0%
Somewhat more control	15% E	17% EF	23% ADEF	16% EF	7%	5%
About the same amount of control	50% C	48%	40%	54% C	56%	60%
Less control (Net)	25%	23%	20%	20%	32%	ACD
Somewhat less control	15%	15%	11%	11%	20%	acd
Much less control	10%	8%	9%	9%	12%	13%

* Table Base: U.S. RESPONDENTS

072922 - HOD FLASH (24 HOUR) SURVEY

Q52Q1: [re:transfer_1]How often do you have location-sharing features activated on the device(s) (e.g., laptop, smartphone) that you use?

	App Usage											Location sharing feature activation												
	Total (A)	Social media apps (B)		Rideshare apps (C)		Food delivery apps (D)		Dating apps (E)		Navigation apps (F)		Location sharing apps (Shopping apps) (H)		Streaming services (I)		Never (J)		Rarely (K)		Sometimes (L)		Often (M)		Always (N)
Total	N=1054	N=761	N=289	N=391	N=116	N=692	N=114	N=601	N=258	N=680	N=652	N=106	N=106	N=155	N=274	N=106	N=155	N=304	N=199	N=204	N=179	N=184	N=172	N=184
Total (Unweighted)	N=1054	N=761	N=289	N=391	N=116	N=692	N=114	N=601	N=258	N=680	N=652	N=106	N=106	N=155	N=274	N=106	N=155	N=304	N=199	N=204	N=179	N=184	N=172	N=184
Never	10%	8%	5%	4%	5%	7%	3%	5%	3%	9%	6%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rarely	17%	17%	11%	13%	10%	15%	8%	15%	5%	15%	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sometimes	27%	30%	31%	32%	23%	27%	30%	27%	27%	30%	31%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Often	19%	20%	22%	21%	23%	20%	27%	30%	27%	30%	22%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Always	16%	19%	28%	28%	33%	33%	19%	29%	35%	18%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	JKLM
Not at all sure	3%	2%	2%	2%	1%	2%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A I don't use a device with location sharing features.	7%	4%	1%	1%	0%	4%	0%	4%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Base: U.S. RESPONDENTS

Q52Q2: Which of the following categories of apps do you currently use? Please select all that apply.

	App Usage											Location sharing feature activation												
	Total (A)	Social media apps (B)		Rideshare apps (C)		Food delivery apps (D)		Dating apps (E)		Navigation apps (F)		Location sharing apps (Shopping apps) (H)		Streaming services (I)		Never (J)		Rarely (K)		Sometimes (L)		Often (M)		Always (N)
Total	N=1054	N=759	N=274	N=388	N=114	N=692	N=114	N=601	N=258	N=680	N=652	N=106	N=106	N=155	N=274	N=106	N=155	N=304	N=199	N=204	N=179	N=184	N=172	N=184
Total (Unweighted)	N=1054	N=761	N=289	N=391	N=116	N=692	N=114	N=601	N=258	N=680	N=652	N=106	N=106	N=155	N=274	N=106	N=155	N=304	N=199	N=204	N=179	N=184	N=172	N=184
Social media apps (e.g., Facebook, Instagram, Twitter)	72%	100%	87%	82%	80%	82%	86%	84%	86%	84%	86%	58%	58%	71%	80%	74%	80%	74%	74%	74%	74%	74%	74%	74%
Navigation apps (e.g., Google Maps, Apple Maps, Waze)	66%	74%	80%	73%	81%	73%	82%	78%	79%	79%	79%	49%	49%	59%	73%	73%	73%	73%	73%	73%	73%	73%	73%	73%
Shopping apps (e.g., Amazon, eBay, Walmart)	64%	75%	80%	76%	71%	70%	83%	83%	83%	83%	100%	100%	100%	55%	57%	72%	72%	72%	72%	72%	72%	72%	72%	72%
Streaming services (e.g., Netflix, Hulu, HBO Max)	64%	74%	83%	76%	69%	73%	79%	79%	79%	79%	100%	100%	100%	55%	57%	72%	72%	72%	72%	72%	72%	72%	72%	72%
Food delivery apps (e.g., DoorDash, Postmates, GrubHub)	37%	42%	71%	100%	65%	65%	65%	65%	65%	65%	46%	46%	14%	28%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Rideshare apps (e.g., Uber, Lyft, Gett)	26%	30%	100%	100%	58%	58%	58%	58%	58%	58%	33%	33%	12%	17%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Location-sharing apps (e.g., Find My Friends, My Location, 25%)	30%	30%	40%	40%	40%	40%	40%	40%	40%	40%	33%	33%	8%	8%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Dating apps (e.g., Tinder, Bumble, Hinge)	11%	12%	24%	19%	19%	13%	20%	20%	20%	12%	12%	6%	7%	9%	9%	15%	15%	15%	15%	15%	15%	15%	15%	15%
None of these	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%	22%	6%	6%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Count	3.70	4.40	5.77	5.17	5.72	4.54	5.55	4.60	4.68	2.63	3.12	4.05	4.21	4.86	3.12	4.05	4.21	4.86	3.12	4.05	4.21	4.86	3.12	4.86

* Table Base: U.S. RESPONDENTS

Q52Q3: On which of the following categories of apps do you know you activate location-sharing features? Please select all that apply.

	App Usage											Location sharing feature activation												
	Total (A)	Social media apps (B)		Rideshare apps (C)		Food delivery apps (D)		Dating apps (E)		Navigation apps (F)		Location sharing apps (Shopping apps) (H)		Streaming services (I)		Never (J)		Rarely (K)		Sometimes (L)		Often (M)		Always (N)
Total	N=840	N=653	N=263	N=365	N=109	N=605	N=109	N=605	N=247	N=593	N=577	N=0	N=0	N=144	N=299	N=198	N=183	N=183	N=183	N=183	N=183	N=183	N=183	N=183
Total (Unweighted)	N=840	N=653	N=263	N=365	N=109	N=605	N=109	N=605	N=247	N=593	N=577	N=0	N=0	N=144	N=299	N=198	N=183	N=183	N=183	N=183	N=183	N=183	N=183	N=183
Navigation apps (e.g., Google Maps, Apple Maps, Waze)	63%	67%	77%	66%	65%	87%	67%	87%	72%	72%	72%	0%	0%	51%	67%	66%	66%	66%	66%	66%	66%	66%	66%	66%
Social media apps (e.g., Facebook, Instagram, Twitter)	40%	51%	45%	45%	51%	39%	48%	42%	42%	43%	43%	0%	0%	34%	34%	48%	48%	48%	48%	48%	48%	48%	48%	48%
Shopping apps (e.g., Amazon, eBay, Walmart)	37%	40%	42%	40%	43%	41%	48%	41%	41%	41%	41%	0%	0%	34%	34%	48%	48%	48%	48%	48%	48%	48%	48%	48%
Food delivery apps (e.g., DoorDash, Postmates, GrubHub)	34%	36%	60%	60%	50%	50%	50%	50%	50%	50%	37%	37%	0%	21%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Location-sharing apps (e.g., Find My Friends, My Location, 25%)	29%	40%	40%	40%	44%	30%	44%	30%	30%	30%	29%	0%	0%	6%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Rideshare apps (e.g., Uber, Lyft, Gett)	24%	27%	79%	41%	50%	30%	38%	30%	30%	30%	30%	0%	0%	14%	22%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Streaming services (e.g., Netflix, Hulu, HBO Max)	24%	26%	28%	28%	33%	25%	32%	25%	25%	25%	25%	0%	0%	13%	23%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Dating apps (e.g., Tinder, Bumble, Hinge)	9%	9%	16%	11%	11%	9%	14%	9%	8%	8%	8%	0%	0%	4%	5%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Other	2%	2%	0%	1%	1%	2%	0%	2%	0%	0%	1%	0%	0%	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Count	2.60	2.87	3.86	3.42	4.06	2.96	3.81	2.99	2.97	0.00	1.72	2.41	2.96	3.34	2.60	2.87	3.86	3.42	4.06	2.96	3.81	2.99	2.97	0.00

* Table Base: HAS LOCATION SHARING FEATURES ACTIVATED AT LEAST SOME OF THE TIME AND USES A LISTED APP CATEGORY

Q52Q4: For what reasons do you activate location sharing features on the device(s) (e.g., laptop, smartphone) that you use? Please select all that apply.

	App Usage											Location sharing feature activation												
	Total (A)	Social media apps (B)		Rideshare apps (C)		Food delivery apps (D)		Dating apps (E)		Navigation apps (F)		Location sharing apps (Shopping apps) (H)		Streaming services (I)		Never (J)		Rarely (K)		Sometimes (L)		Often (M)		Always (N)
Total	N=840	N=648	N=254	N=364	N=106	N=599	N=106	N=599	N=238	N=584	N=578	N=0	N=0	N=179	N=285	N=204	N=199	N=199	N=199	N=199	N=199	N=199	N=199	N=199
Total (Unweighted)	N=840	N=648	N=254	N=364	N=106	N=599	N=106	N=599	N=238	N=584	N=578	N=0	N=0	N=179	N=285	N=204	N=199	N=199	N=199	N=199	N=199	N=199	N=199	N=199
I need location sharing features activated to accomplish a task	59%	68%	60%	60%	62%	64%	62%	64%	62%	62%	62%	0%	0%	46%	58%	59%	59%	59%	59%	59%	59%	59%	59%	59%
I want to search for businesses in my area on my device(s)	35%	38%	44%	36%	42%	44%	44%	44%	44%	44%	44%	0%	0%	32%	34%	39%	39%	39%	39%	39%	39%	39%	39%	39%
I want to share my location with other people I know	27%	29%	35%	32%	42%	27%	48%	27%	27%	27%	27%	0%	0%	18%	23%	32%	32%	32%	32%	32%	32%	32%	32%	32%
It's convenient to share my location	27%	30%	39%	36%	30%	28%	30%	28%	30%	30%	30%	0%	0%	17%	21%	25%	25%	25%	25%	25%	25%	25%	25%	25%
I feel safer when I have location sharing features activated	21%	22%	25%	27%	32%	21%	37%	21%	21%	21%	21%	0%	0%	9%	16%	23%	23%	23%	23%	23%	23%	23%	23%	23%
I don't feel the need to turn off location sharing features	18%	19%	17%	17%	22%	18%	23%	18%	18%	18%	18%	0%	0%	8%	18%	20%	20%	20%	20%	20%	20%	20%	20%	20%
I want to see advertisements from businesses in my area	17%	19%	22%	19%	35%	18%	26%	18%	18%	18%	18%	0%	0%	11%	13%	18%	18%	18%	18%	18%	18%	18%	18%	18%
I don't know how to turn location sharing features off	9%	9%	7%	7%	17%	9%	17%	9%	9%	9%	9%	0%	0%	15%	15%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Other	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	0%	0%	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Count	2.10	2.26	2.60	2.33	2.86	2.26	2.90	2.28	2.28	2.28	0.00	1.60	2.19	2.25	2.74	2.10	2.26	2.60	2.33	2.86	2.26	2.90	2.28	2.28

* Table Base: HAS LOCATION SHARING FEATURES ACTIVATED AT LEAST SOME OF THE TIME

Q52Q5: For what reasons do you deactivate location sharing features on the device(s) (e.g., laptop, smartphone) that you use? Please select all that apply.

	App Usage											Location sharing feature activation												
	Total (A)	Social media apps (B)		Rideshare apps (C)		Food delivery apps (D)		Dating apps (E)		Navigation apps (F)		Location sharing apps (Shopping apps) (H)		Streaming services (I)		Never (J)		Rarely (K)		Sometimes (L)		Often (M)		Always (N)
Total	N=773	N=567	N=190	N=269	N=75	N=521	N=75	N=521	N=172	N=519	N=519	N=106	N=106	N=179	N=285	N=204	N=199	N=199	N=199	N=199	N=199	N=199	N=199	N=199
Total (Unweighted)	N=773	N=567	N=190	N=269	N=75	N=521	N=75	N=521	N=172	N=519	N=519	N=106	N=106	N=179	N=285	N=204	N=199	N=199	N=199	N=199	N=199	N=199	N=199	N=199
I have concerns about data privacy	47%	48%	53%	47%	47%	51%	46%	52%	51%	51%	4													