QS2Q1: [res transfer_1] How often do you have location-sharing features activated on the device(s) (e.g., laptop, smartphone) that you use?

N/A-I don't use a device with location sharing feature * Table Base: QSQQ: Which of the following categories of apps d	U.S. RESPONDENT	5%	15% 3% 9% B	27% 22% H 23% GH 2% 2%	16% F 34% gH 23% H 20% GH 0%	9% E 8% 34% GH 23% H 22% GH 3% E	16% DEf 16% F 23% 21% H 10% E 10% Def	N+231 18% DEF 23% F 21% 8% 6% dE 19% DEFG	N=144 6% j 23% K 25% 21% M 22% M 2%	N+81 * 0%	N=78 * 6% J 4% 32% 25% M 28% IM 2% 3%	N+84 * N+70 * 11% J 15% K 19% 26% M 14% J	N=116 21% UK 21% K 23% 10% 6% 5% j 13% UK	N=154 N=153 5% 13% 29% r 24% OR 24% QR 1%	N=101 6% 17% 40% R 13% 20% QR 0%	N+85 * N+97 * 11% 12% 37% R 20% R 15% QR 4% 15% 11%	N=99 * 20% NO 17% 26% 17% r 6% 3% 11% nP	N=124 N=115 16% NO 25% nP 18% 7% 5% 6% nO 24% NOP	N=233 13% 15% 27% 20% 18% 2%	N=431 10% 18% 28% 18% 18% 4% 5%	N=219 N=203 10% 14% 29% 20% 14% 4% 9%	N+247 N+187 9% 19% 24% 19% 15% 28
OS2 02: Which of the following categories of anns di		rs .																				
	you currently use? Pl	ease select all that app																				
Tetal Tetal (Demociphed) Social media apple (e.g., Facebook, Instagram, Twitter Insight on apple (e.g., Facebook, Instagram, Twitter Insight on apple (e.g., Facebook, Instagram, Twitter Insight on apple (e.g., Control, Apple (e.g., Control, Apple (e.g., Control, Postmarker, Grobe Modernery apple (e.g., Control, Postmarker, Grobe Modernery apple (e.g., Twitter, Postmarker, Grobe Modernery apple (e.g., Twitter, Postmarker, Grobe Modernery apple (e.g., Twitter, Barmander, Marcotton, Marcotton) (e.g., Twitter, Barmander, Marcotton, Marcotton) (e.g., Twitter, Barmander, Bar	e) 66% 64% 62% Hub) 37% 26%	Male (8) N-505 N-481 67% 67% 62% 41% C 26% 15% C 3.79	Gender Female (C) N=539 N=539 N=559 F=77% F=65% F=4% F=1% F=77% F=	18-34 (D) N-308 N-297 76% H 60% 62% h 66% H 28% H 18% GH 28% H 18% fGH	35-44 (E) N=177 N=182 80% GH 63% 66% H 70% H 46% GH 32% H 30% H 16% GH 4% 4.08	Age 45-54 (F) N=167 N=167 N=175 82% GH 74% Deh 75% DH 69% H 46% GH 31% H 32% H 11% GH 2% 4.22	55.64 (G) N=174 N=169 68% H 74% DeH 71% H 65% H 27% H 27% H 24% H 44% 8% DF	65+ (H) N+229 N+231 56% 63% 54% 42% 7% 15% 9% 2% 19% DEFG 2.66	18-34 (I) N=154 N=144 71% M 60% 60% 60% M 30% M 30% M 29% M 1% 3.93	35-44 (J) N-67 * N-81 * 79% LM 63% 64% 71% M 48% M 37% M 21% LM 4% 4.14	Male Age 45.54 (K) N=82 * 84% LM 76% I 80% UM 75% IM 35% LM 36% M 16% IM 1% 4.60	55.64 (L) N+84 * N+70 * 61% M 75% i 76% iM 70% M 36% M 33% M 27% M 5% ik 3.91	65+(MA) N=105 N=116 41% 65% 42% 9% 17% 12% 3% 20% IJKI	18-34 (N) N=154 N=153 81% r 59% 65% R 71% R 26% R 35% QR 11% QR 3% 4.03	35.44 (O) N=89 N=101 S1% 63% 69% r 68% R 44% QR 27% R 33% R 12% qR 4% 4.01	Female Age 45-54 (P) N+85 • N+97 • 79% 71% 70% R 64% R 36% QR 26% R 29% R 3% 3.85	55.64 (Q) N-89 * N-99 * 75% 75% n 65% R 18% R 22% 21% R 3% 8% 3.46	65+ (R) N=124 N=115 69% 61% 54% 42% 6% 13% 6% 0 N 0 N 18% NOP-	Northeast (5) N=183 N=233 76% 63% 68% 64% 36% 30% 24% 10% 8% 3.78	South (T) N=405 N=431 73% 67% 66% 62% 39% 24% 25% 10% 3,71	Region Midwest (U) N=219 N=203 70% 67% 65% 57% 35% 22% 22% 11% T	West (V) N-247 N-147 700, K 600, K 650, K 650, K 300, 279, 1486 3.71
QS2Q3: On which of the following categories of app	do you know you activ	rate location-sharing f	'eatures? Please select a	I that apply.																		
Total [Investigated] Nataglicin apple (e.g., Google Maps, Apple Maps, Was Social media apple (e.g., Frederick), Integrani, Twette Food delivery apple (e.g., Doorden), Portunders, Cycle Controller, Charles (e.g., Doorden), Portunders, Cycle Controller, Charles (e.g., Doorden), Portunders, Cycle Controller, Charles (e.g., Patth), Privality, (e.g., Patth) Servaning ervince (e.g., Patth), Privality, (e.g., Patth) Servaning ervince (e.g., Patth), Patth, (e.g.) Controller, Charles, Servable, Hoggel Count *Table State *Table State *Table State) 40% 37% Hub) 34% Ition, 25% 24% 24% 9% 26 2.60	Male (8) N=411 N=392 65% 40% 39% 36% 25% 27% 24% 11% C 3% 2.71 ARING FEATURES ACTI	Gender Female (C) N=404 N=404 N=421 61% 41% 36% 31% 25% 22% 24% 6% 2.48 VATED AT LEAST SOME OR	18-34 (D) N+275 N+264 57% 48% GH 39% 46% GH 26% h 24% 28% H 14% GH 2% 2.84	35-44 (E) N=159 N=164 533% 8H 46% 8H 34% 37% H 26% h 10% GH 2% 2.67	Age 45.54 (F) No.14.3 No.14.8 70 iv 38 iv h 38 iv 37 iv H 20 iv 90 gH 31 iv 2.74	55-64 (G) N=120 N=114 78% John 34% 46% 46% 27% H 25% 25% 21% 1% 2-60	65+(H) N=126 N=134 666N 26W 319 8% 16W 16W 16W 15W 24W 1.85	18-34 (I) N=139 N=130 S8% 48% M 35% 49% JM 24% 23% M 17% IM 3% 2.86	35-44 (J) N-83 • N-78 • 53% M 45% M 35% M 23% 23% 23% 23% 27% m 12% 276 c	Male Age 45-54 (K) ** N=69 ** 72% i J 37% 48% M 48% M 36% 33% 23% 11% 2% 3.05	55-64 (L) N=62 * N=51 * 82% IJ 36% 48% 34% M 25% 29% 24% 5% 1% 2.83	65+(M) N=51 * N=71 * 74% iJ 27% 32% 11% 20% 13% 4% 2.06	18-34 (N) N=136 N=134 57% 48% 42% P 43% QR 28% R 25% 27% 10% QR	35-44 (O) N=77 * N=86 * 54% R 32% 42% QR 30% R 24% 36% PqR 8% qr 1% 2.72	Female Age 45-54 (P)	SS-64 (Q) N=58 * N=63 * 75% nO 32% 43% 20% r 25% 21% 18% 0% 18% 2.35	65+ (R) N-65 N-63 59% 25% 30% 6% 11% 12% 0% 4% 4%	Northeast (5) N=143 N=184 60% 44% 36% 31% 24% 24% 24% 8% 4%	South (T) N=331 N=350 63% 38% 38% 35% 24% 24% 24% 7% 33% 2.55	Region Midwest (U) N=162 N=145 70% 47% 46% V 33% 26% 22% 24% 9% 11%	West (V) N=188 N=145 6116 3156 3176 3276 2296 2296 2296 2376 1 0% 2.57
QS2Q4: For what reasons do you activate location sl	aring features on the o	device(s) (e.g., laptop,	smartphone) that you us	e? Please select all that	apply.																	
Total Trial (binweighted) in real football binweighted) in real football and sating features activated to accome lewar to search for buildnesses in imprass on my year buildnesses with the charge my location with other people is how it's commissed to plant my location. Accordance in the charge my location. Accordance is least to the charge in the location of the charge features with the charge features and the charge features and the charge features of the	ce(s). 35% . 27% . 27% ated. 21% res. 18% ea or 17%	Male (B) N=418 N=399 54% 34% 27% 23% 19% 19% 10% 2% 2.16	Gender Female (C) N=413 N=431 N=431 S5% 35% 27% 26% 18% 17% 16% 8% 24% 2.04	18-34 (D) N+278 N+268 SOM 28% 31% GH 30% g 23% h 19% 22% H 9% f 24% 2.12	35.44 (E) N=165 N=169 54% 30% 34% GH 22% 22% 18% 16% 10% F	Age 45-54 (F) N=144 N=149 61% d 38% 30% GH 32% eG 25% h 17% 3% 14% 2.23	55-64 (G) N=121 N=116 62% d 48% DE 16% 19% 15% 28% 27% 8% 2.06	65+(H) N-131 N-140 51% 38% d 16% 14% 16% 11% 18% DeFg 4% 1.92	18-34 (I) N=140 N=131 49% 29% 35% LM 32% 25% 16% 20% M 12% k 3% 2.20	35-44 (I) N-85 • N-79 • 56% 30% 33% LM 20% 24% 19% 23% M 11% k 2% 2.18	Male Age 45-54 (K) N=73 * N=69 * 60% 37% 28% M 37% 25% M 3% 0% 2.3%	55-64 (L) N-62 • N-52 • 62% 45% i 15% 23% 23% 23% 19% M 8% 0% 2.14	65+(M) N=64 N=75 49% 39% 11% 23% 17% 5% 16% K	18-34 (N) N=139 N=137 S1% 28% 26% 29% 20% Q 22% P 23% OP 6% 0% 2.05	35.44 (O) N=80 * N=90 * S1% 30% 35% QF 25% 21% q 17% 9% 9% 5% N	Female Age 45-54 (P) N-71 N-80 - 62% 38% 32% 28% 24% 211% 9% 3% 11% 2.08	55.64 (Q) N-59 * N-64 * 63% 52% NO 17% 19% 8% 13% 16% 8% 1.98	65+ (R) N+67 • N+65 • 52% 38% 20% 25% 12% 15% 16% 20% NP 4% n	Northeast (5) N=146 N=189 SOM 34% 26% 25% 26% 20% 16% 11% U	South (T) N+333 N+334 60% sv 34% 21% 29% 19% 14% 18% 8% 2% 2.04	Region Middwest (U) M-170 M-151 52 % 33 % T 24 % 19 % 55 % 5 % 5 % 5 % 5 % 5 % 5 % 5 % 5 %	West (V) N-191 N-191 N-148 500 380 330 T 266 220 166 200 155 T U 156 2-2-2
* Table Base:			VATED AT LEAST SOME OF																			
QS2Q5: For what reasons do you deactivate location	sharing features on th	e device(s) (e.g., lapto	op, smartphone) that you Gender	use? Please select all th	at apply.	Are					Male Age					Female Age					Region	
Total Total (Investighted) (did a prise), 1 have concerned addid a prise), 1 have concerned addid a prise), 1 loss of season (and a prise), 1 loss of season (tivate 31% res. 30% pplic 20% ny de 10% s on 18% 1% 2.33	Male (8) N-372 N-350 51% C 43% 42% 30% 19% 11% 8% 1% 2.31	Gender Female (C) N=393 N=404 43% 46% 39% 33% 34% b 20% 9% 8% 11% 2.33	18-34 (D) N=224 N=207 48% 37% 41% 43% EFGH 27% 20% 15% GH 0% 2.39	35-44 (E) N=135 N=133 37% 41% 41% 28% 29% 18% 15% 8H 11% 1G 2% d 2.22	45-54 (F) N=123 N=129 47% 46% 38% 22% 16% 9% H 4% 2% d 2.12	55-64 (G) N-132 N-126 55% E 51% D 48% h 24% 129% 18% 6% 3% 14% 2.35	65+ (H) N-160 N-169 46% 54% De 35% 42% 42% 42% 42% 42% 64g 33% 14% FG 251	18-34 (I) N=115 N=100 S5% J 45% 42% 48% JKLM 31% K 21% 15% M 9% 0% 2.66	35-44 (J) N=62 N=60 32% 34% 47% 21% 29% K 11% 8% 3% 2.01	Maio Age 45-54 (N-95) N-95 N-93 65% JM 45% 40% 25% 8% 18% M 4% 2% 2.23	55-64 (L) N-60 N-51 611% 50% 45% 21% 18% 17% 5% 5% 0%	65+(M) N=90 • N=92 • 45% 44% 38% 21% 35% KI 28% 4% 12% 2% 2.30	18-34 (N) N+109 N+107 41% 28% 40% 38% 40% 38% 19% pR 7% 0% 2.10	35-44 (O) N=67 • N=73 • 42% 49% N 35% 35% 29% 20% 18% PqR 13% Q	Female Age 45-54 [9] N+68	55-64 (Q) N-72 N-75 SOM P52M SOM SOM F26M N SOM 1994 776 119 136 34 2.45	65+ (R) N-81 - N-77 - 47% 64% Np 32% 49% P 29% P 215% 15% pQ 11%	Northeast (5) N=137 N=172 50% 46% 40% 27% 28% 23% 10% 5% 0% 2.29	South (T) N-300 N-317 48% 48% 43% 32% 17% 9% 7% 3% 2.36	Neglon Midwest (U) N-161 N-146 46% 45% 41% 23% 20% 10% 4% 0% 2.15	West (V) N-175 N-129 428 37% 37% 37% 438 U 258 11% 15% 15% 15%
QS2Q6: Compared to one year ago, how much cont	ol do you feel you have	e now over how your p	personal data is collected	d, stored, and shared by	tech companies (e.g., Fa	cebook, Google, online	news platforms)?															
Total Unweighted) More control (Net) Much more control Somewhat sess control Much less control Much less control Much less control	Total (A) N=1054 N=1054 S=1054 S=5% S=10% S=50%	Male (B) N+505 N+481 27% 10% 18% c 48% 25% 15%	Gender Female (C) N=539 N=559 23% 11% 13% 52% 24% 14% 10%	18-34 (D) N+308 N+297 34% fGH 15% GH 20% H 42% 23% 14% 9%	35-44 (E) N=177 N=182 38% FGH 15% GH 24% FGH 45% 17% 9% 8%	Age 45-54 (F) N=167 N=175 25% H 12% gH 13% H 55% D 20% 11% 9%	55-64 (G) N=174 N=169 18% H 5% 13% H 28% D 28% E 14%	65+ (H) N=229 N=231 8% 29% 65% 59% DE 33% DEF 23% DEFG	18-34 (I) N=154 N=144 35% IM 15% M 20% M 37% 28% J 17%	35-44 (J) N+87 * N+81 * 48% IKLM 17% MM 31% ILM 37% 14% 8% 6%	Male Age 45-54 (K) N=92 N=78 N=78 M 16% M 16% M 15% M 20% 12% 8%	55-64 (L) N-84 N-70 22% M 6% M 15% M 49% 30% J 14%	65+(M) N=105 N=116 5% 0% 5% 64% UII 31% J 23% Jk	18-34 (N) N=15-4 N=15-3 34% QR 14% QR 19% R 47% 19% 11% 8%	35-44 (O) N=89 * N=101 28% qR 12% qr 16% r 52% 20% 10%	Female Age 45-54 (P) N+85 N-97 27% QR 17% QR 10% 53% 20% 9% 10%	55-64 (Q) N-89 N-99 15% 4% 11% 59% 26% 14% 12%	65+(R) N=124 N=115 11% 4% 7% 54% 35% NOP 24% NOP	Northeast (5) N=183 N=233 30% t 11% 19% t 43% 27% 19% U	South (T) N=405 N=431 23% 10% 13% 54% Sv 23% 14% 9%	Region Midwest (U) N=219 N=203 25% 9% 16% 55% 50% 11% 9%	West (V) N-247 N-187 256 100 1556 456 456 456 456 456 456 5146 5146

072922 - HOD FLASH (24 HOUR) SURVEY

QS2Q1: [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)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)	\$100K+(E)		Education		Yes (I)	Employed	Yes (K)	Children in HH		nt of Child Under 18	Hor	ne Ownership	Married (Q)	Marital Status	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total	N=1054	N=302	\$50K - \$74.9K (C) N=165	N=133	N=401	HS or Less (F) N=353	Some College (G) N=328	College Grad+ (H) N=222	N=644	No (J) N=410	N=387	No (L) N=667	Yes (M) N=332	No (N) N=722	Homeowner (O) N=769	Renter (P) N=274	N=491	Not married (R) N=563	N=654	N=128	N=170
Total (Unweighted) Neuer	N=1054 10%	N=344 11%	N=196 12% d	N=137 5%	N=324 9%	N=301 6%	N=307 13% F	N=283 14% F	N=654 7%	N=400 14%	N=377 5%	N=677 13% K	N=338 4%	N=716 13% M	N=758 10%	N=283 8%	N=540 9%	N=514 11%	N=762 12%	N=123	N=81 *
Rarely	17%	14%	17%	15%	20% b	22% H	17%	12%	13%	23%	14%	19% k	11%	20% M	17%	17%	17%	17%	16%	13%	24% t
Sometimes Often	27% 19%	23% 18%	23% 21%	40% BCE 19%	27% 21%	26% 16%	24% 24% f	31% 20%	30% J 22% J	22% 14%	29% 23%	26% 17%	28% 25% N	26% 17%	26%	30% 17%	27% 19%	27% 20%	27% 18%	28% 19%	25% 22%
Always	16%	19%	15%	17%	16%	18%	13%	18%	22% J	8%	25% L	11%	26% N	12%	16%	19%	16%	16%	15%	24% 5	20%
Not at all sure N/A-I don't use a device with location sharing features.	3% 7%	5% E 9% D	2% 11% DE	2% 3%	2% 5%	4% 8% h	2% 8% h	2% 4%	2% 3%	5% I	1%	4% k 10% K	1% 4%	4% M 9% M	3% 8%	3% 6%	3% 9%	3% 6%	4% 8% t	3% 4%	0% 3%
* Table Base:	U.S. RESPONDENTS																				
QS2Q2: Which of the following categories of apps do y	ou currently use? Pleas	e select all that apply.																			
			House	hold Income			Education			Employed		Children in HH		nt of Child Under 18	Hon	ne Ownership		Marital Status		Race/Ethnicity	
Total	Total (A) N=1054	Less than \$50K (B) N=302	\$50K - \$74.9K (C) N=165	\$75K - \$99.9K (D) N=133	\$100K+(E) N=401	HS or Less (F) N=353	Some College (G) N=328	College Grad+ (H) N=222	Yes (I) N=644	No (J) N=410	Yes (K) N=387	No (L) N=667	Yes (M) N=332	No (N) N=722	Homeowner (O) N=769	Renter (P) N=274	Married (Q) N=491	Not married (R) N=563	White (5) N=654	AA (T) N=128	Hispanic (U) N=170
Total (Unweighted)	N=1054	N=344	N=196	N=137	N=324	N=301	N=307	N=283	N=654	N=400	N=377	N=677	N=338	N=716	N=758	N=283	N=540	N=514	N=762	N=123	N=81 *
Social media apps (e.g., Facebook, Instagram, Twitter) Navigation apps (e.g., Google Maps, Apple Maps, Waze)	72% 66%	68% 53%	72% 64% B	74% 72% B	76% B 75% BC	69% 55%	74% 69% F	73% 74% F	79% J	61% 59%	76% I	70% 65%	77% N 66%	70% 65%	71% 67%	77% o	71% 72% R	73% 60%	70% 67% t	69% 57%	81% st 64%
Shopping apps (e.g., Amazon, eBay, Wish) Streaming services (e.g., Netflix, Hulu, HBO Max)	64% 62%	53% 52%	62% 59%	71% B 68% B	75% BC 70% BC	60% 59%	65% 60%	70% F 66% f	72% J 70% J	53% 48%	70% L 69% L	61% 57%	71% N 73% N	61% 56%	66% 61%	62% 64%	67% 66% R	62% 58%	65% 58%	66% 64%	63% 66%
Food delivery apps (e.g., Doordash, Postmates, GrubHul		36%	43%	36%	37%	39%	35%	37%	49% J	17%	47% L	31%	49% N	31%	33%	48% 0	34%	39%	30%	57% S	45% S
Rideshare apps (e.g., Uber, Lyft, Gett) Location-sharing apps (e.g., Find My Friends, My Locatio	26%	17% 21%	22%	30% B 28%	34% BC 31% B	18% 26%	21% 22%	39% FG 27%	35% J 34% J	12% 12%	30% I 39% L	24% 17%	34% N 41% N	22% 18%	25% 24%	30% 29%	31% R 27%	22% 24%	23% 21%	34% S 30% s	23% 36% S
Dating apps (e.g., Tinder, Bumble, Hinge)	11%	10%	13%	13%	12%	10%	11%	11%	16% J	2%	15% L	8%	15% N	9%	10%	13%	7%	14% Q	9%	21% 5	12%
None of these Count	7% 3.70	9% E 3.20	10% E 3.67	6% e 3.97	2% 4.13	9% 3.44	5% 3.64	9% 4.05	3% 4.28	14% I 2.79	2% 4.15	10% K 3.43	3% 4.29	9% M 3.43	7% 3.64	6% 3.92	6% 3.81	8% 3.60	10% TU 3.53	1% 3.99	0% 3.90
Count		3.20	3.07	3.37	4.23	3.44	3.04	4.03	4.10	2.73	4.13	3.43	4.23	3.43	3.54	3.32	3.01	3.00	3.33	3.33	3.30
* Table Base:	U.S. RESPONDENTS																				
QS2Q3: On which of the following categories of apps d	lo you know you activate	location-sharing featu	res? Please select all ti	nat apply.																	
	Total (A)	Less than \$50K (B)	House \$50K - \$74.9K (C)	hold Income \$75K - \$99.9K (D)	\$100K+(E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Pare Yes (M)	nt of Child Under 18 No (N)	Homeowner (O)	ne Ownership Renter (P)	Married (Q)	Marital Status Not married (R)	White (5)	Race/Ethnicity AA (T)	Hispanic (U)
Total	N=824	N=223	N=119	N=116	N=334	N=281	N=251	N=174	N=556	N=268	N=346	N=477	N=296	N=527	N=594	N=223	N=385	N=439	N=481	N=108	N=156
Total (Unweighted) Navigation apps (e.g., Google Maps, Apple Maps, Waze)	N=824 63%	N=251 51%	N=148 64% B	N=120 69% B	N=274 68% B	N=234 49%	N=240 70% F	N=221 73% F	N=563 63%	N=261 64%	N=339 59%	N=485 66%	N=304 60%	N=520 65%	N=587 64%	N=229 61%	N=427 70% R	N=397 57%	N=581 65%	N=104 55%	N=73 * 56%
Social media apps (e.g., Facebook, Instagram, Twitter)	40%	48% dE	45%	36%	36%	43% h	44% h	34%	46% J	29%	44%	38%	45%	38%	39%	44%	38%	43%	40%	40%	42%
Shopping apps (e.g., Amazon, eBay, Wish) Food delivery apps (e.g., Doordash, Postmates, GrubHui	37% b) 34%	34% 34%	37% 42% D	33% 28%	42% 34%	37% 35%	38% 34%	36% 33%	38% 43% J	35% 17%	41% 35%	35% 33%	40% 36%	36% 33%	40% 31%	32% 42% 0	38% 30%	37% 38% q	38% 31%	32% 39%	38%
Location-sharing apps (e.g., Find My Friends, My Location	on,25%	19%	25%	28%	29% B	23%	25%	29%	29% J	16%	34% L	19%	37% N	18%	26%	25%	29% r	22%	24%	22%	31%
Rideshare apps (e.g., Uber, Lyft, Gett) Streaming services (e.g., Netflix, Hulu, HBO Max)	24% 24%	18% 27%	25% 24%	24% 21%	30% B 24%	17% 26%	21% 25%	34% FG 20%	31% J 27% J	11% 19%	27% 29% L	23% 21%	30% N 30% N	21% 21%	22%	32% O 27%	28% r 22%	21% 26%	22% 22%	33% S 28%	22% 31%
Dating apps (e.g., Tinder, Bumble, Hinge)	9% 2%	10% 2%	9% 1%	6% 3%	10% 3%	8% 4% h	9% 2%	7% 1%	12% 1%	2% 5%	11% L	7% 3% K	11% 1%	7% 3% m	8% 1%	9% 5% 0	6% 2%	11% Q	7% 3%	16% S 2%	7% 2%
Count	2.60	2.43	2.71	2.48	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	3% 2.59	2.51	2.67	2.68
* Table Base:	HAS LOCATION SHAR	ING FEATURES ACTIVATI	D AT LEAST SOME OF TH	HE TIME AND USES A LIST	ED APP CATEGORY																
QS2Q4: For what reasons do you activate location shar	ring features on the dev	ice(s) (e.g., laptop, sma	tphone) that you use?	Please select all that a	pply.																
Q52Q4: For what reasons do you activate location shar	ring features on the dev	ice(s) (e.g., laptop, sma	tphone) that you use?	Please select all that a	pply.		Education			Employed		Children in UU	Para	at of Child Hadar 19	Hor	na Ownership		Marital Status		Para/Sthaicitu	
	Total (A)	Less than \$50K (B)	House \$50K - \$74.9K (C)	hold Income \$75K - \$99.9K (D)	\$100K+(E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	nt of Child Under 18 No (N)	Homeowner (O)	ne Ownership Renter (P)	Married (Q)	Marital Status Not married (R)	White (5)	Race/Ethnicity AA (T)	Hispanic (U)
Total	Total (A) N=840	Less than \$50K (B) N=226	House \$50K - \$74.9K (C) N=124	hold Income \$75K - \$99.9K (D) N=120	\$100K+(E) N=335	N=288	Some College (G) N=253	N=178	N=563	No (J) N=277	N=352	No (L) N=488	Yes (M) N=302	No (N) N=538	Homeowner (O) N=605	Renter (P) N=228	Married (Q) N=390	Not married (R) N=450	N=497	AA (T) N=109	N=156
Total Total (Unweighted) Ineed location sharing features activated to accomplish	Total (A) N=840 N=842 hts54%	Less than \$50K (B) N=226 N=256 46%	House \$50K - \$74.9K (C) N=124 N=153 50%	hold Income \$75K - \$99.9K (D) N=120 N=123 58% B	\$100K+ (E) N=335 N=275 61% Bc	N=288 N=241 46%	Some College (G) N=253 N=242 57% F	N=178 N=227 58% F	N=563 N=572 56%	No (J) N=277 N=270 51%	N=352 N=344 52%	No (L) N=488 N=498 56%	Yes (M) N=302 N=309 55%	No (N) N=538 N=533 54%	Homeowner (0) N=605 N=599 53%	Renter (P) N=228 N=234 58%	Married (Q) N=390 N=434 56%	Not married (R) N=450 N=408 53%	N=497 N=598 54%	AA (T) N=109 N=105 55%	N=156 N=73 55%
Total Total (Unweighted)	Total (A) N=840 N=842 htz54% ki). 35% 27%	Less than \$50K (B) N=226 N=256 46% 28% 29%	House \$50K - \$74.9K (C) N=124 N=153 50% 38% b 23%	hold Income \$75K - \$99.9K (D) N=120 N=123 58% B 32% 32%	\$100K+(E) N=335 N=275 61% Bc 40% B	N=288 N=241 46% 32% 30% H	Some College (G) N=253 N=242 57% F 34% 27%	N=178 N=227 58% F 41% 20%	N=563 N=572 56% 36% 30%	No (J) N=277 N=270 51% 32% 19%	N=352 N=344 52% 34% 30%	No (L) N=488 N=498 56% 35% 24%	Yes (M) N=302 N=309 55% 37% 31%	No (N) N=538 N=533 54% 33% 24%	Homeowner (O) N=605 N=599 53% 35% 26%	Renter (P) N=228 N=234 58% 34% 30%	Married (Q) N=390 N=434 56% 36% 25%	Not married (R) N=450 N=408 53% 33% 28%	N=497 N=598 54% 37% 24%	AA (T) N=109 N=105 55% 27% 26%	N=156 N=73 55% 31% 34% s
Total (Inweighted) Ineed location sharing features activated to accomplish leant to search for businesses in my area on my device) I want to search for businesses in my area on my device; I want to share my location with other people I know. It's convenient to share my location to share my location.	Total (A) N=840 N=842 h t: 54% s . 35% 27%	Less than \$50K (B) N=226 N=256 46% 28% 29%	House \$50K - \$74.9K (C) N=124 N=153 50% 38% b 23% 27%	hold Income \$75K - \$99.9K (D) N=120 N=123 58% B 32% 32% 28%	\$100K+ (E) N=335 N=275 61% Bc 40% B 26% 27%	N=288 N=241 46% 32% 30% H 28%	Some College (G) N=253 N=242 57% F 34% 27% 22%	N=178 N=227 58% F 41% 20% 30%	N=563 N=572 56% 36% 30% J	No (J) N=277 N=270 51% 32% 19% 20%	N=352 N=344 52% 34% 30% 34%	No (L) N=488 N=498 56% 35% 24% 21%	Yes (M) N=302 N=309 55% 37% 31% n 33% N	No (N) N=538 N=533 54% 33% 24% 23%	Homeowner (O) N=605 N=599 53% 35% 26% 25%	Renter (P) N=228 N=234 58% 34% 30% 30%	Married (Q) N=390 N=434 56% 36% 25% 24%	Not married (R) N=450 N=408 53% 33% 28% 29%	N=497 N=598 54% 37% 24% 24%	AA (T) N=109 N=105 55% 27% 26%	N=156 N=73 55% 31% 34% \$
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Total Total Inset [John Strate John Strate	Total (A) N=840 N=842 N=842 N=842 N=942 N=95 N=95 N=95 N=95 N=000000000000000000000000000000000000	Less than \$50K (B) N-226 N-256 46% 28% 28% 28% 28% 10% 10% 2.05 2.05 Loss than \$50K (B) N-201	House SSOK-\$74.9K (C) N-124 N-153 SOW B B B B B B B B B B B B B B B B B B B	hold income 575K. 599.9K (D) N=120 N=123 58% 8 32% 32% 32% 28% 22% 15% 16% 7% 2.11 ETIME e 7 Please select all tha hold income 575K. 599.9K (D) N=104	\$100K+(E) N=335 N=275 611/6 Bc 400/6 B 201/6 18/6 115/6 117/6 111/6 31/6 2.18 \$100K+(E) N=308	N=281 N=241 46% 32% 30% H 28% 29% 29% 29% 27% 2 % 2 06	Some College (G) N-253 N-242 F 57% F 34% F 27% 22% 20% 15% 11% 38% 2.08 Education Some College (G) N-254	N-178 N-227 58% F 41% 20% 30% 17% 19% 18% 7% 2.12 College Grad+ (H) N-159	N=563 N=572 56% 36% 36% 30% J 20% J 9% 1% 2.25 Yes (I) N=672	No (1) N=277 N=270 S=154 S=270 S=154 S=270 S=159 S=200 S=169 S=169 S=169 S=179 S=179 Employed No (1) N=301	N=352 N=344 52% 34% 36% 25% 19% 21% 19 2.25 15 19 2.25 17 2.25	No. [L] No.488 No.498 SON. SON. SON. SON. SON. LON. SON. LON. LON. LON. LON. No. [L]	Yes [M] N-223 Pare Yes [M] N-225 Pare Yes [M] N-229 Pare	No [N] N=538 N=533 S=54% 33% 24% 23% 18% 17% 33% 1.97 nt of child Under 18 No [N] N=544	Homeowner (O) N=505 N=599 S3% S35% S5% 25% 25% 25% 28% 18% 9% 24% 2.07	Renter (P) N=228 N=234 S8 N=234 S8 N=234 S8 N=234 S9 N=234 S9 N=234 S9 N=234 S9 N=224 S9 N=224 S9 N=229 S9 N=219 Senter (P) N=199 N=199 S9	Married (Q) N-390 N-434 S56% S6% 25% 24% 24% 17% 17% 10% 3% 2.10	Not married (R) N=450 N=408 53% 33% 28% 29% 19% 19% 18% 9% 2.10 Marital Status Not married (R) N=421	N=497 N=598 54% 37% 24% 24% 20% 17% 15% 10% 2.03	AA(T) N=109 N=105 SS% 25% 26% 26% 26% 19% 19% 2.11% 9.11% 2.10	N=156 N=73 \$55% 31% 34% 5 15% 15% 24% 9% 4% 2.21 Hispanic (U) N=130
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Total Tratal (Insweighted) I need location sharing features activated to accomplish I need location sharing features activated to accomplish I need location sharing features activate I want to share my location with other papel is know. If it convenient to share my location I for the control of the papel is now. If convenient to share my location I location to sea describing features activate I want to see advertisements from businesses in my area I short is now how to turn location sharing features off. Other "Table Base: Q32 Q5. For what reasons do you deactivate location of Total I have concerns about data privacy. I don't women typication to be trucked. I have concerns about data privacy. I offer it want my location to be trucked. I feel after when I have location sharing features describ. I feel after when I have location sharing features of control in the control of the time of the time of the control of the time	Total (A) 164860 No.4824 No.48	Less than \$50K (B) \$12.56	Mouse Mous	hold Income 5734.599.50 (p) 874.6123 88.81234 88.82234 89.81264 15% 15% 15% 15% 15% 16% 27 Please select all the hold Income 5754.599.50 (p) N+104 88.8126 88.	\$1000 (0 1000	N-281 N-281 469.6 N-241 469.6 129.6	Some College (G) N-253 N-242 F 376 F 277 205 S 115 376 F 117 117 117 117 117 117 117 117 117 1	N-178 N-127 58% F 1216 127 130% 130% 130% 130% 127 218 228 2-12 College Grad• (H) N-169 N-169 N-169 S50% F 45% 32% 32% 31% G 11% G	N-553 N-552 56% 36% 30% J 23% J 20% 20% 20% 20% J 9% 1.% 2.25 Ves (I) N-472 N-	No (1) No.277 No	N=352 N=364 S104 3004 L 2196 I 197 Ves (K) N=272 N=259 Ves (K) N=272 N=259 A006 S8 L 136 S8 L 136 S8 S8 L 136 S8 L 136 S8 L 136 S8 L 136 S8 L 136 S8 L 136 S8 L 136 S	No (L) N=488 N=498 N=498 SSDN SSDN SSDN SSDN SSDN SSDN SSDN SSD	Yes (M) Pare	No (N) N=538 N=538 N=538 N=539 N=539 N=531 N=531 N=531 N=531 N=531 N=531 N=531 N=531 N=541 N=544 N=544 N=545	Homeowner (c) N-059 N-05	Renter (P) N=228 N=234 Sign (P) N=228 N=234 Sign (P) N=238 Sign (P) N=30% Sign (P) N=30% Sign (P) N=199 N=19	Married (Q) N=454 N=50 N=454 SSN SSN SSN SSN SSN SSN SSN SSN SSN SS	Not married (R) N=450 N=450 N=400 N=400 N=33% 28% 28% 29% 19% 19% 2.8 N=2.10 N=21 N=27 N=21 N=21 N=21 N=35% Q 35%	N-497 N-598 3-545 N-598 3-558 N-697 3-558 3-558 N-697 3-558 3-558 3-558 N-697 3-558	AA (T) N-109 N-105 N-109 N-105 S-107 Z5%	No.156
Total Total (Investighted) Inseed location sharing features activated to accomplish treat (Loursell to businesses in my area on my device) treat to base the businesses in my area on my deviced that committee the businesses in my area on my deviced that committee the businesses in my area on my deviced that committee the businesses in the device of th	Total (A) N=840 N=842 N=	Less than SSOK (8) N=236 N=236 N=246 460 460 460 177 178 100 1176 100 100 100 100 100 100 100 100 100 10	Mouse Mous	hold facome 579x - 599 - 500 (p)	\$1000-(0) N-0355 N-0355 N-0355 N-0375	N-281 N-281 460 N-241 460 N-241 460 N-241 100 N-250 100 N-200 N-200 100 N-207 100 100 100 100 100 100 100 100 100 1	Some College (G) N-253 N-242 S75% F 37% F 37% 20% 15% 30% 20% 15% 31% 2.08 Education Some College (G) N-254 40% 42% 42% 335% 335% 335% 335% 336% 356% 357% 357% 357% 357% 357% 357% 357% 357	N-178 N-127 58% F 41% 19% 19% 19% 19% 19% 205 212 College Grad+ (H) N-169 55% F 50% F 50% F 45% 32% 32% 45% 32% G	N-553 N-552 56% 36% 30% J 23% J 20% L 20% L 20% L 20% L 20% L 20% N-472 N-458 A-474 A-43% A-42% A-42% D-42% L 20 L 20	No (J) No-277 No-270 No	N=352 N=344 30% 34% 30% 199 215 199 199 1215 125 125 125 125 125 125 125 125 12	No (L) N=488 N=498 N=498 N=498 35% 24% 21% 15% 10% 10% 1.99 Children in HH (M) N=601 N=602 N=602 N=602 N=603	Yes (M) N=002 N=009 S5% 37% 37% 38% 37% 19% 19% 19% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	No (N) N=538 N=538 N=533 N=533 N=533 N=533 N=533 N=534	Homeowner (O) N=605 N=699 S3W	Renter (P) N=228 N=234 SN=34 SN=34 SN=34 SN=305 SN=305 SN=305 SN=305 SN=225 SN=	Married (Q) N=34 N=34 SSN SSN SSN SSN SSN SSN SSN SSN SSN SS	Not married (R) N=450 N=400 S38	N=997 N=997 N=997 N=997 N=997 N=998 S-54% S-77% N=24% N=20% S-77% N=20% N=177 N=155% N=177 N=564 A55% T=266 N=175	AA (T) N-109 N-105 S5% X 25% 26% 26% 26% 19% 11% 2.10 Race/Ethnicity AA (T) N-68 40% 42% 43% 43% 43% 43% 43% 43%	N-156 55% - 331% 34% 5 31% 19% 15% 44% 2.21
Total (Investighted) Total	Total (A) N=840 N=842 N=	Less than \$50K (8) N-2266 40K (9) N-2266 40K	Mouse Mous	hold Income 3734 599 590 (p) 3734 599 590 (p) 3734 399 590 (p) 3734 323 323 323 323 323 323 323 323 323 3	\$100x-{5} N-0335 N-0275 61% B- 27% B-	N-281 N-281 460 M N-241 460 M D D D D D D D D D D D D D D D D D D D	Some College (a) N=233 N=242 N=278 N=247 N=379 N	Ne178 Ne277 S8N F 4118 1976 1976 1976 1976 1976 1976 1976 1976	N-553 N-552 56% 36% 30% J 30% J 23% J 20% J 9% 11% 2.25 Ye: (I) N-472 A25% 425% 425% 425% 425% 425% 425% 425% 4	No. (3) No. (27) No.	N=324 5:26 340, 320, 45 216, 340, 52 196, 1 196, 1 2.25 Ves(0) N=2:25 466, 388, 408, 408, 408, 408, 115, 115, 115, 115, 115, 115, 115, 11	No (L) N=488 N=498 N=498 S55 N=498 S55 N=249 S15 N=157 S15 S15 S15 S15 N=159 S15	Yes (M) Pare	No (N) N=538	Homeowner (O) N-999 N-99	Renter(P) N-228 N-234 S-28 N-234 S-28 N-234 S-28 S-28 S-28 S-28 S-28 S-28 S-28 S-28	Married (Q) N=934 SSG, SSG, SSG, SSG, SSG, SSG, SSG, SSG	Not married (R) N-450 N-	N=497 7 N=598 3-44% 7 N=598 3-44% 7 2-45% 2-24% 2-24% 2-24% 2-24% 2-25%	AA (T) N-109 N-105 N-105 S-27% 26% 26% 26% 21% 21% 21% 21% 24% 24% 24% 24% 24% 25% 25% 22% 25% 22% 25% 25% 25% 25% 25	N-156 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Total Total [Insweighted] In end location sharing features activated to accomplish In end location sharing features activated to accomplish Insert the sharing features are special show. If it convenient to share my location with other people show. If it convenients to share my location. If it convenients to share my location. If it can be a share to share the share activate to sharing features activate to share the share of the share activate to share the share activate to sharing features of: I share to see advertisements from businesses in my area (short know how to turn location sharing features off. Other "Table Base: Table Base: Table Thatal [Insweighted] I have concerns about data privacy. I short waster my location to be tracked. I solv invent location sharing shares on some of the time of the share of th	Total (A) N=840 N=841 N=842 N=	Less than SSOR (B) N-226 46/0.	Moustain Moustain	hold income 573x. 499.98 (p) N+220 S19x. 599.98 (p) N+220 S19x. 8 N+223 S19x. 8 S10x.	\$100x+(\$] No335 No355 \$150	N-288 N-1241 4469 N-1241 4469 N-1241 4469 N-1241 N-	Some College (c) N=233 N=243 N=243 N=243 N=242 N=243 N=244 N=243 N=243	Ne178 Ne277 S8N F 4118 1976 1976 1976 1976 1976 1976 1976 1976	N-563 N-572 56% 36% 30% J 30% J 23% J 20% J 9% 11% 2.25 Ye: (0) N-472 N-468 47% 42% 42% 42% 42% 1280 2880 2880 2880 2880 2880 2880 2880	No. (3) No. (27) No.	N=324 5:26 340, 320, 45 216, 340, 52 196, 1 196, 1 2.25 Ves(0) N=2:25 466, 388, 408, 408, 408, 408, 115, 115, 115, 115, 115, 115, 115, 11	No (L) N=488 N=498 N=498 S55 N=498 S55 N=249 S15 N=157 S15 S15 S15 S15 N=159 S15	Yes (M) Pare	No (N) N=538	Homeowner (O) N-999 N-99	Renter(P) N-228 N-234 S-28 N-234 S-28 N-234 S-28 S-28 S-28 S-28 S-28 S-28 S-28 S-28	Married (Q) N=934 SSG, SSG, SSG, SSG, SSG, SSG, SSG, SSG	Not married (R) N-450 N-	N=497 7 N=598 3-44% 7 N=598 3-44% 7 2-45% 2-24% 2-24% 2-24% 2-24% 2-25%	AA (T) N-109 N-105 N-105 S-27% 26% 26% 26% 21% 21% 21% 21% 24% 24% 24% 24% 24% 25% 25% 22% 25% 22% 25% 25% 25% 25% 25	No.156 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Total Total Trade (Insweighted) Trade (Insweighted) Trade (Insweighted) Trade (Insweighted) Trade (Insurance Insurance Insuran	Total (A) N=840 N=841 N=842 N=	Less than SSOR (B) N-226 46/0.	Moustain Moustain	hold income 573x. 499.98 (p) N+220 S19x. 599.98 (p) N+220 S19x. 8 N+223 S19x. 8 S10x.	\$100x+(\$] No335 No355 \$150	N-288 N-1241 4469 N-1241 4469 N-1241 4469 N-1241 N-	Some College (c) 10-23 10-24	Ne178 Ne277 S8N F 4118 1976 1976 1976 1976 1976 1976 1976 1976	N-563 N-572 56% 36% 30% J 30% J 23% J 20% J 9% 11% 2.25 Ye: (0) N-472 N-468 47% 42% 42% 42% 42% 1280 2880 2880 2880 2880 2880 2880 2880	Ne (J) 7 (Ne 1) 1 (Ne	N=324 5:26 340, 320, 45 216, 340, 52 196, 1 196, 1 2.25 Ves(0) N=2:25 466, 388, 408, 408, 408, 408, 115, 115, 115, 115, 115, 115, 115, 11	No (L) N=488 N=498 N=498 N=498 35% 24% 24% 15% 10M 17% 10M 1.99 Children in H4 40 N=601 N=601 N=601 N=601 N=601 N=601 N=601 N=605 40 A0	Yes (M) Pare	No (N) N=538	Homeowner (D) N-059 N-059 N-059 N-059 N-059 N-059 N-059 N-059 N-0554 N-0	Rentre(P) N-228 N-224 N-	Mainried (Q) N=134 N=134 N=134 N=134 N=134 N=134 N=134 N=134 N=134 N=135	Not married (R) N-150 N-	N=497 7 N=598 3-44% 7 N=598 3-44% 7 2-45% 2-24% 2-24% 2-24% 2-24% 2-25%	AA(1) N=109 N=105	No.156 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Total Total (Investighted) Tread (Investighted) Tre	Total (A) N=840 N=842 N=	Less than \$50K (B) N-236	National National	bodel recovery 570x. 1599 St. [9] 97 M. 1599 St. [9] 97 M. 1599 St. [9] 98 L. 159 M. 1	\$100sc (8) No135	No-288 No-241 No-	Some College (c) 10-23 10-24	N=178 N=277 N=278 P N=278 P N=184 N N=184 N N=184 N=184	N-563 N-572 56% N-572 56% J 36% J 30% J 20% J 9% Z 228 J 9% Z 225 Ve: 0) N-472 A7% A 34% J 24% A 34% J 26% A 34% J 27% A 34% J 27% A 34% A	No 07 77 50277 50277 50277 50278 50278 50278 5038 5038 5038 5038 5038 5038 5038 503	N-932 N-932 N-932 N-934	No (L) N=488 N=498 N=498 N=498 35% 24% 24% 21% 15% 10% 15% 10% 159 Children in NH No (L) N=405 47% 47% 47% 47% 47% 47% 53% 53% 53% 54% 54% 54% 54% 54% 54% 54% 54% 54% 54	Yes (M) N=302 N=309 N=309 N=309 S=78 S=78 S=78 N S=78 N N N=218 N N N=218 N N=228 A S=78 N=228 A S=78 N N=228 A S=78 N=28 N=28 N=28 N=28 N=28 N=28 N=28 N=2	No (N) N=538	Homeowner (C) Homeowner (C	Renter(P) N-228 N-224 N-225 N-225 N-225 N-226 N-	Married (Q) N=134	Not married (R) N-450 N-408 N-408 N-408 N-408 N-408 N-408 N-408 N-408 Not married (R)	Ni-077 Ni-050 Ni	AA(I) Nel109 Nel105 Nel	No.156 550 3150 3150 3150 3150 3150 3150 3150
Total Total Total (Investighted) Treed location sharing features activated to accomplish Treed location sharing features activated to accomplish Treed location sharing features activate Investigation of the control o	Total (A) N=840 N=841 N=842 N=	Less than SSOR (B) N-226 46. N-226 4	November November	bool fractions 575 x 599 x (p) N+220 N+220 N+220 S48 x 8 S48 x	\$1000x-(\$] N-0335 N-0355 N-0355 S	No288 No241 A	Some College (c) 10-23 10-23	Ne178 Ne277 Selling Grade (b) Ne277 Selling Grade (b) Ne277 Ni Ne280 Selling Grade (b) Ne280 Selling G	N-953 N-9564 N-9564 N-9553 N-9564 N-9554 N-9554 N-9564 N-9554 N-9554 N-9564 N-9554 N-9564 N-9554 N-9564 N-9554	No 077 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	N-322 N-323 N-344 S318 S308 S44 L 1308 L 1218 L 1222 L 1223 L 1238 L 123	No (L) N=488 N=498 N=498 N=498 35% 24% 17% 12% 13% 17% 13% 17% 10% 14% 17% 14% 17% 14% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	Yes (M) Pare	No (N) N=538	Homeowner (D) N-059 N-059 N-059 N-059 N-059 N-059 N-059 N-059 N-0554 N-0	Renter(P) N-228 2 N-238 3 N-23	Married (Q) N-390	Not married (R) N-4508 N-4508 N-4508 N-4508 N-4508 N-4508 N-4508 Not married (R) N-4218 N-428 Not married (R) N-4218 N-428 Not married (R) N-4218 Not married (R) Not	Ni-077 Ni-058 S	AA(1) N=109 M=109	Nu-156 5 5 Nu-73 55% 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Total Total (Investighted) Total	Total (A) N=840 N=840 N=842 N=	Less than \$50K (B) N-256	November November	bodel secure 5 75 K. 159 M. 169 M. 16	\$1000c-(\$) N-2136 N-213	No.241 N	Some College (c) 10-223 10-242 10-245 10-245 10-245 10-245 10-245 10-245 10-245 10-245 10-245 10-255 10-2	N=178 N=178 P N=277 P N=278 P	N-9583 N-9583 N-9572 S69/k 3 3 3 3 3 3 3 3 3	No (1) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	N=352 N=342 N=344 S278 N=348 S378 N=398 S378 N=272 N=272 N=273 N=272 N=272 N=273 N=2	No (L) N=488 N=498 N=498 N=498 155 N=249 155 121 157 157 100 1199 Children in Het N=601 N=601 N=601 N=601 N=601 N=601 N=75 23N N=75 N=75 N=75 N=75 N=75 N=601 N=6	Yes (MA) N=302 N=309 N=309 N=309 N=374 N=315 N=375 N=315 N=219 N=228 N=2	No (N) N=538	Homeowner (c) N-059 S-059 S-05	Renter(P) N-228 N-224 N-225 N-225 N-225 N-226 N-	Married (Q) N-134 N-135	Not married (R) N=450 N=450 N=450 N=450 N=450 N=50 N=50 N=50 N=50 N=50 N=50 N=50 N=	Ni-077 Ni-050 Ni	AA(1) N=109 N=105	No.156 5506 3116 5116 5116 5116 5116 5116 5116 511
Total Total Control (Investighted) Treed (Investigh	Total (A) 10-842 10-842 11-11-15 10-842 11-11-15 10-842 11-11-15 10-842 11-11-15 10-842 11-11-15 10-842 11-11-15 11-15 11-1	Less than SSOR (B) N+256 461. N+256 461. N+256 461. N+256 461. N+256 461. N+256 278. N+262 278. N+2	National National	bool from the State of State o	\$1000c-(8) N-0335 N-0350 N-035	No-288 No-241 No-241 No-241 No-241 No-241 No-241 No-288 No-	Some College (c) 19-23 19-23	Ne178 Ne277 P	N-95/3 N-	No D7 77 5127 5127 5127 5127 5127 5127 5127 51	N-352 N-362 N-364 N-364 N-364 N-364 N-364 N-364 N-272 N-272 N-272 N-272 N-272 N-273 N-273 N-273 N-377	No (L) N=488 N=488 N=688 N=688 N=688 N=78 N=78 N=78 N=78 N=78 N=78 N=78 N=	Yes (M) Pare 1	No (N) N=518	Homeowner (D) N-0553 N-	Rentret(P) N-228 2 N-228 2 N-228 2 N-228 2 N-228 2 N-228 3 N-248 3 N-268 3 N-2	Married (Q) No.1990 Sept. Sept	Not married (R) N-1509	Ni-977 Ni-978 Ni-977 Ni-978 Ni-977 Ni-978 Ni	AA(1) 10-129 10-	No-156 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Total Total (Investighted) Mochamore controlled) Mochamore controlled Mochamore controlled	Total (A) N=840 N=	Less than \$50K (B) N-256	National National	Model Mode	\$1000x (\$1) N-213	No.248 No.241 N	Some College (c) 10-23 10-24	No.178 No	N-9583 N-9572 S660 N J 3000 J	No (1) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	N=362 N=364 N=364 N=364 N=368 N=1 N=2196 N=215 N=225 N=225 N=225 N=225 N=225 N=223 N	No (L) N=488 N=498 N=498 N=498 S=55% S=55% S=55% S=55% N=61) N=501 N=502 N=502 N=503 S=55% K Children in Het No (L) N=601 N=602 N=504 S=77 S=76 S=76 S=76 S=76 S=76 S=76 S=76	Yes (M) Pare 15% N-102 N	No (N) N=538	Homeowner (D) N-059 N-059 N-059 N-059 N-059 N-059 N-059 N-059 N-0554 N-0	Rentric (P) N-228 N-224 N-225	Married (Q) N-1-34 N-1-	Not married (R) N-450 N-	Ni-077 Ni-057 Ni	AA(I) 104109 104	No.156 No.173 SSW No.173 SSW No.173 SSW No.173 SSW No.173 No.173
Total Total (Inwestighted) Tread (Inwestighted) Tread (Inwestighted) Tread (Inwestighted) Tread (Investighted) Total Tread (Investighted) Tread (Investighte	Total (A) N=840 N=8412 N=9412	Less than \$50K (B) N=256 40K N=256 4	National National	Model Mode	\$1000cc (\$1 \) No233	NG-288 NG-241 NG-241 NG-241 NG-241 NG-241 NG-241 NG-242 NG-	Some College (c) 18-233 18-234 18-274 18-275	No.178 No.277 No	No.553 No.572 Sense 1 Sense 1	No D7 77 50277 50277 50277 50277 50277 50277 50277 50277 50277 5027 502	N=322 N=322 N=324 N=324 N=325 N=326 N=326 N=225 N=225 N=225 N=225 N=225 N=225 N=38 N=327	No (L) N=488 N=488 N=688 N=688 N=688 N=788 N=788 N=788 N= (L) N=688 N=68	Yes (M) Pare 1	No (N) N=518 N=518 N=518 N=518 N=518 N=518 N=518 N=179 N=18 N=179 N=18 N=18 N=18 N=18 N=18 N=18 N=18 N=18	Homeowner (D) N-0552 N-0553 N-0554 N-05554	Rentric(P) N-228 N-2	Married (Q) N=990 SSR SSR SSR SSR SSR SSR SSR SSR SSR SS	Not married (R) N-1509	Ni-077 Ni-050 Ni	AA(1) 10-109 10-1	Nu-156 Nu-1736
Total Total (Insweighted) Tread (Danweighted)	Total (A) N=8440 N=8441 N=8442	Less than SSOK (B) N-226 440% N-2	November November	Model Income STM. 599 9K (p)	\$100x-(\$] No135 No	No-288 No-244 469 24 46	Some College (c) 10-23 10-23	Ne178 Ne277 Selling Grade (b) Ne260 Selling Grade (b)	N-953 N-955 N-955 N-955	No (07) 270 5217 5217 5217 5217 5217 5217 5217 5217	N-932	No (L) N=488 N=498 N=498 N=498 150 150 150 150 150 150 150 150 150 150	Yes (MA) N=302 N=309 N=309 N=309 N=376 N=378 N=378 N=378 N=328 N=29 N=29 N=29 N=29 N=29 N=29 N=29 N=29	No (N) N=538 N=538 N=538 N=538 N=538 1358 1258 1258 1258 1258 1376 1376 1376 1376 1377 140 150 150 150 150 150 150 150 150 150 15	Homeowner (O) N-4599 N-	Renter(P) N-228	Married (Q) 1-154	Not married (R) N-4508 N-4508 N-4508 N-4508 N-4508 N-4508 N-4508 Not married (R) N-421 N-4508 Not married (R) N-421 N-4508 Not married (R) N-508 Not married (R) Not	Na-97 Na-98 Na-98 S448	AA(1) 14:109 16:	N-156 5 55% 55% 55% 55% 55% 55% 55% 55% 55%

072922 - HOD FLASH (24 HOUR) SURVEY

QS2Q1: [res transfer_1]How often do you have location-sharing features activated on the device(s) (e.g., laptop, smartphone) that you use?

U.S. RESPONDENTS

	Total (A)	1	Gen Z 1	8-25 (B)	Millenr	ials 26-41 (C)	Gen X 4	2-57 (D)	Boomer	s 58-76 (E)	Silent 7	7-94 (F)
Total	N=1054		N=137		N=287		N=282		N=287		N=61	•
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%	cD	20%	
Sometimes	27%	f	30%	f	28%	f	34%	aEF	22%		13%	
Often	19%	F	17%		26%	AbEF	21%	eF	15%		6%	
Always	16%	EF	22%	EF	23%	AEF	19%	EF	8%		2%	
Not at all sure	3%	c	3%		1%		3%	c	4%	C	8%	C
N/A-I don't use a device with location sharing features.	7%	Bc	0%		4%	b	4%	b	13%	ABCD	29%	ABCD

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

	Total (A)		Gen Z 18	I-25 (B)	Millenni	als 26-41 (C)	Gen X 42	2-57 (D)	Boomer	s 58-76 (E)	Silent 7	7-94 (F)
Total	N=1054		N=137		N=287		N=282		N=287		N=61	
Total (Unweighted)	N=1054		N=117		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%	Bf	69%	b	55%	
Shopping apps (e.g., Amazon, eBay, Wish)	64%	F	57%		67%	F	73%	ABEF	62%	f	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%	eF	28%	F	28%	eF	33%	aEF	20%		9%	
Location-sharing apps (e.g., Find My Friends, My Location	, 25%	EF	31%	EF	32%	aEF	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%		3%		12%	ABCD	33%	ABCDE

*Table Base: U.S. RESPONDENTS

QS2Q3: On which of the following categories of apps do you know you activate location-sharing features? Please select all that apply.

	Total (A)		Gen Z 18-2	25 (B)	Millennial	s 26-41 (C)	Gen X 42-5	7 (D)	Boomers 5	B-76 (E)	Silent 77-9	14 (F)
Total	N=824		N=127		N=253		N=237		N=183		N=23	**
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%		32%		25%	
Shopping apps (e.g., Amazon, eBay, Wish)	37%		36%		37%		39%		36%		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%		21%	
Rideshare apps (e.g, Uber, Lyft, Gett)	24%		23%		24%		31%	aE	19%		15%	
Streaming services (e.g., Netflix, Hulu, HBO Max)	24%		23%		31%	aDEf	22%		21%		8%	
Dating apps (e.g., Tinder, Bumble, Hinge)	9%	E	12%	E	13%	aDE	7%		3%		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 A LISTED APP CATEGORY

QS2Q4: 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)		Gen Z 18-	25 (B)	Millennia	ıls 26-41 (C)	Gen X 42-	57 (D)	Boomers	8-76 (E)	Silent 77-	-94 (F)
Total	N=840		N=129		N=259		N=241		N=186		N=25	**
Total (Unweighted)	N=842		N=106		N=272		N=253		N=193		N=18	**
I need location sharing features activated to accomplish to	54%	bf	44%		52%	f	64%	ABCF	56%	bF	28%	
I want to search for businesses in my area on my device(s).	35%	В	17%		33%	В	41%	В	43%	aBc	30%	
I want to share my location with other people I know.	27%	E	28%	E	33%	E	29%	E	16%		12%	
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%		12%	
I don't feel the need to turn off location sharing features.	18%		12%		22%	b	16%		18%		16%	
I want to see advertisements from businesses in my area or	17%		21%		21%	d	14%		16%		6%	
I don't know how to turn location sharing features off.	9%	D	10%	d	9%	d	4%		13%	D	31%	ABCDe
Other	2%		3%		2%		1%		3%		6%	d
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

QS2Q5: 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)		Gen Z 18	-25 (B)	Millenni	als 26-41 (C)	Gen X 42	2-57 (D)	Boomer	s 58-76 (E)	Silent 77	7-94 (F)
Total	N=773		N=103		N=209		N=207		N=216		N=37	•
Total (Unweighted)	N=764		N=80		N=214		N=216		N=228		N=26	**
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	46%	
I only need location sharing features on some of the time	e(41%	F	33%	F	43%	F	40%	F	47%	bF	6%	
I feel safer when I have location sharing features deactive	iti 31%	d	39%	De	41%	ADE	25%		26%		27%	
I don't feel the need to turn on location sharing features.	30%		29%		28%		24%		35%	D	47%	cD
I don't want to be served marketing material on the appl	lic 20%		15%		20%		17%		28%	abD	15%	
Having location sharing features activated is bad for my	de 10%	e	12%	e	16%	AdEf	10%		5%		0%	
I don't know how to activate location sharing features or	n i 8%		14%	CD	5%		6%		8%		22%	ACDE
Other	1%		0%		1%		2%		2%		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

QSQG: 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)	Gen Z 1	8-25 (B)	Millenr	nials 26-41 (C)	Gen X 4	2-57 (D)	Boomer	rs 58-76 (E)	Silent 7	7-94 (F)
Total	N=1054		N=137		N=287		N=282		N=287		N=61	
Total (Unweighted)	N=1054		N=117		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%	C	60%	C
Less control (Net)	25%		23%		20%		20%		32%	ACD	35%	cD
Somewhat less control	15%		15%		11%		11%		20%	aCD	22%	cd
Much less control	10%		890		0.07		09/		1.79/		120/	

*Table Base: U.S. RESPONDENTS

072922 - HOD FLASH (24 HOUR) SURVEY

									Δnn	Usage										ocation sho	ring feature a	ctivation		
	Total (A)	Social med	dia apps (B)	Rideshar	e apps (C)	Food deliver	y apps (D)	Dating app:		Navigatio	n apps (F)	Location	sharing app	(Shoppin	g apps (H)	Streaming service	es (I) Never	r (J)	Rarely (K)		imes (L)	Often (M)	Alv	ways (N)
tal	N=1054	N=759		N=274		N=388		N=114		N=691		N=268		N=680		N=650	N=106		N=179	N=285		N=204		172
otal (Unweighted) lever	N=1054 10%	N=761 8%	DG	N=289 5%		N=391 4%		N=116 5%		N=692 7%	DG	N=258 3%		N=685 9%	cDG	N=652 6%	N=106 100%		N=155 0%	N=304 0%		N=199 0%	N=: 0%	184
arely	17%	17%	cG	11%	6	13%		10%	ø	15%	6	5%		15%	6	17% cG	0%	KLININ	100% JLMN	0%		0%	0%	
ometimes	27%	30%		31%	-	32%		23%	•	30%	-	27%		30%	-	31%	0%		0%	100%	JKMN	0%	0%	
ften	19%	20%		22%		21%		27%		23%		30%	BDfhi	23%		22%	0%		0%	0%			IKLN 0%	
lways	16%	19%		28%	BFHI				BFHI	19%		35%	BFHI	18%		19%	0%		0%	0%		0%	10	
ot at all sure	3%	2%	g	2%		2%		1%		2%	g	0%		2%	g	2%	0%		0%	0%		0%	0%	
A-I don't use a device with location sharing features.	7%	4%	CDeG	1%		1%		0%		4%	CDeG	0%		3%	cDG	3% cDG	0%		0%	0%		0%	0%	6
able Base:	U.S. RESPONDENTS																							
Q2: Which of the following categories of apps do yo		coloct all the	at annly																					
uz: which of the following categories of apps do yo	u currently user Please	e select all tha	ат арргу.																					
	Total (A)	Social med	lia apps (B)	Rideshar	e apps (C)	Food deliver	y apps (D)	Dating app	App s(E)	Usage Navigatio	n apps (F)	Location	sharing app	(Shoppin	g apps (H)	Streaming service	s (I) Never	r (J)	Rarely (K)	ocation sha. Somet	ring feature a imes (L)	often (M)	Alv	ways (N)
tal	N=1054	N=759		N=274		N=388		N=114		N=691		N=268		N=680		N=650	N=106		N=179	N=285		N=204		172
otal (Unweighted)	N=1054	N=761		N=289		N=391		N=116		N=692		N=258		N=685		N=652	N=106	6	N=155	N=304		N=199		184
ocial media apps (e.g., Facebook, Instagram, Twitter)	72% 66%	100% 74%	CDEFGHI	87% 86%	f BDhl	82% 73%		80% 81%		82% 100%	BCDEGHI	86% 82%	BD	84% 80%	RD.	86% f	58% 49%		71% j	80%	Jk	74% J	825	
avigation apps (e.g., Google Maps, Apple Maps, Waze)	64%	74% 75%		80%	BDNI	75%		71%		79%	BCDEGHI	82%	BdE	100%	BCDEFGI	78% 79%	49% 55%		59% 57%	73% 72%	JK IV	7/% JF	IK 759	
opping apps (e.g., Amazon, eBay, Wish) reaming services (e.g., Netflix, Hulu, HBO Max)	62%	75%		83%	e BdEFH	76%		/1% 69%		79%		79%	e e	75%	BCDEFGI	79% 100% BCDEF			57% 60% J	72%	JK Ik	76% Ji	IK /1:	
od delivery apps (e.g., Doordash, Postmates, GrubHub		42%		71%	BFGHI		CEFGHI		BFHI	41%		57%	BFHI	43%		46%	14%		28% J	43%	JK	40% Ji	lk 649	
deshare apps (e.g., Uber, Lyft, Gett)	26%	31%		100%	BDEFGHI		FHI		BFgHI	34%		47%	BFHI	32%		35%	12%		17%	30%	JK	30% JI	IK 459	
cation-sharing apps (e.g., Find My Friends, My Locatio	1, 25%	30%		45%	BFHI	40% E	Fhi	48%	BFHI	32%		100%	BCDEFHI	33%		33%	8%		7%	25%	JK	39% JF	IKL 559	% JKLM
ting apps (e.g., Tinder, Bumble, Hinge)	11%	12%		24%	BFHI		EHI		BCDFGHI	13%		20%	BFHI	12%		12%	6%		7%	9%		15% JF	IKI 225	
ne of these	7%	0%		0%		0%		0%		0%		0%		0%		0%	22%	KLMN	6% LMN	2%		0%	0%	
unt	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	4.8	86
able Base:	U.S. RESPONDENTS																							
3: On which of the following categories of apps do	you know you activate	location-shar	ring feature	s? Please:	select all tha	at apply.																		
									Ann	Usage										ocation sha	ring feature a	ctivation		
	Total (A)		lia apps (B)		e apps (C)	Food deliver	y apps (D)		s (E)	Navigatio	n apps (F)		sharing app		g apps (H)	Streaming service		r (J)	Rarely (K)	Somet	imes (L)	Often (M)		ways (N)
tal	N=824	N=648		N=254		N=364		N=106		N=599		N=258		N=584		N=578	N=0		N=169	N=280		N=203		172
tal (Unweighted)	N=824 63%	N=653 67%		N=263	RDF	N=365		N=109		N=605 87%	BCDEGHI	N=247		N=593	4	N=577	N=0 0%		N=144	N=299		N=198		183
rigation apps (e.g., Google Maps, Apple Maps, Waze) ial media apps (e.g., Facebook, Instagram, Twitter)	63% 40%	67% 51%	dEHI	77% 45%	RDF	66% 45%		65% 51%	E	87% 39%	BCDEGHI	73% 48%		72% 42%	a	72% bd 43%	0% 0%		51% 34%	67% 34%	K	66% K	K 659	
pping apps (e.g., Facebook, Instagram, Iwitter)	4U% 37%	51% 40%	urmi	45%		45%		43%		39% 41%		48%	hd hd	42% 53%	BCDFI	43%	0%		24%	34%	k	48% K		
d delivery apps (e.g., Doordash, Postmates, GrubHub		36%		60%	BFGHI				BFHI	34%		47%	BFHI	37%	bebii	38%	0%		21%	35%	ĸ	31%	509	
ation-sharing apps (e.g., Find My Friends, My Locatio		29%		40%	BFHI	33%			BdFHI	30%		80%	BCDEFHI	30%		29%	0%		6%	18%	K	33% K		
share apps (e.g, Uber, Lyft, Gett)	24%	27%		79%	BDEFGHI				BFgHI	30%		38%	BFHi	29%		30%	0%		14%	22%	k	24% k	k 385	
aming services (e.g., Netflix, Hulu, HBO Max)	24%	26%		28%		28%		33%		25%		32%	f	27%		35% BcdFH			13%	23%	k	33% K		
ng apps (e.g., Tinder, Bumble, Hinge)	9%	9%		16%	BFHI	11%			BCDFGHI	9%		14%	BFHI	8%		8%	0%		4%	5%		12% ki	kL 149	
er .	2%	2%	CG	0%		1%			cG	1%		0%		2%	cg	1%	0%		4%	2%		1%	2%	
nt	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	3.3	54
ole Base:	HAS LOCATION SHARI	NG FEATURES	ACTIVATED	AT LEAST S	SOME OF THE	TIME AND USE	A LISTED	APP CATEGO	IRY															
Q4: For what reasons do you activate location shari	ng features on the devi	ce(s) (e.g., lap	otop, smart	phone) tha	at you use? P	lease select all	that apply	у.																
									Арр	Usage											ring feature a			
al	Total (A) N=840	Social med N=648	lia apps (B)	Rideshar N=254	e apps (C)	Food deliver N=364	y apps (D)	Dating app: N=106	s (E)	Navigatio N=599	n apps (F)	Location N=258	sharing app	(Shoppin) N=584	g apps (H)	Streaming service N=578	s (I) Never	r (J)	Rarely (K) N=179	Somet N=285	imes (L)	Often (M) N=204		ways (N) :172
tal (Unweighted)	N=842	N=653		N=263		N=365		N=109		N=605		N=247		N=593		N=577	N=0	••	N=155	N=304		N=199		184
eed location sharing features activated to accomplish		59%		68%	BDi	58%		62%		64%	bd	63%		62%		61%	0%		46%	58%	K	59% K	K 539	
vant to search for businesses in my area on my device(s		38%		44%	d	36%		44%		40%		44%	d	40%		40%	0%		32%	34%		39%	349	
	27%	29%		35%	Fh	32%	_		BdFHI	27%		48%	BCDFHI	28%		29%	0%		18%	23%		32% K	KI 369	
convenient to share my location.	27%	30%		39%	BFHI	36% b		30%	Lets.	28%		40%	BFHI	30%		30%	0%		17%	21%		25%	479	
el safer when I have location sharing features activate on't feel the need to turn off location sharing features.	1.21%	22% 18%		25% 19%		27% f		32% 22%	bFhI	21% 18%		37% 23%	BCDFHI	22% 17%		21% 18%	0% 0%		9% 8%	16% 18%	v	23% K 20% K	KI 399 K 249	
on't feel the need to turn off location sharing features. ant to see advertisements from businesses in my area		18%		22%		17%			BCDFHI	18%		25%	n MM	17%		18%	0%		11%	18%	K	20% K	K 24:	
on't know how to turn location sharing features off.	9%	9%		7%		7%		17%	BCDFeHi	8%		9%	Ollil	8%		10%	0%		15% L	6%		10%	8%	
ner	2%	2%		1%		1%		2%	TTD: Bill	2%		1%		2%		2%	0%		4% m	2%		1%	1%	
unt	2.10	2.26		2.60		2.33		2.86		2.26		2.90		2.28		2.28	0.00		1.60	1.91		2.25	2.7	
ble Base:	HAS LOCATION SHARI	NG FEATURES	ACTIVATED	AT LEAST S	SOME OF THE	TIME																		
Q5: For what reasons do you deactivate location sh							all that on	nnly.																
and the second s	o .cocorc son the ot	(2) (8)		p.iioiie)	you use	cux xrett	triut ap	r-r-	A	Heana										ocation ch~	ring feature a	ctivation		
	Total (A)	Social med	lia apps (B)		e apps (C)	Food deliver	y apps (D)			Usage Navigatio	n apps (F)		sharing app		g apps (H)	Streaming service			Rarely (K)	Somet	imes (L)	Often (M)		ways (N)
tal	N=773	N=567		N=190		N=269		N=75	:	N=521		N=172		N=519		N=495	N=106		N=179	N=285		N=204	N=I	
al (Unweighted)	N=764	N=561		N=189		N=264		N=72	•	N=516		N=160		N=516		N=492	N=106	6	N=155	N=304		N=199	N=I	
	47%	48%	46	53%		47%		55%		51%	DG	46%		52%	45	51%	48%		46%	45%		50%	0%	
ve concerns about data privacy.		49% 44%	au	44% 51%		41% 44%		39% 47%		50% 48%	DG	37% 45%		49% 48%	dG	45% 47%	51% 21%		49% 39%	43% 44%	100	41% 47%	0% I 0%	
ve concerns about data privacy. n't want my location to be tracked.	45%			31%		29%			BCDFgHI	48% 32%		45% 34%		48% 31%		47% 33%	21% 37%		39% J	28%		4/% J	0%	
we concerns about data privacy. on't want my location to be tracked. Ily need location sharing features on some of the time	(41%										4	35%	cDe	30%	d	31% d	47%	KLM	32%				0%	
ave concerns about data privacy. on't want my location to be tracked. nly need location sharing features on some of the time el safer when I have location sharing features deactiva	(41% tt 31%	32% 32%	cDe	24%		23%		20%		31%										27%		23%		6
ave concerns about data privacy. on't want my location to be tracked. nly need location sharing features on some of the time el safer when I have location sharing features deactiva on't feel the need to turn on location sharing features.	(41% tx31% 30%	32%	cDe			23%		20%		31% 21%	a .	22%	CDC	21%		22%	28%	L	22%	27% 17%		23%	0%	
ave concerns about data privacy, on't want my location to be tracked. mly need location sharing features on some of the time led safer when I have location sharing features desctiva on't feel the need to turn on location sharing features. or't want to be served marketing material on the appl	(41% tx 31% 30% tx 20%	32% 32%	cDe	24%									CDC			22% 10%	28% 5%	L						6
nave concerns about data privacy. Ion't want my location to be tracked. Innyl need location sharing features on some of the time eel safer when I have location sharing features deactive sloon't feel the need to turn on location sharing features ton't want to be served marketing material on the appl aving location sharing features activated is bad for my soon't know how to activate location sharing features.	(41% tx 31% 30% tx 20% tx 10%	32% 32% 22% 11% 8%	cDe	24% 25% 11% 6%		20% 8% 7%		24% 13% 10%		21% 10% 7%	a	22% 13% 7%	tot.	21% 9% 9%		10% 9%	5% 11%	L m	22% 8% 9%	17% 9% 10%	m	20% 15% J 4%	0% 0% 0%	6 6
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	Total (A)	Social me	edia apps (B)	Rideshar	e apps (C)	Food deli	very apps (I) Dating a	pps (E)	Navigati	on apps (F)	Location:	sharing app	s (Shoppir	g apps (H)	Streamin	ng services (I) Never (J)		Rarely (F	()	Sometin	nes (L)	Often (M)	Always (N)
Total	N=1054	N=759		N=274		N=388		N=114		N=691		N=268		N=680		N=650		N=106		N=179		N=285		N=204		N=172	
Total (Unweighted)	N=1054	N=761		N=289		N=391		N=116		N=692		N=258		N=685		N=652		N=106		N=155		N=304		N=199		N=184	
More control (Net)	25%	28%		34%	bFi	33%	Fi	49%	BCDFHI	25%		41%	BdFHI	28%		27%		12%		15%		25%	Jk	33%	JK	45%	JKLM
Much more control	10%	11%		15%	fhi	16%	BFHI	25%	BcdFHI	10%		18%	BFHI	10%		10%		5%		4%		5%		14%	JKL	27%	JKLM
Somewhat more control	15%	17%		19%		17%		25%	bF	15%		23%	bF	18%		17%		6%		11%		20%	Jk	19%	1	18%	1
About the same amount of control	50%	49%	EG	45%	E	47%	E	28%		49%	EG	39%	e	45%	E	45%	E	58%	mN	53%	N	54%	mN	44%		37%	
Less control (Net)	25%	24%		21%		20%		23%		26%		20%		26%	dg	27%	cDg	31%	N	32%	LN	22%		23%		18%	
Somewhat less control	15%	14%		11%		12%		11%		15%	g	10%		15%	g	16%	G	14%		18%		15%		13%		12%	
Much less control	10%	9%		9%		8%		12%		11%		10%		11%		11%		17%	LN	14%	LN	6%		10%		6%	

*Table Base: U.S. RESPONDENTS