



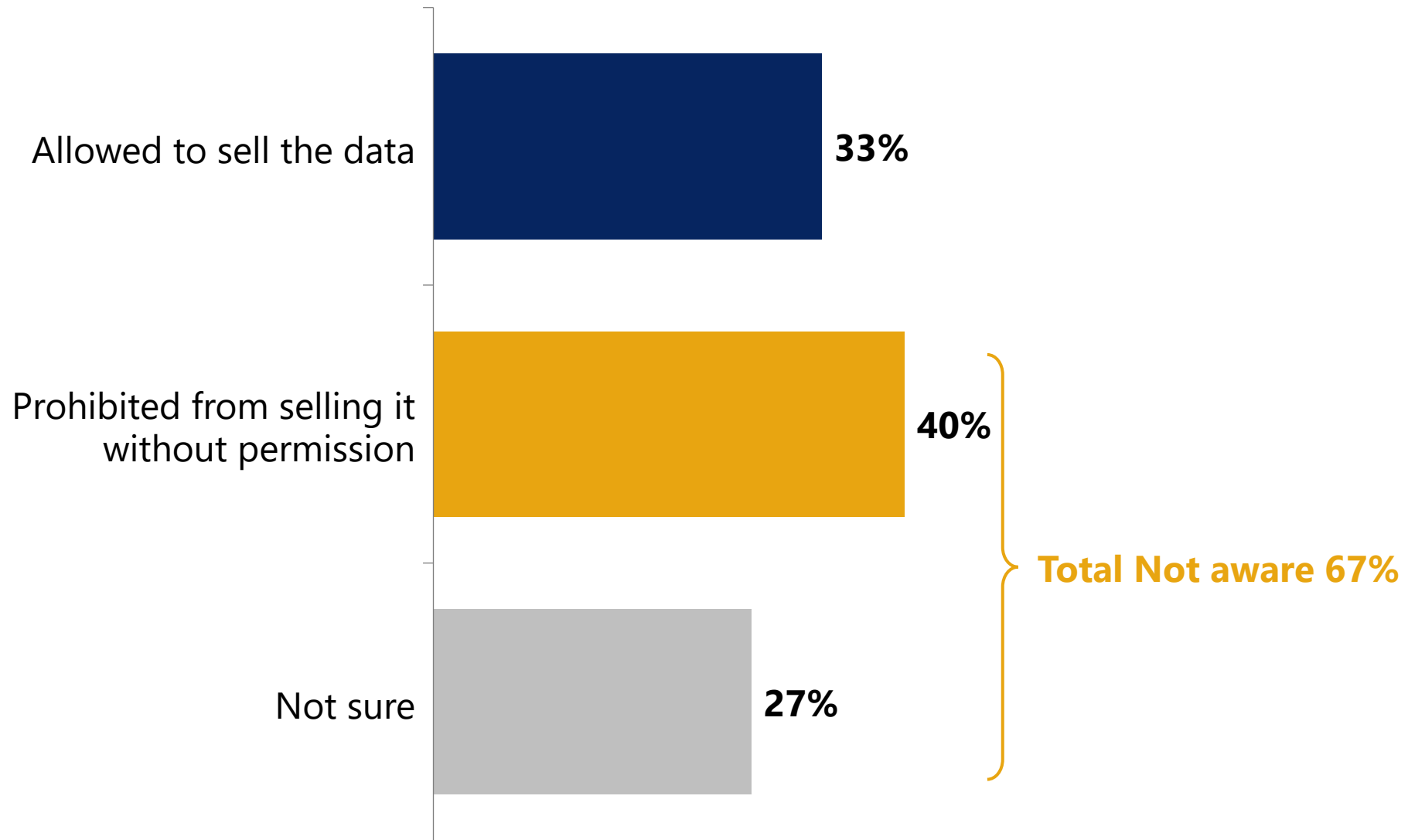
AGLU
Massachusetts

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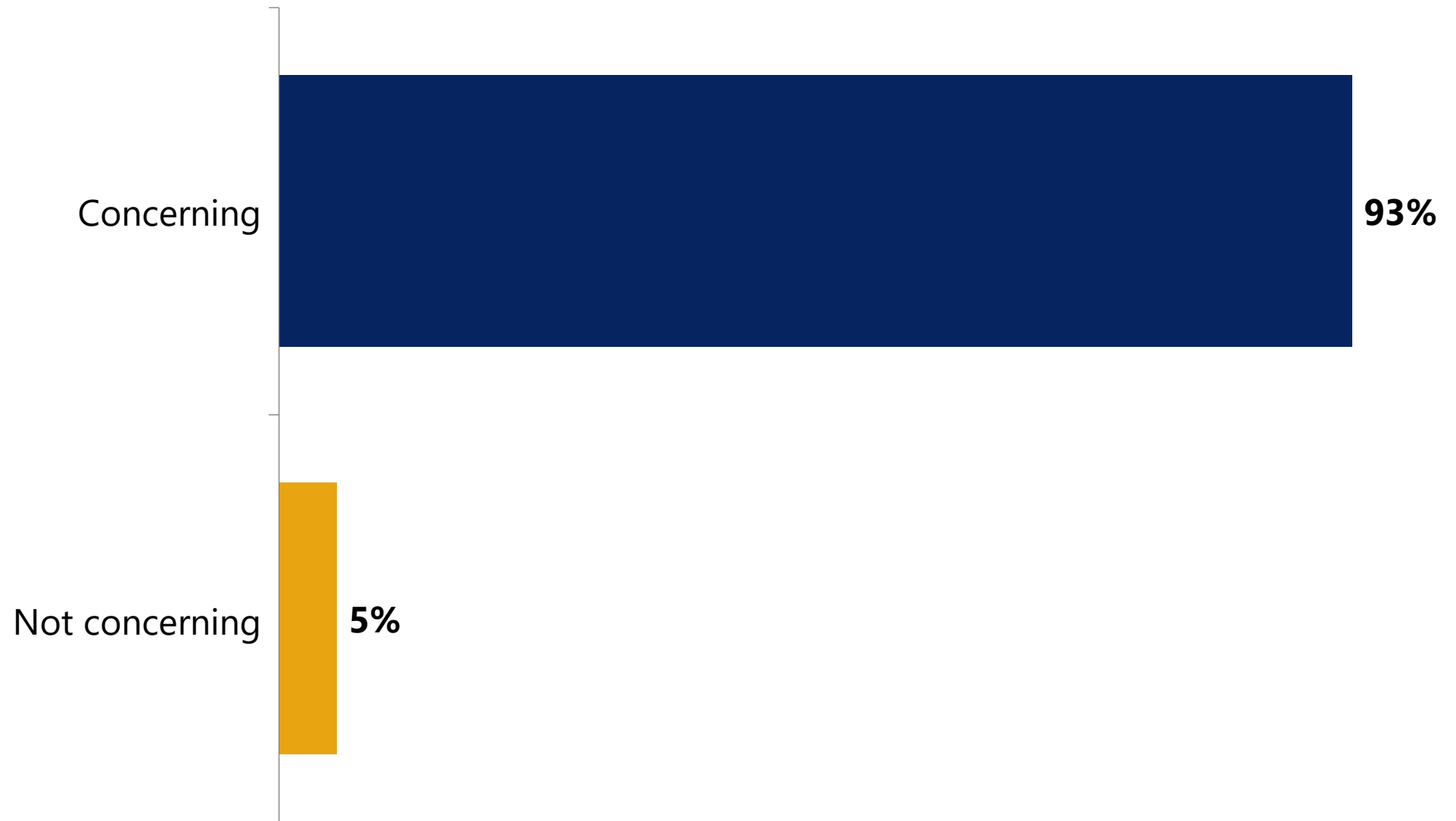
Massachusetts Statewide

Your Location:
It's None of Their Business

Only one-in-three voters know companies can sell their location data.



Almost all voters find the collection and sales of cellphone location data concerning.



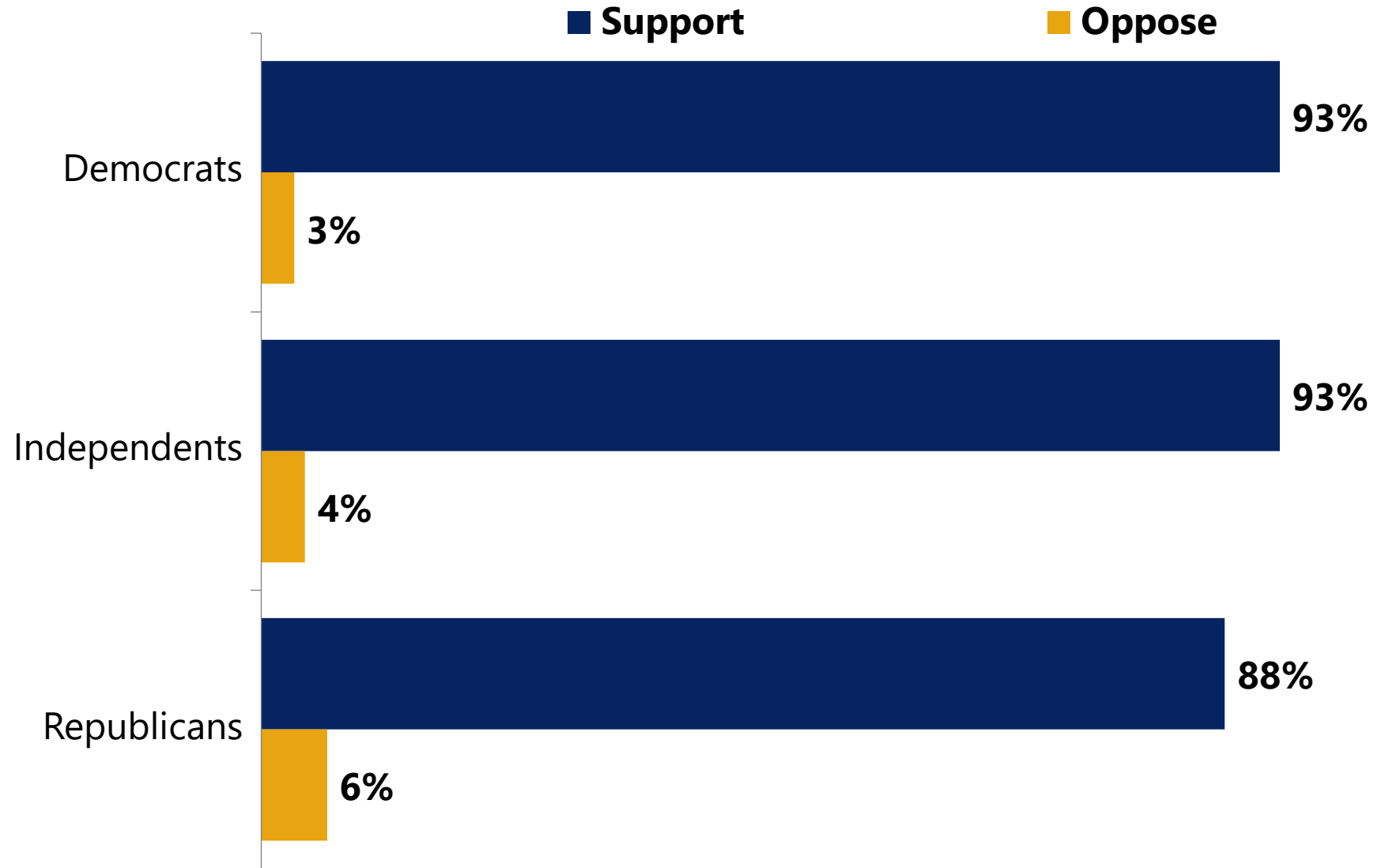
Voters overwhelmingly support passing a law to prohibit sale of location data.



Massachusetts is considering a new law prohibiting the sale of location data. Would you support or oppose passing a state law to prohibit companies from selling your location data?



There is high, bipartisan support for a law to prohibit the sale of location data.





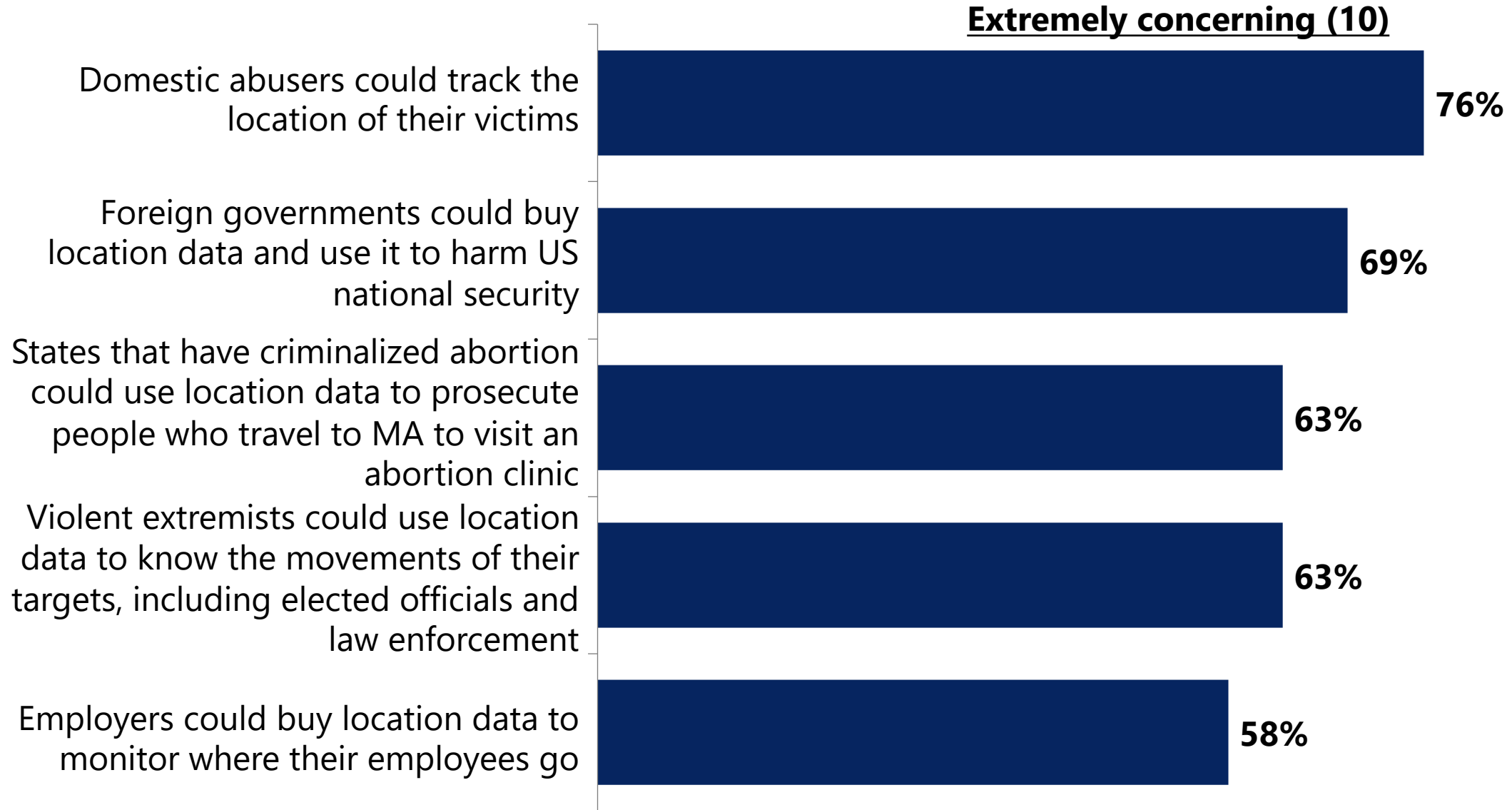
Voters see good reasons to prohibit the sale of location data

A good reason to prohibit the sale of location data

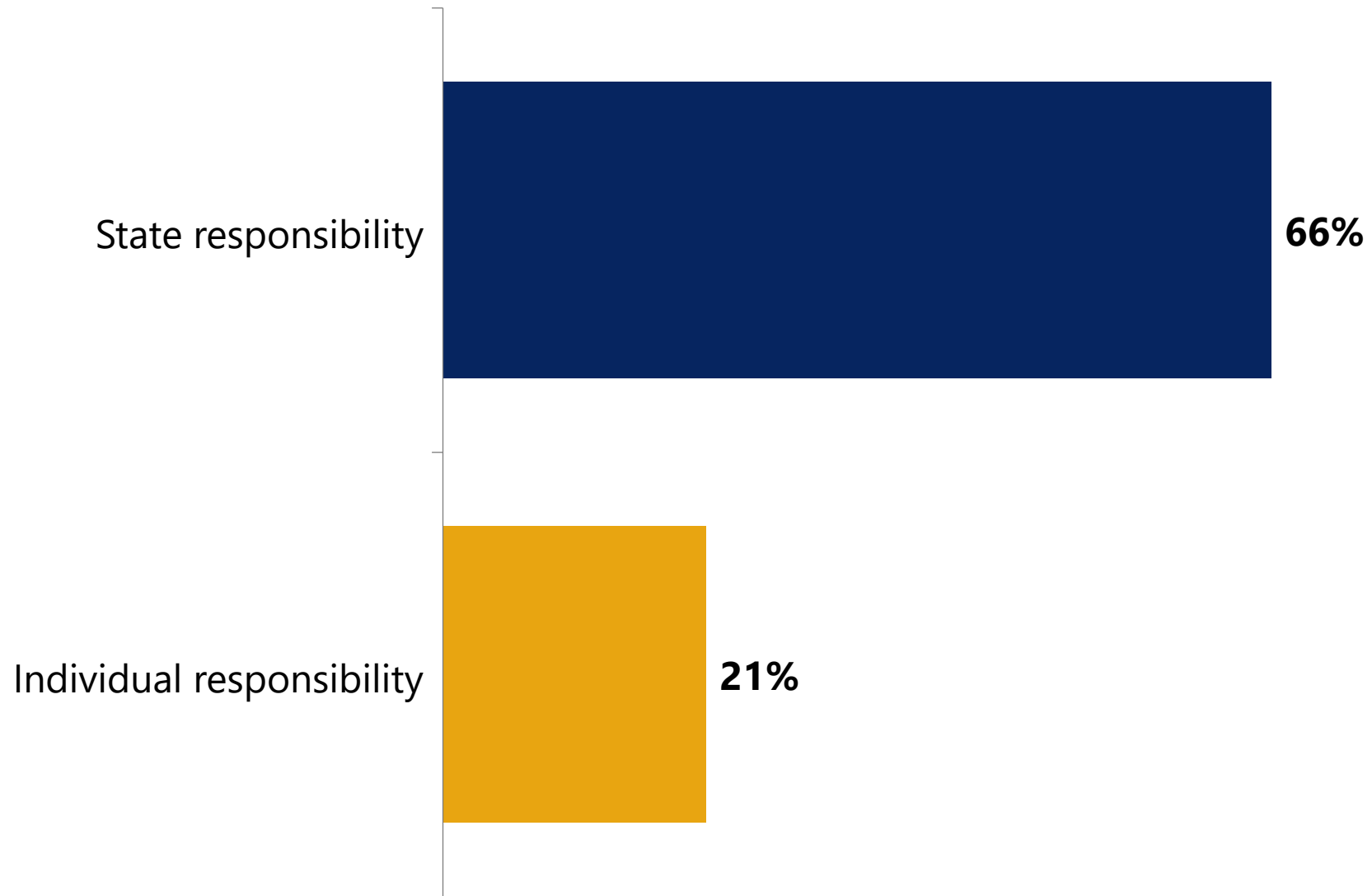




Voters are extremely concerned about potential abuses of location data



By a 3-to-1 margin, voters think the state — not individual cell phone users — has a responsibility to protect location data privacy.



About the Survey



Mode	Online representative panel of registered voters
Sample	1,003 registered Massachusetts voters.
Dates	January 5-16, 2023
Weights	Slight weights were applied to ensure the sample accurately reflects the demographic profile of the Massachusetts population
Note	Some data may not add up to 100% due to rounding