Your Location:
It’s None of Their Business
Only one-in-three voters know companies can sell their location data.

- Allowed to sell the data: 33%
- Prohibited from selling it without permission: 40%
- Not sure: 27%

Total not aware: 67%
Almost all voters find the collection and sales of cellphone location data concerning.

Concerning: 93%
Not concerning: 5%
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?

- **Support**: 92%
- **Oppose**: 4%
There is high, bipartisan support for a law to prohibit the sale of location data.

- **Democrats**: 93% Support, 3% Oppose
- **Independents**: 93% Support, 4% Oppose
- **Republicans**: 88% Support, 6% Oppose
Voters see good reasons to prohibit the sale of location data

- Anyone with a credit card can purchase location data: 85%
- Many apps collect location data even when not in use: 84%
- Location data can reveal where a person lives and works: 83%
- There are no laws limiting the sale of location data in MA: 82%
Voters are extremely concerned about potential abuses of location data

- Domestic abusers could track the location of their victims: 76%
- Foreign governments could buy location data and use it to harm US national security: 69%
- States that have criminalized abortion could use location data to prosecute people who travel to MA to visit an abortion clinic: 63%
- Violent extremists could use location data to know the movements of their targets, including elected officials and law enforcement: 63%
- Employers could buy location data to monitor where their employees go: 58%
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

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