

# YouGov / Cabinet Office Survey Results

Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Pastvote 2019				Gender		Age						Social Grade			
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
<b>Weighted Sample</b>	<b>1756</b>	<b>576</b>	<b>427</b>	<b>153</b>	<b>855</b>	<b>901</b>	<b>191</b>	<b>223</b>	<b>359</b>	<b>312</b>	<b>263</b>	<b>407</b>	<b>492</b>	<b>509</b>	<b>369</b>	<b>386</b>
Unweighted Sample	1756	607	410	159	769	987	111	229	360	307	277	472	544	476	305	431
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before this survey, how much would you say you knew about how location data is collected and used?

A great deal	5	4	7	5	7	3	8	7	8	5	3	1	8	5	2	4
A fair amount	26	28	28	34	32	21	25	29	29	34	23	20	32	31	20	19
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>31</b>	<b>32</b>	<b>35</b>	<b>39</b>	<b>39</b>	<b>24</b>	<b>33</b>	<b>36</b>	<b>37</b>	<b>39</b>	<b>26</b>	<b>21</b>	<b>40</b>	<b>36</b>	<b>22</b>	<b>23</b>
Just a little	37	36	42	35	35	38	34	39	38	33	41	35	37	35	38	36
I've heard of it but know nothing about it	18	18	15	16	14	21	14	15	15	13	19	27	15	18	22	18
<b>TOTAL JUST A LITTLE / HEARD OF, KNOW NOTHING</b>	<b>55</b>	<b>54</b>	<b>57</b>	<b>51</b>	<b>49</b>	<b>59</b>	<b>48</b>	<b>54</b>	<b>53</b>	<b>46</b>	<b>60</b>	<b>62</b>	<b>52</b>	<b>53</b>	<b>60</b>	<b>54</b>
I've never heard of it	14	14	9	10	11	18	20	9	11	14	15	17	9	10	17	24

Looking to the future, for you personally, how useful do you think the use of location data will be in the following areas?

Health (e.g. tracking your route with a smart watch)

Very useful	18	21	16	14	18	18	20	18	20	21	18	12	22	18	14	15
Fairly useful	38	37	46	41	35	41	41	41	37	35	38	38	43	38	36	33
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>56</b>	<b>58</b>	<b>62</b>	<b>55</b>	<b>53</b>	<b>59</b>	<b>61</b>	<b>59</b>	<b>57</b>	<b>56</b>	<b>56</b>	<b>50</b>	<b>65</b>	<b>56</b>	<b>50</b>	<b>48</b>
Not very useful	16	16	15	21	17	15	14	15	14	15	18	18	16	15	19	15
Not at all useful	11	11	13	8	11	11	3	6	13	14	14	12	9	11	12	13
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>28</b>	<b>26</b>	<b>17</b>	<b>21</b>	<b>27</b>	<b>29</b>	<b>32</b>	<b>30</b>	<b>25</b>	<b>26</b>	<b>31</b>	<b>28</b>
Don't know	17	15	11	15	19	15	21	20	16	15	12	20	10	17	19	24

Personal safety (e.g. calling emergency services, sharing your location with a friend)

Very useful	47	50	50	45	40	54	46	47	47	52	49	44	51	49	41	47
Fairly useful	33	35	36	37	35	31	28	30	31	27	39	40	35	32	35	31
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>80</b>	<b>85</b>	<b>86</b>	<b>82</b>	<b>75</b>	<b>85</b>	<b>74</b>	<b>77</b>	<b>78</b>	<b>79</b>	<b>88</b>	<b>84</b>	<b>86</b>	<b>81</b>	<b>76</b>	<b>78</b>
Not very useful	5	4	5	8	7	3	4	7	6	5	4	3	5	6	5	3
Not at all useful	3	2	3	0	4	2	6	3	5	2	1	2	2	4	4	2
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>11</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>5</b>
Don't know	12	8	6	10	14	10	16	14	12	13	6	11	7	9	15	17

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Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Region lived												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>1756</b>	80	198	133	144	144	175	204	213	186	88	146	46
Unweighted Sample	1756	79	192	139	144	137	184	170	229	195	95	141	51
	%	%	%	%	%	%	%	%	%	%	%	%	%

Before this survey, how much would you say you knew about how location data is collected and used?

A great deal	5	5	6	6	3	6	2	7	3	4	8	7	2
A fair amount	26	19	24	21	28	23	21	31	32	31	30	22	28
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>31</b>	<b>24</b>	<b>30</b>	<b>27</b>	<b>31</b>	<b>29</b>	<b>23</b>	<b>38</b>	<b>35</b>	<b>35</b>	<b>38</b>	<b>29</b>	<b>30</b>
Just a little	37	36	38	43	34	33	42	27	39	39	30	39	31
I've heard of it but know nothing about it	18	25	13	18	18	20	23	20	15	13	16	19	21
<b>TOTAL JUST A LITTLE / HEARD OF, KNOW NOTHING</b>	<b>55</b>	<b>61</b>	<b>51</b>	<b>61</b>	<b>52</b>	<b>53</b>	<b>65</b>	<b>47</b>	<b>54</b>	<b>52</b>	<b>46</b>	<b>58</b>	<b>52</b>
I've never heard of it	14	15	19	12	16	18	12	15	10	13	15	13	18

Looking to the future, for you personally, how useful do you think the use of location data will be in the following areas?

Health (e.g. tracking your route with a smart watch)

Very useful	18	15	24	16	17	16	14	17	23	14	14	19	15
Fairly useful	38	33	34	40	41	37	39	36	38	42	32	45	34
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>56</b>	<b>48</b>	<b>58</b>	<b>56</b>	<b>58</b>	<b>53</b>	<b>53</b>	<b>53</b>	<b>61</b>	<b>56</b>	<b>46</b>	<b>64</b>	<b>49</b>
Not very useful	16	19	15	15	13	11	13	12	21	22	23	16	10
Not at all useful	11	11	13	15	11	8	16	11	10	8	14	6	12
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>27</b>	<b>30</b>	<b>28</b>	<b>30</b>	<b>24</b>	<b>19</b>	<b>29</b>	<b>23</b>	<b>31</b>	<b>30</b>	<b>37</b>	<b>22</b>	<b>22</b>
Don't know	17	22	14	14	19	28	17	23	9	14	18	15	29

Personal safety (e.g. calling emergency services, sharing your location with a friend)

Very useful	47	53	45	52	43	43	51	47	58	41	41	44	48
Fairly useful	33	21	36	37	36	32	27	31	33	40	34	33	36
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>80</b>	<b>74</b>	<b>81</b>	<b>89</b>	<b>79</b>	<b>75</b>	<b>78</b>	<b>78</b>	<b>91</b>	<b>81</b>	<b>75</b>	<b>77</b>	<b>84</b>
Not very useful	5	5	6	1	2	5	4	4	5	7	9	7	0
Not at all useful	3	3	3	3	4	2	5	2	0	4	6	4	3
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>3</b>
Don't know	12	19	11	8	15	18	12	16	4	9	11	11	13

Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Pastvote 2019			Gender		Age						Social Grade				
	Con	Lab	Lib Dem	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	
<b>Weighted Sample</b>	<b>1756</b>	<b>576</b>	<b>427</b>	<b>153</b>	<b>855</b>	<b>901</b>	<b>191</b>	<b>223</b>	<b>359</b>	<b>312</b>	<b>263</b>	<b>407</b>	<b>492</b>	<b>509</b>	<b>369</b>	<b>386</b>
Unweighted Sample	1756	607	410	159	769	987	111	229	360	307	277	472	544	476	305	431
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Travel and navigation (e.g. using a sat nav, using a taxi app, viewing train times)**

Very useful	44	47	50	42	43	46	40	53	47	48	46	35	57	44	37	37
Fairly useful	35	34	38	42	34	36	39	26	33	32	38	41	31	38	39	34
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>79</b>	<b>81</b>	<b>88</b>	<b>84</b>	<b>77</b>	<b>82</b>	<b>79</b>	<b>79</b>	<b>80</b>	<b>80</b>	<b>84</b>	<b>76</b>	<b>88</b>	<b>82</b>	<b>76</b>	<b>71</b>
Not very useful	5	6	4	7	6	4	4	6	4	3	5	9	4	6	4	7
Not at all useful	3	3	2	1	3	3	3	1	3	3	4	4	1	3	4	5
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>13</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>12</b>	
Don't know	12	10	6	8	14	11	14	15	12	14	8	12	7	10	17	18

**Advertising that is relevant to you**

Very useful	3	4	3	1	3	4	8	2	5	3	4	1	3	2	3	6
Fairly useful	14	13	16	12	12	17	12	19	16	14	15	11	16	15	13	13
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>13</b>	<b>15</b>	<b>21</b>	<b>20</b>	<b>21</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>12</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>19</b>
Not very useful	26	30	29	26	26	27	25	29	26	26	25	27	30	25	25	25
Not at all useful	41	39	43	48	44	38	32	35	39	41	47	47	43	43	41	36
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>67</b>	<b>69</b>	<b>72</b>	<b>74</b>	<b>70</b>	<b>65</b>	<b>57</b>	<b>64</b>	<b>65</b>	<b>67</b>	<b>72</b>	<b>74</b>	<b>73</b>	<b>68</b>	<b>66</b>	<b>61</b>
Don't know	15	14	9	12	15	15	22	15	13	17	10	15	8	15	19	20

**Retail (e.g. tracking deliveries, preventing online fraud)**

Very useful	23	27	20	19	20	26	20	20	21	26	25	25	23	24	20	26
Fairly useful	43	43	51	46	43	44	39	42	43	42	45	47	48	42	41	40
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>66</b>	<b>70</b>	<b>71</b>	<b>65</b>	<b>63</b>	<b>70</b>	<b>59</b>	<b>62</b>	<b>64</b>	<b>68</b>	<b>70</b>	<b>72</b>	<b>71</b>	<b>66</b>	<b>61</b>	<b>66</b>
Not very useful	11	11	12	16	13	10	18	12	11	10	11	9	13	13	11	8
Not at all useful	7	7	7	8	8	6	5	8	9	6	9	7	6	7	10	7
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>24</b>	<b>21</b>	<b>16</b>	<b>23</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>15</b>
Don't know	15	12	9	12	16	13	18	19	15	16	10	13	10	14	18	19

**How acceptable or unacceptable do you think it is for organisations to collect and analyse data about you...**

**When it identifies you?**

Always acceptable	1	2	1	0	2	1	4	2	2	1	0	0	1	2	1	1
Mostly acceptable	13	15	10	13	14	12	11	16	16	14	14	9	12	14	13	13
<b>TOTAL ALWAYS / MOSTLY ACCEPTABLE</b>	<b>14</b>	<b>17</b>	<b>11</b>	<b>13</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>18</b>	<b>18</b>	<b>15</b>	<b>14</b>	<b>9</b>	<b>13</b>	<b>16</b>	<b>14</b>	<b>14</b>
Mostly unacceptable	39	36	49	42	39	40	40	40	42	39	37	39	46	39	37	33
Always unacceptable	33	35	30	36	32	33	22	22	25	33	41	45	31	35	31	32
<b>TOTAL MOSTLY / ALWAYS UNACCEPTABLE</b>	<b>72</b>	<b>71</b>	<b>79</b>	<b>78</b>	<b>71</b>	<b>73</b>	<b>62</b>	<b>62</b>	<b>67</b>	<b>72</b>	<b>78</b>	<b>84</b>	<b>77</b>	<b>74</b>	<b>68</b>	<b>65</b>
Don't know	14	11	10	9	13	14	23	21	16	13	8	8	10	9	18	20

Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Region lived												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>1756</b>	<b>80</b>	<b>198</b>	<b>133</b>	<b>144</b>	<b>144</b>	<b>175</b>	<b>204</b>	<b>213</b>	<b>186</b>	<b>88</b>	<b>146</b>	<b>46</b>
Unweighted Sample	1756	79	192	139	144	137	184	170	229	195	95	141	51
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Travel and navigation (e.g. using a sat nav, using a taxi app, viewing train times)**

Very useful	44	37	42	43	43	39	43	54	52	42	40	40	49
Fairly useful	35	35	35	36	39	38	37	24	35	38	35	40	35
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>79</b>	<b>72</b>	<b>77</b>	<b>79</b>	<b>82</b>	<b>77</b>	<b>80</b>	<b>78</b>	<b>87</b>	<b>80</b>	<b>75</b>	<b>80</b>	<b>84</b>
Not very useful	5	3	7	5	4	4	5	4	6	5	8	7	2
Not at all useful	3	4	4	5	3	1	3	3	1	4	4	3	0
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>8</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>2</b>
Don't know	12	21	11	11	12	17	12	16	6	10	12	11	14

**Advertising that is relevant to you**

Very useful	3	3	6	3	4	2	1	4	7	1	1	2	7
Fairly useful	14	19	14	6	13	11	13	21	20	9	9	13	26
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>17</b>	<b>22</b>	<b>20</b>	<b>9</b>	<b>17</b>	<b>13</b>	<b>14</b>	<b>25</b>	<b>27</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>33</b>
Not very useful	26	17	26	27	24	28	28	28	25	31	25	29	14
Not at all useful	41	40	42	49	39	36	45	28	42	44	53	45	30
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>67</b>	<b>57</b>	<b>68</b>	<b>76</b>	<b>63</b>	<b>64</b>	<b>73</b>	<b>56</b>	<b>67</b>	<b>75</b>	<b>78</b>	<b>74</b>	<b>44</b>
Don't know	15	21	12	14	21	23	14	19	6	15	11	12	23

**Retail (e.g. tracking deliveries, preventing online fraud)**

Very useful	23	23	25	24	20	27	20	26	26	16	21	23	28
Fairly useful	43	43	38	42	43	42	48	38	50	49	44	38	45
<b>TOTAL VERY / FAIRLY USEFUL</b>	<b>66</b>	<b>66</b>	<b>63</b>	<b>66</b>	<b>63</b>	<b>69</b>	<b>68</b>	<b>64</b>	<b>76</b>	<b>65</b>	<b>65</b>	<b>61</b>	<b>73</b>
Not very useful	11	8	13	13	11	6	9	9	14	11	9	19	8
Not at all useful	7	3	12	9	8	5	8	8	2	9	9	6	3
<b>TOTAL NOT VERY / NOT AT ALL USEFUL</b>	<b>18</b>	<b>11</b>	<b>25</b>	<b>22</b>	<b>19</b>	<b>11</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>25</b>	<b>11</b>
Don't know	15	22	12	12	18	20	14	19	8	15	16	14	16

**How acceptable or unacceptable do you think it is for organisations to collect and analyse data about you...**

**When it identifies you?**

Always acceptable	1	0	2	1	0	3	1	4	1	0	1	1	1
Mostly acceptable	13	14	13	11	9	13	14	16	14	11	14	17	5
<b>TOTAL ALWAYS / MOSTLY ACCEPTABLE</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>9</b>	<b>16</b>	<b>15</b>	<b>20</b>	<b>15</b>	<b>11</b>	<b>15</b>	<b>18</b>	<b>6</b>
Mostly unacceptable	39	35	35	40	48	43	37	36	43	44	32	37	40
Always unacceptable	33	30	36	36	27	29	35	26	33	33	41	32	43
<b>TOTAL MOSTLY / ALWAYS UNACCEPTABLE</b>	<b>72</b>	<b>65</b>	<b>71</b>	<b>76</b>	<b>75</b>	<b>72</b>	<b>72</b>	<b>62</b>	<b>76</b>	<b>77</b>	<b>73</b>	<b>69</b>	<b>83</b>
Don't know	14	21	14	11	16	13	14	18	10	12	12	13	11

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	Pastvote 2019				Gender		Age						Social Grade			
	Con	Lab	Lib Dem		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
<b>Weighted Sample</b>	1756	576	427	153	855	901	191	223	359	312	263	407	492	509	369	386
Unweighted Sample	1756	607	410	159	769	987	111	229	360	307	277	472	544	476	305	431
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**When it is anonymised, and does not identify you?**

Always acceptable	7	7	8	8	6	7	4	8	7	7	5	7	10	5	4	6
Mostly acceptable	49	50	56	52	47	51	47	47	51	48	50	49	55	52	46	40
<b>TOTAL ALWAYS / MOSTLY ACCEPTABLE</b>	<b>56</b>	<b>57</b>	<b>64</b>	<b>60</b>	<b>53</b>	<b>58</b>	<b>51</b>	<b>55</b>	<b>58</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>65</b>	<b>57</b>	<b>50</b>	<b>46</b>
Mostly unacceptable	19	18	19	20	20	17	15	18	16	20	22	20	18	21	19	17
Always unacceptable	11	13	7	8	12	10	10	6	11	9	13	14	8	10	12	14
<b>TOTAL MOSTLY / ALWAYS UNACCEPTABLE</b>	<b>30</b>	<b>31</b>	<b>26</b>	<b>28</b>	<b>32</b>	<b>27</b>	<b>25</b>	<b>24</b>	<b>27</b>	<b>29</b>	<b>35</b>	<b>34</b>	<b>26</b>	<b>31</b>	<b>31</b>	<b>31</b>
Don't know	15	12	9	13	15	15	24	21	15	15	10	11	9	12	19	23

**How much trust, if any, do you have in each of the following types of organisation to use your location data to provide or improve a service you use?**

**Emergency services**

A great deal	45	49	49	42	41	49	41	42	40	44	47	52	50	44	38	46
A fair amount	36	36	39	41	36	36	29	32	35	39	40	37	34	39	38	32
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>81</b>	<b>85</b>	<b>88</b>	<b>83</b>	<b>77</b>	<b>85</b>	<b>70</b>	<b>74</b>	<b>75</b>	<b>83</b>	<b>87</b>	<b>89</b>	<b>84</b>	<b>83</b>	<b>76</b>	<b>78</b>
Not very Much	7	6	5	7	9	5	9	7	10	7	5	4	6	9	8	4
None at all	3	2	1	3	4	2	5	3	3	3	2	1	3	1	2	6
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>10</b>	<b>13</b>	<b>7</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>10</b>
Don't know	10	8	6	6	11	9	16	15	11	7	7	6	8	7	14	12

**Banks and financial institutions**

A great deal	6	6	6	2	5	7	4	7	7	4	4	7	6	6	5	7
A fair amount	32	36	30	31	29	35	34	29	28	34	37	31	32	33	29	32
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>38</b>	<b>42</b>	<b>36</b>	<b>33</b>	<b>34</b>	<b>42</b>	<b>38</b>	<b>36</b>	<b>35</b>	<b>38</b>	<b>41</b>	<b>38</b>	<b>38</b>	<b>39</b>	<b>34</b>	<b>39</b>
Not very Much	35	37	39	39	35	35	32	31	32	35	36	40	39	36	36	27
None at all	16	13	16	22	20	12	13	15	21	15	16	15	15	16	15	18
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>51</b>	<b>50</b>	<b>55</b>	<b>61</b>	<b>55</b>	<b>47</b>	<b>45</b>	<b>46</b>	<b>53</b>	<b>50</b>	<b>52</b>	<b>55</b>	<b>54</b>	<b>52</b>	<b>51</b>	<b>45</b>
Don't know	11	9	9	5	11	12	17	19	12	10	7	8	7	9	16	16

**Telecoms companies (e.g. O2, Vodafone and EE)**

A great deal	4	5	4	2	5	4	4	4	4	5	4	4	4	5	2	5
A fair amount	30	33	31	30	28	32	25	28	29	32	31	31	31	31	28	28
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>34</b>	<b>38</b>	<b>35</b>	<b>32</b>	<b>33</b>	<b>36</b>	<b>29</b>	<b>32</b>	<b>33</b>	<b>37</b>	<b>35</b>	<b>35</b>	<b>35</b>	<b>36</b>	<b>30</b>	<b>33</b>
Not very Much	38	39	43	46	38	39	32	38	37	36	43	41	44	35	39	35
None at all	16	13	15	17	19	13	15	12	19	16	15	16	13	19	15	17
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>54</b>	<b>52</b>	<b>58</b>	<b>63</b>	<b>57</b>	<b>52</b>	<b>47</b>	<b>50</b>	<b>56</b>	<b>52</b>	<b>58</b>	<b>57</b>	<b>57</b>	<b>54</b>	<b>54</b>	<b>52</b>
Don't know	12	10	8	6	11	13	24	17	11	9	7	8	8	10	16	15

Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Region lived												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>1756</b>	80	198	133	144	144	175	204	213	186	88	146	46
Unweighted Sample	1756	79	192	139	144	137	184	170	229	195	95	141	51
	%	%	%	%	%	%	%	%	%	%	%	%	%

**When it is anonymised, and does not identify you?**

Always acceptable	7	5	7	10	5	5	5	8	10	5	11	2	3
Mostly acceptable	49	49	46	54	46	49	49	50	54	46	37	54	47
<b>TOTAL ALWAYS / MOSTLY ACCEPTABLE</b>	<b>56</b>	<b>54</b>	<b>53</b>	<b>64</b>	<b>51</b>	<b>54</b>	<b>54</b>	<b>58</b>	<b>64</b>	<b>51</b>	<b>48</b>	<b>56</b>	<b>50</b>
Mostly unacceptable	19	13	17	14	19	21	15	17	19	24	22	23	19
Always unacceptable	11	16	16	10	9	9	16	8	5	14	16	8	11
<b>TOTAL MOSTLY / ALWAYS UNACCEPTABLE</b>	<b>30</b>	<b>29</b>	<b>33</b>	<b>24</b>	<b>28</b>	<b>30</b>	<b>31</b>	<b>25</b>	<b>24</b>	<b>38</b>	<b>38</b>	<b>31</b>	<b>30</b>
Don't know	15	17	14	12	21	16	15	17	12	12	14	14	20

**How much trust, if any, do you have in each of the following types of organisation to use your location data to provide or improve a service you use?**

**Emergency services**

A great deal	45	42	38	49	45	47	45	42	49	50	47	39	53
A fair amount	36	39	37	38	34	35	38	35	36	35	32	37	27
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>81</b>	<b>81</b>	<b>75</b>	<b>87</b>	<b>79</b>	<b>82</b>	<b>83</b>	<b>77</b>	<b>85</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>80</b>
Not very Much	7	3	7	3	4	7	6	7	6	7	9	13	15
None at all	3	3	6	2	4	2	2	2	1	3	1	2	0
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>10</b>	<b>6</b>	<b>13</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>15</b>
Don't know	10	12	12	7	13	9	10	15	8	4	11	10	5

**Banks and financial institutions**

A great deal	6	7	4	5	6	5	4	7	7	6	11	4	11
A fair amount	32	32	27	30	29	33	33	30	33	40	33	30	22
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>38</b>	<b>39</b>	<b>31</b>	<b>35</b>	<b>35</b>	<b>38</b>	<b>37</b>	<b>37</b>	<b>40</b>	<b>46</b>	<b>44</b>	<b>34</b>	<b>33</b>
Not very Much	35	33	38	36	36	33	38	35	37	29	26	39	39
None at all	16	9	18	15	18	18	16	11	15	17	19	18	18
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>51</b>	<b>42</b>	<b>56</b>	<b>51</b>	<b>54</b>	<b>51</b>	<b>54</b>	<b>46</b>	<b>52</b>	<b>46</b>	<b>45</b>	<b>57</b>	<b>57</b>
Don't know	11	18	13	13	11	11	9	17	9	8	11	9	10

**Telecoms companies (e.g. O2, Vodafone and EE)**

A great deal	4	3	3	6	5	4	2	7	5	4	4	3	4
A fair amount	30	35	24	28	27	32	34	31	31	28	33	34	19
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>34</b>	<b>38</b>	<b>27</b>	<b>34</b>	<b>32</b>	<b>36</b>	<b>36</b>	<b>38</b>	<b>36</b>	<b>32</b>	<b>37</b>	<b>37</b>	<b>23</b>
Not very Much	38	32	40	37	42	35	38	36	38	42	27	42	54
None at all	16	14	21	15	14	14	18	11	17	20	23	11	15
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>54</b>	<b>46</b>	<b>61</b>	<b>52</b>	<b>56</b>	<b>49</b>	<b>56</b>	<b>47</b>	<b>55</b>	<b>62</b>	<b>50</b>	<b>53</b>	<b>69</b>
Don't know	12	16	12	14	12	15	8	16	9	7	13	11	9

Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Pastvote 2019				Gender		Age						Social Grade			
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
<b>Weighted Sample</b>	<b>1756</b>	<b>576</b>	<b>427</b>	<b>153</b>	<b>855</b>	<b>901</b>	<b>191</b>	<b>223</b>	<b>359</b>	<b>312</b>	<b>263</b>	<b>407</b>	<b>492</b>	<b>509</b>	<b>369</b>	<b>386</b>
Unweighted Sample	1756	607	410	159	769	987	111	229	360	307	277	472	544	476	305	431
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Local council</b>																
A great deal	3	3	4	2	3	3	4	5	3	3	2	3	3	3	1	5
A fair amount	30	30	36	36	28	33	35	26	29	30	32	31	35	30	28	27
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>33</b>	<b>33</b>	<b>40</b>	<b>38</b>	<b>31</b>	<b>36</b>	<b>39</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>34</b>	<b>38</b>	<b>33</b>	<b>29</b>	<b>32</b>
Not very Much	36	37	37	36	36	36	28	41	34	36	38	39	38	39	33	34
None at all	16	17	13	16	20	12	10	9	20	17	17	18	13	14	20	17
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>52</b>	<b>54</b>	<b>50</b>	<b>52</b>	<b>56</b>	<b>48</b>	<b>38</b>	<b>50</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>57</b>	<b>51</b>	<b>53</b>	<b>53</b>	<b>51</b>
Don't know	14	13	11	10	13	15	25	20	13	13	11	10	10	14	17	17
<b>UK government</b>																
A great deal	4	7	3	2	4	4	4	4	3	6	5	3	4	4	3	6
A fair amount	25	33	21	24	23	27	24	21	23	26	28	27	30	24	21	25
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>29</b>	<b>40</b>	<b>24</b>	<b>26</b>	<b>27</b>	<b>31</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>32</b>	<b>33</b>	<b>30</b>	<b>34</b>	<b>28</b>	<b>24</b>	<b>31</b>
Not very Much	32	31	35	34	30	34	30	35	32	30	32	35	33	33	36	27
None at all	26	18	32	33	32	20	19	24	30	28	27	24	24	28	25	26
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>58</b>	<b>49</b>	<b>67</b>	<b>67</b>	<b>62</b>	<b>54</b>	<b>49</b>	<b>59</b>	<b>62</b>	<b>58</b>	<b>59</b>	<b>59</b>	<b>57</b>	<b>61</b>	<b>61</b>	<b>53</b>
Don't know	13	11	8	7	10	15	23	16	12	11	8	11	10	11	16	16
<b>Social media platforms (e.g. Twitter, TikTok and Facebook)</b>																
A great deal	2	2	2	2	2	2	5	2	2	3	1	1	1	2	2	3
A fair amount	8	8	10	6	9	8	8	11	7	11	9	5	8	8	6	9
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>14</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>12</b>
Not very Much	28	28	29	29	25	31	24	30	32	24	30	26	30	29	28	24
None at all	51	52	52	58	54	48	42	43	48	51	53	60	54	52	48	49
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>79</b>	<b>80</b>	<b>81</b>	<b>87</b>	<b>79</b>	<b>79</b>	<b>66</b>	<b>73</b>	<b>80</b>	<b>75</b>	<b>83</b>	<b>86</b>	<b>84</b>	<b>81</b>	<b>76</b>	<b>73</b>
Don't know	11	10	6	5	11	11	20	14	10	11	6	8	6	9	15	15
<b>National companies (e.g. Amazon, Tesco, Uber, Deliveroo and Google)</b>																
A great deal	3	4	4	2	3	3	7	4	2	4	2	2	3	4	3	4
A fair amount	22	22	22	24	19	24	16	23	22	22	22	23	24	21	18	22
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>27</b>	<b>23</b>	<b>27</b>	<b>24</b>	<b>26</b>	<b>24</b>	<b>25</b>	<b>27</b>	<b>25</b>	<b>21</b>	<b>26</b>
Not very Much	37	39	43	38	38	37	29	36	37	40	43	36	41	38	38	31
None at all	26	25	22	31	30	22	23	20	26	25	26	30	25	26	23	28
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>63</b>	<b>64</b>	<b>65</b>	<b>69</b>	<b>68</b>	<b>59</b>	<b>52</b>	<b>56</b>	<b>63</b>	<b>65</b>	<b>69</b>	<b>66</b>	<b>66</b>	<b>64</b>	<b>61</b>	<b>59</b>
Don't know	12	10	10	6	10	14	25	17	13	8	7	9	7	10	17	15

Sample Size: 1756 adults in UK  
Fieldwork: 3rd - 4th November 2021

	Region lived												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>1756</b>	<b>80</b>	<b>198</b>	<b>133</b>	<b>144</b>	<b>144</b>	<b>175</b>	<b>204</b>	<b>213</b>	<b>186</b>	<b>88</b>	<b>146</b>	<b>46</b>
<b>Unweighted Sample</b>	<b>1756</b>	<b>79</b>	<b>192</b>	<b>139</b>	<b>144</b>	<b>137</b>	<b>184</b>	<b>170</b>	<b>229</b>	<b>195</b>	<b>95</b>	<b>141</b>	<b>51</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Local council</b>													
A great deal	3	6	2	4	2	3	1	4	3	4	6	2	4
A fair amount	30	32	25	37	27	26	30	29	34	36	33	31	14
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>33</b>	<b>38</b>	<b>27</b>	<b>41</b>	<b>29</b>	<b>29</b>	<b>31</b>	<b>33</b>	<b>37</b>	<b>40</b>	<b>39</b>	<b>33</b>	<b>18</b>
Not very Much	36	31	40	33	38	40	40	30	36	30	38	42	43
None at all	16	13	17	14	15	14	18	13	18	18	15	15	21
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>52</b>	<b>44</b>	<b>57</b>	<b>47</b>	<b>53</b>	<b>54</b>	<b>58</b>	<b>43</b>	<b>54</b>	<b>48</b>	<b>53</b>	<b>57</b>	<b>64</b>
Don't know	14	19	15	12	18	17	11	23	9	12	9	10	17
<b>UK government</b>													
A great deal	4	5	5	3	4	4	4	4	3	6	5	4	4
A fair amount	25	27	23	33	22	32	20	22	27	24	30	21	21
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>29</b>	<b>32</b>	<b>28</b>	<b>36</b>	<b>26</b>	<b>36</b>	<b>24</b>	<b>26</b>	<b>30</b>	<b>30</b>	<b>35</b>	<b>25</b>	<b>25</b>
Not very Much	32	34	28	25	33	28	41	29	33	31	26	41	45
None at all	26	17	31	25	28	25	25	23	28	27	28	23	21
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>58</b>	<b>51</b>	<b>59</b>	<b>50</b>	<b>61</b>	<b>53</b>	<b>66</b>	<b>52</b>	<b>61</b>	<b>58</b>	<b>54</b>	<b>64</b>	<b>66</b>
Don't know	13	17	13	13	13	11	10	21	9	12	11	11	8
<b>Social media platforms (e.g. Twitter, TikTok and Facebook)</b>													
A great deal	2	1	2	1	1	1	4	2	1	3	2	3	6
A fair amount	8	9	8	11	7	7	4	15	8	7	4	8	0
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>17</b>	<b>9</b>	<b>10</b>	<b>6</b>	<b>11</b>	<b>6</b>
Not very Much	28	33	23	23	27	31	31	26	28	28	19	31	44
None at all	51	44	54	53	52	50	50	43	54	55	64	48	44
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>79</b>	<b>77</b>	<b>77</b>	<b>76</b>	<b>79</b>	<b>81</b>	<b>81</b>	<b>69</b>	<b>82</b>	<b>83</b>	<b>83</b>	<b>79</b>	<b>88</b>
Don't know	11	13	14	12	13	10	11	14	8	6	11	10	7
<b>National companies (e.g. Amazon, Tesco, Uber, Deliveroo and Google)</b>													
A great deal	3	1	4	3	3	4	4	5	3	3	2	3	5
A fair amount	22	21	17	21	21	25	21	27	24	23	13	21	14
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>25</b>	<b>22</b>	<b>21</b>	<b>24</b>	<b>24</b>	<b>29</b>	<b>25</b>	<b>32</b>	<b>27</b>	<b>26</b>	<b>15</b>	<b>24</b>	<b>19</b>
Not very Much	37	43	36	40	36	28	44	33	36	38	40	41	46
None at all	26	20	30	23	25	26	21	19	29	30	34	24	28
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>63</b>	<b>63</b>	<b>66</b>	<b>63</b>	<b>61</b>	<b>54</b>	<b>65</b>	<b>52</b>	<b>65</b>	<b>68</b>	<b>74</b>	<b>65</b>	<b>74</b>
Don't know	12	16	13	12	15	17	10	16	9	6	11	12	7

Sample Size: 1756 adults in UK  
 Fieldwork: 3rd - 4th November 2021

	Pastvote 2019				Gender		Age						Social Grade			
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
<b>Weighted Sample</b>	<b>1756</b>	576	427	153	855	901	191	223	359	312	263	407	492	509	369	386
Unweighted Sample	1756	607	410	159	769	987	111	229	360	307	277	472	544	476	305	431
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Local companies (e.g. an independent company)**

A great deal	2	2	4	1	2	3	2	4	2	3	1	2	2	3	2	2
A fair amount	22	22	26	26	21	23	29	24	24	20	19	20	27	20	18	22
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>24</b>	<b>24</b>	<b>30</b>	<b>27</b>	<b>23</b>	<b>26</b>	<b>31</b>	<b>28</b>	<b>26</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>29</b>	<b>23</b>	<b>20</b>	<b>24</b>
Not very Much	33	36	33	33	34	32	19	36	32	32	38	35	33	36	32	29
None at all	21	24	16	18	24	19	21	11	17	25	24	26	18	20	24	24
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>54</b>	<b>60</b>	<b>49</b>	<b>51</b>	<b>58</b>	<b>51</b>	<b>40</b>	<b>47</b>	<b>49</b>	<b>57</b>	<b>62</b>	<b>61</b>	<b>51</b>	<b>56</b>	<b>56</b>	<b>53</b>
Don't know	21	16	21	22	19	24	29	25	24	20	18	17	19	21	24	23

Sample Size: 1756 adults in UK  
 Fieldwork: 3rd - 4th November 2021

	Region lived												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>1756</b>	80	198	133	144	144	175	204	213	186	88	146	46
Unweighted Sample	1756	79	192	139	144	137	184	170	229	195	95	141	51
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Local companies (e.g. an independent company)</b>													
A great deal	2	2	2	4	2	3	2	3	3	2	2	0	2
A fair amount	22	23	22	16	22	18	21	23	26	27	21	22	18
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT</b>	<b>24</b>	<b>25</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>21</b>	<b>23</b>	<b>26</b>	<b>29</b>	<b>29</b>	<b>23</b>	<b>22</b>	<b>20</b>
Not very Much	33	29	30	31	35	30	39	30	33	34	35	33	41
None at all	21	18	25	24	17	23	20	18	21	21	23	23	23
<b>TOTAL NOT VERY MUCH / NONE AT ALL</b>	<b>54</b>	<b>47</b>	<b>55</b>	<b>55</b>	<b>52</b>	<b>53</b>	<b>59</b>	<b>48</b>	<b>54</b>	<b>55</b>	<b>58</b>	<b>56</b>	<b>64</b>
Don't know	21	28	21	25	24	26	19	26	17	17	18	21	15