

How Privacy Concerns Are Changing the World of Location Data

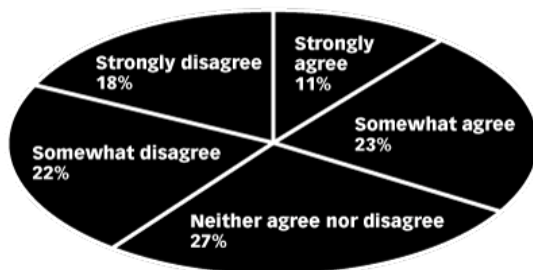
AUDIO |

eMarketer Editors

eMarketer vice president of forecasting Monica Peart hosts principal analyst Yory Wurmser in a discussion about location data. How will privacy and regulation effect location practices this year? How comfortable are consumers with sharing their location? And how are marketers adjusting?

US Smartphone Users Who Agree that They Are Comfortable Sharing Their Location Data for Marketing Purposes, April 2019

% of respondents



Note: numbers may not add up to 100% due to rounding
Source: Factual, "Consumers & Data Privacy Perceptions" conducted by the University of Southern California (USC), Aug 21, 2019

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