

An aerial view of a city street with several cars. Each car has a series of concentric blue circles around it, representing a sensor or data range. The scene is overlaid with a large, stylized orange graphic that resembles a 'W' or a series of connected curves. The background is a blue-tinted aerial view of a city with buildings and streets.

**LeasePlan**

**Mobility Monitor:**  
**Car Data & Privacy**

LeasePlan Corporation N.V

## Introduction

- The LeasePlan Mobility Monitor is an annual survey of people's opinion regarding the most important subjects facing the industry, produced in partnership with leading research firm Ipsos
- The survey is conducted across 16 countries internationally, including: Belgium, Denmark, France, Germany, Greece, Italy, Luxembourg, the Netherlands, Poland, Portugal, Romania, Spain, Sweden, Turkey, the United Kingdom and the United States
- This edition analyses public opinion regarding the car data, and reveals that data concerns are top of mind for drivers, with a majority of respondents worried about what data is being collected from their cars and by whom.



## Half of the respondents are worried about car data and privacy

**I am worried about car data being shared with third parties such as the car manufacturer, leasing company etc.**



**I am worried about who owns car data**



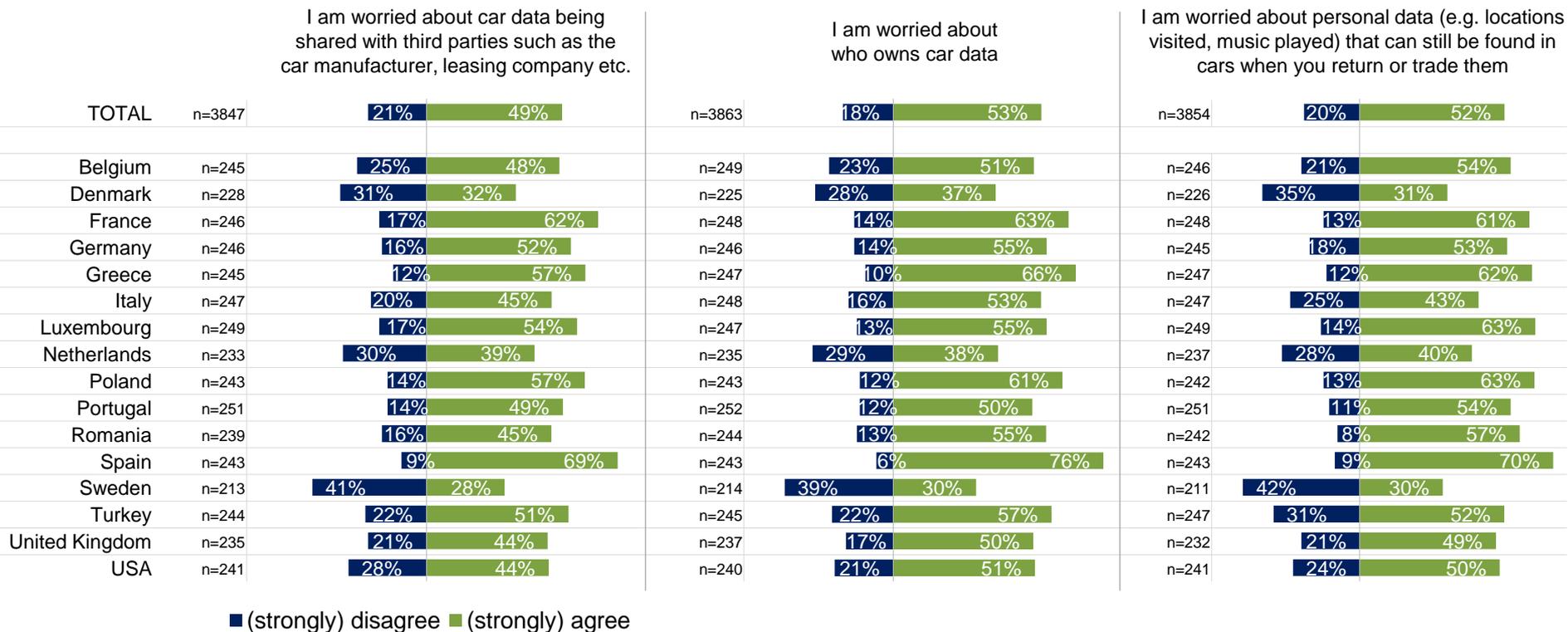
**I am worried about personal data (e.g. locations visited, music played) that can still be found in cars when you return or sell them**



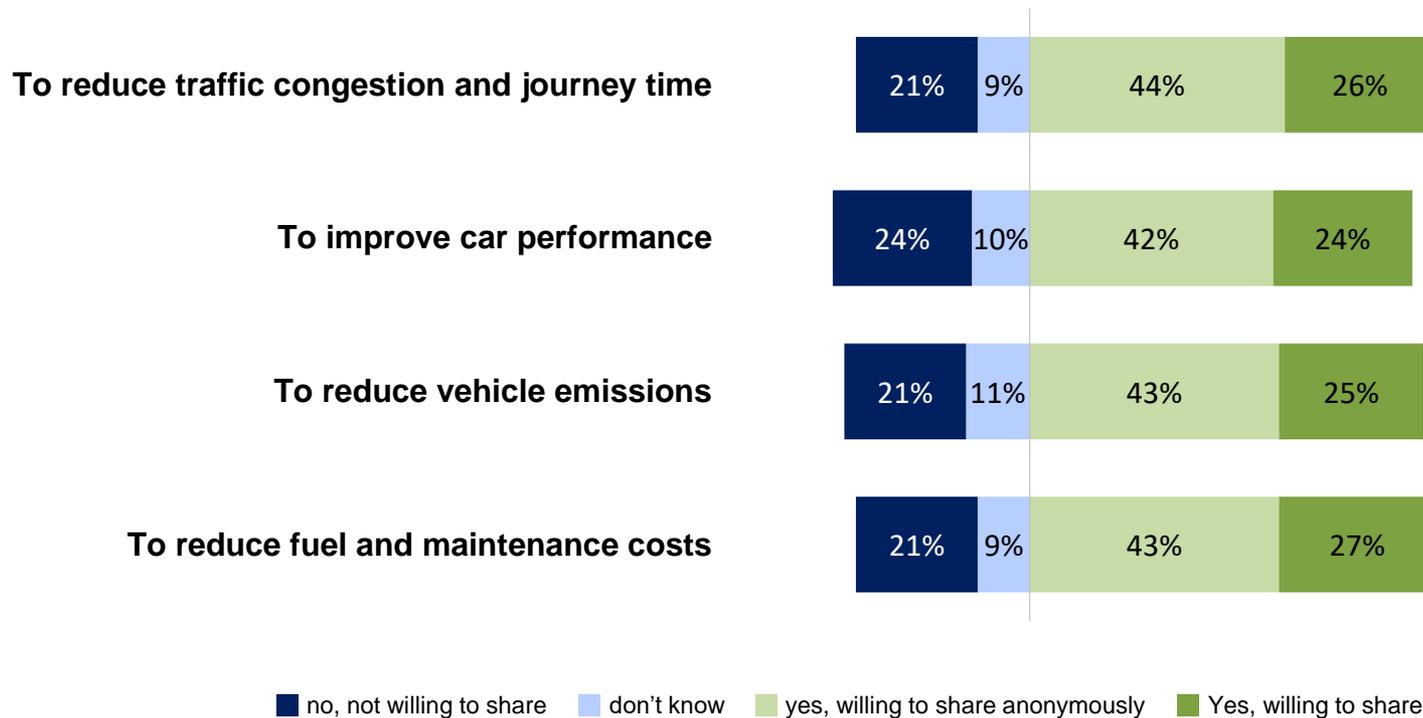
■ (strongly) disagree

■ (strongly) agree

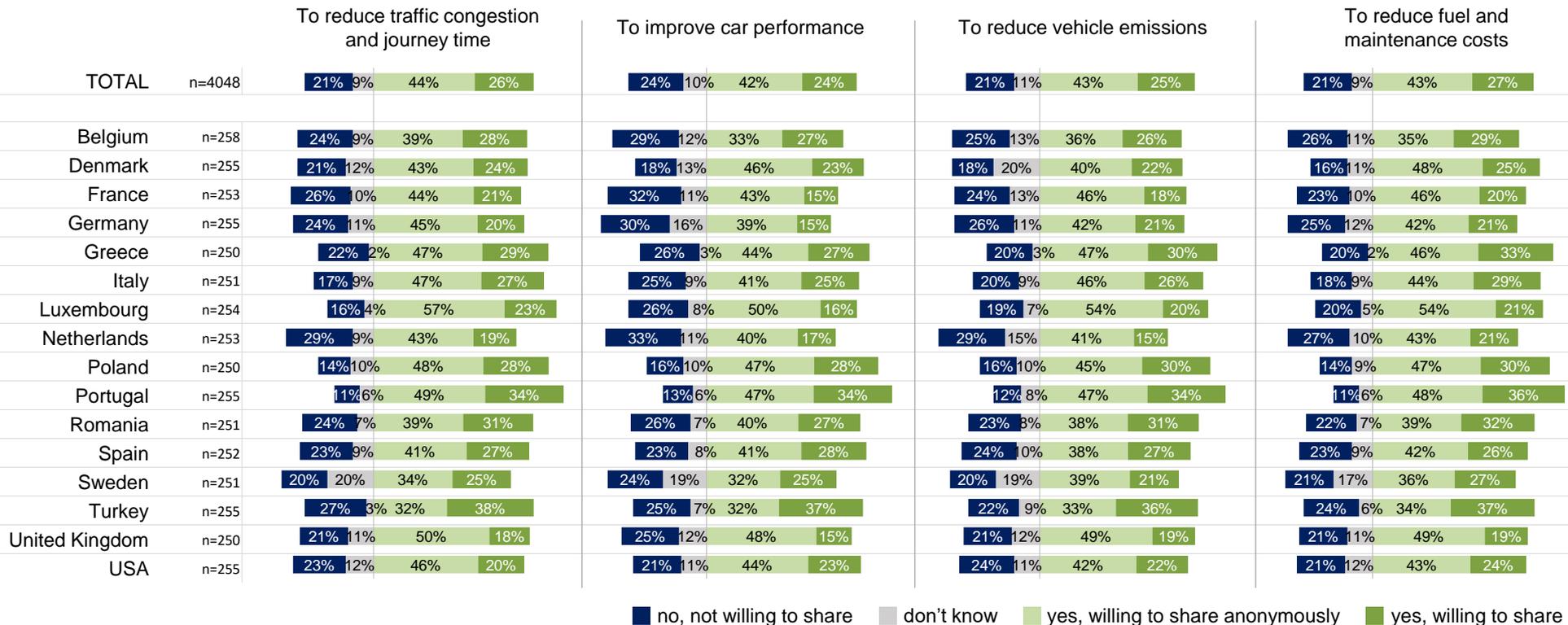
## People in Spain are most worried about topics related to car data and privacy



## A majority is willing to share their driving data with external parties for a benefit



## People in Portugal and Poland are most willing to share their driving data



Appendix  
**Ipsos methodology**

## How we conducted this research

### How we spoke with them



The questions were included in an online survey among our I-Say consumer panels, the Ipsos Global Online Access Panels. The I-Say panels are managed centrally by a global team, the survey itself was coordinated from our Amsterdam office.

### Who we spoke with



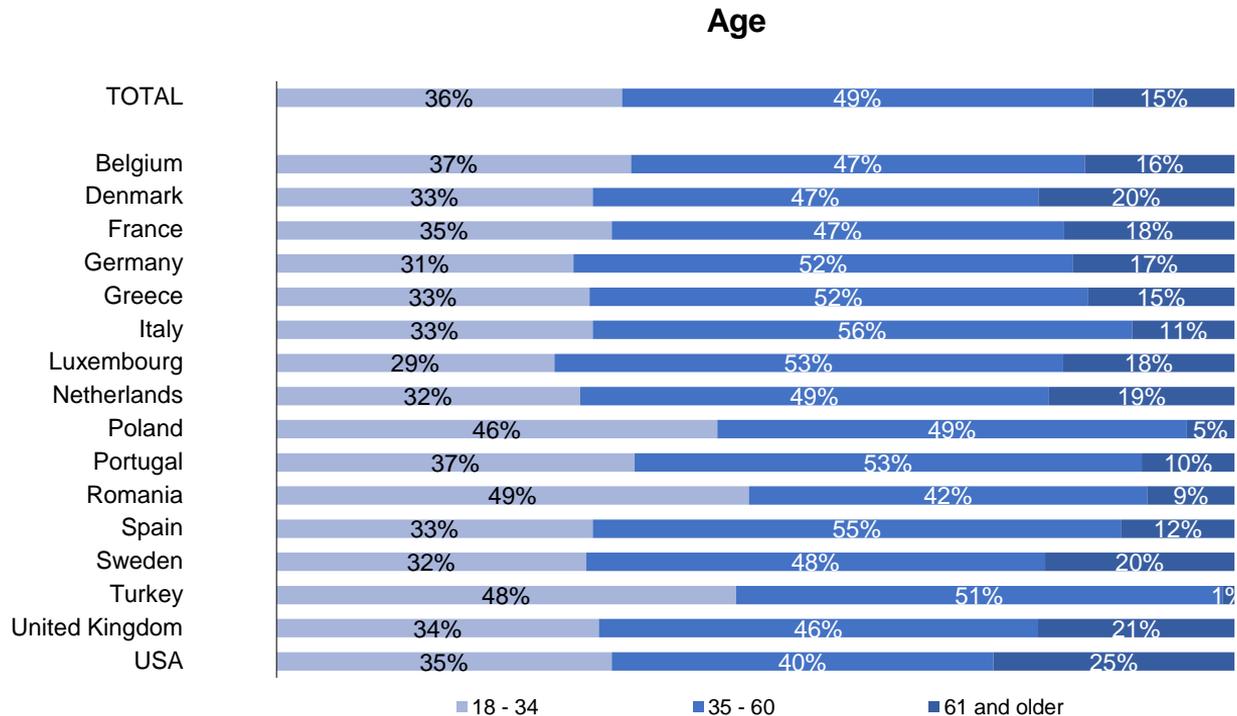
- Consumers 18-65 years old in Belgium, Denmark, France, Germany, Greece, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Turkey, United Kingdom and USA
- Nationally representative samples on age and gender
- N=250 per country



### Weighting

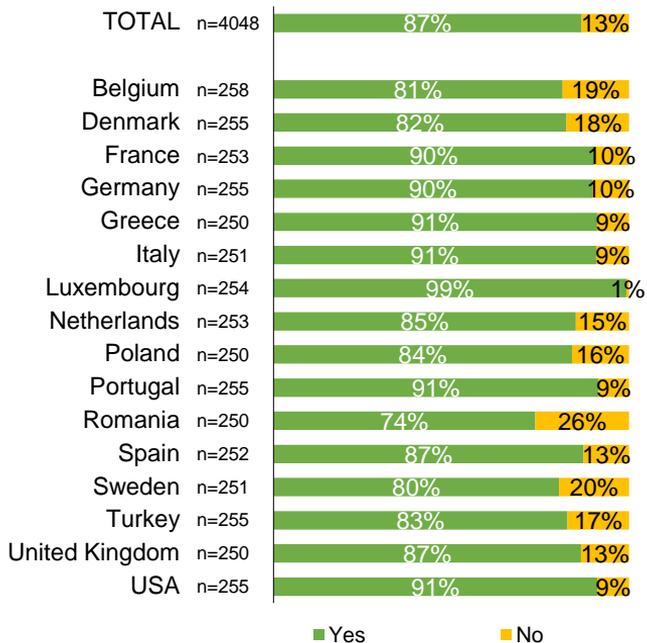
The results are weighted to represent the total 18+ population per country on age and gender

## Respondent profile

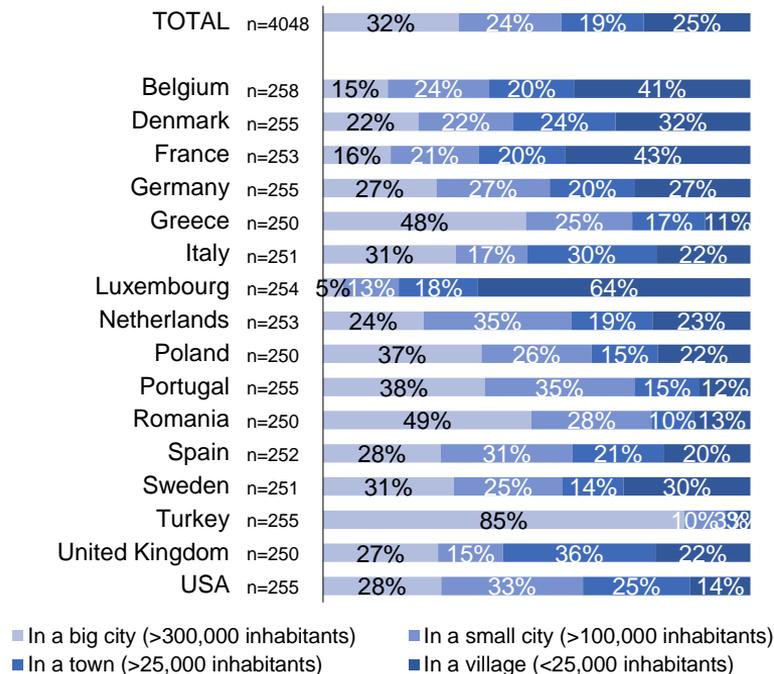


## Respondent profile

### Driving license



### Size of town



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