



LeasePlan

Mobility Monitor:
Car Data & Privacy

LeasePlan Corporation N.V

March 2020

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



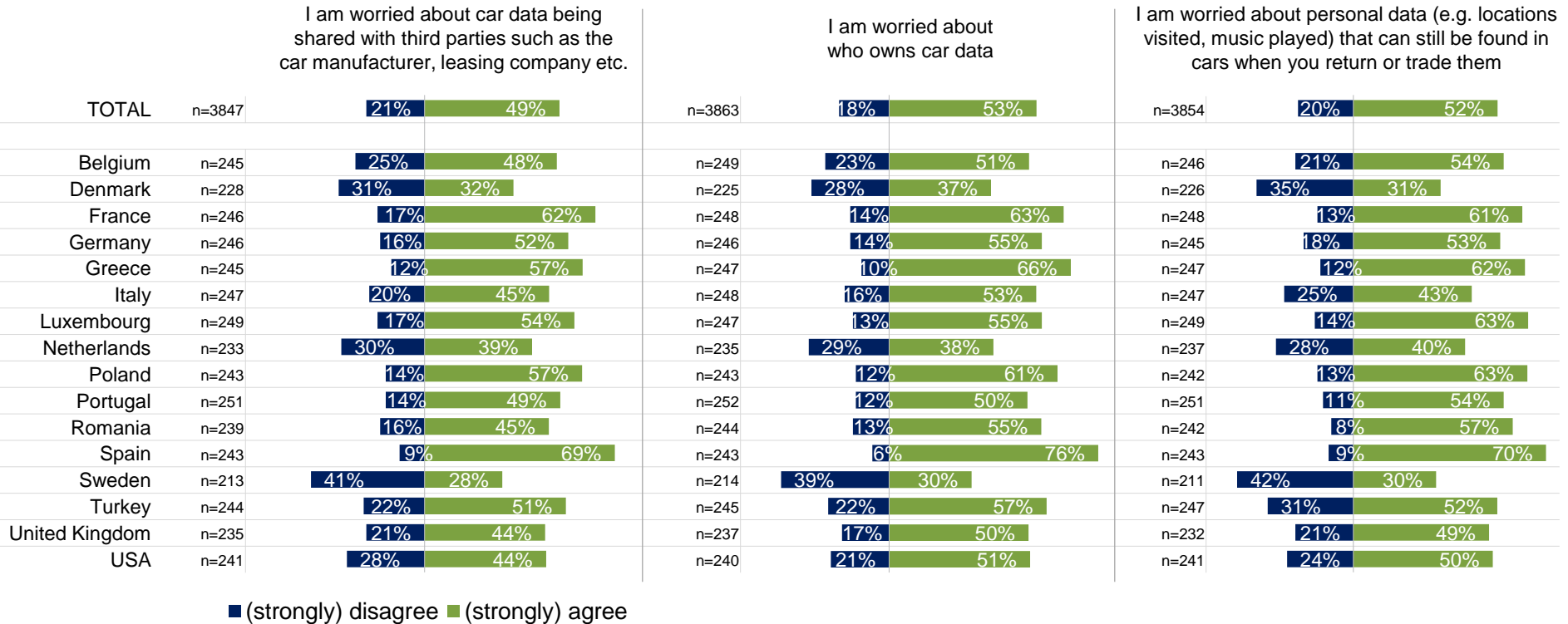
I am worried about personal data (e.g. locations visited, music played) that can still be found in cars when you return or sell them



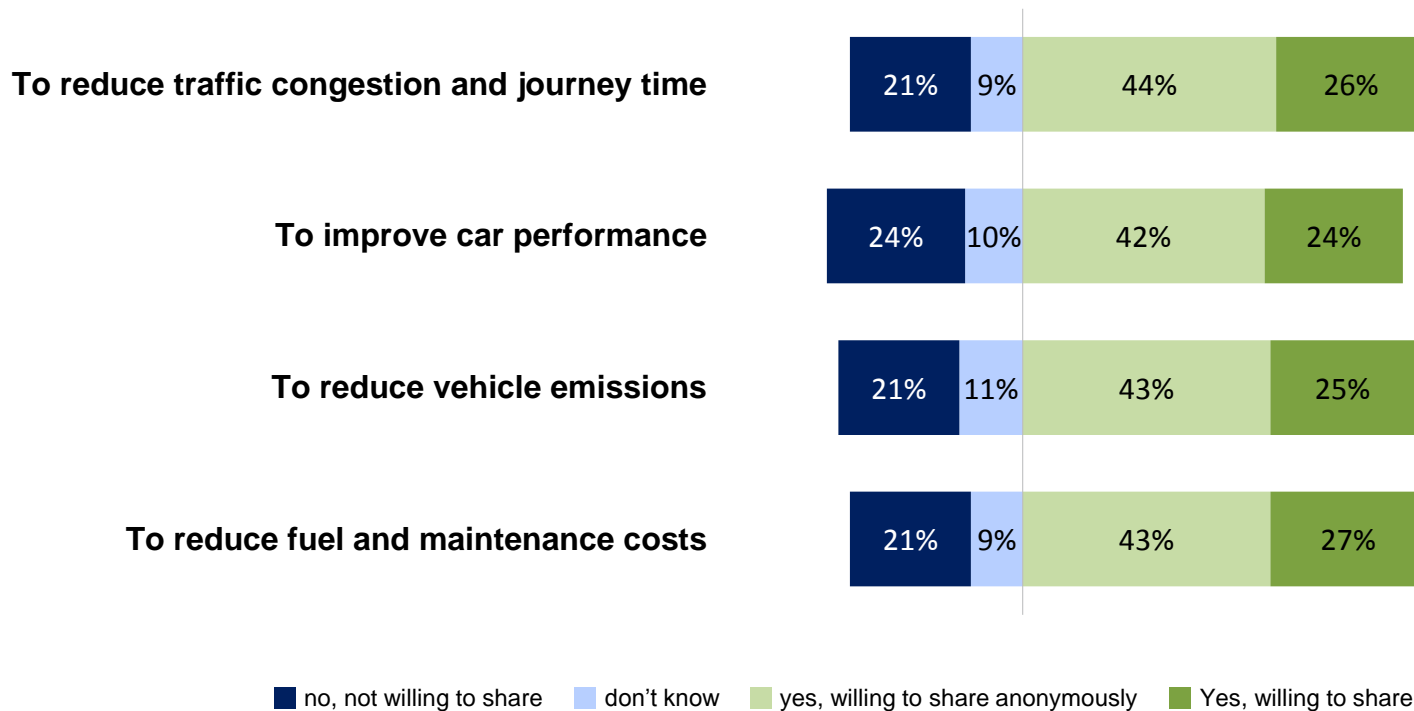
■ (strongly) disagree

■ (strongly) agree

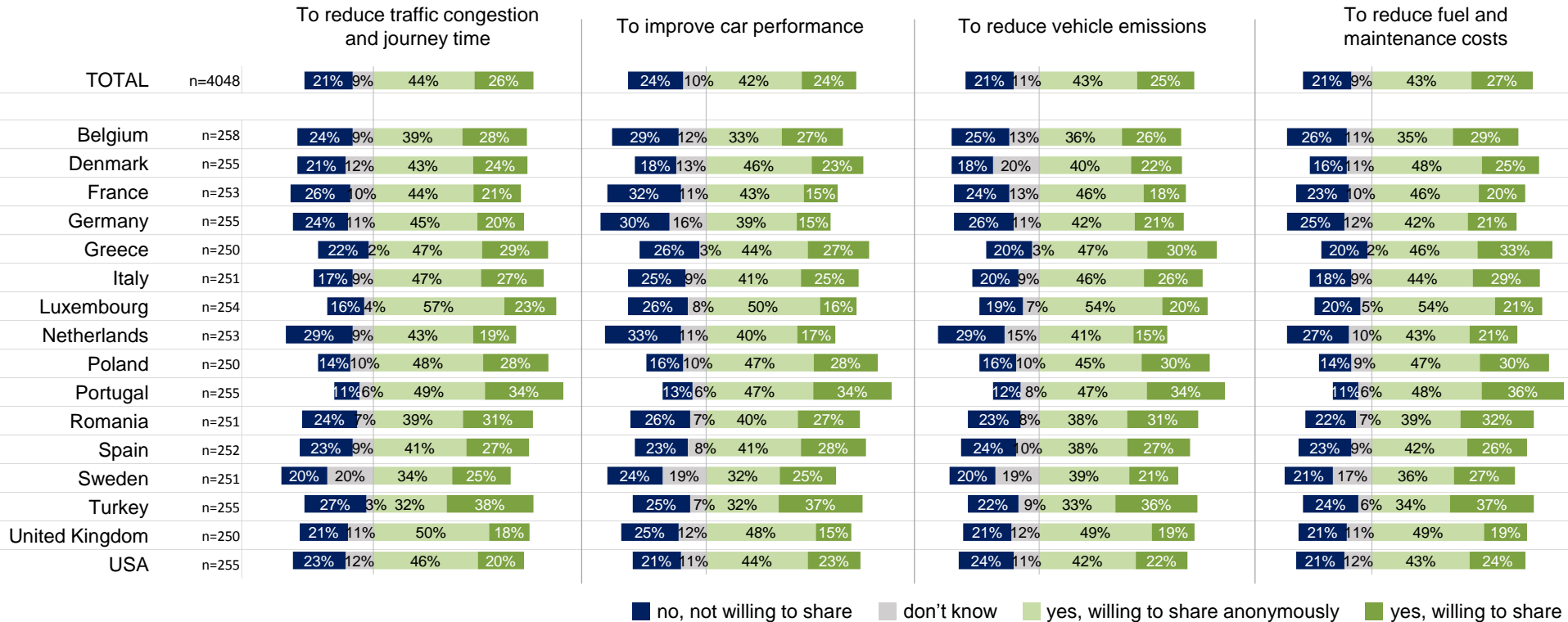
People in Spain are most worried about topics related to car data and privacy



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



■ no, not willing to share
 ■ don't know
 ■ yes, willing to share anonymously
 ■ yes, willing to share

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



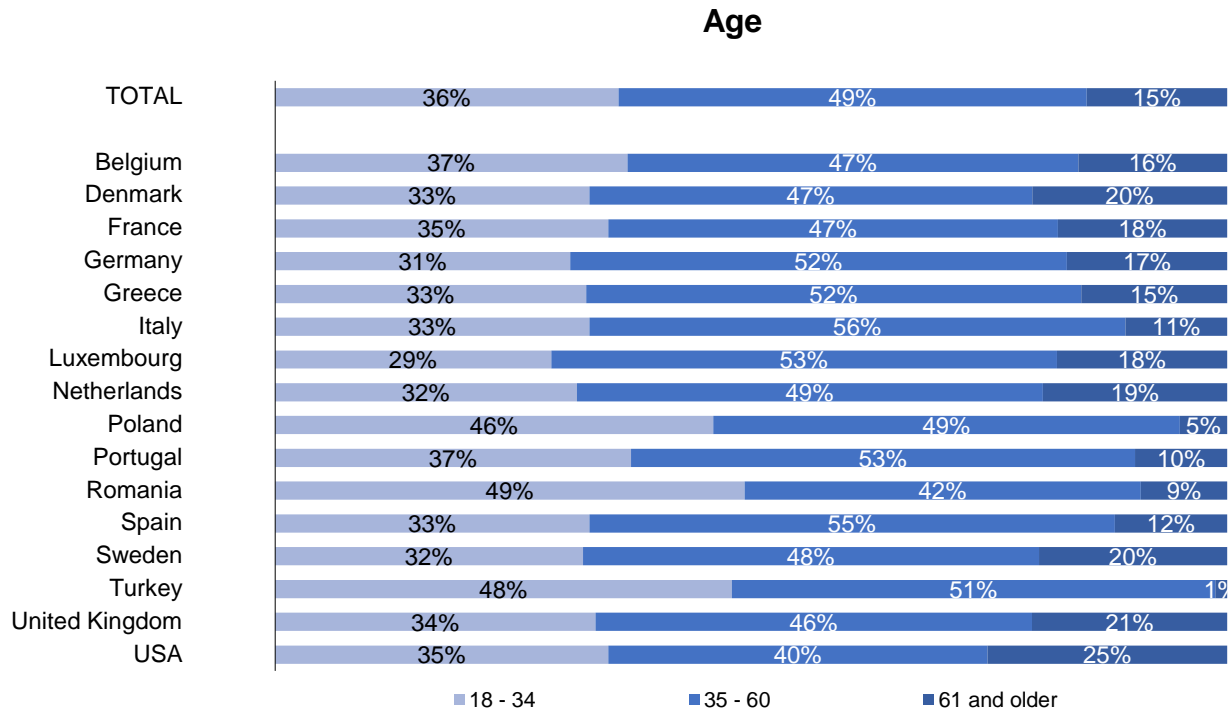
- Consumers 18-65 years old in Belgium, Denmark, France, Germany, Greece, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Turkey, United Kingdom and USA
- Nationally representative samples on age and gender
- N=250 per country



Weighting

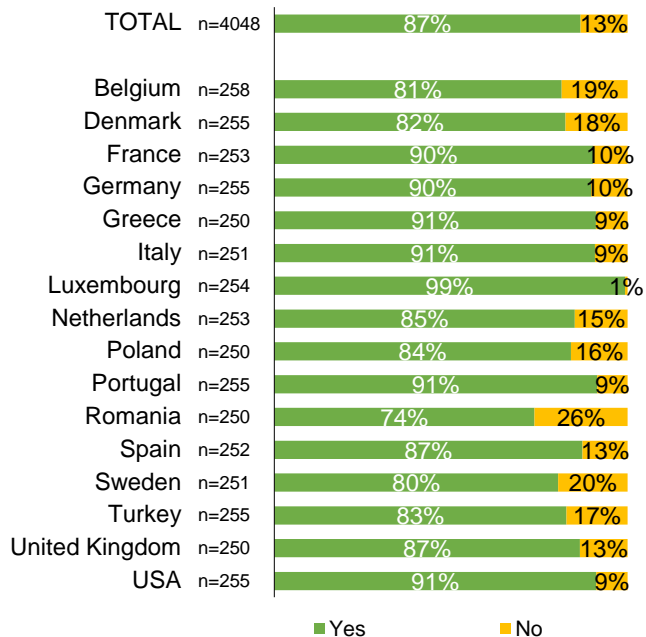
The results are weighted to represent the total 18+ population per country on age and gender

Respondent profile

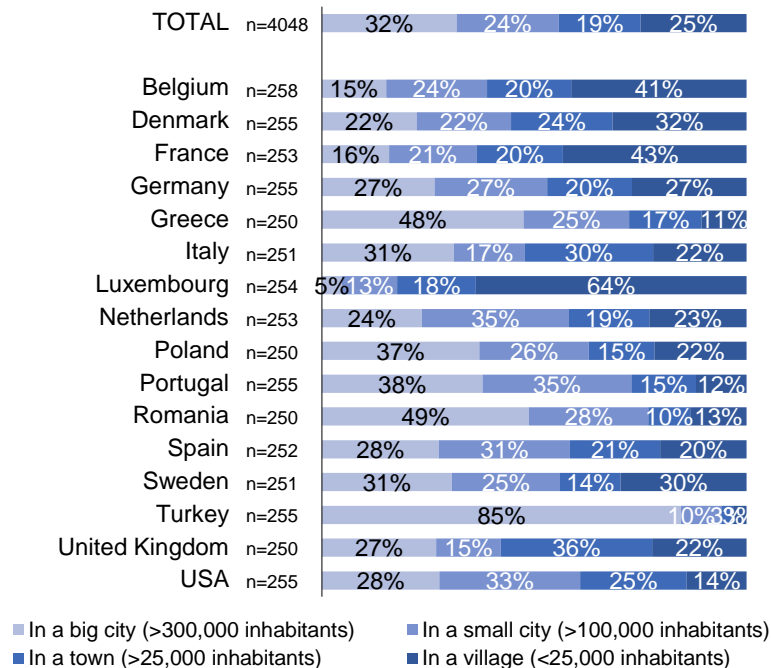


Respondent profile

Driving license



Size of town



Media Contact

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