

An aerial view of a city street with several cars. Each car is surrounded by concentric blue circles, representing sensor waves or data collection. 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 photograph of a city street with buildings and a pedestrian bridge.

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



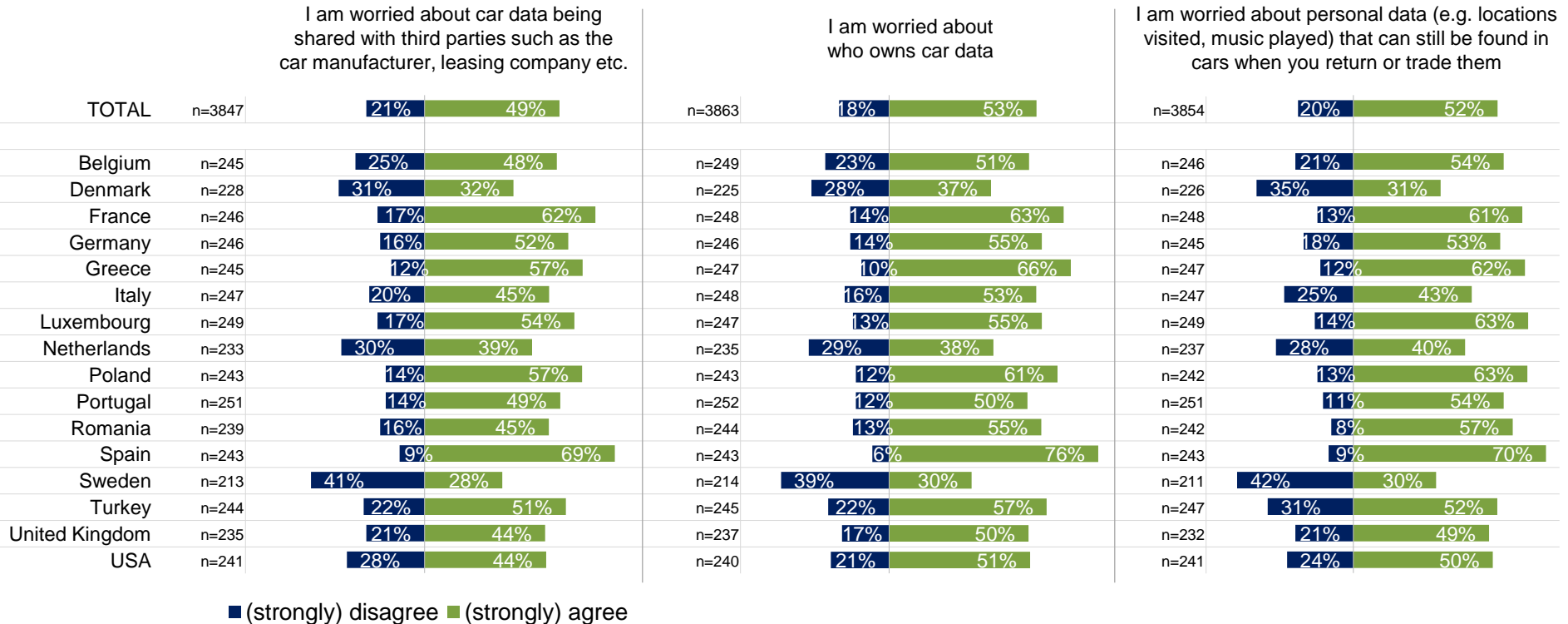
I am worried about personal data (e.g. locations visited, music played) that can still be found in cars when you return or sell them



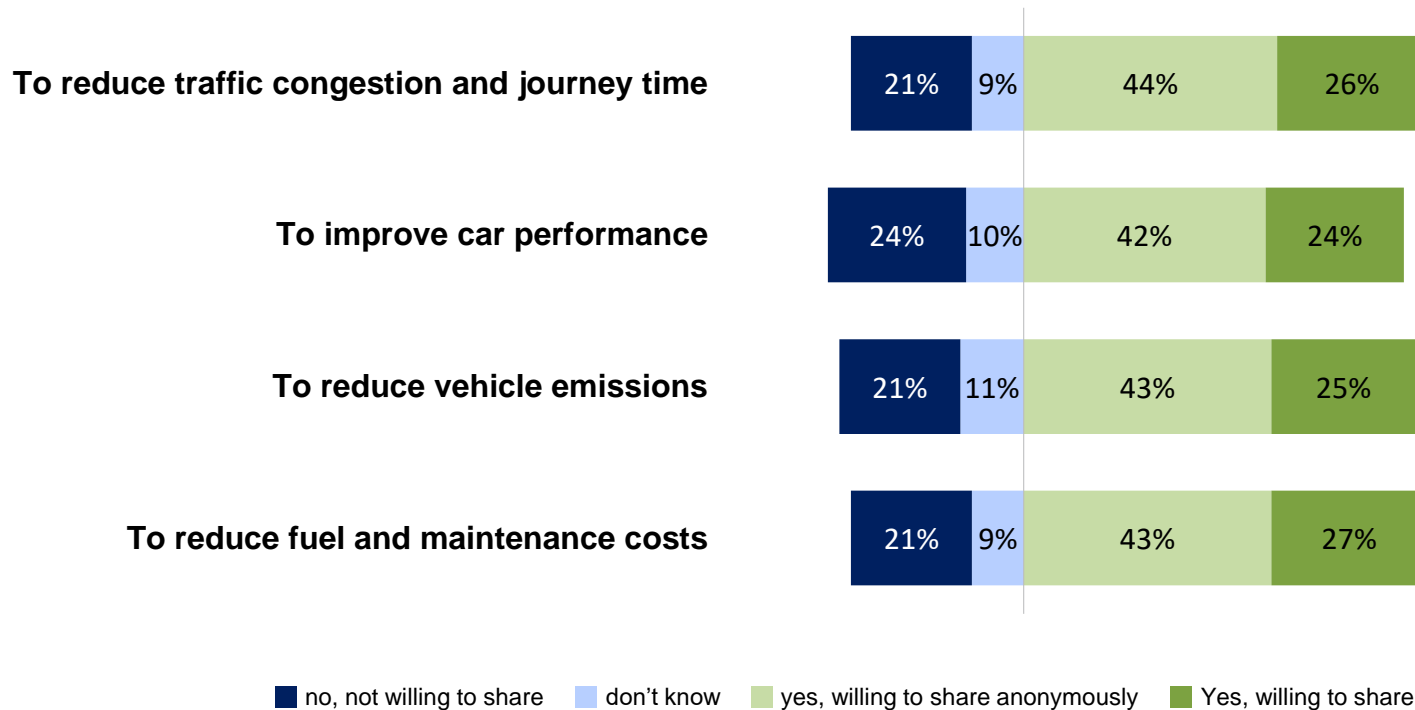
■ (strongly) disagree

■ (strongly) agree

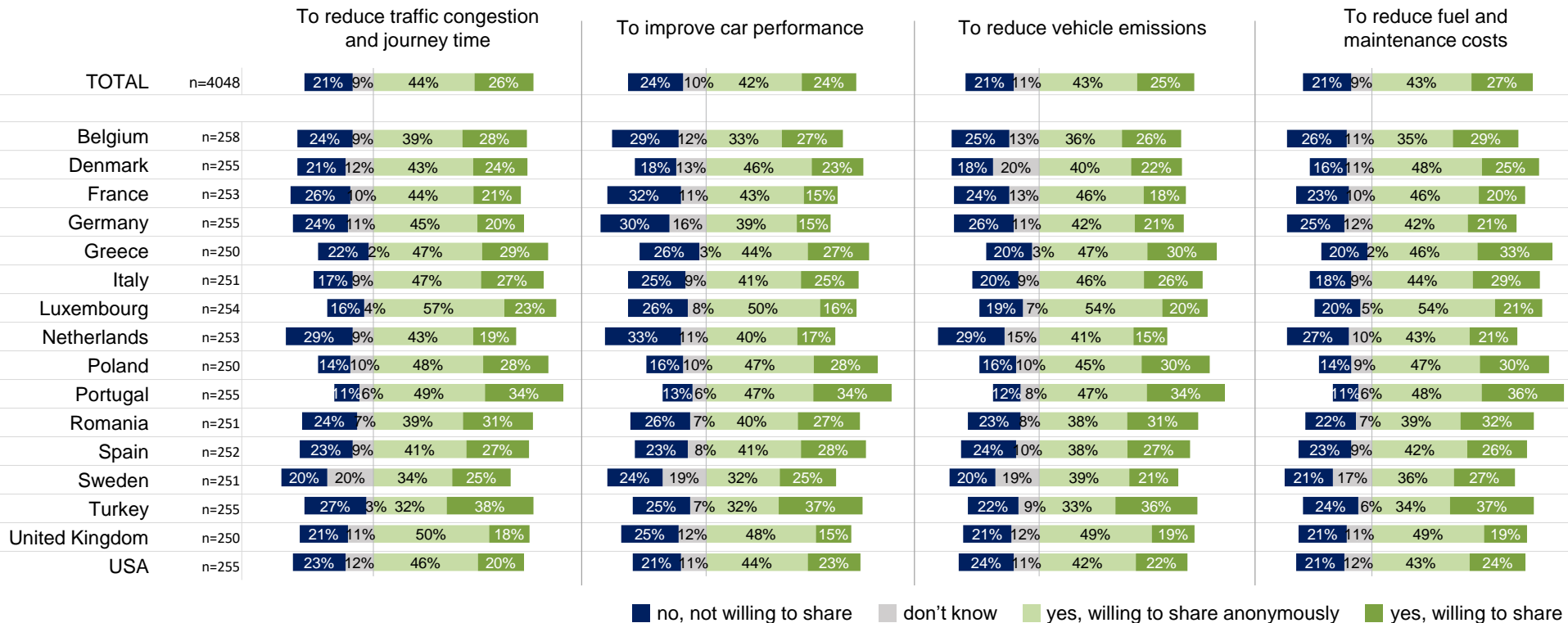
People in Spain are most worried about topics related to car data and privacy



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



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



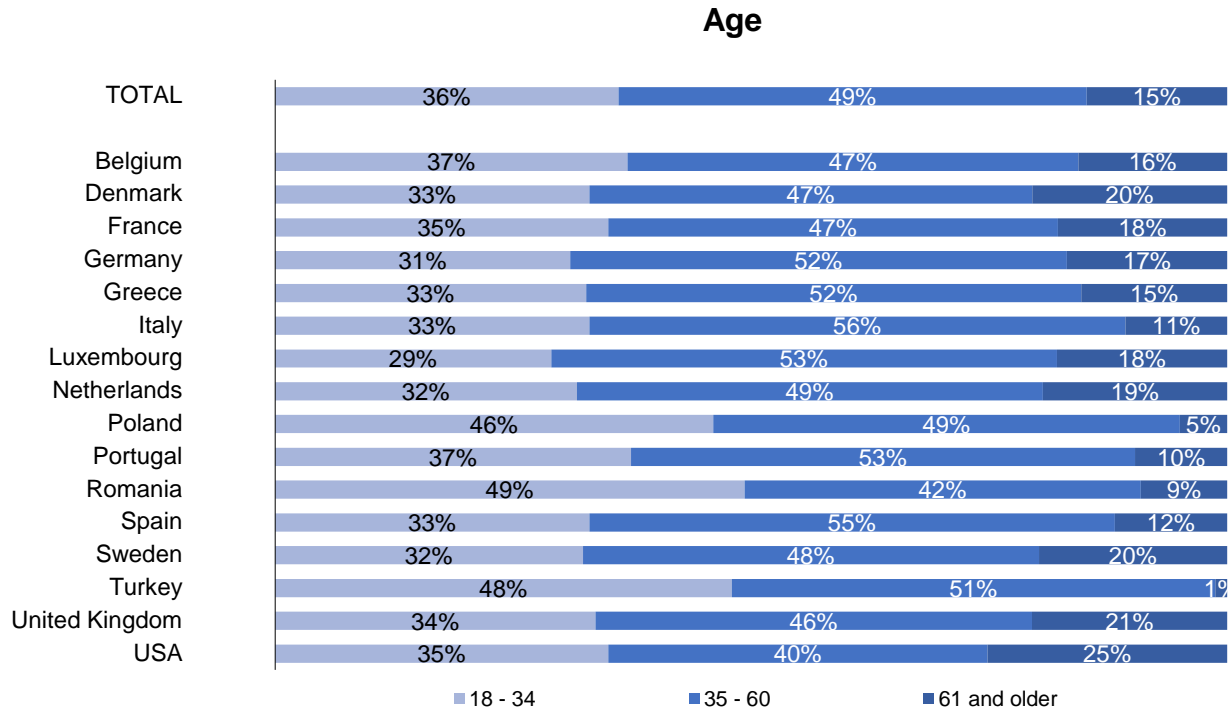
- Consumers 18-65 years old in Belgium, Denmark, France, Germany, Greece, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Turkey, United Kingdom and USA
- Nationally representative samples on age and gender
- N=250 per country



Weighting

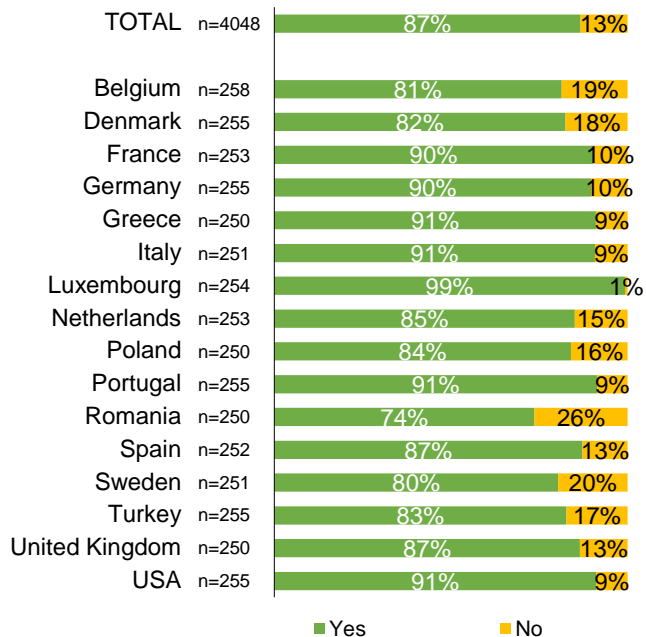
The results are weighted to represent the total 18+ population per country on age and gender

Respondent profile

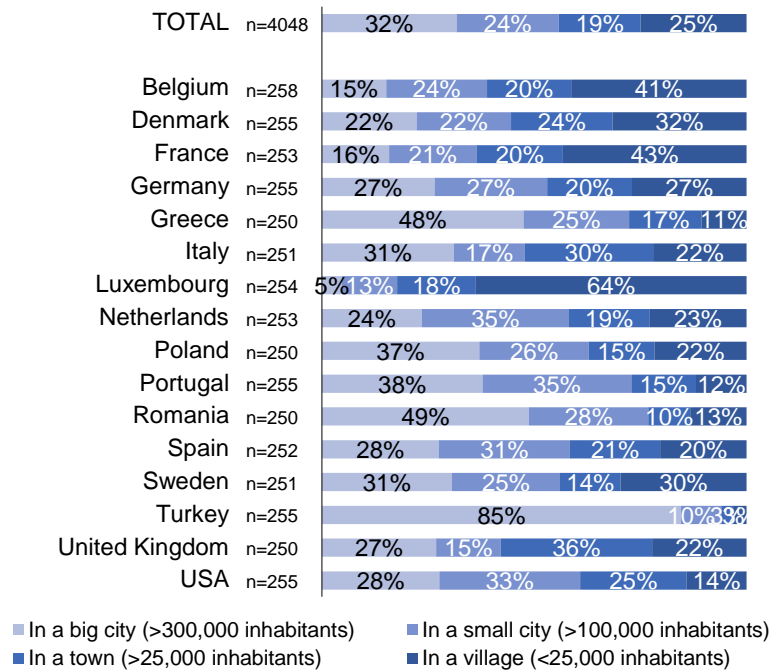


Respondent profile

Driving license



Size of town



Media Contact

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