LeasePlan

Mobility Monitor: Car Data & Privacy

LeasePlan Corporation N.V

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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

Neutral I am worried about car data being shared with third parties such as the car 31% 21% 49% manufacturer, leasing company etc. I am worried about who owns car data 18% 53% 29% I am worried about personal data (e.g. locations visited, music played) that can still be found in cars when you return or 20% 52% 28% sell them

■ (strongly) disagree

(strongly) agree

G1) Cars can increasingly collect all kinds of data. To what extent do you agree with the following statements? Base: All respondents (n=4048)

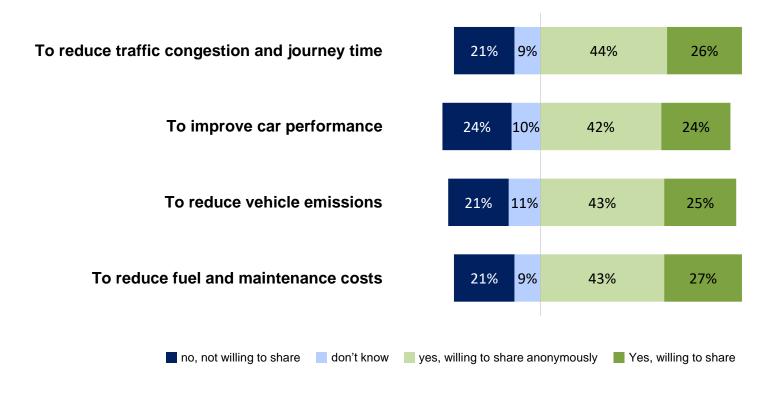
People in Spain are most worried about topics related to car data and privacy

I am worried about car data being shared with third parties such as the car manufacturer, leasing company etc.			l 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 trade them		
TOTAL	n=3847	21% 49%	n=3863	18% 53%	n=3854	20% 52%
Belgium	n=245	25% 48%	n=249	23% 51%	n=246	21% 54%
Denmark	n=243	31% 32%	n=249	28% 37%	n=240	35% 31%
France	n=246	17% 62%	n=248	14% 63%	n=248	13% 61%
Germany	n=246	16% 52%	n=246	14% 55%	n=248	18% 53%
,						
Greece	n=245	12% 57%	n=247	10% 66%	n=247	12% 62%
Italy	n=247	20% 45%	n=248	16% 53%	n=247	25% 43%
Luxembourg	n=249	17% 54%	n=247	1 <mark>3%</mark> 55%	n=249	14% 63%
Netherlands	n=233	30% 39%	n=235	29% 38%	n=237	28% 40%
Poland	n=243	<mark>14%</mark> 57%	n=243	<mark>12%</mark> 61%	n=242	13% 63%
Portugal	n=251	14% 49%	n=252	12% 50%	n=251	11% 54%
Romania	n=239	16% 45%	n=244	13% 55%	n=242	8% 57%
Spain	n=243	9% 69%	n=243	<mark>6</mark> % 76%	n=243	9% 70%
Sweden	n=213	41% 28%	n=214	39% 30%	n=211	42% 30%
Turkey	n=244	22% 51%	n=245	22% 57%	n=247	31% 52%
United Kingdom	n=235	21% 44%	n=237	17% 50%	n=232	21% 49%
USA	n=241	28% 44%	n=240	21% 51%	n=241	24% 50%

■ (strongly) disagree ■ (strongly) agree

G1) Cars can increasingly collect all kinds of data. To what extent do you agree with the following statements? Base: All respondents (n=4048)

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



G2) Would you be willing to share your driving data with external parties for the following goals? Base: All respondents (n=4048)

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

To reduce traffic congestion and journey time		To improve car performance	To reduce vehicle emissions	To reduce fuel and maintenance costs	
TOTAL	n=4048	21% 9% 44% 26%	24% 10% 42% 24%	21% 11% 43% 25%	21% <mark>9% 43% 27%</mark>
Belgium	n=258	24% <mark>9% 39% 28%</mark>	29% 12% 33% 27%	25% 13% 36% 26%	26% 11% 35% 29%
Denmark	n=255	21% 12% 43% 24%	18% 13% 46% 23%	18% 20% 40% 22%	16%11%48%25%
France	n=253	26% 10% 44% 21%	<u>32%</u> 11% 43% 15%	24% 13% 46% 18%	23% 10% 46% 20%
Germany	n=255	24% 11% 45% 20%	<u>30%</u> 16% <u>39%</u> 15%	26% 11% 42% 21%	25% 12% 42% 21%
Greece	n=250	22% <mark>2% 47% 29%</mark>	26% 3% 44% 27%	20% 3% 47% 30%	20% 2% 46% 33%
Italy	n=251	<mark>17%</mark> 9% 47% 27%	25% <mark>9% 41% 25%</mark>	20% 9% 46% 26%	18% 9% 44% 29%
Luxembourg	n=254	16% 4% 57% 23%	26% 8% 50% 16%	19% 7% 54% 20%	20% 5% 54% 21%
Netherlands	n=253	29% 9% 43% 19%	33% 11% 40% 17%	29% 15% 41% 15%	27% 10% 43% 21%
Poland	n=250	14% <mark>10% 48% 28%</mark>	16% 10% 47% 28%	16% 10% 45% 30%	14% 9% 47% 3 0%
Portugal	n=255	1 <mark>1%</mark> 6% 49% 34%	<mark>13%</mark> 6% 47% 34%	1 <mark>2%</mark> 8% 47% 34%	1 <mark>1%</mark> 6% 48% 36%
Romania	n=251	24% <mark>7</mark> % 39% 31%	26% 7% 40% 27%	23% 3% 38% 31%	22% 7% 39% 32%
Spain	n=252	23% 9% 41% 27%	23% 8% 41% 28%	24% 10% 38% 27%	23% <mark>9% 42% 26%</mark>
Sweden	n=251	20% 20% 34% 25%	24% 19% 32% 25%	20% 19% 39% 21%	21% 17% 36% 27%
Turkey	n=255	27% <mark>3% 32% 38%</mark>	25% 7% 32% 37%	22% 9% 33% 36%	24% 6% 34% 37%
United Kingdom	n=250	21% 11% 50% 18%	25% 12% 48% 15%	21% 12% 49% 19%	21% 11% 49% 19%
USA	n=255	23% 12% 46% 20%	21% 11% 44% 23%	24% 11% 42% 22%	21% 12% 43% 24%
		T	no, not willing to share	on't know 📕 yes, willing to share ano	nymously 📕 yes, willing to share

G2) Would you be willing to share your driving data with external parties for the following goals? Base: All respondents (n=4048)

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



- 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

TOTAL 36% 49% 15% Belgium 37% 47% 16% Denmark 33% 47% 20% France 35% 47% 18% Germany 31% 52% 17% Greece 33% 52% 15% Italy 33% 56% 11% Luxembourg 29% 53% 18% Netherlands 32% 49% 19% Poland 46% 49% 5% Portugal 37% 53% 10% Romania 49% 42% 9% Spain 33% 55% 12% Sweden 32% 48% 20% Turkey 48% 51% 19 United Kingdom 34% 46% 21% USA 35% 40% 25% 18 - 34 35 - 60 61 and older

Age

Respondent profile

TOTAL n=4048 13% 87% Belgium n=258 81% 19% Denmark n=255 82% 18% France n=253 90% 10% Germany n=255 90% 10% Greece n=250 91% 9% Italy n=251 91% 9% Luxembourg n=254 99% 1% Netherlands n=253 85% 15% Poland n=250 84% 16% Portugal n=255 91% 9% Romania n=250 26% 74% Spain n=252 13% 87% Sweden n=251 80% 20% Turkey n=255 83% 17% United Kingdom n=250 13% 87% USA n=255 91% 9% Yes No

Driving license

Size of town

TOTAL	n=4048	32%	24%	6 19%	25%
Belgium	n=258	15% 24	1% 20)%	41%
Denmark	n=255	22%	22%	24%	32%
France	n=253	16% 21	% 20	%	43%
Germany	n=255	27%	27%	20%	27%
Greece	n=250	489	6	25%	17% 11%
Italy	n=251	31%	17%	30%	22%
Luxembourg	n=254 🚦	% 13% 18	3%	64%	6
Netherlands	n=253	24%	35%	19%	6 23%
Poland	n=250	37%	2	6% 15	% 22%
Portugal	n=255	38%		35%	15% 12%
Romania	n=250	499	%	28%	10%13%
Spain	n=252	28%	31%	219	% 20%
Sweden	n=251	31%	25%	5 <u>14</u> %	30%
Turkey	n=255		85%	r	10%3 %
United Kingdom	n=250	27%	15%	36%	22%
USA	n=255	28%	33%	6 2	5% 14%

In a big city (>300,000 inhabitants)
In a town (>25,000 inhabitants)

In a small city (>100,000 inhabitants)
In a village (<25,000 inhabitants)

Media Contact

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