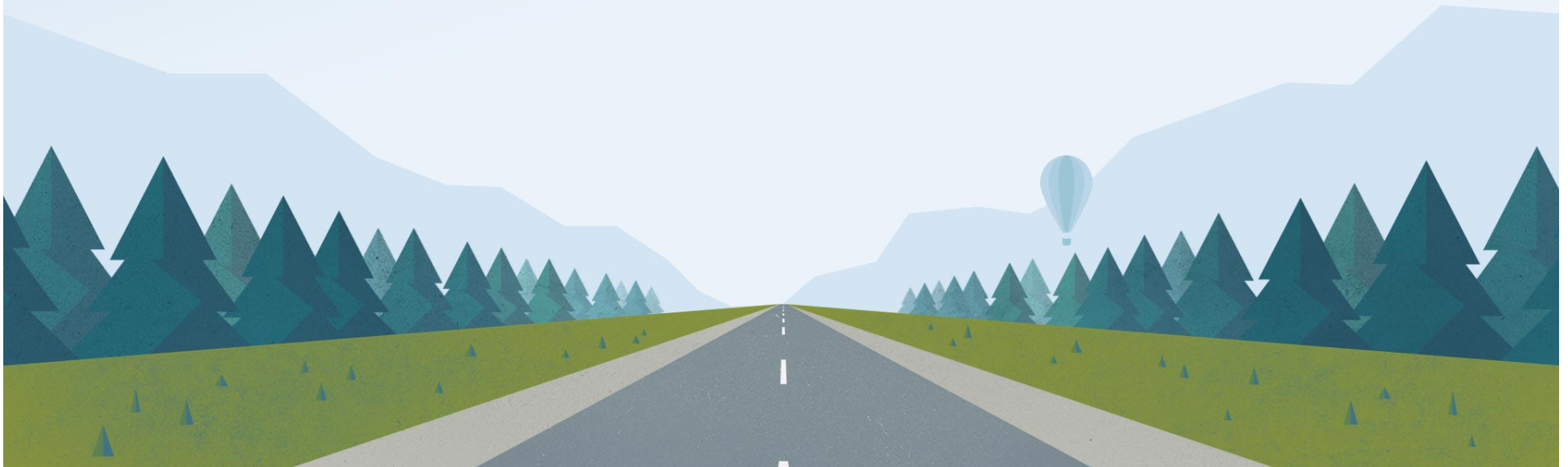




# The Connected Car

Consumer perspectives

November  
2015





## The Connected Car – Consumer Perspectives

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**1. Who we are**

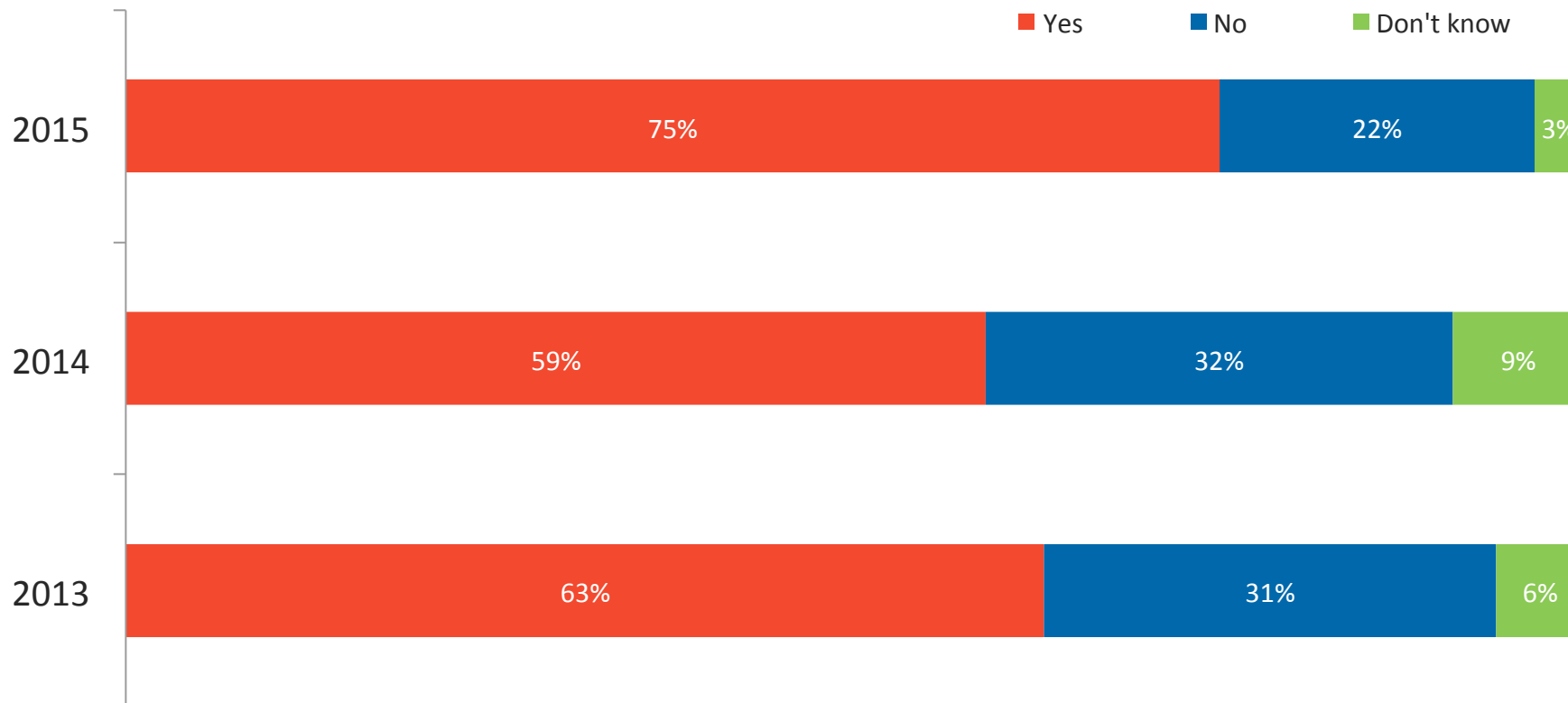
**2. Where the public is at on this issue**

**3. Our perspective**



## General Awareness

Q2. One of the striking things that people notice when they get into a new car is the amount of computer technology that automakers have built into them. Many new cars have built-in wireless connectivity that supports innovative vehicle diagnostics, communications and infotainment systems... In essence, your vehicle is or will soon be collecting and transmitting all kinds of information on the state of your vehicle and what you do in the vehicle. Before today, had you heard about these in-car technologies?

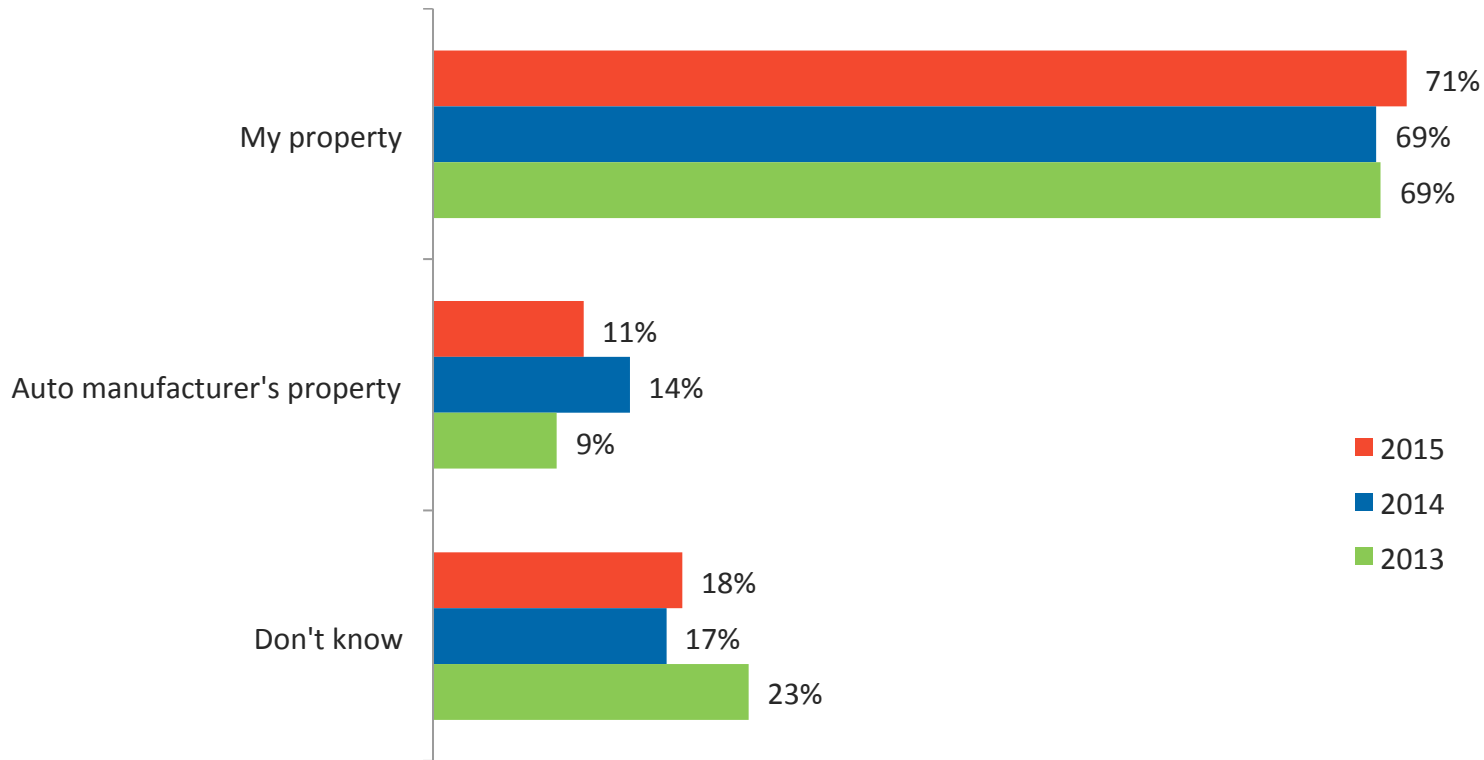


Base: Canadian general population (2015 n = 1,002; 2014 n = 1,252; 2013 n = 1,009).



## Data Ownership

Q5. Do you think the information that is produced and transmitted from your vehicle is your property, or the property of your auto's manufacturer?



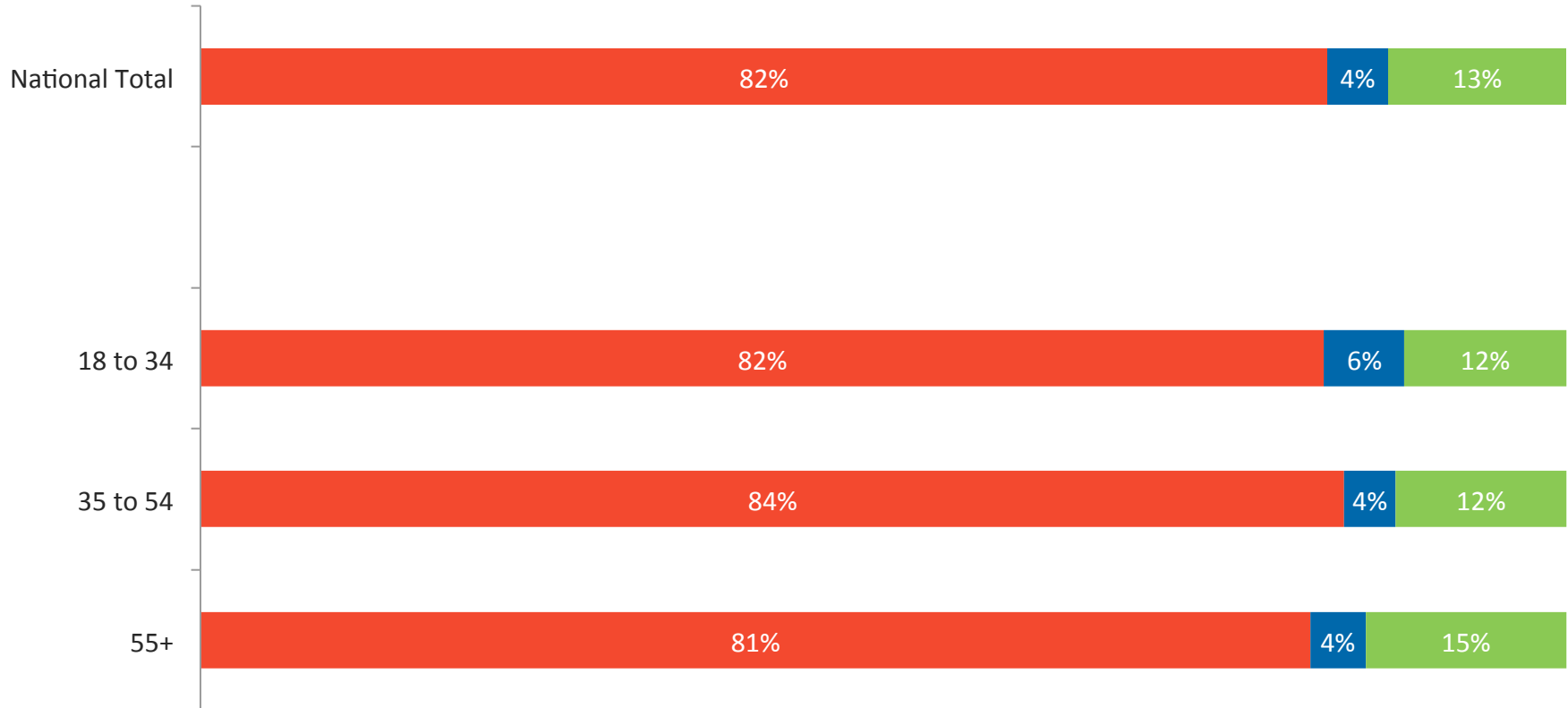
Base: Canadian general population (2015 n = 1,002; 2014 n = 1,252; 2013 n = 1,009).



## Control Access to Data (Age Groups)

Q6. Do you think that you (the consumer) should have the exclusive right to control access to data that derives from your car, or the automaker you purchased the car from should have exclusive right to control access to that data?

■ The consumer should have exclusive rights   ■ The automaker should have exclusive rights   ■ Don't know / prefer not to answer



Base: Canadian general population (n = 1,002).



## Data Sharing

*% Strongly agree / Somewhat agree*

Q7. Some people believe that should data be collected, the consumer should be able to decide with whom it is shared. To what extent do you agree or disagree with this statement?

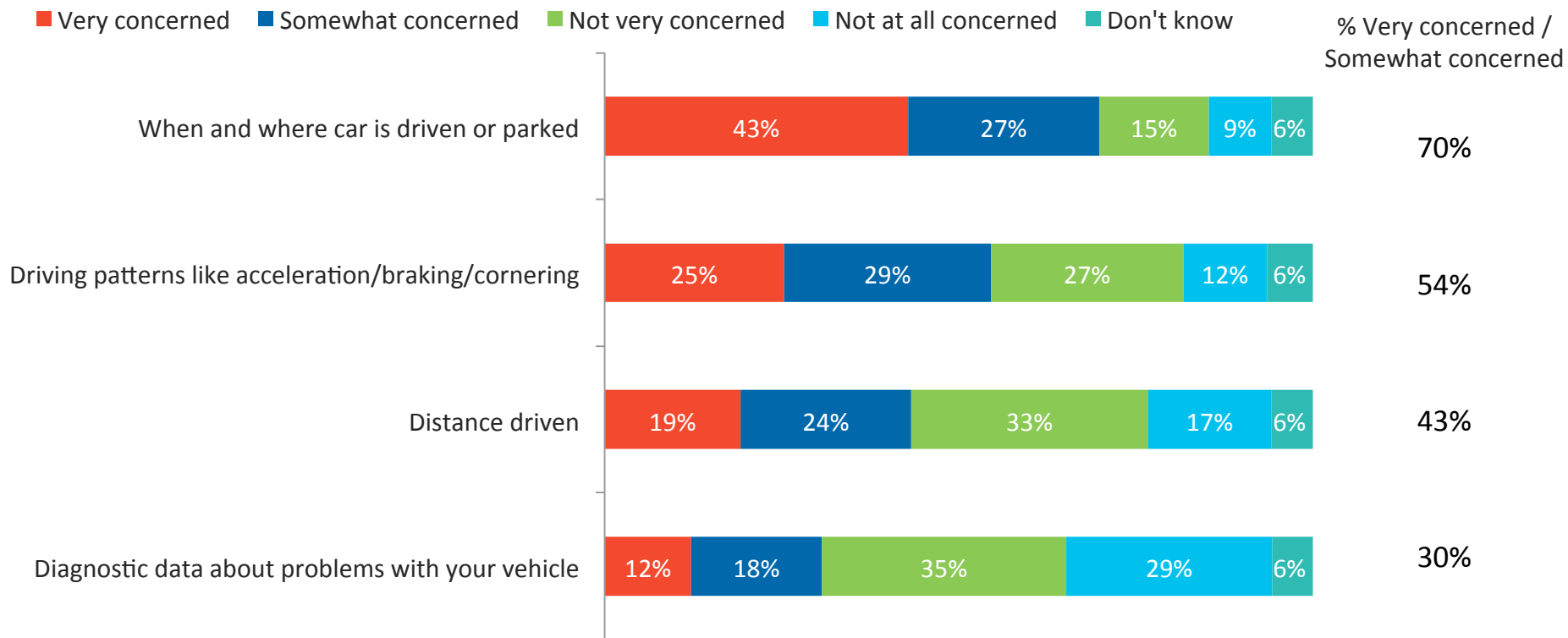


Base: Canadian general population (2015 n = 1,002; 2014 n = 1,252; 2013 n = 1,009).



## Information Types

Q12. Information collected by in-vehicle data technology could be shared by the manufacturers with other companies. If you had a car with this onboard technology how concerned would you be about sharing the following types of information?

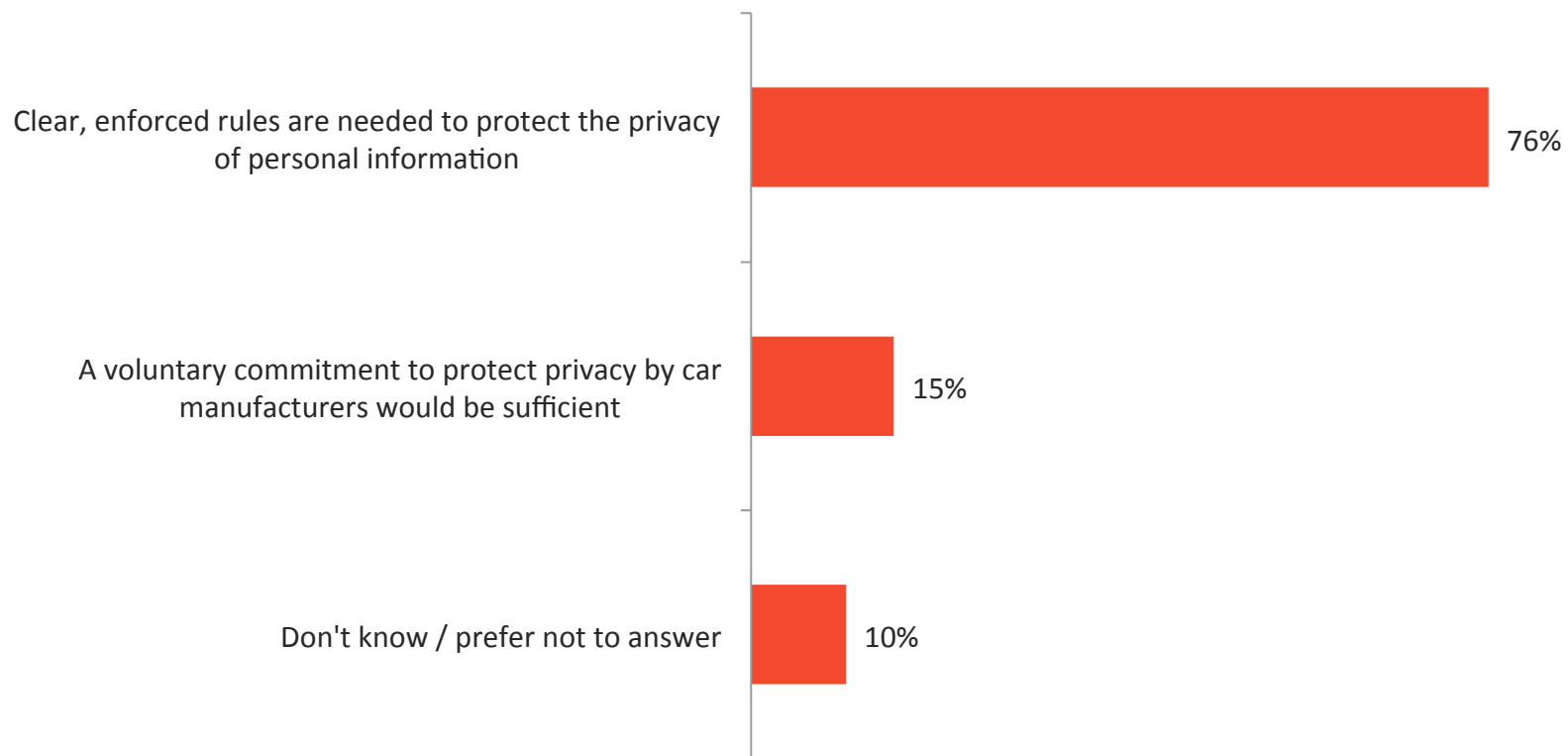


Base: Canadian general population (n = 1,002).



## Clear Rules

Q11. Some people say clear, enforced rules are necessary to protect the privacy of personal information collected by these electronic systems. Other people say a voluntary commitment to protect privacy by car manufacturers would be sufficient. Which view is closer to your own?



Base: Canadian general population (n = 1,002).





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