RAC Member Priorities Tracker

Vehicle-generated data

In June 2022, 348 of our members¹ took part in a survey telling us their views on government having access to and using data (particularly data generated by vehicles - that is information about the vehicle, its environment and operation) in order to improve road safety, reduce travel times and inform future planning of our cities, communities and transport networks².

Support for government access to vehicle-generated data

70%

were comfortable³ with government having access to vehicle-generated data, with those aged 45 and over **(77%)** more likely to be comfortable than those under 45 **(61%)** - this is consistent with results since 2020.

Members supported⁴ government having access to data about:



80%

Road condition information



Operation of the vehicle just before or after a serious or fatal crash



Vehicle emissions



57%

Information shared between the vehicle and surrounding infrastructure



Location and details about the engagement of safety technologies



Driver behaviour



Vehicle diagnostics



Location and time of vehicle journeys (summarised to post code level)

Benefits of data access and use

Members agreed⁸ vehicle-generated data would improve:

63%

f

Future planning of our transport networks 60%

Safety on our roads compared with 66% in 2020 and 63% in 2021 40%

Travel times compared with 44% in 2020 and 47% in 2021



- ¹ 262 respondents were from the Perth and Peel region and 86 from regional WA. Age, gender and location sampling quotas were applied, and data has been post-weighted to be representative of RACs membership (which is broadly consistent with the WA population profile) the margin of error at total sample level is +/- 5.25% points at the 95% confidence level.
- ² This is the third vehicle-generated data survey as part of this tracker: 582 members completed the first survey in June 2020 and 427 members completed the second survey in July 2021. Differences with previous years are only highlighted whom partials.
- ³ Results are based on members who said they were moderately, very or extremely comfortable.
- $^{4}\,$ Results are members who said they supported or strongly supported each option.
- $^{\rm 5}$ Compared to 71% in 2021 and 64% in 2020; in 2022, support among members aged 45 and over was 71% for the contract of the contract of
- $^{\rm 6}$ 66% for members aged 45 and over.
- $^{7}\,$ 63% for members aged 45 and over.
- ⁸ Results are based on members who said they agreed or strongly agreed.
- 9 54% for males compared with 25% for females; 28% for regional members.



Members believe the most important use of vehicle-generated data would be to:

Improve road safety¹⁰

Inform the future planning of our transport network¹¹

Reduce travel time

Improve air quality

None of the above

Concerns about transport-related data

The proportion of members who were extremely concerned about risks with transport-related data increased in 2022:

Personal or sensitive information being used for purposes that have not been consented to (45% in 2020)

Data breaches resulting in identity fraud (42% in 2020)

Not knowing what data is being collected, stored, shared and used (34% in 2020)

Journeys and location being monitored (26% in 2020)

Driving and behaviour being monitored for enforcement purposes (18% in 2020)

Willingness to provide data

For those who were slightly or not at all comfortable with de-identified vehicle-generated data being provided to government, they would be more willing to support it if 16:

They could choose what data is provided

49% They could opt-out at any time

There were incentives such as registration or insurance discounts

They received additional education about how their data would be used and stored/managed

Government published the de-identified data 20% so that organisations and individuals can also

However,

said nothing would make them more willing to support it.

Considerations for government and industry

thought it is important¹⁷ for government to consult with industry and the community about how they intend to collect, use and share transport-related data.

78%

agreed¹⁸ motorists should be able to provide or withdraw consent for the use of personal data generated by their vehicle.

agreed motorists should have the choice 66% to purchase and use a vehicle without their personal data being collected and used.

agreed that vehicle-generated data (whether or not it is de-ideritined, should be set the vehicle owner, rather than the vehicle manufacturer or dealer.

- 10 54% for females compared with 36% for males.
- $^{\rm 11}$ 35% for males compared with 24% for females.
- $^{\rm 12}\,86\%$ for members who said they were moderately, very or extremely concerned
- $^{\rm 13}\,88\%$ for members who said they were moderately, very or extremely concerned
- $^{\mathrm{14}}$ 85% for members who said they were moderately, very or extremely concerned
- $^{\rm 15}$ 75% for members who said they were moderately, very or extremely concerned
- $^{\rm 16}$ 73% for members who said they were moderately, very or extremely concerned 7 Members were able to select all responses that applied to them; therefore, percentages will not add up to 100%.
- 18 Results are based on members who said it was very or extremely important.
- 19 Results are based on members who said they agreed or strongly agreed.



For further information please contact advocacy@rac.com.au