An analysis on willingness to provide personal vehicle travel information using GPS device
Toshiyuki Yamamoto, Nagoya Univ.

**Background**
Vehicle trajectory by GPS is valuable traffic info. source, but causes privacy issues

**Objective**
Investigate willingness to provide personal vehicle travel info. in Japan
- Which information can be provided?
- How is individual heterogeneity?
- Effect of realizing benefit to provide?

**Method**
Internet questionnaire survey
- November 2012 in Japan
- 1040 drivers

**Questionnaire item**
- Info. type:
  - trip OD, route, date/time, speed
  - driver age/gender, vehicle plate number
- Info. user:
  - government, university, company
- Informed benefit:
  - vehicle tax reduction
  - traffic survey cost reduction
  - travel time reduction
  - traffic accident fatalities reduction

**Conclusion**
- More willingness to university then government, at least to company
- Least willingness to provide vehicle plate number then speed
- Information on private benefit increases willingness more than social benefit
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