VPN Users
Around the World

% who have used a VPN in the past month

APAC 34%
EUROPE 21%
LATAM 30%
MEA 33%
NORTHAM 32%

Top motivations for VPN usage

30% of internet users have used a VPN or proxy server in the past month

PC/Laptops have a small lead in monthly VPN usage

Who uses VPNs?

Digital Content Purchases

VPN Usage Motivations Vary by Country

Unless stated otherwise, all figures are taken from Q4 2018 wave of research among 138,962 internet users aged 16-64 across 40 countries. This included 27,890 who say they have used a Virtual Private Network (VPN) or Proxy Server in the past month.