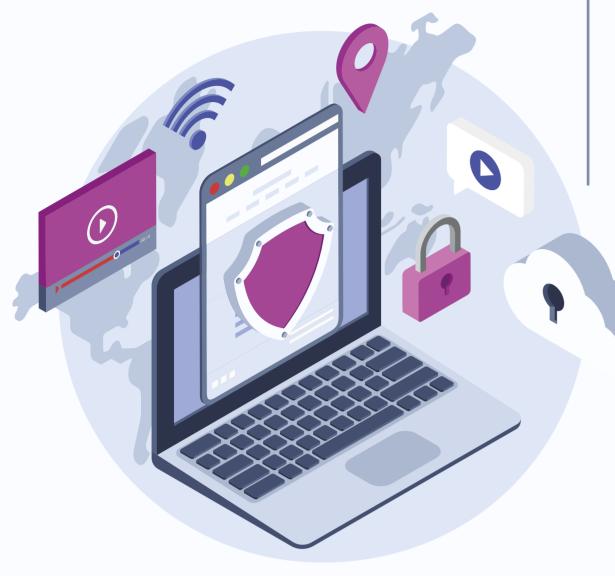
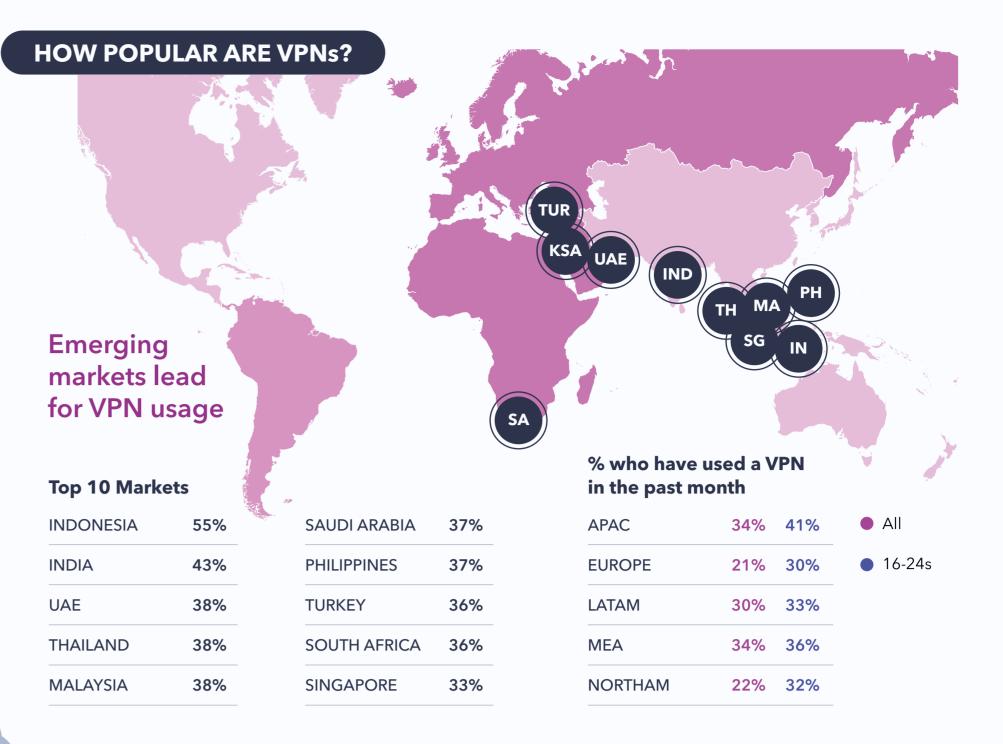


VPN Users Around the World



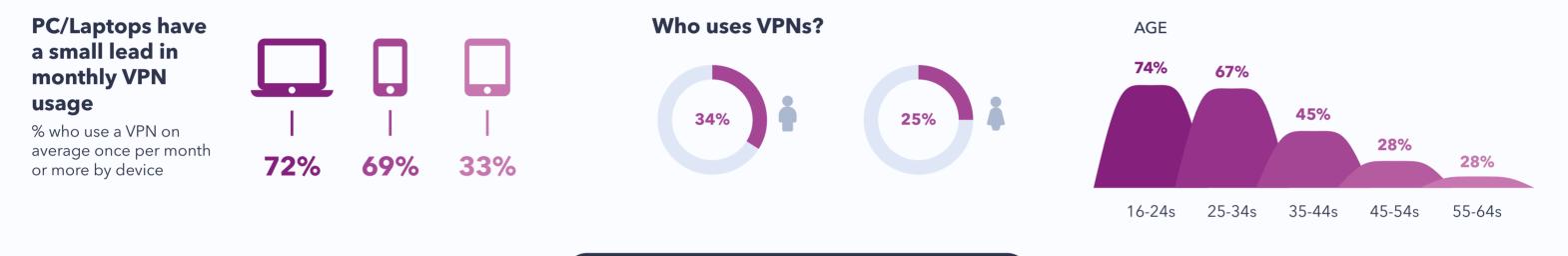
30% of internet users have used a VPN or proxy server in the past month



VPN Usage Frequency

% of VPN users who use VPNs with the following frequency via these devices

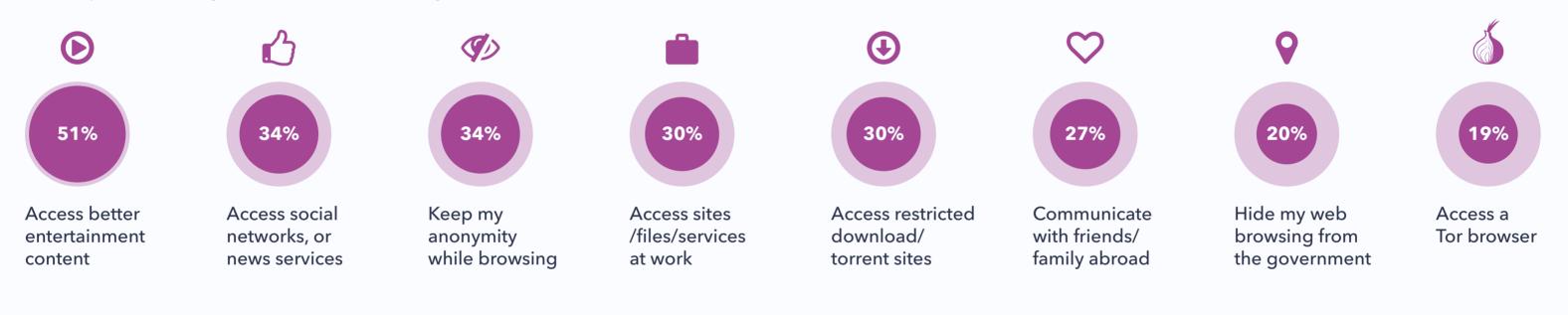




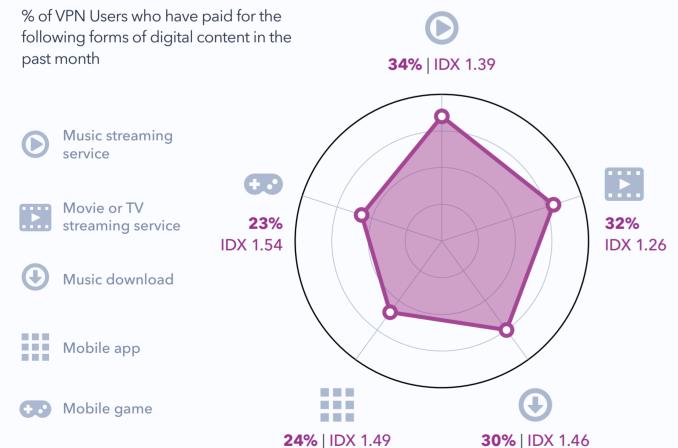
MOTIVATIONS FOR VPN USAGE

Top Motivations for VPN Usage

% who report the following as their main reasons for using a VPN



Digital Content Purchases



VPN Users' Tech Attitudes

% who agree or strongly agree VPN Users Non-Users 68% | 58% 66% | 60% 64% | 63% I am constantly The internet I worry about how connected online makes me feel my personal data is closer to people being used by companies



59% | 54%

I prefer to be anonymous when using the internet



38% | 30%

Technology makes life more complicated

I just don't understand computers and new technology

VPN users aren't uniformly more privacy concerned

62% | 60%

privacy

I am concerned

about the internet

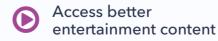
eroding my personal

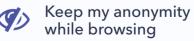


27% | 21%

VPN Usage Motivations Vary by Country

% of VPN Users across the following countries who cite the following motivations as the most popular for using a VPN





Communicate with friends/family abroad

80%																																									
60% 40% 20%																						_																			
40%																																									
20%																																									
%	65	64	64	61	61	57	55	55	54	54	52	52	49	48	48	48	48	48	46	45	45	43	42	41	40	39	39	39	38	37	37	36	45	45	44	42	41	39	39	35	50
	Malaysia	Philippines	Vietnam	Thailand	Indonesia	India	South Africa	Romania	Turkey	China	Colombia	Taiwan	Mexico	Hong Kong	Ireland	Egypt	Brazil	Saudi Arabia	Poland	Singapore	Argentina	New Zealand	Russia	Australia	Japan	Netherlands	Sweden	South Korea	Spain	NSA	Belgium	Italy	France	Austria	Germany	Canada	Portugal	UK	Switzerland	Denmark	UAE

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.