

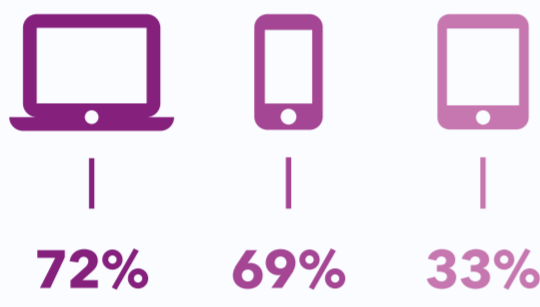
VPN Users Around the World



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 use a VPN on average once per month or more by device



HOW POPULAR ARE VPNs?

Emerging markets lead for VPN usage

Top 10 Markets

INDONESIA	55%	SAUDI ARABIA	37%
INDIA	43%	PHILIPPINES	37%
UAE	38%	TURKEY	36%
THAILAND	38%	SOUTH AFRICA	36%
MALAYSIA	38%	SINGAPORE	33%

% who have used a VPN in the past month

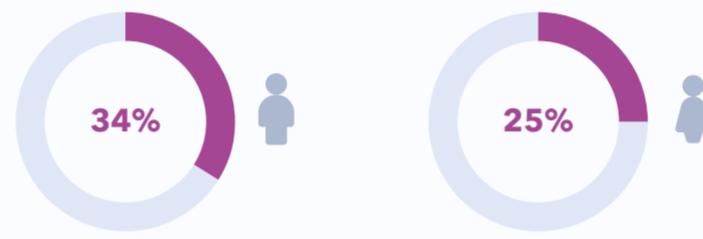
APAC	34%	41%	● All
EUROPE	21%	30%	● 16-24s
LATAM	30%	33%	
MEA	34%	36%	
NORTHAM	22%	32%	

VPN Usage Frequency

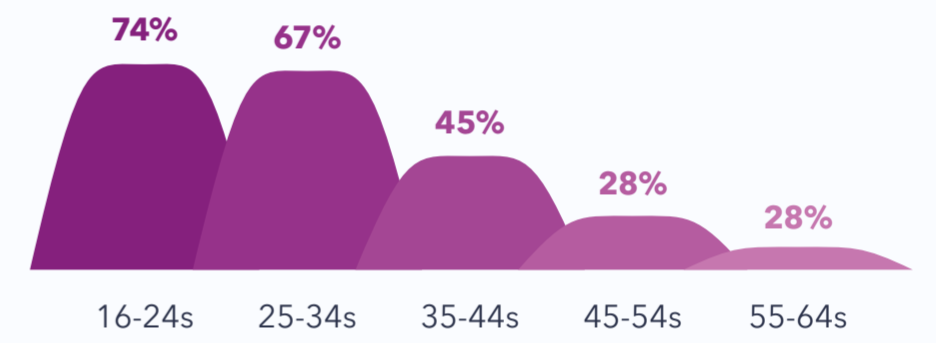
% of VPN users who use VPNs with the following frequency via these devices



Who uses VPNs?



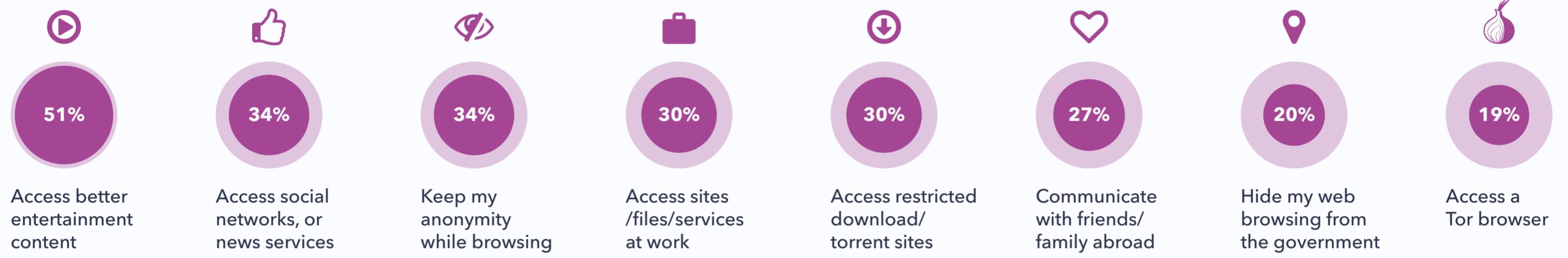
AGE



MOTIVATIONS FOR VPN USAGE

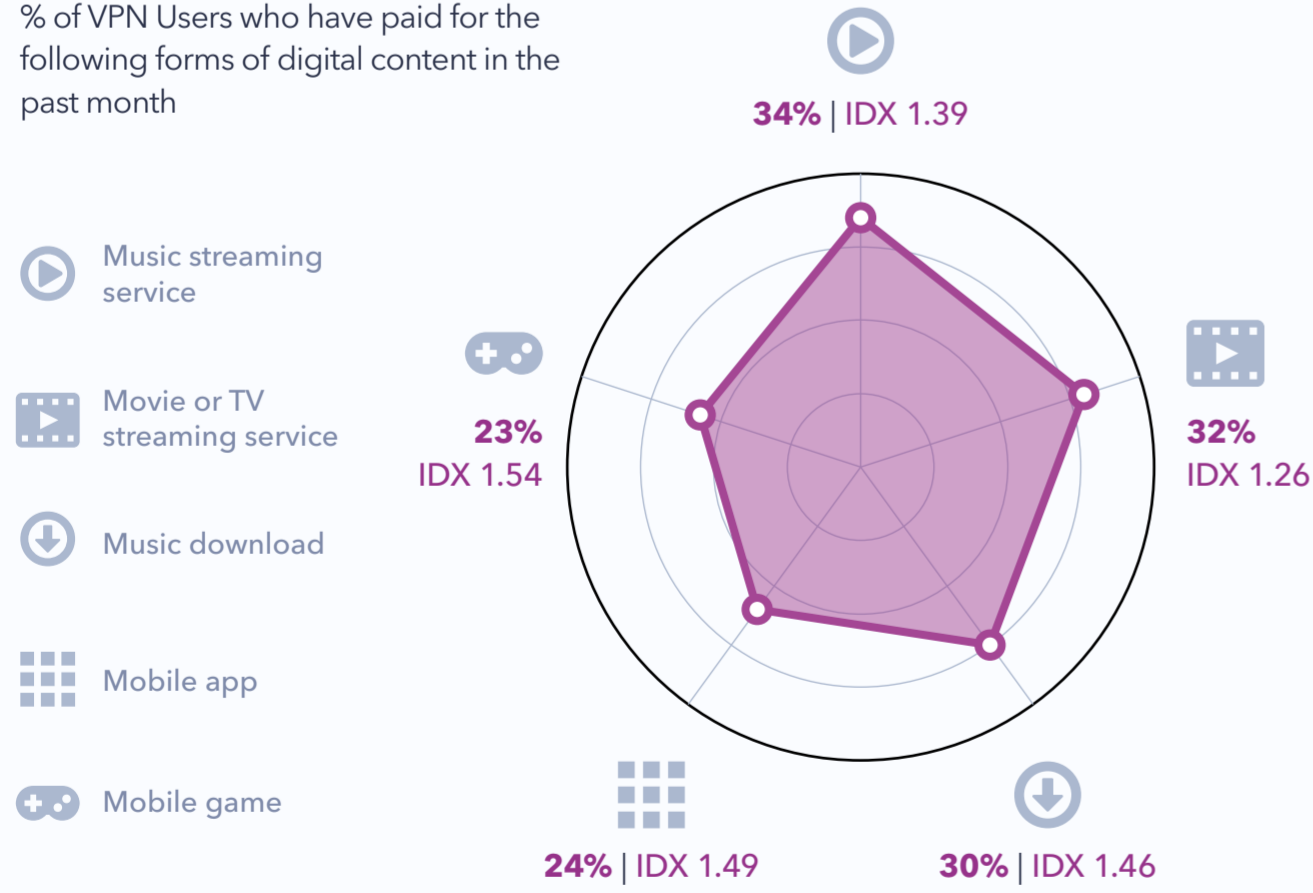
Top Motivations for VPN Usage

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



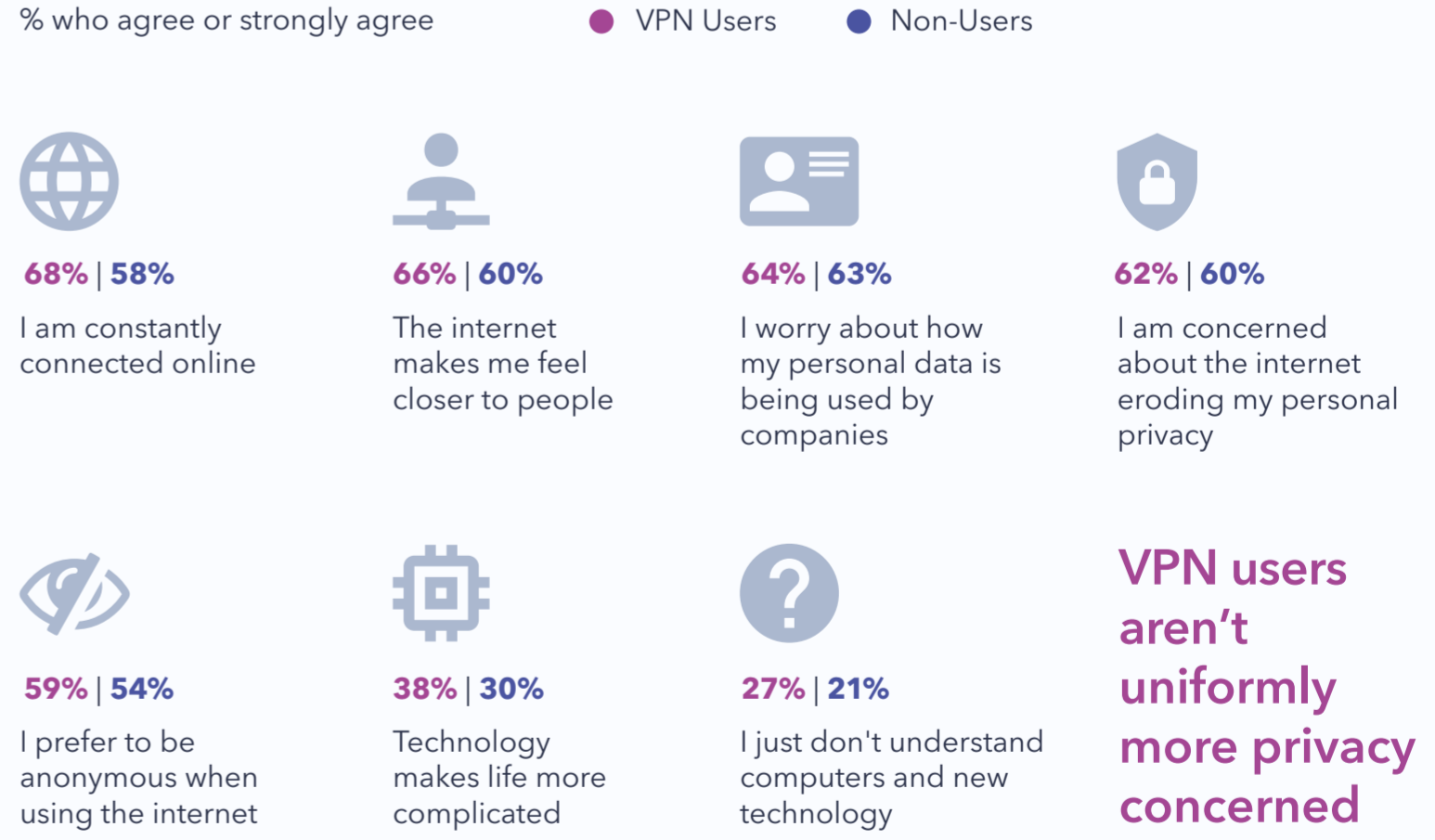
Digital Content Purchases

% of VPN Users who have paid for the following forms of digital content in the past month



VPN Users' Tech Attitudes

% who agree or strongly agree



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

