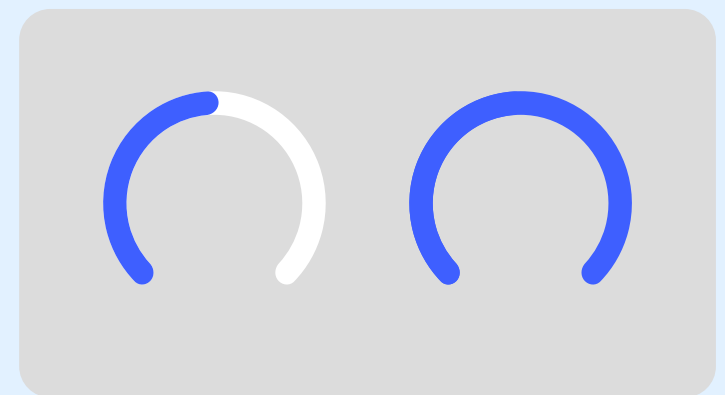
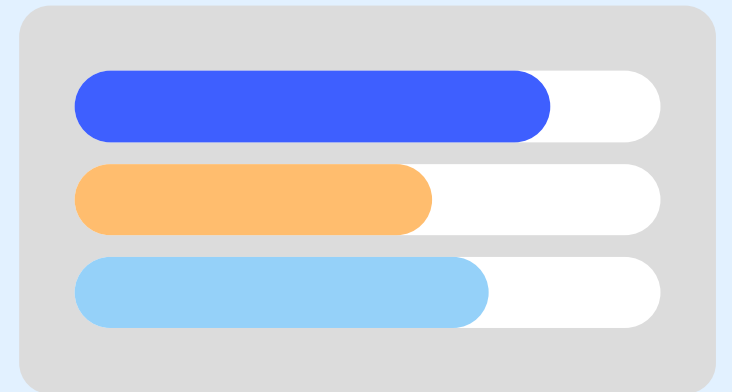


VPN usage survey

Results & Findings

Results from 18 markets
and 151,400 respondents.



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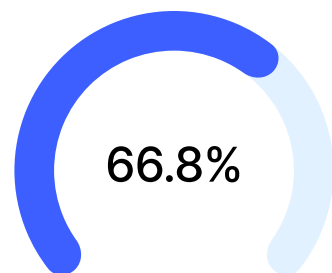


USA

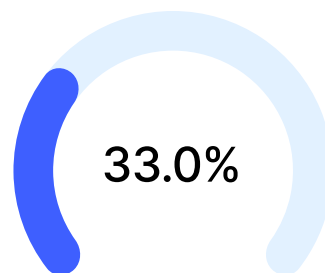
The United States is one of the leading countries for VPN awareness and usage. Two in three people know what a VPN is — and a third of Americans use one.

Typical VPN user:

- A typical American VPN user is male and between 25-44 years of age.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- These users are typically hired workers who feel they have enough money and can save for the future.



Know VPN



Use VPN

VPN usage habits

- Not everyone uses VPNs in the recommended way, with some Americans potentially exposing themselves to privacy and security risks.
- Over two in five (44.2%) American VPN users choose free VPNs, even though they're not as safe or private as VPN subscriptions.
- Gen Z folks, the most digitally active generation, typically choose free VPNs instead of reliable, paid providers.
- Gen Y has the best VPN usage habits: They typically use paid VPNs and mainly for gaining more online privacy.

How many Americans use VPNs to stay safe and private online?

- Most American VPN users turn to VPNs for more online privacy (43%).
- The second major reason for using a VPN is the digital security of their devices and online accounts (33%).

VPN usage over the years

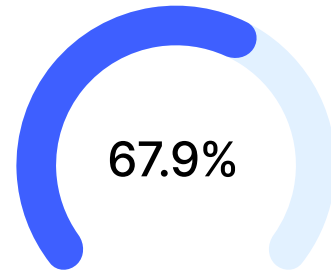
Year	Know VPN	Use VPN
2020	58.3%	24.7%
2021	57.6%	20.7%
2022	60.8%	24.3%
2023	66.8%	33.0%

- VPN awareness has grown over the last four years and is now above average (66.8%).
- The biggest increase in awareness (6 percentage points) was between 2022 and 2023.
- VPN usage has increased from a quarter (24.7%) of Americans using a VPN in 2020 to a third (33.0%) in 2023.
- However, this increase wasn't steady. Americans used a VPN less in 2021, which could be linked to the end of COVID-19 lockdowns.

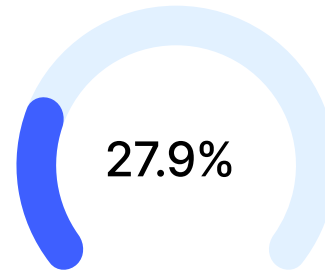


UK

Like Americans, most Brits know what a VPN is. However, VPN usage in the UK is slightly behind the United States: Just over a quarter of Brits use a VPN.



Know VPN



Use VPN

VPN usage habits

- Like Americans, Brits have unhealthy VPN usage habits: Two in five (40%) VPN users use a free VPN despite the fact these VPNs may pose privacy and security risks.
- Free VPNs are known to be less secure than paid VPNs, with many service providers selling user data to third parties.
- Gen Z respondents — typically the most digitally active generation — use free VPNs the most.
- Gen Y in the UK has the best VPN usage habits. This group typically chooses paid VPNs and mainly uses them for more privacy.
- Interestingly, several groups use VPNs more often in the UK compared to other countries. These groups include young adults (18-24), Gen Z, lower-income individuals, and students.

Typical VPN user:

- A typical VPN user in the UK is male and aged 25-44.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical VPN user in the UK is employed, has enough money, and can save for the future.

VPN usage over the years

Year	Know VPN	Use VPN
2020	61.5%	25.0%
2021	63.3%	25.1%
2022	65.4%	29.7%
2023	67.9%	27.9%

- VPN awareness has steadily increased over the last four years in the UK.
- VPN usage remains average, with just over a quarter of Brits using a VPN.

How many Brits use VPNs to stay safe and private online?

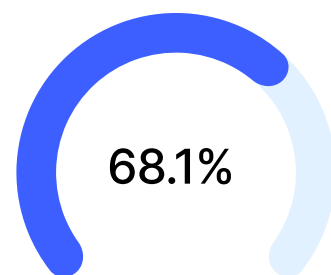
- Nearly two in five British VPN users connect to VPNs to protect their digital privacy (38.6%).
- Over a third (34.6%) use VPNs to secure their devices and online accounts.



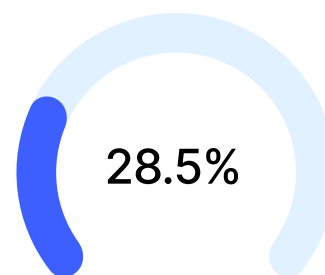
VPN awareness is high in Canada, with over two-thirds saying they know what a VPN is. VPN usage is average, with over one in four Canadians using a VPN.

Typical VPN user:

- A typical Canadian VPN user is male and aged 25 to 44.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical VPN user in Canada is employed, has enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- Like Brits and Americans, Canadians have some potentially harmful VPN usage habits: Just under a third of VPN users (29.5%) use free VPNs.
- However, free VPN usage in Canada is lower compared to the UK (40%) and the US (44.2%). Half of Canadian VPN users (50.2%) choose paid VPNs.
- Gen Z respondents are most likely to opt for free VPN services.
- The segment with the best VPN usage habits is Gen Y (millennials). These users typically choose paid VPNs and mainly to gain more online privacy.

VPN usage over the years

Year	Know VPN	Use VPN
2020	59.4%	23.4%
2021	61.9%	23.0%
2022	65.3%	26.6%
2023	68.1%	28.5%

- VPN awareness has steadily grown over the last 4 years in Canada.
- VPN usage has also steadily increased since 2021, with over one in four (28.5%) Canadians using a VPN now.

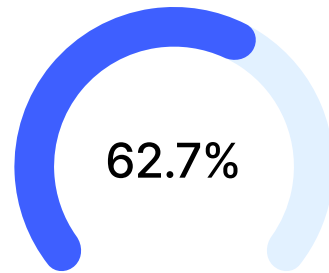
How many Canadians use VPNs to stay safe and private online?

- Canadian VPN users typically use VPNs to protect their digital privacy (41.8%).
- Just under a third (29.8%) use a VPN to increase the security of their devices and online accounts.

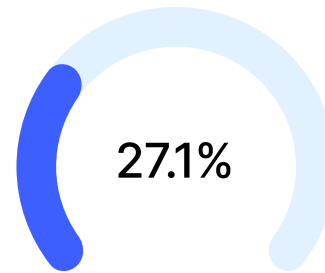


Australia

VPN awareness is average and slightly behind the US, UK, and Canada. Usage is on par with the other countries: One in four Australians use a VPN.



Know VPN



Use VPN

VPN usage habits

- Using a paid VPN in Australia is more common than in the UK, USA, and Canada. Three in five (60.3%) Australian VPN users choose paid VPNs over free services.
- However, like in all other countries, a proportion of Australian VPN users choose free VPNs (25.7%), potentially putting themselves at risk.
- Gen Z respondents are most likely to use free VPN services.
- Gen Y users typically choose paid VPNs to gain more online privacy.

Typical VPN user:

- A typical VPN user in Australia is male and aged 25 to 44.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- They are employed, have enough money, and can save for the future.

VPN usage over the years

Year	Know VPN	Use VPN
2020	59.5%	25.1%
2021	59.1%	23.5%
2022	61.9%	26.6%
2023	62.7%	27.1%

- VPN awareness has remained relatively stable over the last four years.
- VPN usage is average and hasn't changed much since 2020. The 2023 survey found that 27.1% of the population uses a VPN.

How many Australians use VPNs to stay safe and private online?

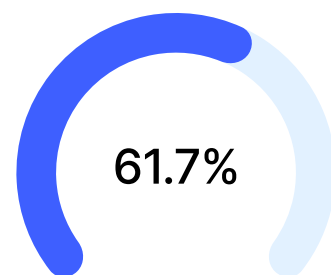
- Just over a third of VPN users (35.3%) use a VPN to protect their privacy.
- A slightly smaller proportion (31.3%) of Australian VPN users mainly use them to secure their devices and online accounts.



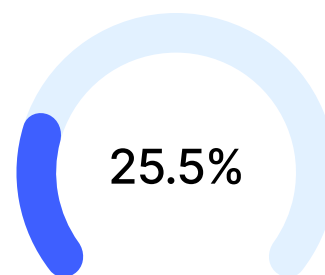
VPN awareness is average, with over three in five Germans saying they know what a VPN is. VPN usage is similar to other countries: A quarter of Germans use a VPN.

Typical VPN user:

- A typical VPN user in Germany is male and aged 25 to 44.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- They are employed, feel like they have enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- A relatively high proportion of German VPN users (36.9%) choose free VPNs despite the potential cybersecurity risks.
- Interestingly, in several other markets, Gen Y users tend to have better VPN habits than Gen Z: They choose reliable, paid VPNs and mainly use them for online privacy.
- However, this isn't the case in Germany, where both Gen Z and millennials use free VPN services the most.
- Interestingly, students in Germany tend to use VPNs more often than students in other countries.

VPN usage over the years

Year	Know VPN	Use VPN
2020	54.6%	20.8%
2021	54.9%	20.2%
2022	60.6%	24.8%
2023	61.7%	25.5%

- VPN awareness in Germany has steadily increased over the years, from 54.6% in 2020 to 61.7% in 2023.
- VPN usage has also grown from 20.8% in 2020 to 25.5% in 2023.

How many Germans use VPNs to stay safe and private online?

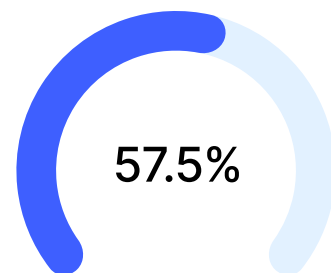
- For nearly two in five German VPN users (38%), online privacy is the main reason for using it.
- A third of German VPN users (33.3%) mainly turn on their VPNs to secure their devices and online accounts.



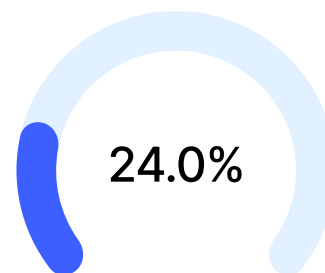
VPN awareness in France is below average, with only 58 out of 100 respondents saying they know what a VPN is. However, VPN usage is on par with other countries, with just under a quarter using a VPN.

Typical VPN user:

- A typical VPN user in France is male and aged 25 to 54.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- They are employed, feel like they have enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- Not everyone in France has good VPN habits. Many French VPN users (39.2%) choose free VPNs despite the cybersecurity risks they may present.
- Over two in five (43.3%) use paid VPNs, while 16.7% use a free trial of a paid VPN.
- In France, the previously noted differences between Gen Z and Gen Y don't occur. Gen Z and Gen Y have the same VPN usage habits — a similar proportion use free and paid VPNs.
- However, Gen Y appears to have a better motivation for using a VPN: They mainly use it to protect their online privacy.

VPN usage over the years

Year	Know VPN	Use VPN
2020	47.7%	16.6%
2021	50.4%	18.1%
2022	55.7%	22.7%
2023	57.5%	24.0%

- VPN awareness in France is increasing yearly. In 2020, 47.7% of French people were aware of VPNs. In 2023, their awareness is considerably higher — 57.5% of people in France are aware of VPNs.
- VPN usage has also steadily increased, from 16.6% in 2022 to nearly a quarter in 2023 (24%).

How many French people use VPNs to stay safe and private online?

- Over a third (36.7%) of French VPN users connect to a VPN to secure their devices and online accounts.
- A similar proportion (36.3%) use VPNs to protect their online privacy.

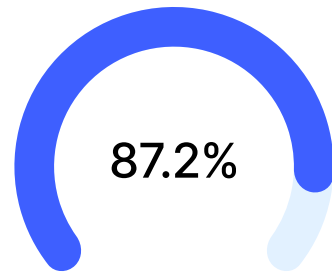


Hong Kong

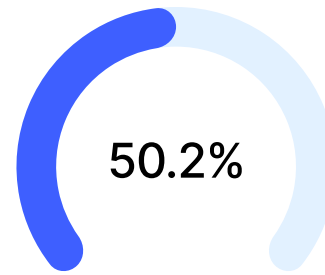
VPN awareness and usage are very high in Hong Kong. Nearly nine in 10 people aged 18 to 54 know what a VPN is. Half of the Hong Kong online population uses it.

Typical VPN user:

- A typical VPN user in Hong Kong is female and 25 to 44. Hong Kong is the only region in the study with a primarily female user base.
- Users typically belong to Gen Y (millennials) or Gen X (post-boomers).
- They are in paid employment, feel like they have enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- Similarly to other markets, some VPN users in Hong Kong use free VPNs even though they're not as private or secure.
- Just over four in 10 (40.6%) VPN users in Hong Kong opt for free VPNs, while over five in 10 (52.9%) pay for VPN services.
- Interestingly, baby boomers use a VPN more often in Hong Kong than in other countries. The same can be said about business owners.

How many people in Hong Kong use VPNs to stay safe and private online?

- Nearly three in 10 (28.8%) VPN users in Hong Kong turn to VPNs for more online privacy.
- Just over a quarter (27.4%) use VPNs to secure their devices and online accounts.

VPN usage over the years

Year	Know VPN	Use VPN
2021	83.1%	51.8%
2022	88.9%	53.6%
2023	87.2%	50.2%

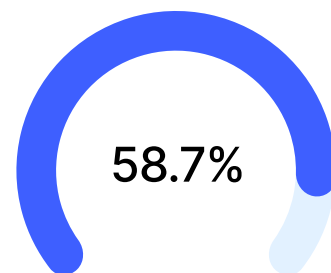
- VPN awareness in Hong Kong increased between 2021 and 2023, from 83.1% to 87.2%.
- However, VPN usage remains the same, with about half of the Hong Kong population aged 18 to 54 using one in 2023.



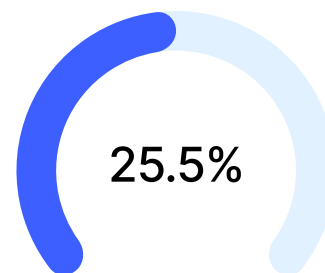
VPN awareness is below average in Italy compared to the other countries: Just under six out of 10 Italians know what a VPN is. However, usage is moderate, with one in four Italians using a VPN.

Typical VPN user:

- A typical VPN user in Italy is male and aged 25 to 54.
- These users typically fall into Gen X or the millennial generation.
- Like in the other surveyed countries, a typical Italian VPN user is in paid employment, has enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- Some Italian VPN users choose free services instead of paid ones. In Italy, two out of five (40.4%) VPN users opt for free VPN providers despite the privacy and security risks these may present.
- Just over a third (35.3%) of Italian VPN users pay for VPN services. Choosing a reliable, paid VPN typically comes with a range of benefits. Most importantly, paid VPNs respect their users and deliver better security and privacy.
- Looking at different segments, women in Italy use a VPN more often than in most other countries. The same can be said about users aged 25 to 44 and those belonging to Gen Y and X.

VPN usage over the years

Year	Know VPN	Use VPN
2022	59.2%	27.8%
2023	58.7%	25.5%

- In Italy, VPN awareness and usage have remained relatively stable, with 58.7% of Italians aware of VPNs in 2023.
- When it comes to usage, over a quarter of Italians used VPNs in 2022. In 2023, this number is 25.5%.

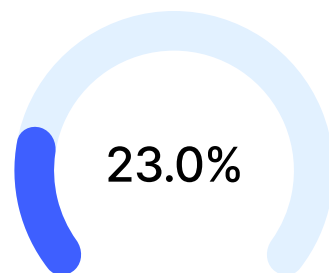
How many Italians use VPNs to stay safe and private online?

- Nearly four out of 10 (36.5%) Italian VPN users use one to protect their online privacy.
- A similar proportion uses a VPN to keep their devices and online accounts safe and secure (37.3%).

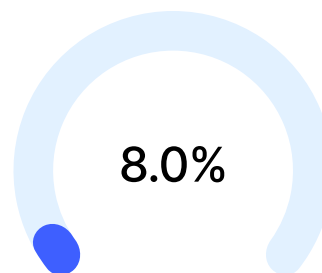


Japan

VPN awareness and usage are below average in Japan. Just over two in 10 people in Japan know what a VPN is, with just 8% using a VPN.



Know VPN



Use VPN

Typical VPN user:

- A typical VPN user in Japan is male and aged 35 to 54.
- They typically belong to Gen Y (millennials) or Gen X (post-boomers).
- Like in the other surveyed countries, a typical VPN user in Japan is employed, has enough money, and can save for the future.

VPN usage habits

- Japanese VPN users seem to rely heavily on free VPNs even though free services may present various cybersecurity risks. Nearly half (46.3%) of VPN users in Japan use free VPN providers.
- Just under a third (31.3%) use paid VPN providers, which are typically considered more reliable.
- 16.3% of VPN users choose free trial versions of paid VPNs, which may lead to a purchase.

How many people in Japan use VPNs to stay safe and private online?

- Out of the small proportion of Japanese VPN users, nearly two in five (38.8%) use one to ensure the security of their devices and online accounts.
- A similar proportion (37.5%) use a VPN to protect their online privacy.

VPN usage over the years

Year	Know VPN	Use VPN
2021	24.7%	10.6%
2022	25.9%	9.7%
2023	23.0%	8.0%

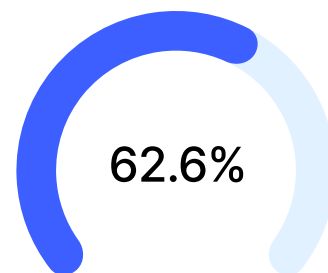
- VPN awareness in Japan remains relatively stable, with around a quarter of the population reporting they know what a VPN is.
- VPN usage appears to be decreasing slowly, from one in 10 (10.4%) Japanese using a VPN in 2021 to only 8% in 2023.



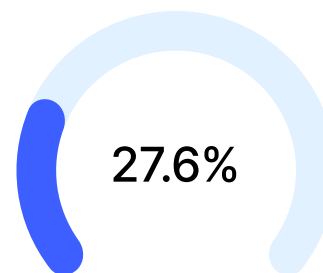
VPN awareness and usage are average in Mexico. Over six in 10 people aged 18 to 64 know what a VPN is, while just over a quarter use one.

Typical VPN user:

- A typical VPN user in Mexico is male and aged 25 to 44.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical user is employed, has enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- Over four in 10 (44.2%) VPN users in Mexico choose paid VPN services.
- However, a similar proportion (40.2%) choose free VPNs, potentially risking their data privacy.
- The segment with the best VPN usage habits in Mexico is Gen Y (millennials). These users mostly choose paid VPNs and use them mainly for online privacy and security reasons.

How many people in Mexico use VPNs to stay safe and private online?

- Mexican VPN users mainly use a VPN for privacy. Over two in five (45.7%) say they use one to protect the privacy of their data and online activity.
- Just under two in five (38.0%) use a VPN to secure their devices and online accounts.

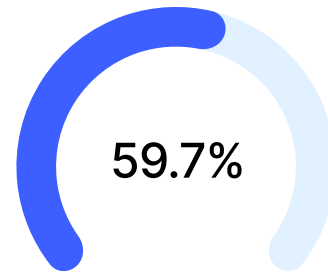
VPN usage over the years

Year	Know VPN	Use VPN
2022	66.2%	32.3%
2023	62.6%	27.6%

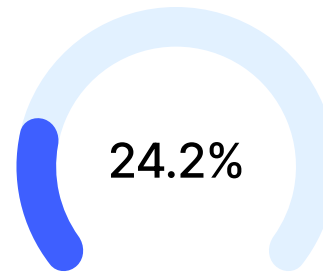
- VPN awareness has remained the same in Mexico over the last year, with over six in 10 (62.6%) Mexicans aware of a VPN.
- Usage has decreased between 2022 and 2023, from 32.3% to 27.6%.

Netherlands

The Netherlands has average VPN awareness and usage. Six in 10 Dutch people know what a VPN is, while just under a quarter use one.



Know VPN



Use VPN

VPN usage habits

- Over two in five (45.0%) Dutch VPN users pay for a VPN, with just under a third (30.2%) choosing free VPN services.
- Interestingly, people aged 25 to 34 use a VPN more often in the Netherlands than in the other markets. The same could be said about Gen Z and students.

How many Dutch people use VPNs to stay safe and private online?

- Over two in five (45.0%) Dutch VPN users pay for a VPN, with just under a third (30.2%) choosing free VPN services.
- Interestingly, people aged 25 to 34 use a VPN more often in the Netherlands than in the other markets. The same could be said about Gen Z and students.

Typical VPN user:

- A typical VPN user in the Netherlands is male and aged 25 to 44.
- They typically belong to Gen Y (millennials) or Gen X (post-boomers).
- The typical Dutch VPN user is employed, has enough money, and can save for the future.

VPN usage over the years

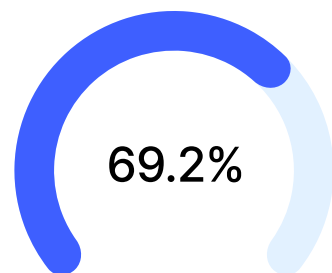
Year	Know VPN	Use VPN
2020	52.7%	24.0%
2021	51.3%	21.8%
2022	57.0%	24.7%
2023	59.7%	24.2%

- VPN awareness has been increasing steadily since 2021. In 2023, nearly three in five (59.7%) Dutch people know what a VPN is.
- Unlike VPN awareness, VPN usage remains relatively the same, with just under a quarter of people in the Netherlands using a VPN (24.2%) in 2023.

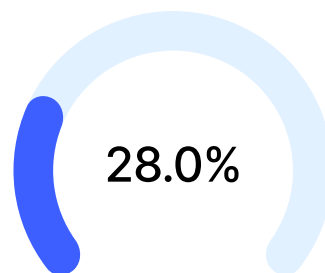


Poland

VPN awareness in Poland is higher than average — over two-thirds of people know what a VPN is. Usage is average, like in the UK, Canada, Australia, and Mexico: Over a quarter use a VPN.



Know VPN



Use VPN

VPN usage habits

- Looking at VPN habits, the proportion of Poles that pay for a VPN is higher than the proportion of free users.
- Nearly half (47.0%) of VPN users in Poland use paid VPNs, which are considered safer and more reliable than free providers.
- However, not everyone in Poland has good VPN habits, with nearly four in 10 (38.1%) VPN users choosing free VPNs.

Typical VPN user:

- A typical VPN user in Poland is male and between 25 and 44 years old.
- They typically belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical VPN user in Poland is employed, has enough money, and can save for the future.

VPN usage over the years

Year	Know VPN	Use VPN
2021	55.0%	19.9%
2022	63.4%	25.7%
2023	69.2%	28.0%

- VPN awareness in Poland has been on the rise since 2021. While in 2021, just over half of the population were aware of VPNs, now over two-thirds know what a VPN is (69.2%).
- VPN usage has also been steadily increasing. In 2021, just one out of five (19.9%) people in Poland used a VPN. In 2023, nearly three out of 10 people do (28%).

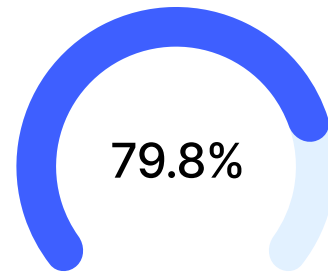
How many people in Poland use VPNs to stay safe and private online?

- Over a third (37.4%) of Polish VPN users mainly use a VPN to protect the privacy of their data and online activity.
- A similar proportion (38.1%) mainly use one to secure their devices and online accounts.

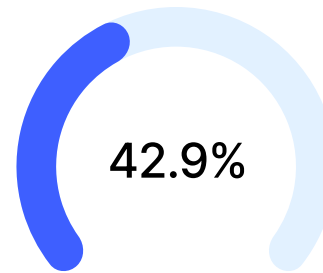


Singapore

VPN awareness in Singapore is high, with eight in 10 Singaporeans aged 18-64 aware of VPNs. Usage is also above average, with four in 10 people (aged 18-64) in Singapore using a VPN.



Know VPN



Use VPN

VPN usage habits

- In Singapore, using free VPNs is equally as common as using paid VPN services.
- Nearly four in 10 Singaporean VPN users (39.7%) choose free VPNs despite the fact they're considered less reliable and safe. Free VPNs have to make money in other ways, often by selling user data to third parties.
- A similar percentage (39.9%) use a paid VPN to secure their connection and data.
- Gen Z has the worst VPN habits and is most likely to opt for free VPN services. On the other hand, Gen Y (millennials) tend to use paid VPNs the most.
- Looking at different groups, women in Singapore use a VPN more often than in most other markets. The same could be said about people aged 18 to 34, Gen Y and Gen Z, and middle and lower-income earners.

How many Singaporeans use VPNs to stay safe and private online?

- Privacy is the main reason Singaporeans use a VPN. Two out of five (40.2%) said they mainly use one to protect the privacy of their data and online activity.
- Just under a third of Singaporeans (31.5%) mainly use a VPN to ensure the security of their devices and online accounts.

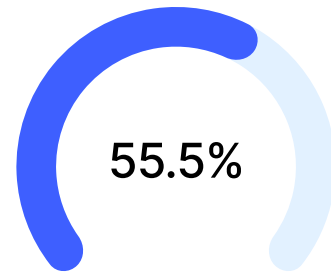
Typical VPN user:

- A typical Singaporean VPN user is male and aged between 25 and 54.
- These users typically fall into the millennial or Gen X (post-boomer) generation.
- Similarly to other countries, a typical VPN user is employed, has enough money, and can save for the future.

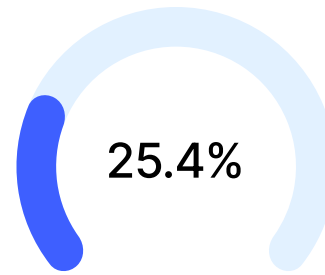


South Korea

VPN awareness is below average in South Korea — only slightly over half of South Koreans know what a VPN is. Usage is moderate, with a quarter of South Koreans using a VPN in 2022.



Know VPN



Use VPN

VPN usage habits

- Most South Korean VPN users (59.4%) choose free VPNs, potentially exposing themselves to various digital security and privacy risks.
- Just under a third (30.7%) of VPN users in South Korea pay for their VPN services, while over one in 10 (11.8%) use corporate VPNs.
- Looking at the different age groups, Gen Z appears to have the worst VPN usage habits in South Korea — they use free VPNs much more than other groups.

Typical VPN user:

- A typical VPN user in South Korea is male and aged 25 to 44.
- The typical user belongs to Gen Y (millennials) or Gen X (post-boomers).
- They are employed, have enough money, and can save.

How many South Koreans use VPNs to stay safe and private online?

- Over a third (35%) of South Korean VPN users mainly use a VPN to protect the privacy of their data.
- Just two in 10 (22%) South Korean users mainly use a VPN to secure their devices and online accounts.

VPN usage over the years

Year	Know VPN	Use VPN
2022	57.5%	23.9%
2023	55.5%	25.4%

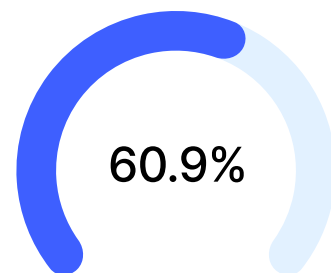
- VPN awareness remained the same in 2021 and 2022, with under six in 10 (55.5%) South Koreans aware of VPNs.
- VPN usage also stayed the same, with a quarter of South Koreans (25.4%) using a VPN in 2022.



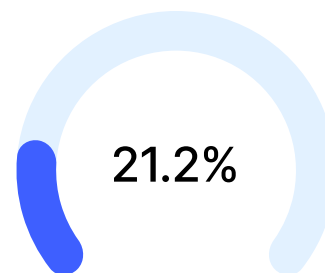
While VPN awareness is average in Sweden, VPN usage is below average. Over six out of 10 Swedes know what a VPN is, but only one in five uses one.

Typical VPN user:

- A typical VPN user in Sweden is male and aged 25 to 54.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical user is employed, has enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- VPN users in Sweden seem to be aware of the risks of using free VPNs — out
- of the 18 markets, Sweden has the lowest percentage of free VPN users (17.5%).
- Over two in five (41.0%) Swedish VPN users choose paid VPNs.
- Interestingly, many Swedes (48.6%) use corporate VPNs, particularly Gen Y and Gen X. While a corporate VPN is considerably better than a free VPN, it may have several drawbacks, like limited online freedom and lack of privacy on personal devices. Employers may track your online activity and VPN usage for business purposes, which means your personal online activity may not be private.
- Sweden has several other differences compared to other markets. People aged 45 to 64 use a VPN more often than in other countries. The same can be said for people with lower incomes.

VPN usage over the years

Year	Know VPN	Use VPN
2022	66.2%	21.5%
2023	60.9%	21.2%

- VPN awareness remained about the same in 2022 and 2023, with six in 10 (60.9%) Swedes aware of VPNs in 2023.
- VPN usage has also remained unchanged in the last two years, with just over one in five (21.2%) people using a VPN in Sweden.

How many Swedes use VPNs to stay safe and private online?

- Privacy is the main reason to use a VPN for just under a third of Swedish VPN users (28.8%).
- One in 5 (21.2%) use a VPN to secure their devices and online accounts.

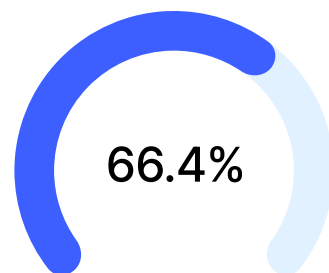


Spain

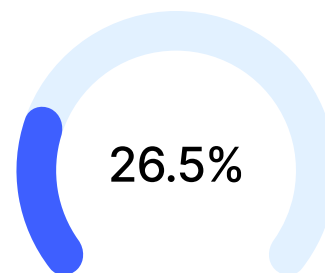
VPN awareness is high in Spain, with nearly seven out of 10 Spaniards aware of VPNs. However, usage is average, like in several other countries: Over a quarter of Spanish people use a VPN.

Typical VPN user:

- A typical VPN user in Spain is male and aged 25-54.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical user is employed, has enough money, and can save for the future.



Know VPN



Use VPN

VPN usage habits

- A relatively high proportion (38.2%) of Spanish VPN users choose free VPN services despite the potential privacy and security risks these services may present.
- A slightly higher percentage (41.5%) use paid VPN services, which are typically considered safer and more private. Free VPN providers have to make money in other ways because they don't charge subscription fees. Therefore, they may bombard users with ads or sell user data.
- Gen Z appears to have the worst VPN usage habits in Spain — they use free VPNs the most.
- On the other hand, Gen Y has the best habits: They typically use paid VPNs for privacy benefits.

VPN usage over the years

Year	Know VPN	Use VPN
2021	58.4%	20.8%
2022	64.7%	27.5%
2023	66.4%	26.5%

- VPN awareness is increasing in Spain. In 2021, just under six out of 10 (58.4%) Spaniards were aware of VPNs. In 2023, it's closer to seven out of 10 (66.4%).
- VPN usage has also increased over the years. In 2021, one in five (20.8%) Spaniards used a VPN; in 2023, it's just over one in four (26.5%).

How many Spaniards use VPNs to stay safe and private online?

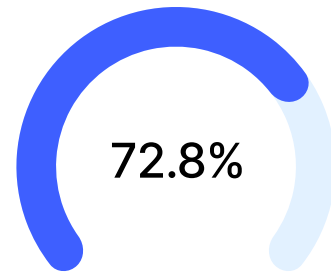
- When asked why they use a VPN, nearly four out of 10 (38.2%) Spanish VPN users said they use it to secure their devices and online accounts.
- A slightly smaller proportion, just over a third (35.8%), mainly use a VPN to protect their digital privacy.



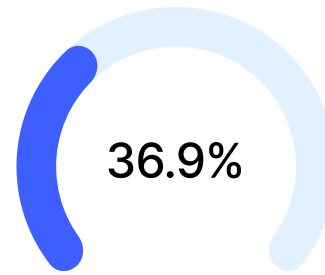
Both VPN awareness and usage are above average in Taiwan. Over seven out of 10 Taiwanese aged 18 to 54 know what a VPN is, with nearly four out of 10 using a VPN.

Typical VPN user:

- A typical VPN user in Taiwan is male and aged 25 to 44.
- They belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical user is employed, has enough money, and is able to save.



Know VPN



Use VPN

VPN usage habits

- VPN usage habits could be improved in Taiwan. Most VPN users (56.6%) choose free VPNs despite the cybersecurity risks. Compared to the other surveyed countries, that's a high percentage of users: The only country with a higher proportion of free VPN users is South Korea.
- A third (32.9%) of VPN users in Taiwan use paid VPNs, while one in five (19.7%) VPN users use corporate services.
- Gen Y in Taiwan has the best VPN usage habits: This group typically opts for paid VPNs to secure their internet connection.
- Interestingly, male VPN users in Taiwan use a VPN more often than in other countries.

VPN usage over the years

Year	Know VPN	Use VPN
2022	69.3%	35.2%
2023	72.8%	36.9%

- VPN awareness has increased in Taiwan from 2021 to 2022, with 69.3% aware of VPNs in 2021 and 72.8% in 2023.
- VPN usage has also stayed high, with 36.9% of Taiwanese using a VPN in 2022.

How many people in Taiwan use VPNs to stay safe and private online?

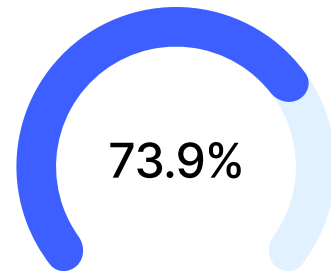
- Nearly two out of five (37.5%) Taiwanese VPN users mainly use a VPN to protect the privacy of their data and online activity.
- Just under three out of 10 (29.9%) VPN users in Taiwan mainly use a VPN to secure their devices and online accounts.

Taiwan sample: internet users aged 18 to 54.

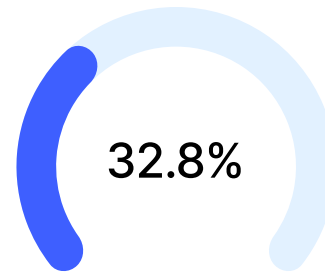


Brazil

VPN awareness and usage are above average in Brazil. Three-quarters of people in Brazil are aware of VPNs, with a third of the population using one.



Know VPN



Use VPN

VPN usage habits

- Free VPN usage is high in Brazil, with over half (52.4%) of VPN users choosing free VPN services.
- Just under two in five (39.0%) VPN users in Brazil pay for their VPN service, while just over one in 10 (12.2%) use corporate VPN services.
- Gen Y in Brazil appears to have the best motivation for using a VPN — they mainly use it for privacy and security reasons.

How many people in Brazil use VPNs to stay safe and private online?

- Security is the main reason people use a VPN in Brazil. Nearly half (46.0%) of VPN users in Brazil mainly use a VPN to secure their devices and online accounts.
- Over a third (35.4%) use a VPN to protect the privacy of their devices and online activity.

Typical VPN user:

- A typical VPN user in Brazil is male and aged between 25 and 44.
- They typically belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical user is employed, has enough money, and can save for the future.

VPN usage over the years

Year	Know VPN	Use VPN
2022	71.4%	30.8%
2023	73.9%	32.8%

- A typical VPN user in Brazil is male and aged between 25 and 44.
- They typically belong to Gen Y (millennials) or Gen X (post-boomers).
- A typical user is employed, has enough money, and can save for the future.

Methodology

The survey was commissioned by NordVPN and conducted by an external agency between August 2020 and March 2023. A total of 151,400 respondents were surveyed across 18 countries. The respondents were asked questions about VPN awareness and usage. Quotas were placed on age, gender, and place of residence to achieve a nationally representative sample among internet users.

