

National Privacy Test

Who reached
the digital stars
this year?

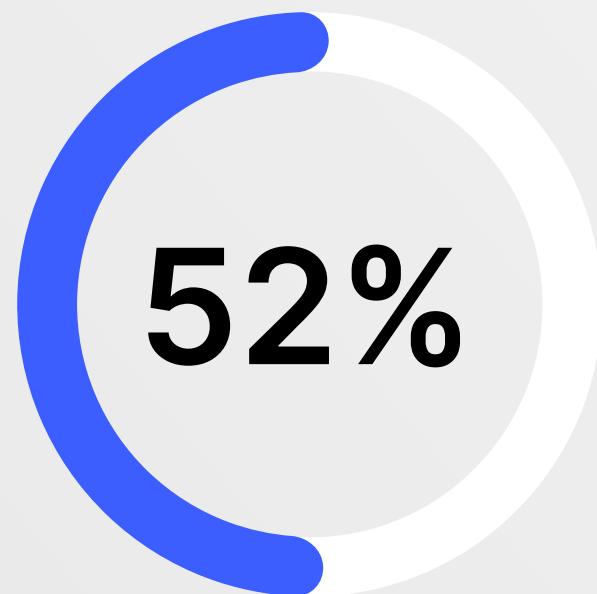
Results and findings
from 30,792 respondents

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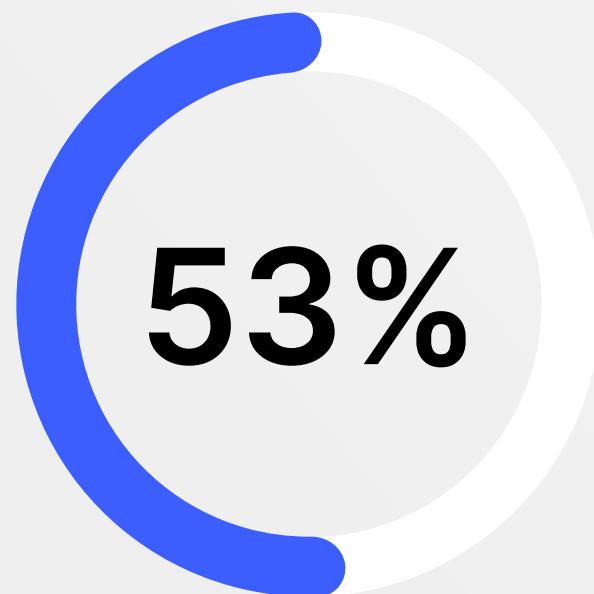


Global summary

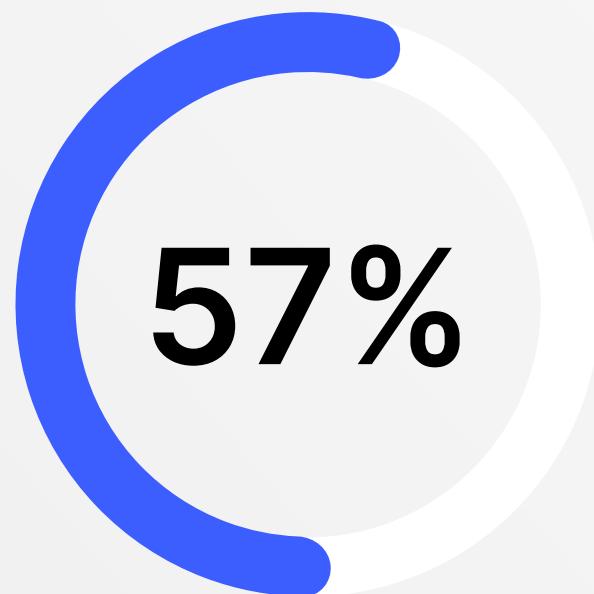
Over 30,000 people worldwide have evaluated their cybersecurity knowledge, digital habits, and online risk awareness by completing the National Privacy Test. Our data analysts used the results to calculate the following global scores.



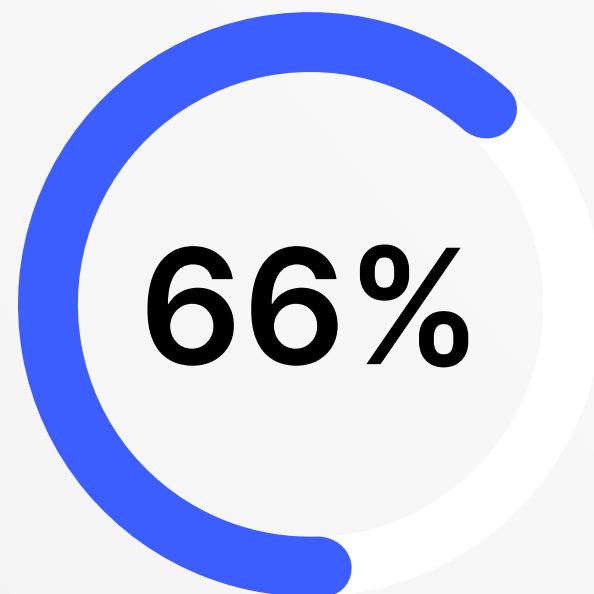
Privacy awareness score



Digital habits score



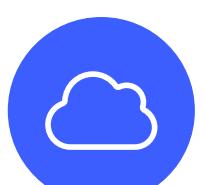
Global National Privacy Test (NPT) score



Digital risk tolerance score

Cyber personas

Users get a cyber persona assigned to them based on their score.



Cyber Wanderer
(scored 1-24%)

1%



Cyber Star
(scored 75-100%)

10%



Cyber Tourist
(scored 25-49%)

23%



Cyber Adventurer
(scored 50-74%)

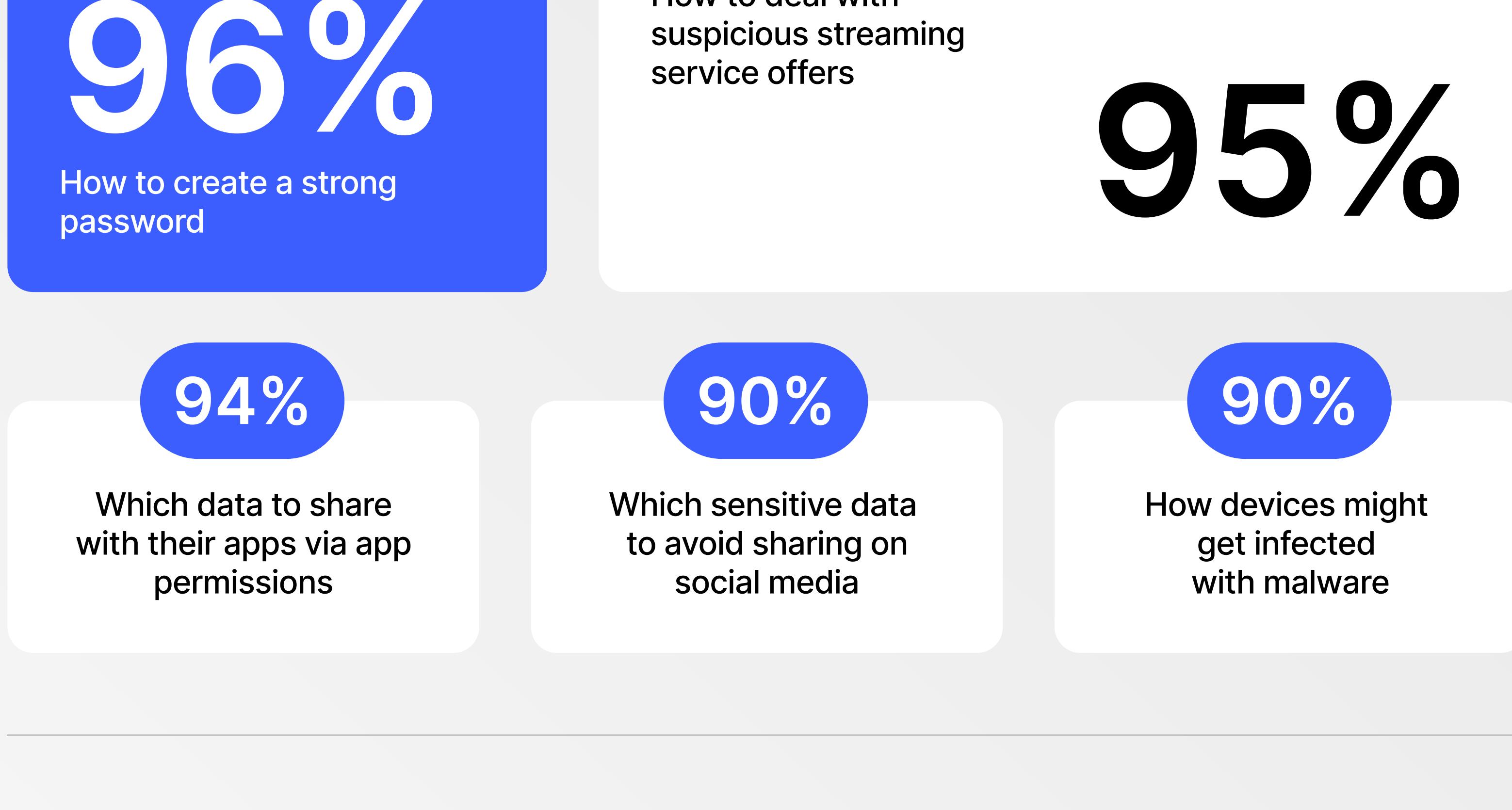
65%



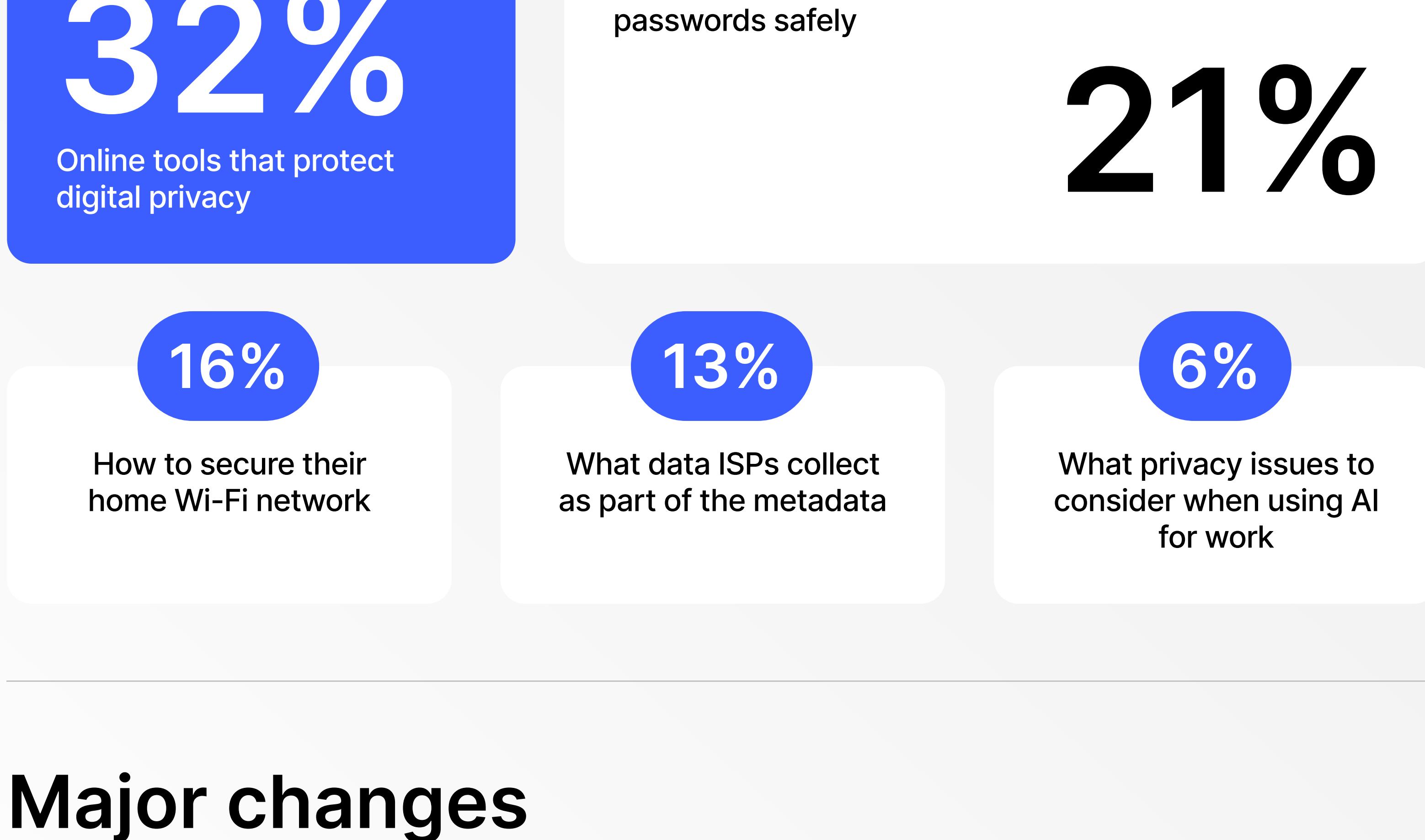
Takeaways

- The Daily Digital Life score increased gradually by about **1 percentage** point per year. In contrast, the Privacy Awareness and Digital Risk scores showed a downward trend. When it came to understanding privacy concerns related to using AI at work, participants performed the poorest: only **6%** answered correctly.
- Participants best knew how to **create strong passwords** and recognize suspicious streaming service deals. These questions got the highest number of correct answers third year in a row.
- The lowest scores were among students and retired people.
- People **ages 30-54** and participants working in the IT industries got the highest scores.

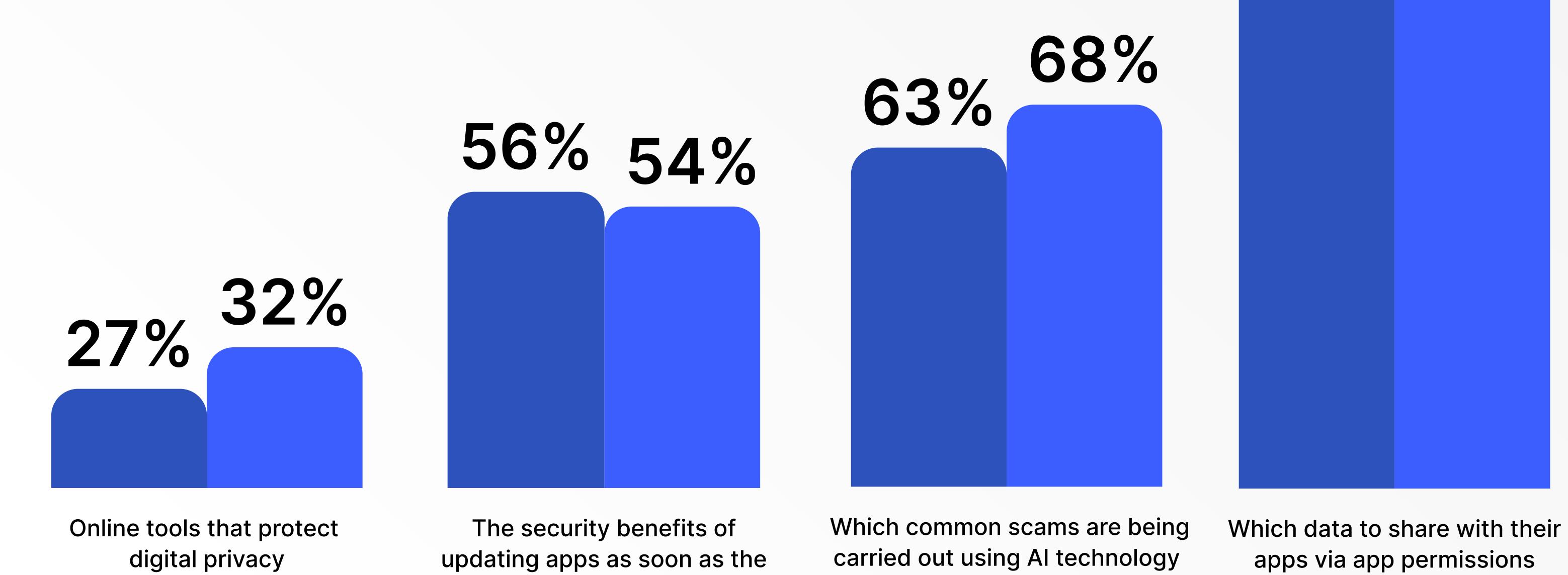
Globally participants understand:



Globally participants need to learn more about:



Major changes



Methodology

National Privacy Test is an open-access survey, allowing anyone from around the world to fill in the test and compare own results with the global ones.

The survey is not nationally representative, there were no quotas or other requirements set.

In 2025, 30792 respondents from 185 countries responded to questions in the test that evaluated their online privacy skills and knowledge. There were 25567 participants in 2024 and 30747 participants in 2023. 2025 year data as of date 31.07.2025 is presented in the report. If there is the difference with the webpage results, it means more people have participated since July 31, and the result has slightly changed. Country rankings are among the listed countries. A country is included in the list if it has at least 100 responses in 2025.

How National Privacy Test (NPT) scores are calculated

The NPT score is calculated using the averages of the three other scores: digital habits, privacy awareness, and digital risk tolerance. The test has 22 questions, each with a value of 4.5%. The more questions a respondent answers correctly, the higher the score.



Cyber personas explained



Cyber Star

NPT score of 75-100%



Cyber Adventurer

NPT score of 50-74%



Cyber Tourist

NPT score of 25-49%



Cyber Wanderer

NPT score of 1-24%

Notes

- The report compares three sets of data. One set was collected over a seven-month period in 2025, while the other sets cover a full year in 2024 and 2023.
- In 2024 was published interim results up to July 17th, 2024, thus results may differ from last year communication.

Number of participants per country

	2024	2025
Global	33,562	30,792
United States	8,480	7,641
United Kingdom	4,318	4,546
Canada	2,673	2,051
Australia	2,045	1,655
Netherlands	1,111	1,584
France	950	1,399
Italy	917	1,383
Germany	1,556	1,205
Sweden	867	727
Switzerland	729	656
Brazil	427	471
Norway	429	468
Ireland	494	444
Spain	518	414
Mexico	804	397
New Zealand	394	384

	2024	2025
Austria	440	382
Denmark	428	380
Poland	480	379
Belgium	593	335
Finland	288	303
Japan	526	278
Singapore	234	231
South Korea	617	231
Portugal	286	223
Lithuania	238	172
India	138	164
Argentina	108	124
Romania	73	104
Other	2401	2061