

National Privacy Test

# Who reached the digital stars this year?

Results and findings

from 30,792 respondents

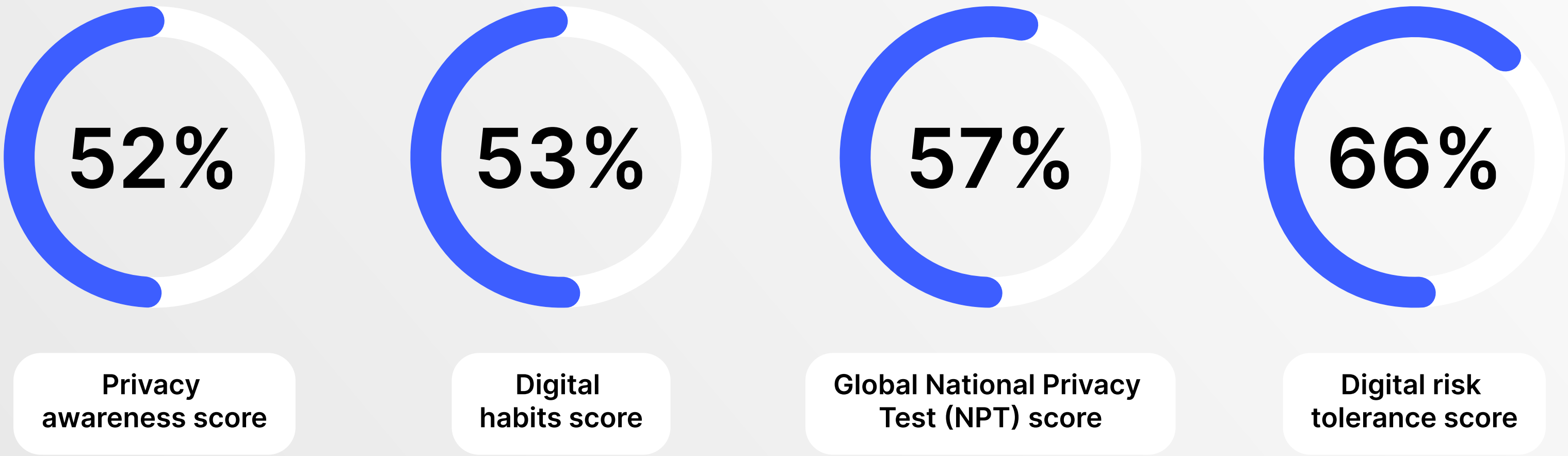


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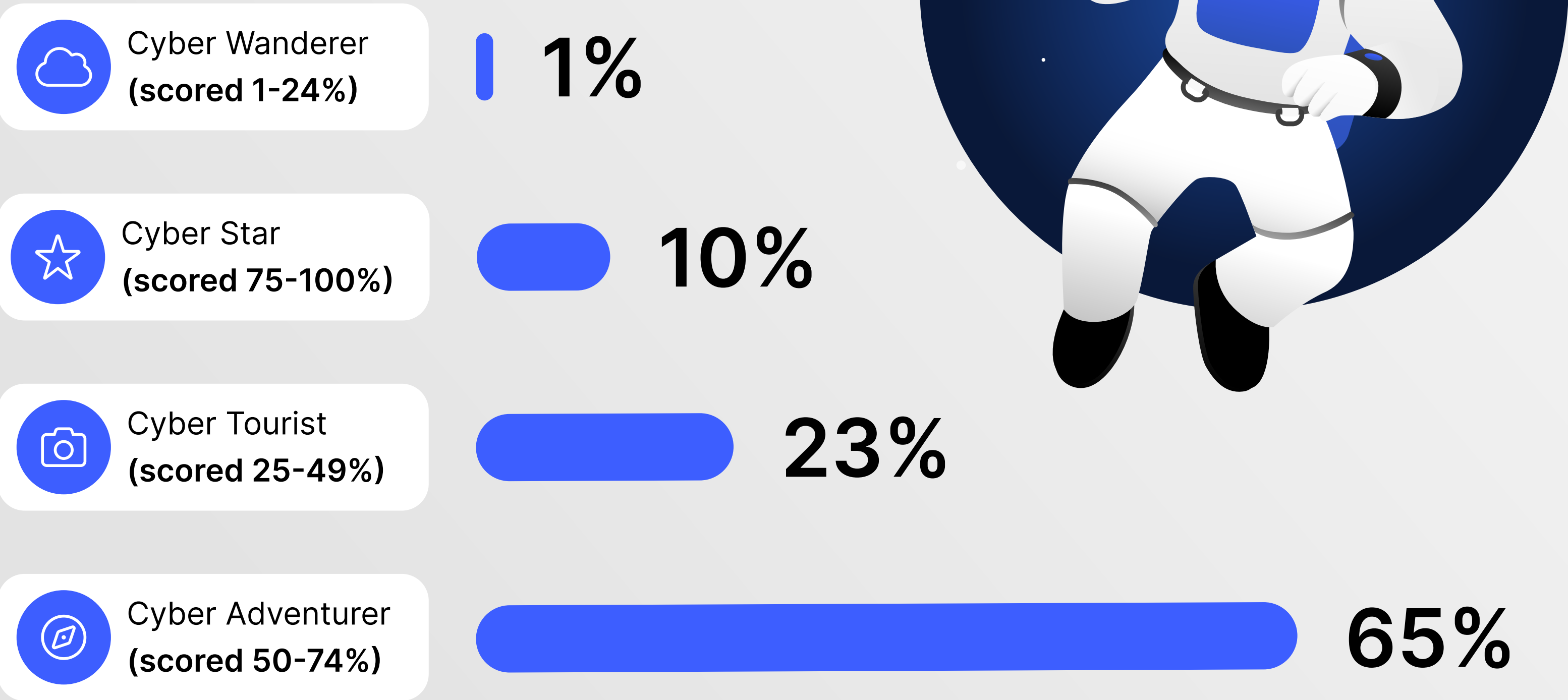
# Global summary

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.



# Cyber personas

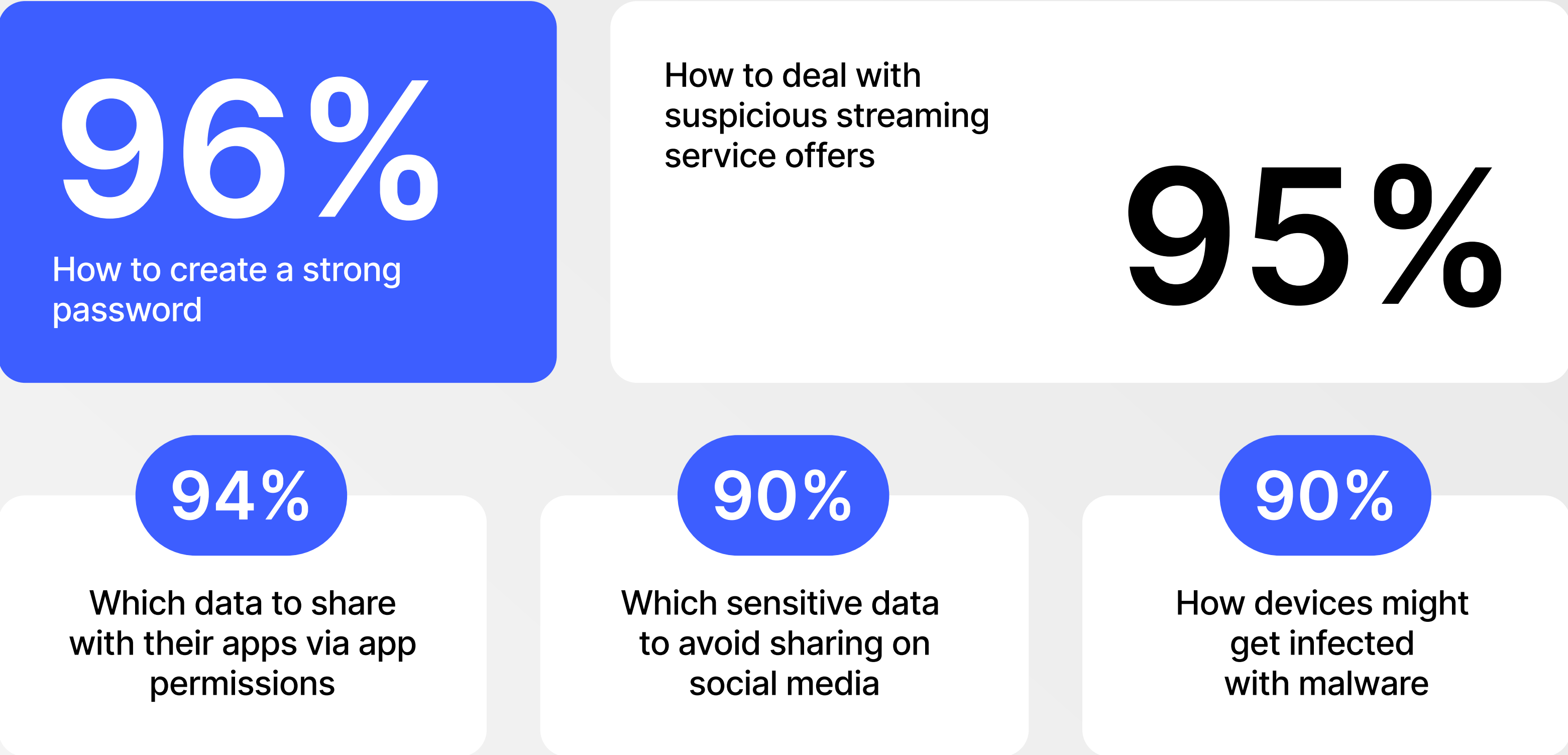
Users get a cyber persona assigned to them based on their score.



# 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.

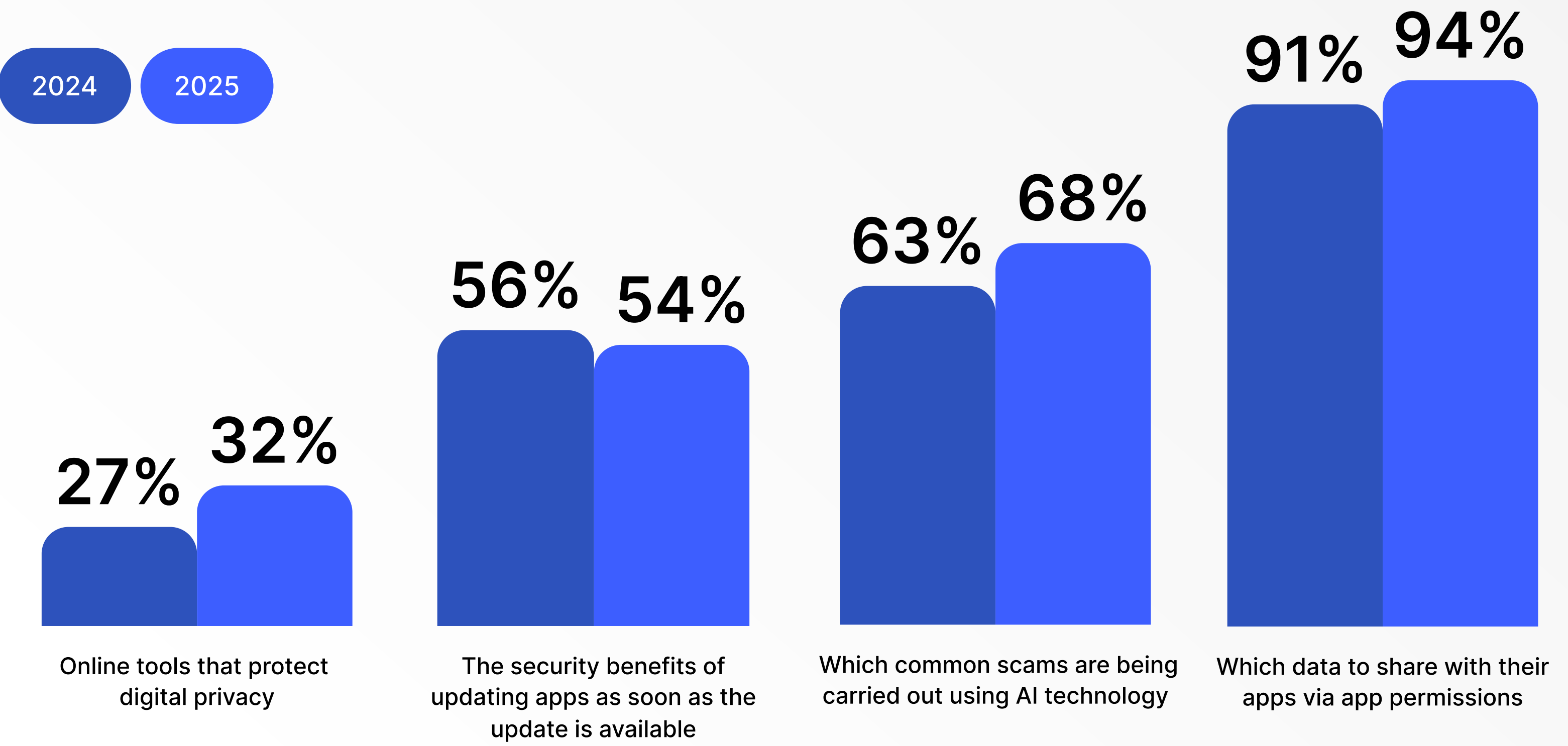
## Globally participants understand:



## 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 tp 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	1111	1,584
France	950	1,399
Italy	917	1,383
Germany	1,556	1205
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