

National Privacy Test

# Who reached the digital stars this year?

Results and findings

from 25,567 respondents

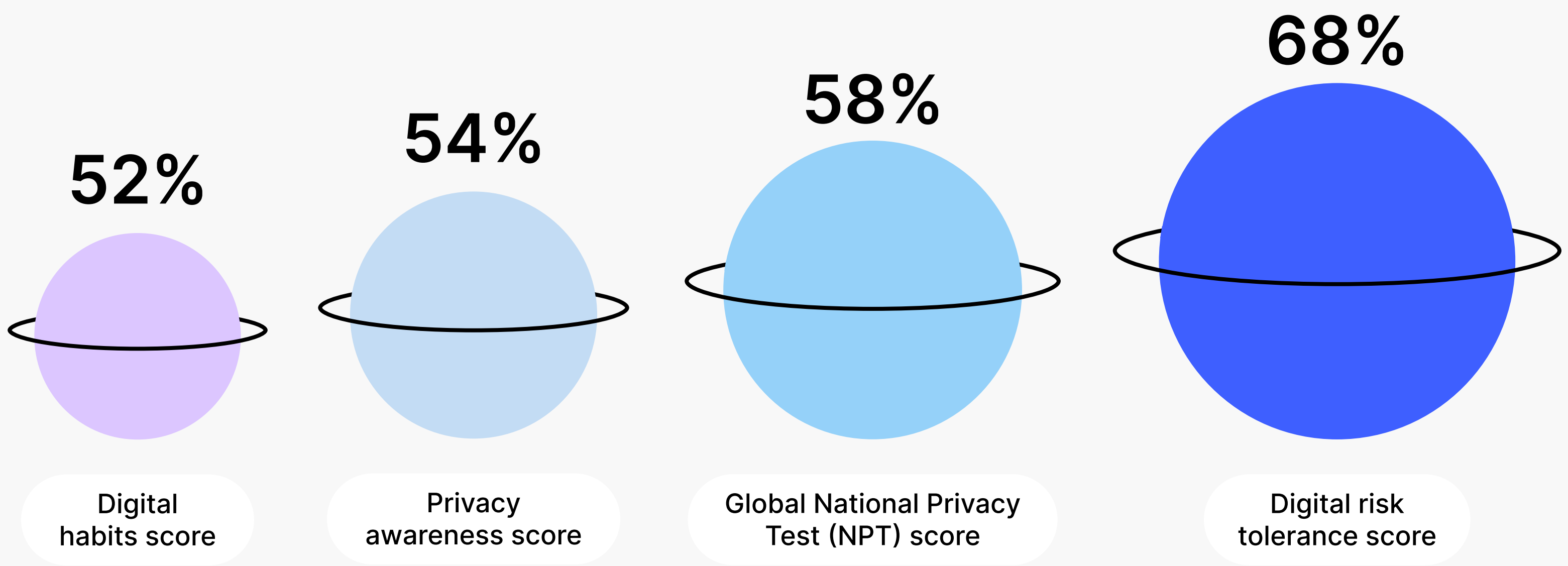


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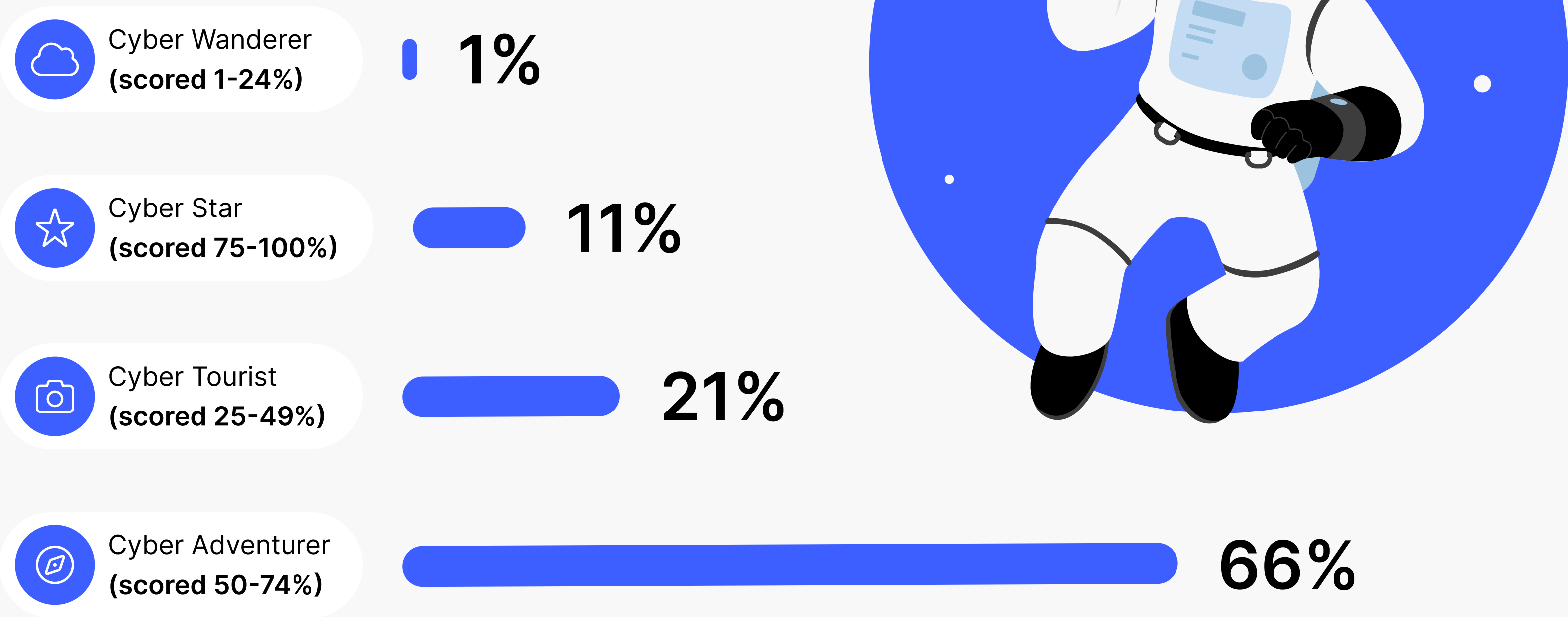
# Global summary

Over 25,000 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.



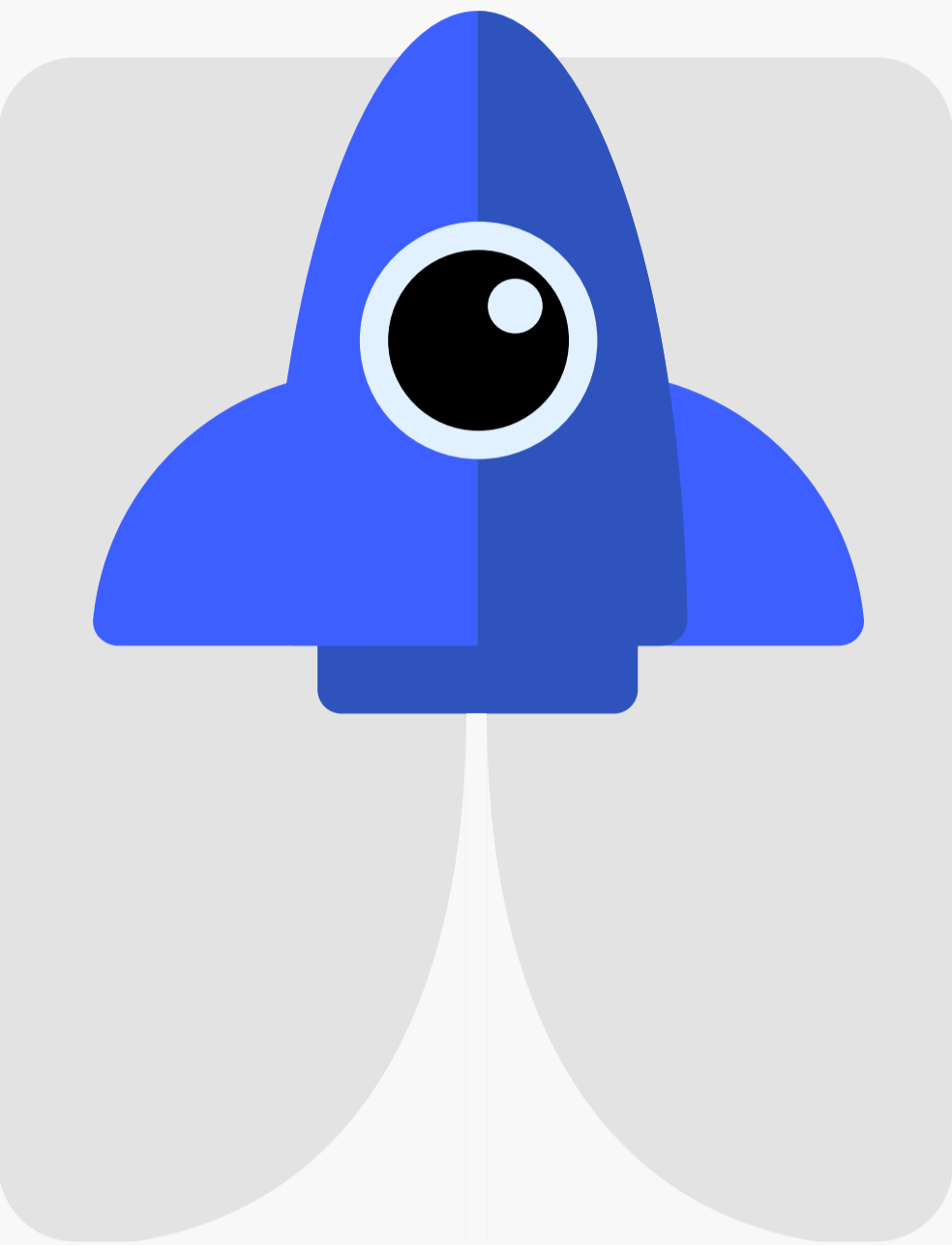
# Cyber personas

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



# Takeaways

- The “**privacy awareness**” and “**digital risk tolerance**” scores are lower than in **2023** due to two new questions about AI — only 5% of people answered them correctly. As technology evolves and becomes more complex, users are struggling to keep up in their understanding.
- Participants best knew how to **create strong passwords** and recognize suspicious streaming service deals. These questions got the highest number of correct answers both this year and in 2023.
- The lowest scores were among students and retired people.
  - People **ages 30-54** and participants working in the financial and IT industries got the highest scores.

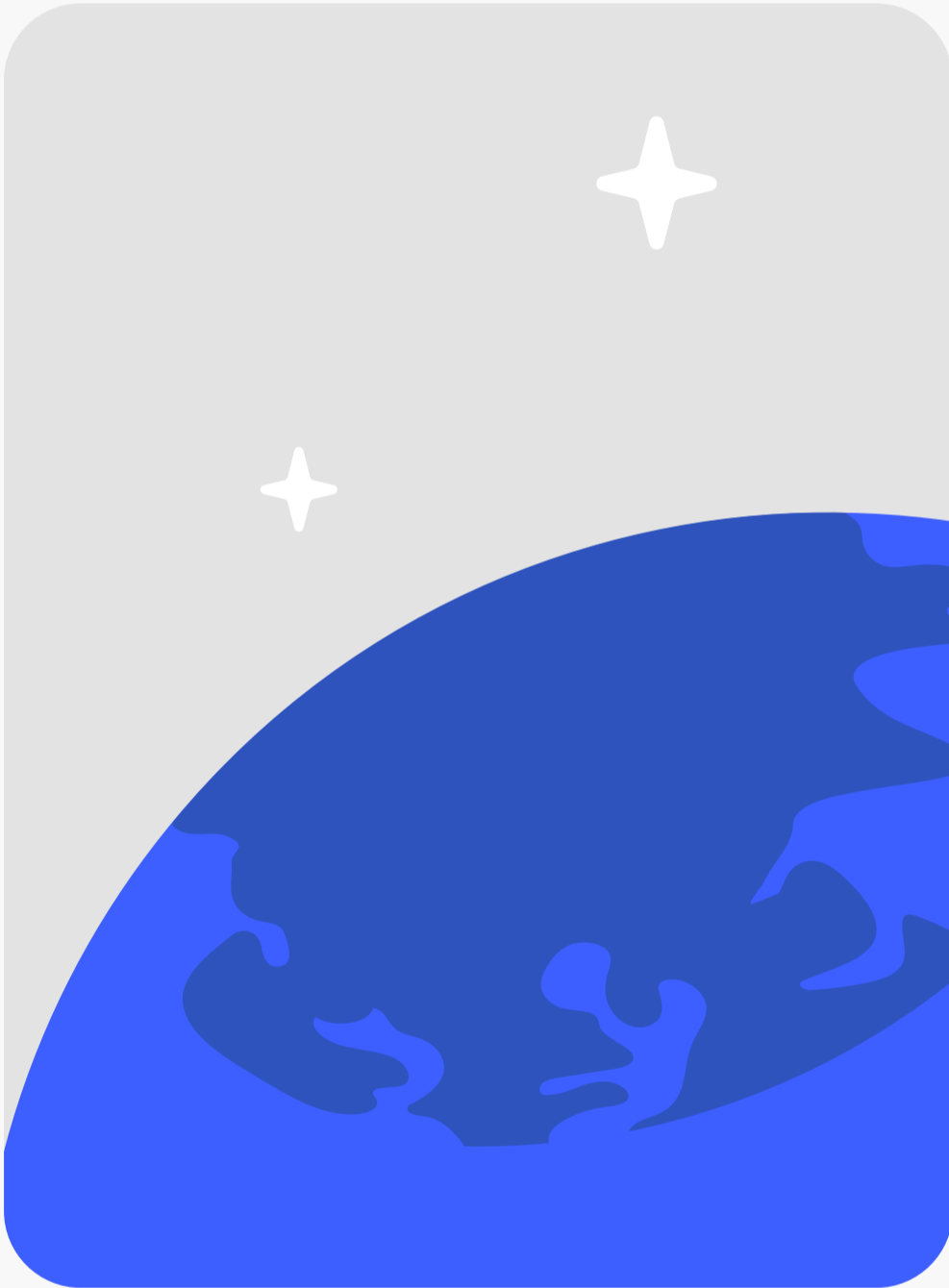


## Globally participants understand:

Answered correctly	
How to create a strong password	96%
How to deal with suspicious streaming service offers	95%
Which data to share with their apps via app permissions	91%
How devices might get infected with malware	90%
Which sensitive data to avoid sharing on social media	90%

## Globally participants need to learn more about:

Answered correctly	
What privacy issues to consider when using AI for work	6%
What data ISPs collect as part of the metadata	13%
How to secure their home Wi-Fi network	16%
Where to store passwords safely	20%
Online tools that protect digital privacy	26%

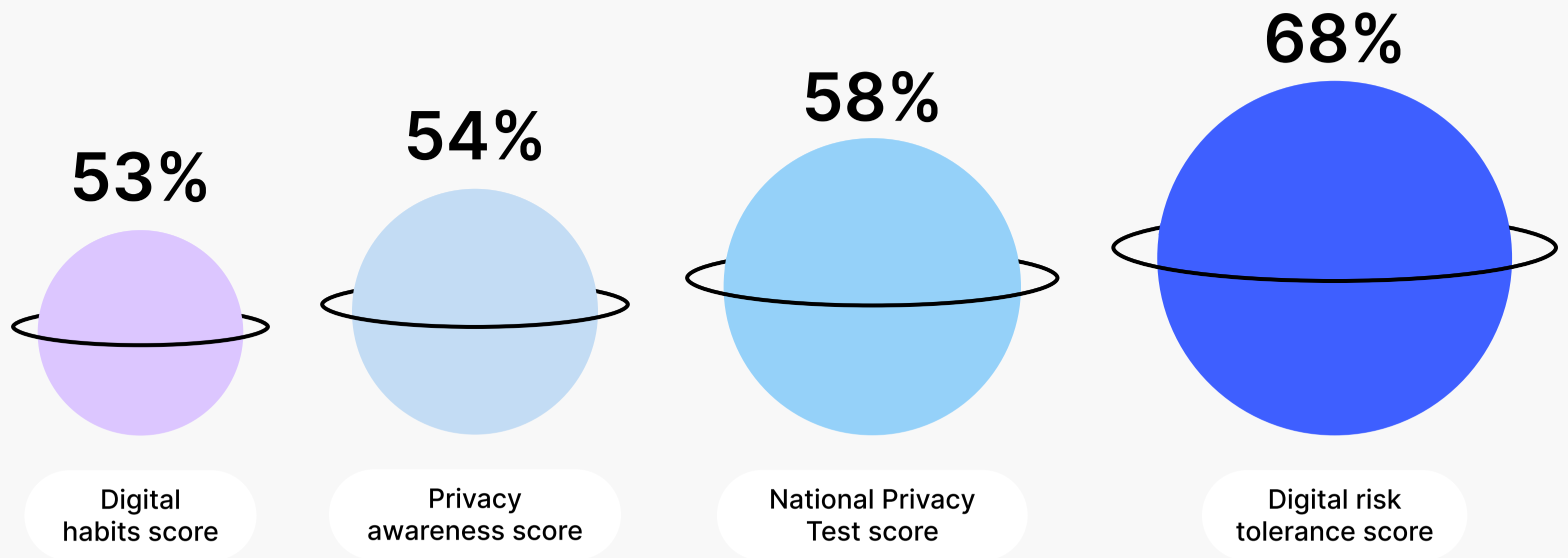


# Major changes

Answered correctly		2023	2024
	How cybercriminals make fake URLs look legitimate	40%	45%
	What to do if a hacker demands ransom money   How to deal with phishing attacks	62%	68%
	What to do if a service provider is breached, exposing their account information	54%	58%
	The security benefits of updating apps as soon as the update is available	69%	56%

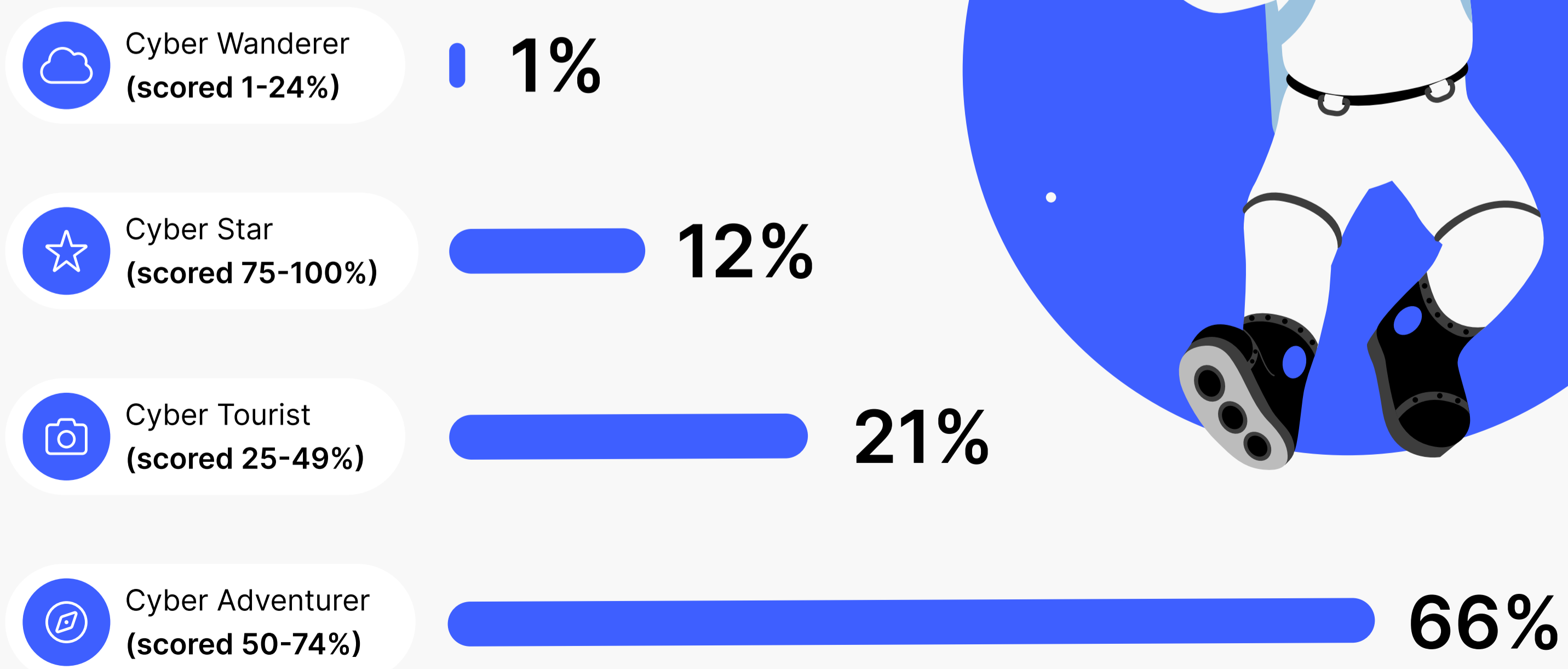
# United Kingdom

Participants from the UK, alongside Portuguese and New Zealand participants, have the fifth best National Privacy Test score in the world. They ranked fourth last year.



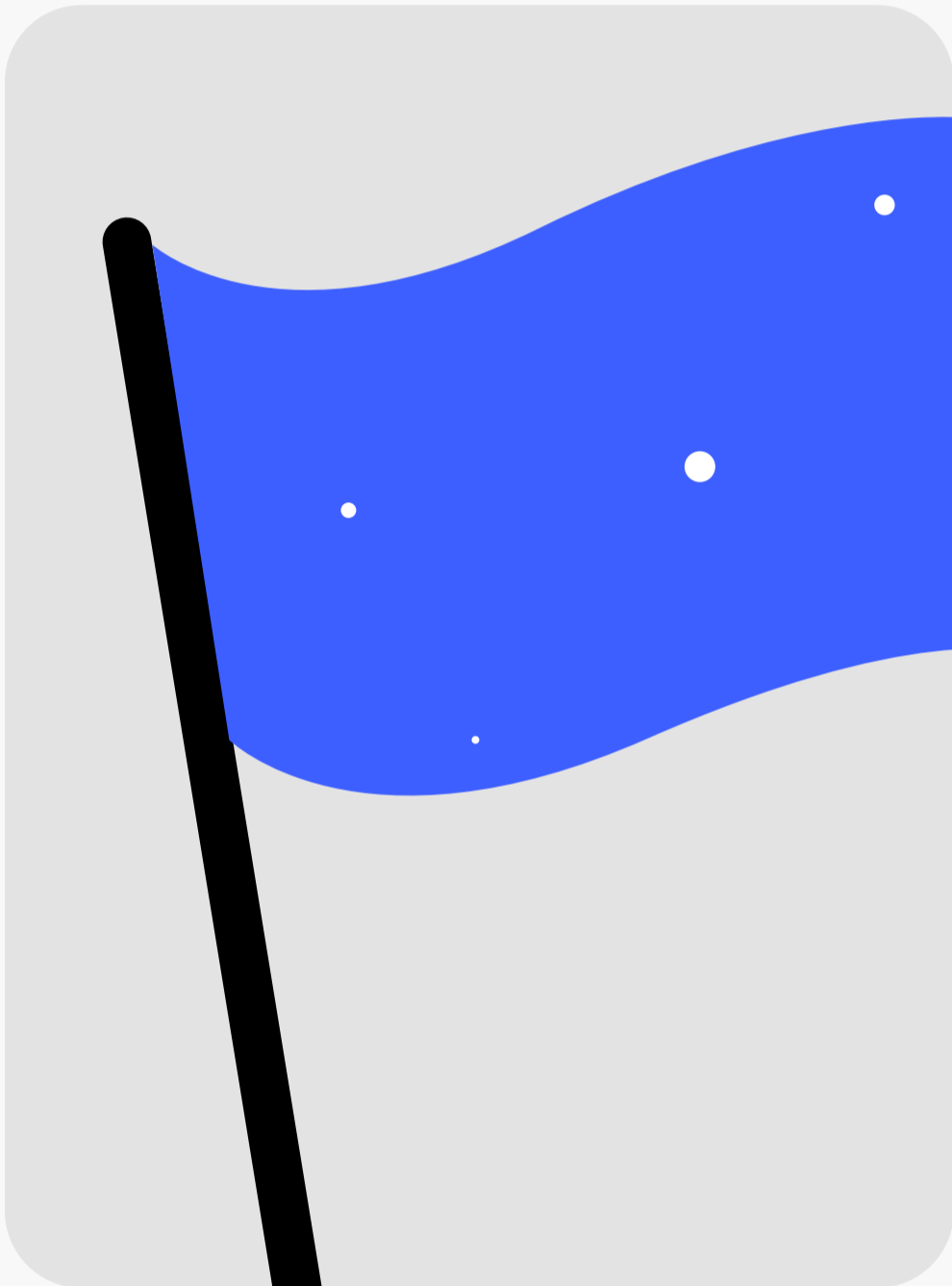
## Cyber personas

In the UK, distribution of digital personas is similar to global trends.



# Takeaways

- As with their overall NPT score, the Brits rank fifth based on their “digital habits” and “privacy awareness” scores. They come in fourth in “digital risk tolerance.”
  - Among English-speaking countries, UK participants are the best able to identify a phishing website.
- The Brits are among the least aware of Facebook's ability to collect data on people who don't even use Facebook.
  - They also showed a lack of knowledge on how to limit data shared with their apps.
- Brits are less aware of privacy and security issues with connected devices than Americans, Australians, and New Zealanders.
  - Only 5% of Brits know what privacy issues they should consider when using AI for work.



## United Kingdom participants understand:

Answered correctly

How to deal with suspicious streaming service offers	96%
How to create a strong password	96%
Which data to share with their apps via app permissions	94%
How devices might get infected with malware	93%
Which sensitive data to avoid sharing on social media	91%

## United Kingdom participants need to learn more about:

Answered correctly

What privacy issues to consider when using AI for work	5%
What data ISPs collect as part of the metadata	13%
How to secure their home Wi-Fi network	15%
Where to store passwords safely	21%
Online tools that protect digital privacy	30%



# Methodology

The National Privacy Test is an open-access survey anyone can complete. The survey asks cybersecurity-related questions to evaluate people’s online privacy skills and knowledge.

- In 2024, **25,567** respondents from 181 countries completed the survey.
- In 2023, **26,174** respondents from 175 countries completed the survey.
- In 2021, **65,802** participants from 192 countries completed the survey.

The survey is **not** nationally representative (i.e., no quotas on age or gender were set). This report uses data from the survey collected until **July 17 2024**. Any differences between the report and the webpage results are due to participants taking the survey after July 17.

## 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 details findings from 31 markets, mostly from countries with the highest number of respondents. Country comparisons only include those markets.
- The report compares two sets of data. One set was collected over a six-month period in 2024, while the other set covers a full year in 2023. In 2023 was published interim results up to July 19th, 2023.

# Number of participants per country

	2023	2024
Global	30,747	25,567
United States	7,499	6,574
United Kingdom	3,392	3,586
Canada	1,226	2,194
Australia	1,636	1,375
Germany	1,349	1,254
Netherlands	1,981	927
France	1,654	792
Italy	1,133	738
Sweden	866	728
Switzerland	870	590
Belgium	589	467
Mexico	233	460
Ireland	465	413
Spain	525	390
Poland	455	381
Norway	561	371

	2023	2024
Denmark	489	364
Austria	409	356
Brazil	672	352
New Zealand	585	328
Japan	233	253
Finland	341	242
Portugal	352	231
Singapore	228	199
Afghanistan	287	185
Lithuania	169	166
India	278	88
Argentina	56	82
Greece	53	51
South Africa	61	50
South Korea	59	50
Other	2,041	1,332