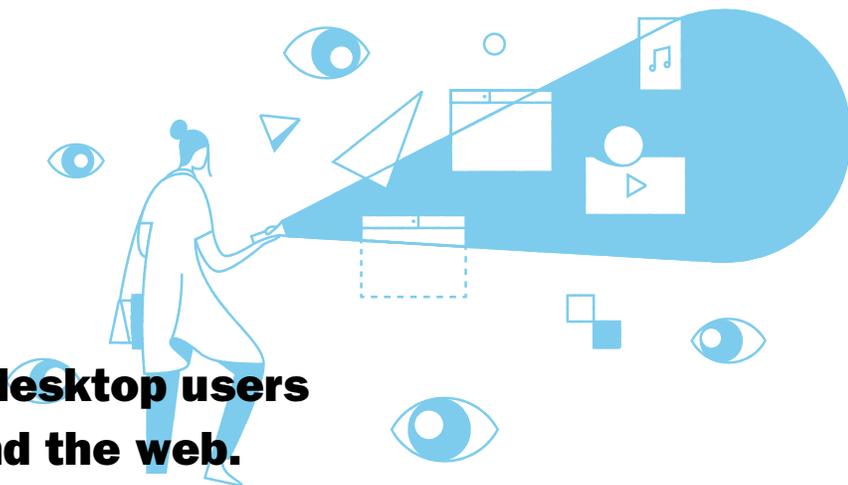


Let's be Transparent.

A look into how Firefox desktop users are using the browser and the web.



We know that over the last few months data has become a four-letter word for a lot of people. We get it. It's unsettling to see how some companies are capitalizing on your personal information.

But with the right safeguards, data can also be a force for good that can produce powerful insights about the world we all live in, both online and IRL.

With that in mind, we're releasing The Firefox Public Data Report. Building on our previously released Firefox Hardware Report, this new report shares insights we have based on the limited anonymized data the browser reports back to our engineers to make our products better.

Got it. So why should I care about this report?

The Firefox Public Data Report provides insights on how the Firefox desktop browser and the web are being used. For example, you'll get to see how people around the world who use Firefox are different and the same, what the most popular Add-Ons are, how usage changes per country, and a whole lot more.

From users to developers to researchers and everyone in between, we hope it gives you valuable insight into what's happening online around the world.

Common questions about the report.

Does that mean you're tracking people's personal data? And now you're releasing it?

Great question, and we want to be very clear here. No personal data was used in the making of this report. Making sure this point gets across, we'll explain exactly how we got this data.

- Because we don't identify people who use Firefox based on browsing history, we're only talking about their profiles in this report, not the people themselves.

It's the difference between a close-up picture (the kind of highly detailed personal data advertisers are often looking for) and only an unidentifiable, rough outline (the data we're using in this report.)

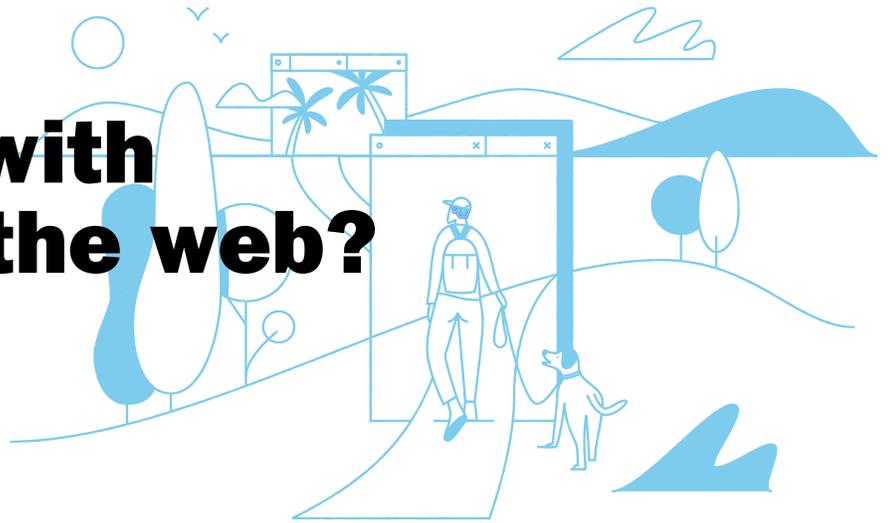
Or to put it in the language of statisticians, this data is anonymized and aggregated.

- Still, even that anonymous outline is a pretty good proxy for what an actual person does in the product, and we can glean a lot of good insights while still completely respecting your privacy.

We can do this because from the very start transparency and openness have been at the core of who we are at Mozilla. That's why Firefox has always been the browser of choice for people who care about performance, privacy and personalization.

We've never needed to go on a data diet because we've always been lean and focused when it comes to the information we gather. We respect your privacy and collect information only in the aggregate because making a better product for you doesn't require knowing everything about you -- and what you do when you're online.

What's new with Firefox and the web?



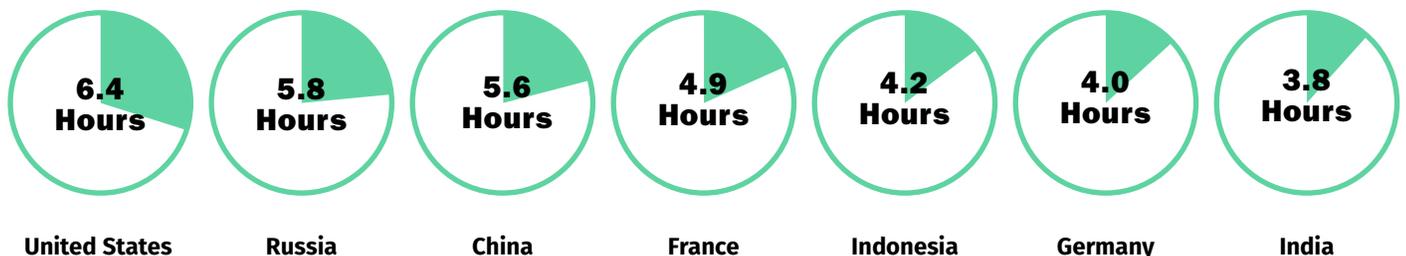
Monthly Active Users

In 2017, the U.S. had the highest active monthly web usage in comparison to other countries.

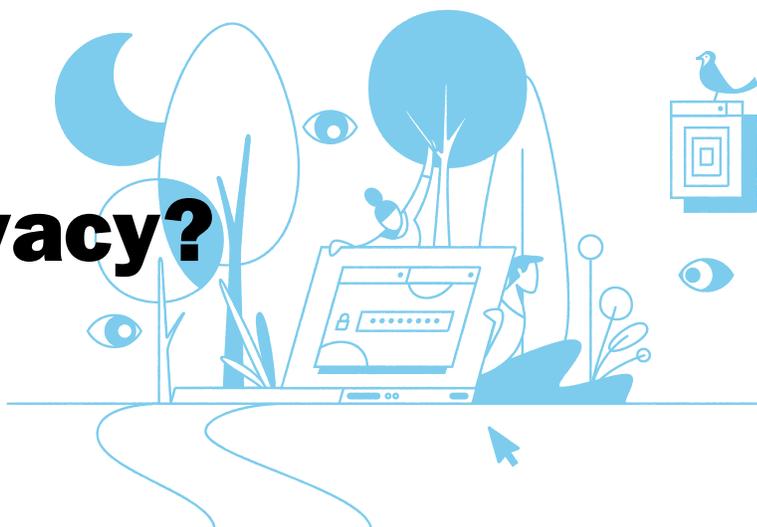


Daily Usage in Hours

Worldwide, daily usage is 5 hours while in the U.S. daily usage is 6.4 hours.

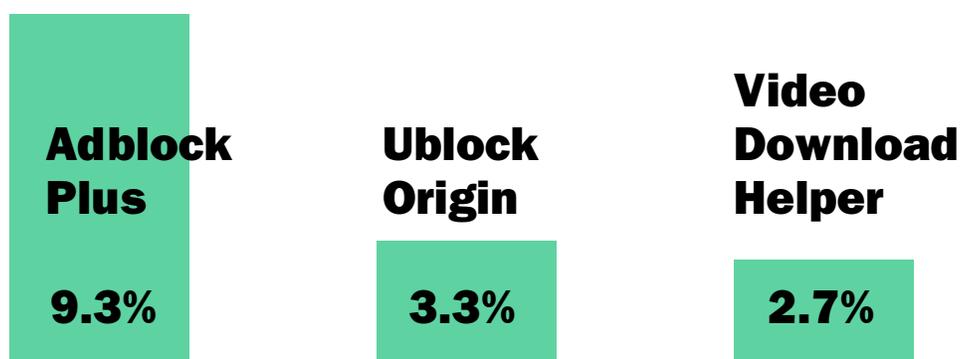


How do folks feel about privacy?



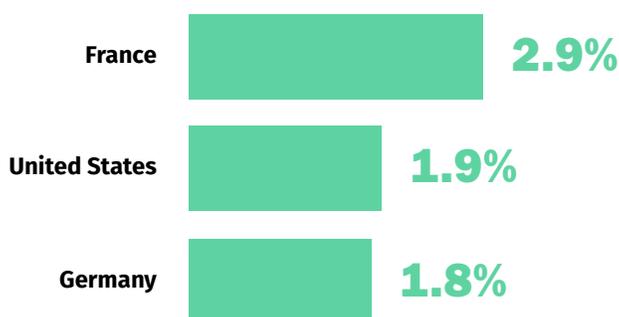
Top Add-Ons

Across all countries, privacy Add-Ons are the most popular. 9.3% of users worldwide have Adblock Plus installed.



Always-On Tracking Protection

French users turn on tracking protection 1.5 times as much as users in the US and 1.6 times as much those in Germany.

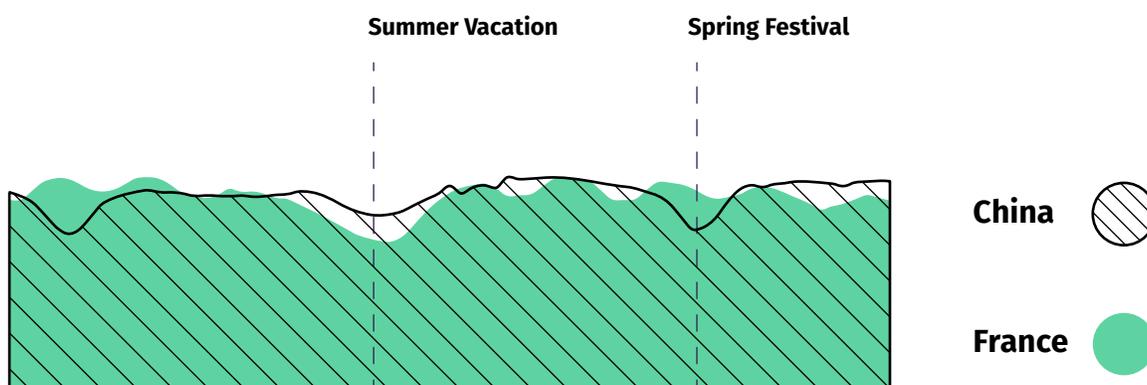


What differences exist between countries?



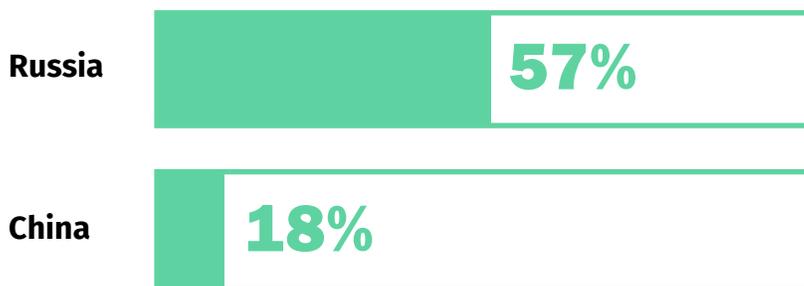
Seasonality

In France, we see decreased usage in summer months while in China, usage dips during the Spring Festival.



Percentage of Users with Add-Ons

In Russia, 39% more users have Add-Ons than in China.



You had me at “no personal data.” Now what?

And because the internet and Firefox is always changing, updates will be made on a rolling basis, so please check back often for new insights.

[Download Firefox](#)