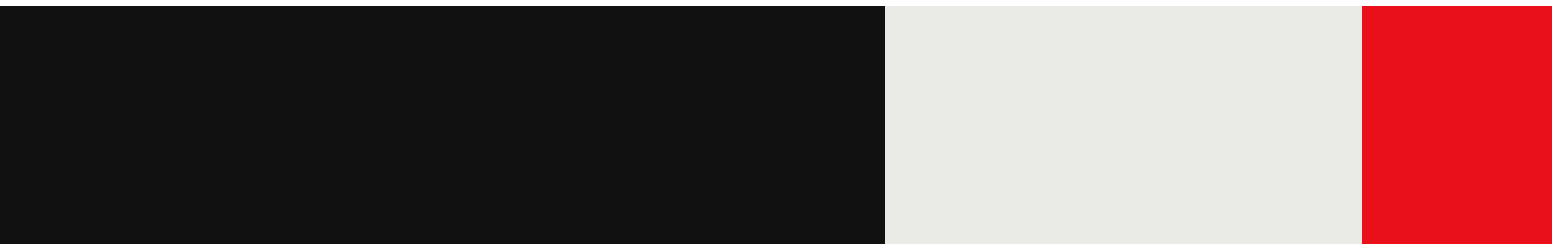




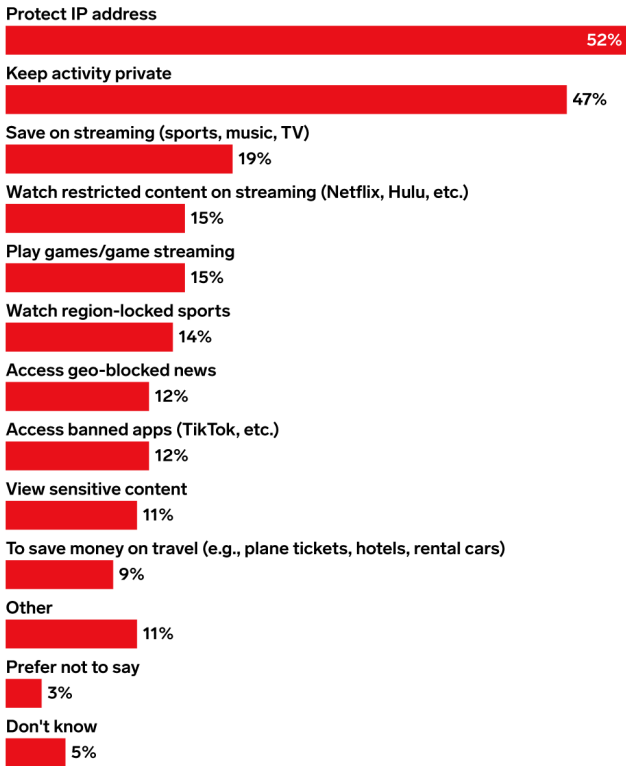
Consumers lean on VPNs to pursue online privacy

Article



Reasons US Adults Use a VPN, Feb 2025

% of respondents



Note: ages 18+

Source: CNET survey as cited in company blog conducted by YouGov, March 6, 2025

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Key stat: 52% of US adults who use a VPN do so to protect their IP address, according to a February 2025 CNET and YouGov survey.

Beyond the chart:

- US adults most commonly use a VPN on their phones (51%) and personal computers (50%), according to a February 2025 CNET survey.
- More than three-quarters of consumers (77.1%) have used at least one [privacy](#) tool, according to a May 2024 EMARKETER survey.

Use this chart: [Marketers](#) can use this chart to consider how overrelying on the location-based data that VPNs block could give them misleading consumer insights.

Related EMARKETER reports:

- [US Privacy Trends 2024](#) (EMARKETER subscription required)

- **Tech Trends to Watch in 2025** (EMARKETER subscription required)

Note: Respondents were asked, "Why do you use a VPN? Select all that apply."

Methodology: Data is from the February 2025 CNET survey as cited in company blog conducted by YouGov. 2,429 US adults ages 18+ were surveyed online during February 3-5, 2025. 1,057 respondents have used a VPN. The figures have been weighted and are representative of all US adults ages 18 and older.