

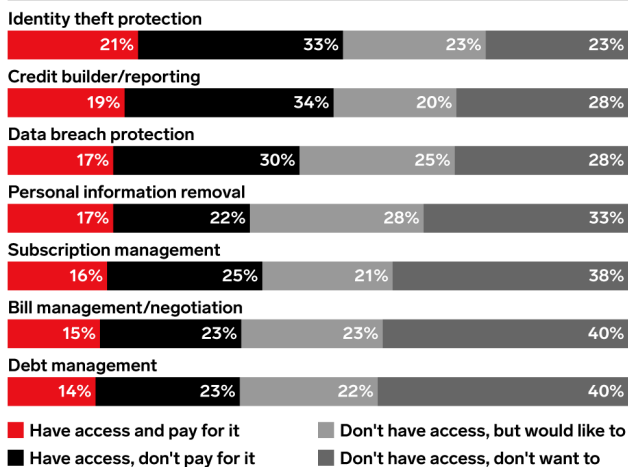
Consumers seek out personal information removal tools to manage data privacy

Article



Financial Health Tools That US Adults Have Access to and Pay for, by Type, Dec 2024

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: Cornerstone Advisors, "Billions Lost: The Cost of Bankers' Myths About Americans' Finances," Feb 26, 2025

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Key stat: Over a third (39%) of US adults currently have access and 28% would like to gain access to personal information removal tools, according to December 2024 data from Cornerstone Advisors.

Beyond the chart:

- 73% of US adults say they don't have enough control over how companies use their data, according to October 2024 data from Ipsos.
- 77.1% of US consumers have used at least one privacy tool, with the most popular choices including [ad blockers](#), virtual private networks (VPNs), and private browsing modes, according to EMARKETER's May 2024 "US Consumer Attitudes on Advertising and Privacy" survey.

Use this chart: [Marketers](#) can use this chart to highlight the importance of privacy and security among consumers and advocate for a more privacy-focused approach to collecting [consumer data](#). Brands can also use this to differentiate their offerings with privacy-safe features and capabilities.

Related EMARKETER reports:

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

- [How Consumers Perceive Ads](#) (EMARKETER subscription required)

Methodology: Data is from the February 2025 Cornerstone Advisors report titled "Billions Lost: The Cost of Bankers' Myths About Americans' Finances." 2,500 US adults ages 18+ were surveyed online during December 2024.