[http://www.asecurelife.com/internet-privacy-statistics](http://www.asecurelife.com/internet-privacy-statistics/)

34% said they have begun using a secure email provider, encrypted technologies, or installing a secure browser to help protect their privacy online.

59% believe it is impossible to be completely anonymous while surfing the web.

<http://marketingland.com/report-almost-90-percent-concerned-about-online-privacy-58136>

86% of US internet users “have taken steps online to remove or mask their digital footprints” using a variety of methods.

<http://www.statista.com/statistics/319709/us-online-privacy-concern-digital-activities>

71% of respondents were concerned about their privacy during activities involving financial data

<http://www.factbrowser.com/tags/privacy>

[54% of US internet users would rather have more online privacy, even at the risk of security](http://www.factbrowser.com/facts/14054/)

<http://www.statista.com/statistics/435975/attitudes-towards-personal-data-privacy-in-the-united-kingdom-uk-by-age-group/>

62% of under 25’s don’t trust banks with their personal data