

**CURRENT USAGE**

DECEMBER 2017

**Uses an ad blocker**

(Apr 17 - 25%)

**Don't know about ad blockers**

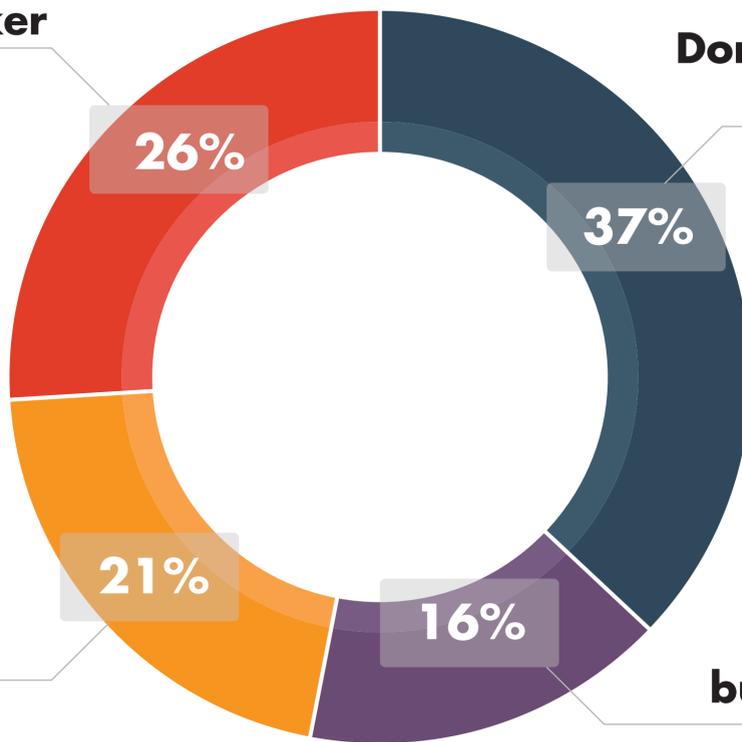
(Apr 17 - 37%)

**Have never used an ad blocker**

(Apr 17 - 20%)

**Not now, but in the past**

(Apr 17 - 17%)



**ADBLOCKING USAGE BY DEVICE**



**Desktop**



**Mobile**



**% THAT USE ADBLOCKING**



**33%**

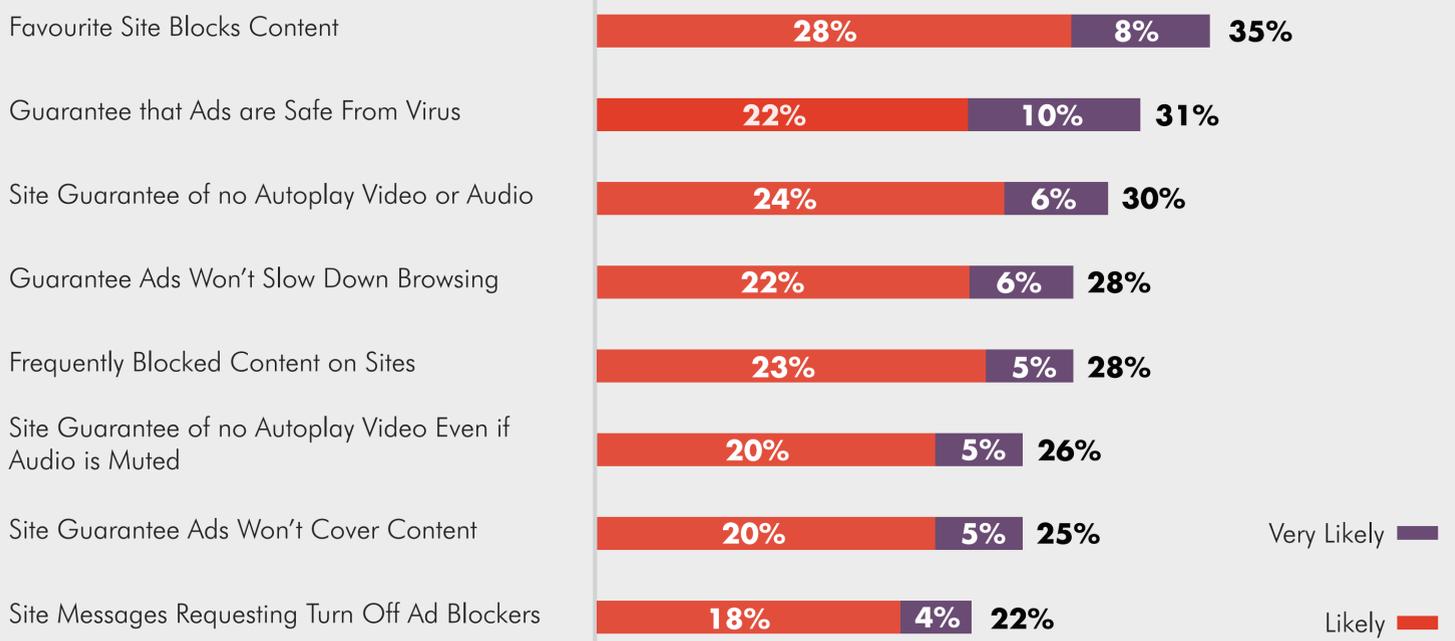


**22%**

#1 Primary Reason - Fear of Getting a Virus

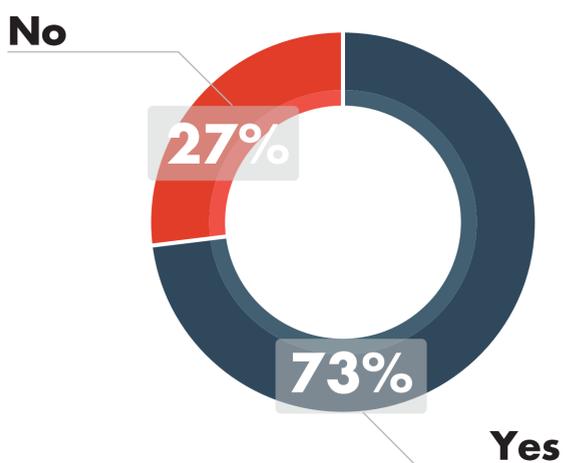
#1 All Reasons - Ads Are Disruptive

**ACTIONS THAT WOULD INFLUENCE PEOPLE TO STOP USING AD BLOCKERS**



**IMPACT OF COMMUNICATION**

**HAVE YOU BEEN ASKED BY A SITE TO TURN YOUR AD BLOCKER OFF?**



**HAVE YOU EVER DONE ANY OF THE FOLLOWING WHEN ASKED BY A WEBSITE?**

