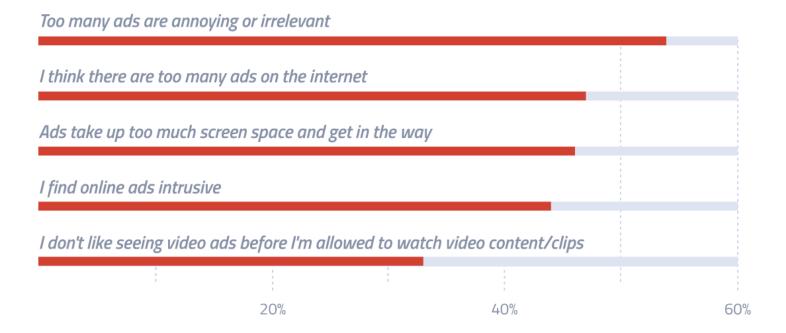
## Chart of the Day 28 FEBRUARY 2017



## Pre-Roll Ads Motivate 1 in 3 Blockers to Stop Ads

## Top Motivations for Ad-Blocking

% of ad-blocker users who say the following are the main reasons they block ads



**Question:** Please could you tell us your main reasons for blocking ads while you use the internet? **Source:** GlobalWebIndex Q4 2016 **Base:** 25,908 Ad-Blocker Users aged 16-64