

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

Too many ads are annoying or irrelevant



I think there are too many ads on the internet



Ads take up too much screen space and get in the way



I find online ads intrusive



I don't like seeing video ads before I'm allowed to watch video content/clips



20%

40%

60%

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