Chart of the Day

12 FEBRUARY 2018



Frustration is the Driving Force Behind Ad-Blocking

% WHO SAY THE FOLLOWING ARE MAIN REASONS FOR AD-BLOCKING

Too many ads are annoying or irrelevant	51%
There are too many ads on the internet	50%
Ads are too intrusive	47%
Ads sometimes contain viruses or bugs	42%
Ads take up too much screen space	40%
To speed up page loading times	37%
I try to avoid all ads wherever, whether on TV or online	29%
To avoid having to see video ads before watching clips / shows	29%
Ads might compromise my online privacy	27%
I want to stop my data allowance from being used up	25%

Question: What are your main reasons for blocking ads while you use the internet? **Source:** GlobalWebIndex Q3 2017 | **Base:** 39,438 Ad-Blocker Users aged 16-64