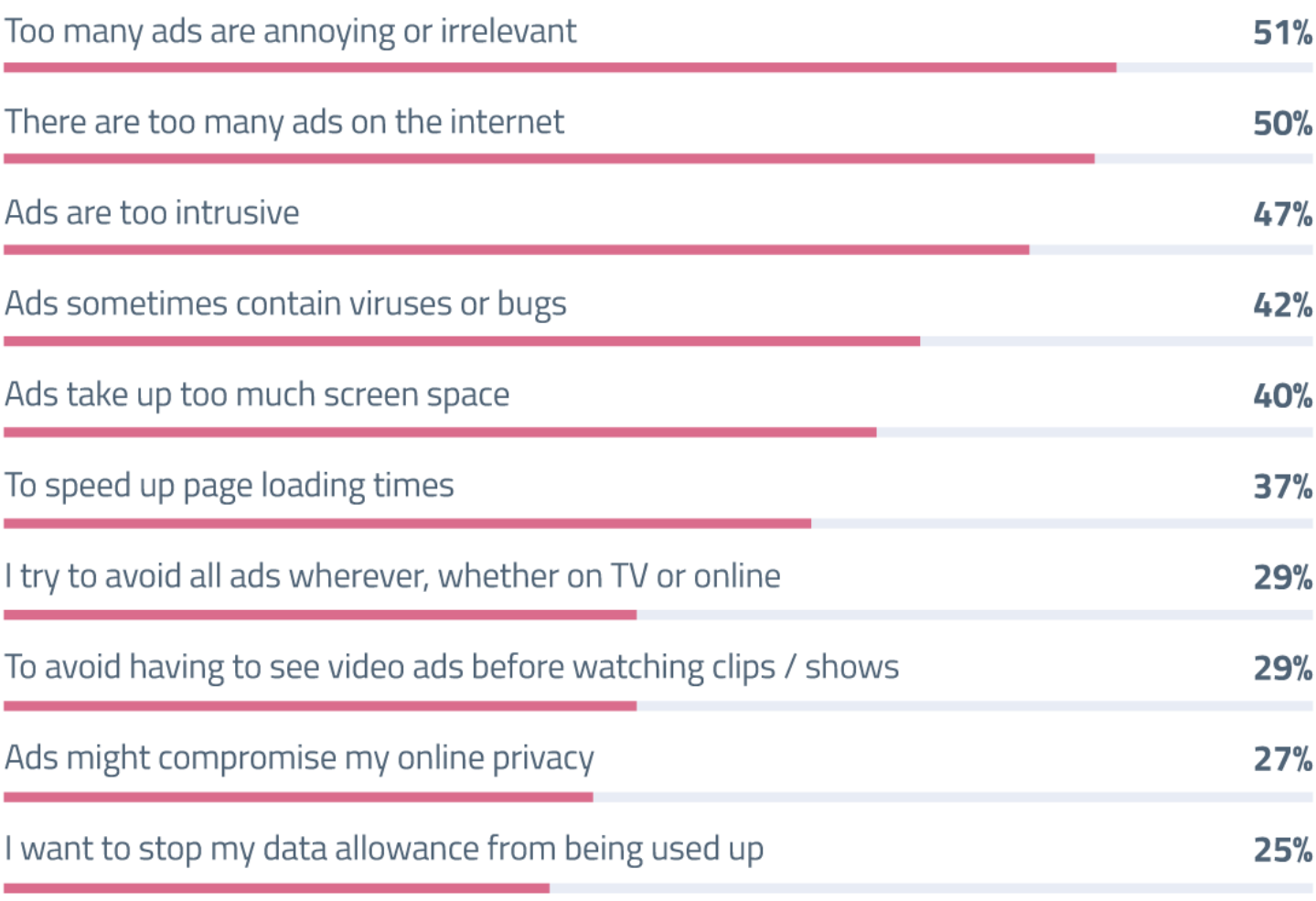
Chart of the Day

12 FEBRUARY 2018

Frustration is the Driving Force Behind Ad-Blocking

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



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