

IQD. AD BLOCKING IN AUSTRALIA: THE CONSUMER PERSPECTIVE

The Reasons

Primary Reasons People Use Ad Blockers



Afraid Of Getting A Virus





Ads Slow Down Page Load Times



Why They No Longer Use An Ad Blocker?

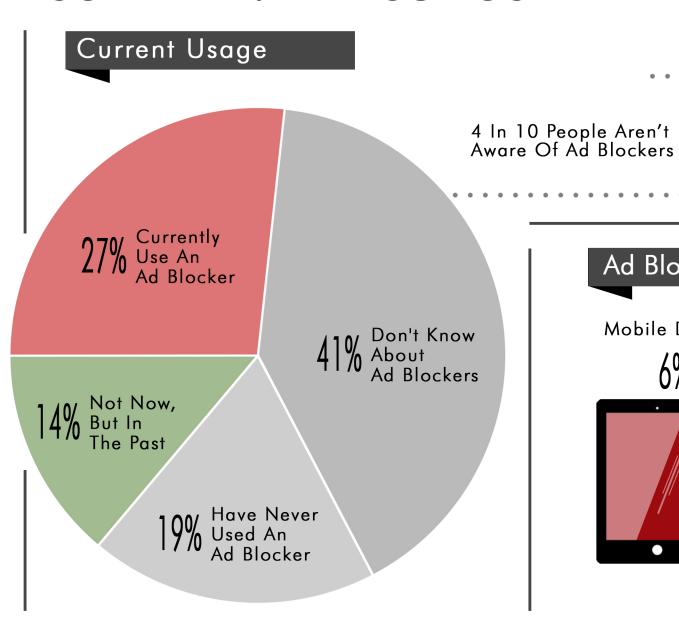
Ad Blocker Prevented Them Seeing Content

Ad Blocker Slowed Down Browsing

Kept Seeing Messages To Turn Off Ad Blocker To See Content

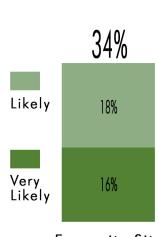
Realized Ads On Sites Don't Bother Them

Just Wanted To Try Ad Blocker



Ad Blocker Usage By Device Mobile Devices Desktop 24%

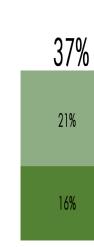
Actions That Would Influence People To Stop Using Ad Blockers



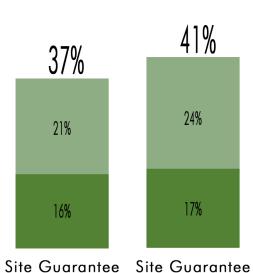
Favourite Site **Blocks** Content



Frequent **Blocked** Content On Sites



Of No Autoplay Video Or Audio



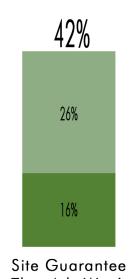
Video Even If

Audio Is Muted

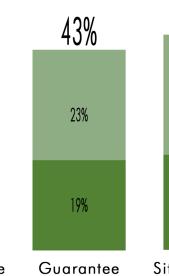
41% 25% 16% Guarantee Ads Won't Of No Autoplay

Slow Down

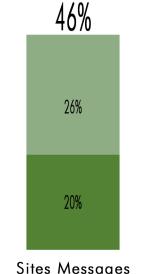
Browsing



That Ads Won't Cover Content



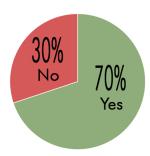
That Ads Are Safe From Virus



Sites Messages Requesting Turn Off Ad **Blockers**

Impact Of Communication

Have They Been Asked By A Site To Turn Your Ad Blocker Off?



They Have Done Any Of The Following Things When Asked By A Website?



Turned Off Blocker For That Site



Whitelisted That Site



Blocker

