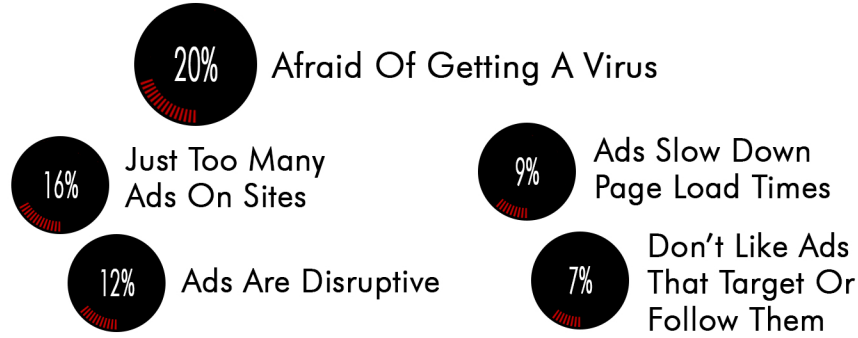
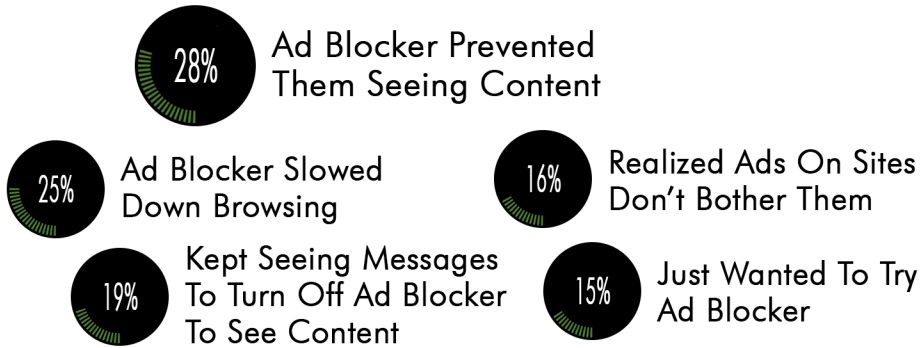


The Reasons

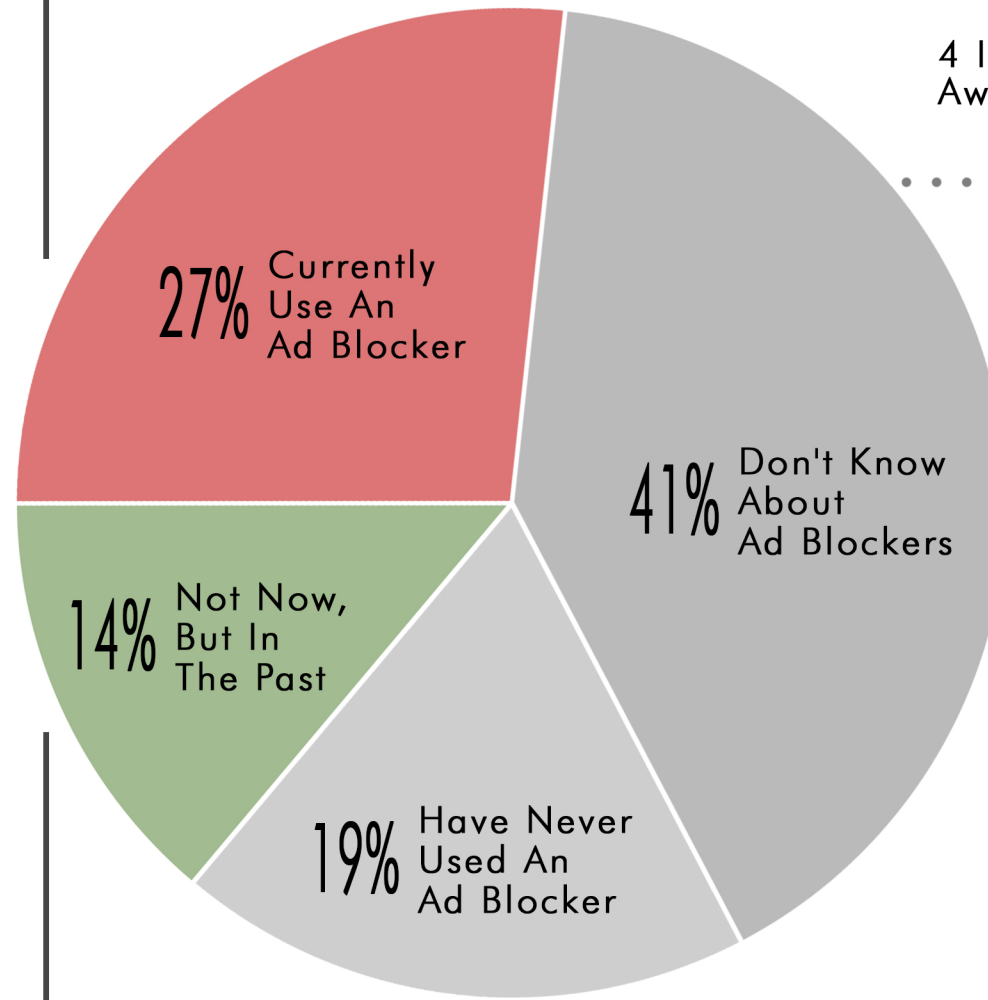
Primary Reasons People Use Ad Blockers



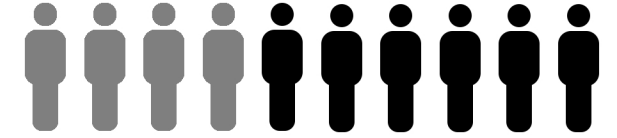
Why They No Longer Use An Ad Blocker?



Current Usage



4 In 10 People Aren't Aware Of Ad Blockers



Ad Blocker Usage By Device

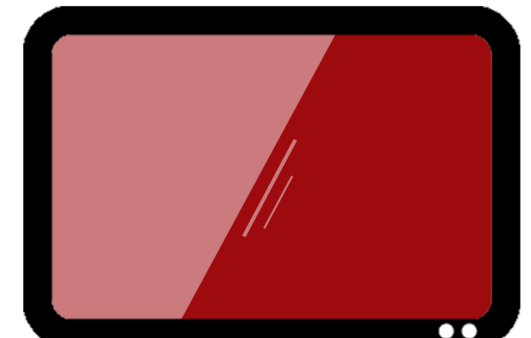
Mobile Devices

6%

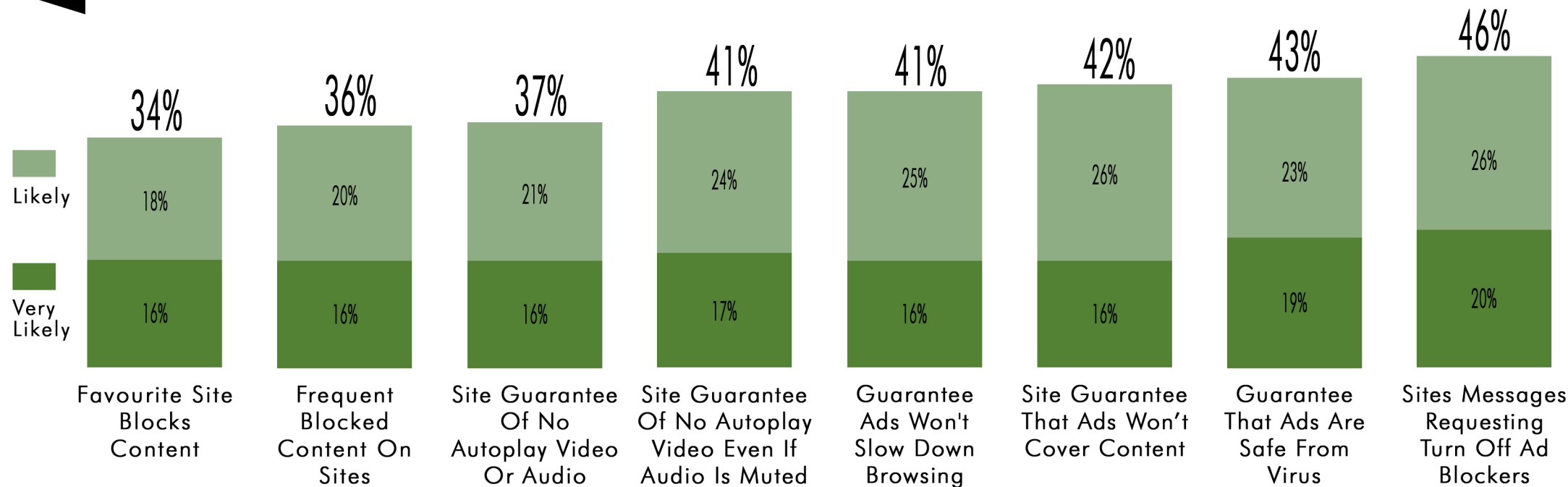


Desktop

24%

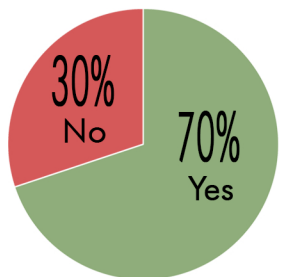


Actions That Would Influence People To Stop Using Ad Blockers



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?

