

## **Consumers and Advertising – Key Stats**

### **Perceptions of Advertising & Consumer “Likes”:**

- Ad Tolerance:
    - Most digital ads are considered “acceptable” by consumers, as they don’t impose themselves on consumer browsing behaviors
    - Ad annoyance is a result of removing control and increasing intrusion
      - Control can take the shape of difficulty of closing or avoiding an ad

*(Source: IAB, “Ad Blocking: Who Blocks Ads, Why and How to Win Them Back”, Jul. 2016)*
  - Ad Usefulness:
    - 80% of consumers say that they found digital ads to be useful in finding new products, researching a purchase, or assisting with the shopping process.

*(Source: Zogby Analytics and DAA, May 2016)*
  - Personalized and Targeted Ads:
    - Half (49%) of Consumers Agree That Tailored Ads are Helpful

*(Source: Gfk, March 2014)*
  - Only 4% of Consumers Say Behaviorally Targeted Ads Are Their Biggest Online Concern
- (Source: Zogby Analytics and DAA, Apr. 2013)*- 3 out of 4 Consumers (75%) Prefer Fewer, but More Personalized Ads
- 71% of Consumers Prefer Ads Targeted to Their Interests and Shopping Habits
- Consumers believe the greatest benefits to personalization to be:
  - Helping reduce irrelevant ads (46%)
  - Providing a way to discover new products (25%)
  - Making online shopping easier (19%)

*(Source: Adlucent, May, 2016)*- 43% of consumers surveyed agreed that they would exchange personal data with companies to save money through personalized promotions, discounts or deals

*(Source: YouGov and [24]7, Apr. 2017)*

### **Consumer “Dislikes”:**

- Why consumers block ads:
  - IAB research shows that all users, but especially those who use ad blockers, want uninterrupted, quick browsing and a streamlined user experience
  - Top reason for using an ad blocker:
    - On a computer: The perception that sites are easier to navigate without ads
    - On a smartphone: The perception that ads slow down browsing
- Perceived reason for slow loading pages:
  - Consumers who use ad blockers blame ads
  - Consumers who don’t use ad blockers blame the content
- Overall, the most annoying ad elements cited are:
  - Ads that block content
  - Long video ads before short videos
  - Ads that follow down the page as the user scrolls

*(Source: IAB, "Ad Blocking: Who Blocks Ads, Why and How to Win Them Back", Jul. 2016)*

- Least preferred ad elements by mobile web users:
  - Pop-up ads
  - Prestitial ads
  - Mobile pages with more than 30% ad density
  - Flashing animation
  - Poststitial ads that require a countdown to dismiss
  - Fullscreen scrollover ads
  - Large sticky ads
  - Auto-playing videos with sound
  
- Least preferred ad elements by desktop users:
  - Pop-up ads
  - Auto-playing videos with sound
  - Prestitial ads with a countdown
  - Large sticky ads

*(Source: The Coalition for Better Ads, "Initial Better Ads Standards", Mar. 2017)*

#### **Willingness to Pay for Ad-Free Content:**

- Consumers assigned an aggregate value of \$99.77 per month to a package of 17 major types of ad-supported services and content.
- 85% of consumers prefer the ad-supported free internet over an ad-free internet in which they would have to pay for content.
- 75% would reduce their online and mobile activities a great deal if they had to pay for online content and services.
- 9 in 10 respondents said that free Internet content like news, weather, e-mail and blogs were either very important (73 percent) or somewhat important (17 percent) to them.

*(Source: Zogby Analytics and DAA, May 2016)*

- 61% of IAB survey respondents (including 55% of users of ad blockers) agreed that "I would rather view ads on a site for free content than pay to access that site"
- 43% believe that 'Sites I visit make money on ads whether or not I block the ad'

*(Source: IAB, "Ad Blocking Study", Sept. 2014)*

- On the digital video front, a separate IAB study found that 50% of connected TV users are willing to see ads instead of paying for subscription, and 26% don't feel strongly either way

*(Source: IAB "The Changing TV Experience", May 2017)*