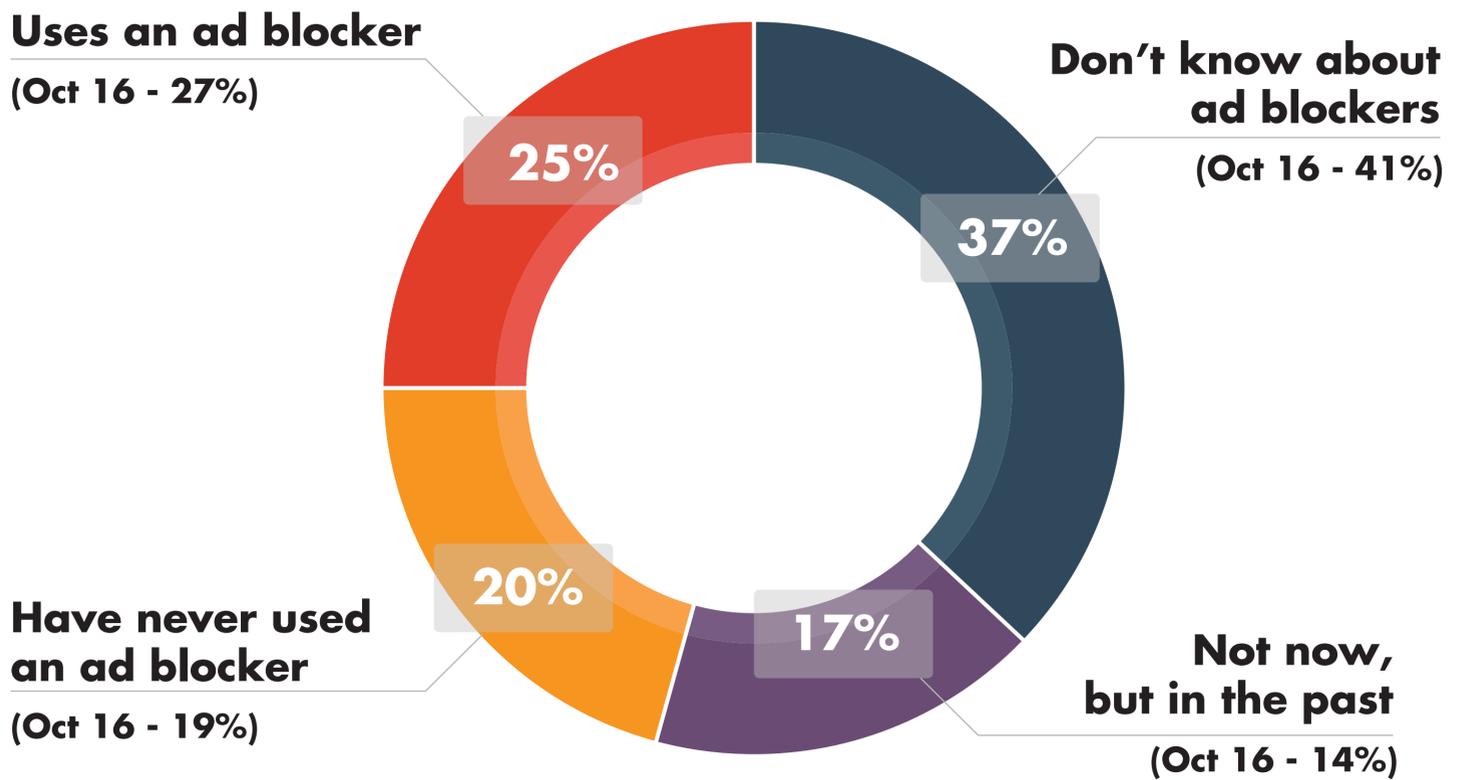


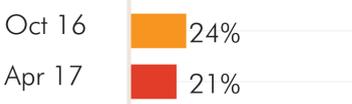
## Current Usage Apr 17



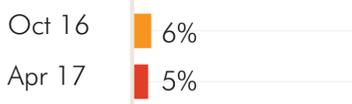
## Adblocking Usage by Device



**Desktop**



**Mobile**



## % That Use Adblocking



**28%**

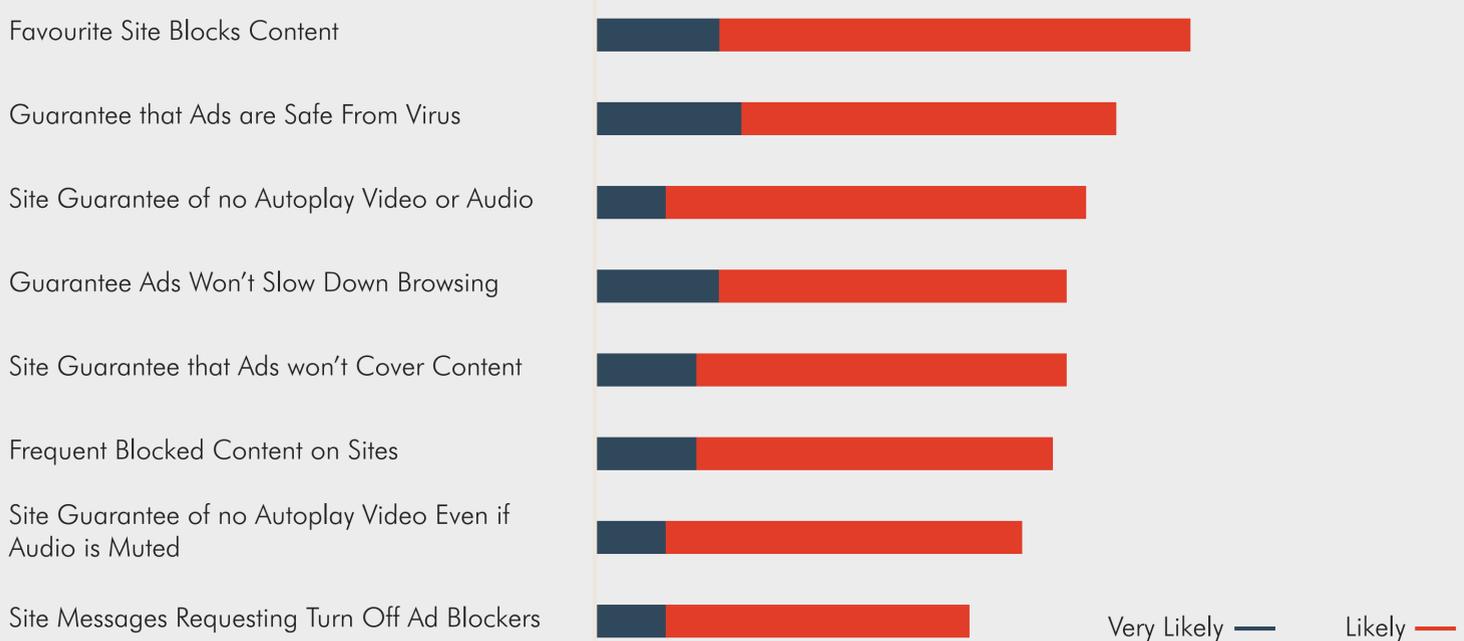


**23%**

#1 Primary Reason - Fear of Getting a Virus

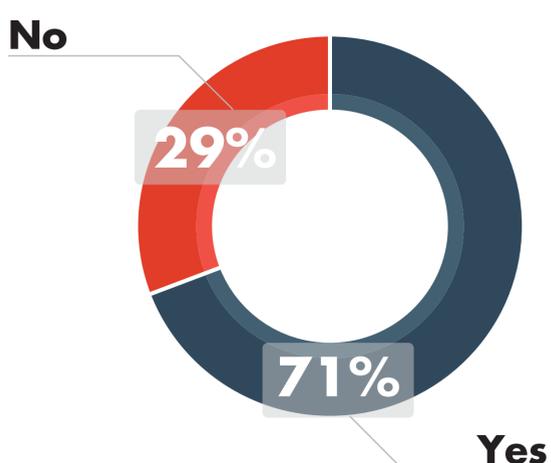
#1 All Reasons - Too Many Ads

## Actions That Would Influence People To Stop Using Ad blockers



## Impact of Communication

Have you been asked by a site to turn your ad blocker off?



Have you ever done any of the following when asked by a website?

