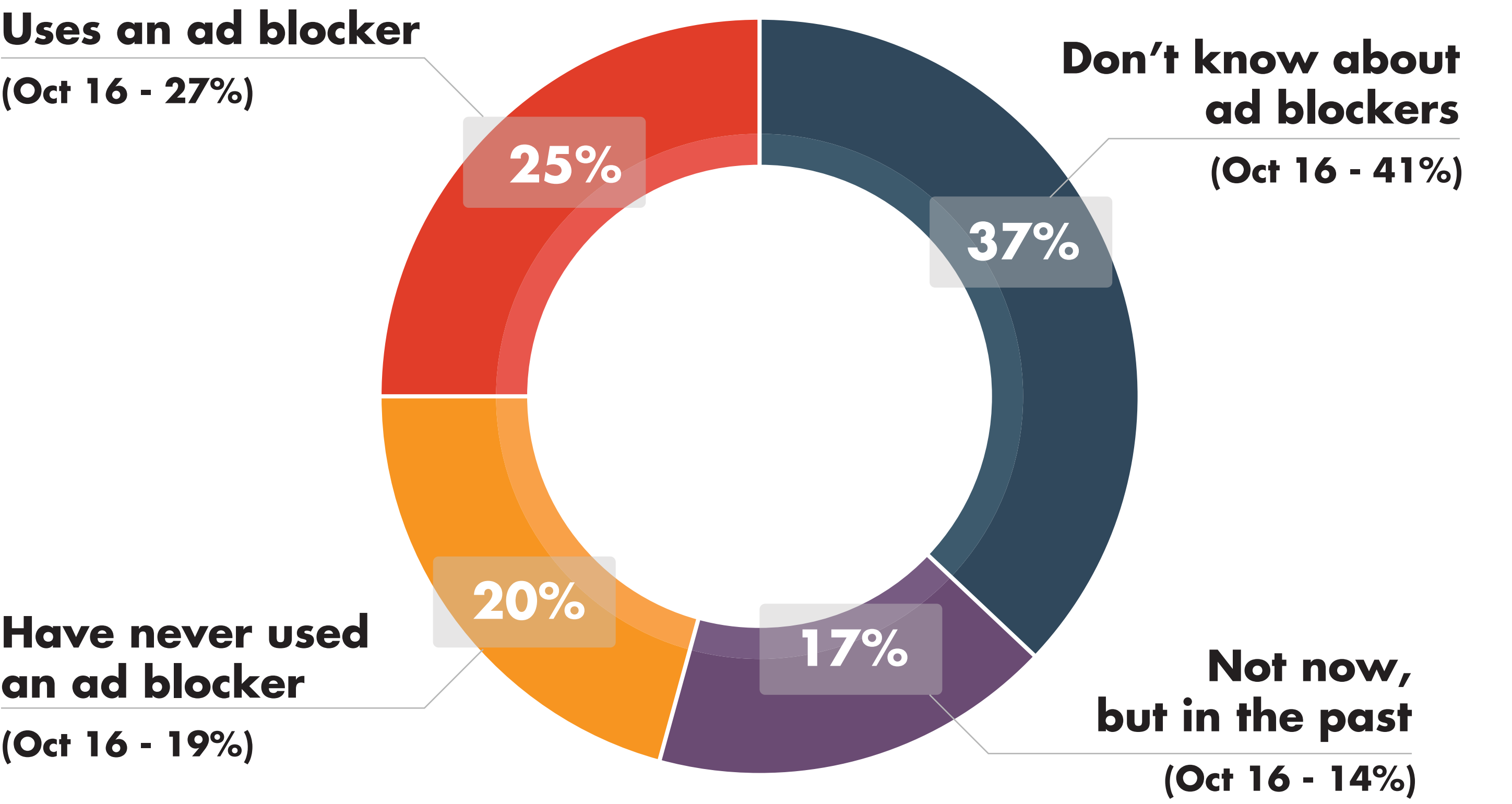
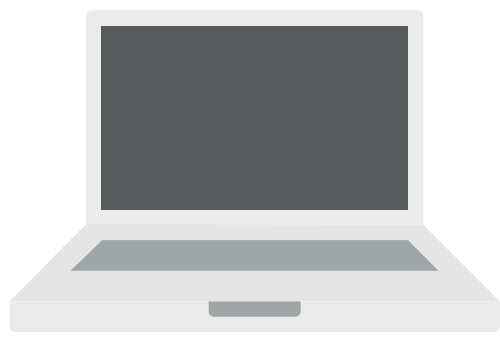


## Current Usage Apr 17



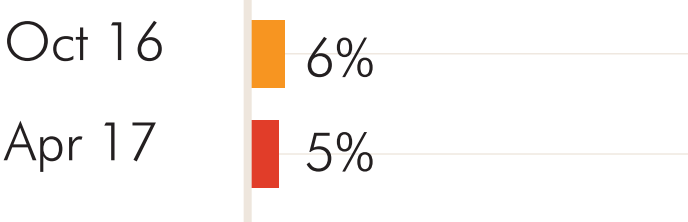
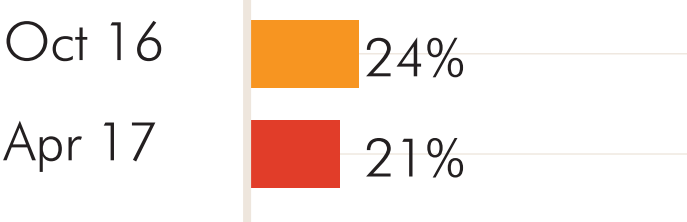
## Adblocking Usage by Device



**Desktop**



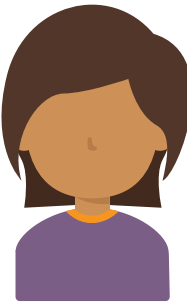
**Mobile**



## % That Use Adblocking



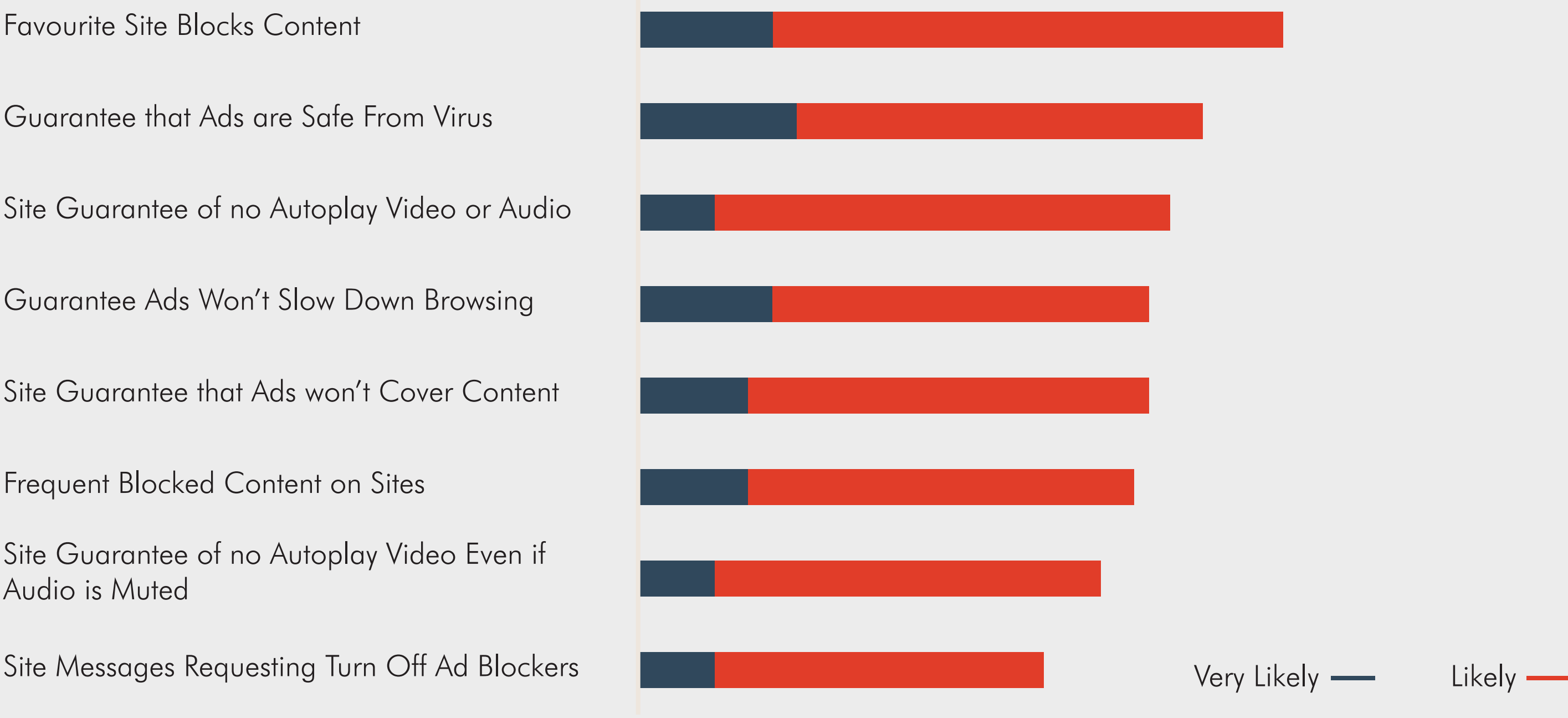
**28%**



**23%**

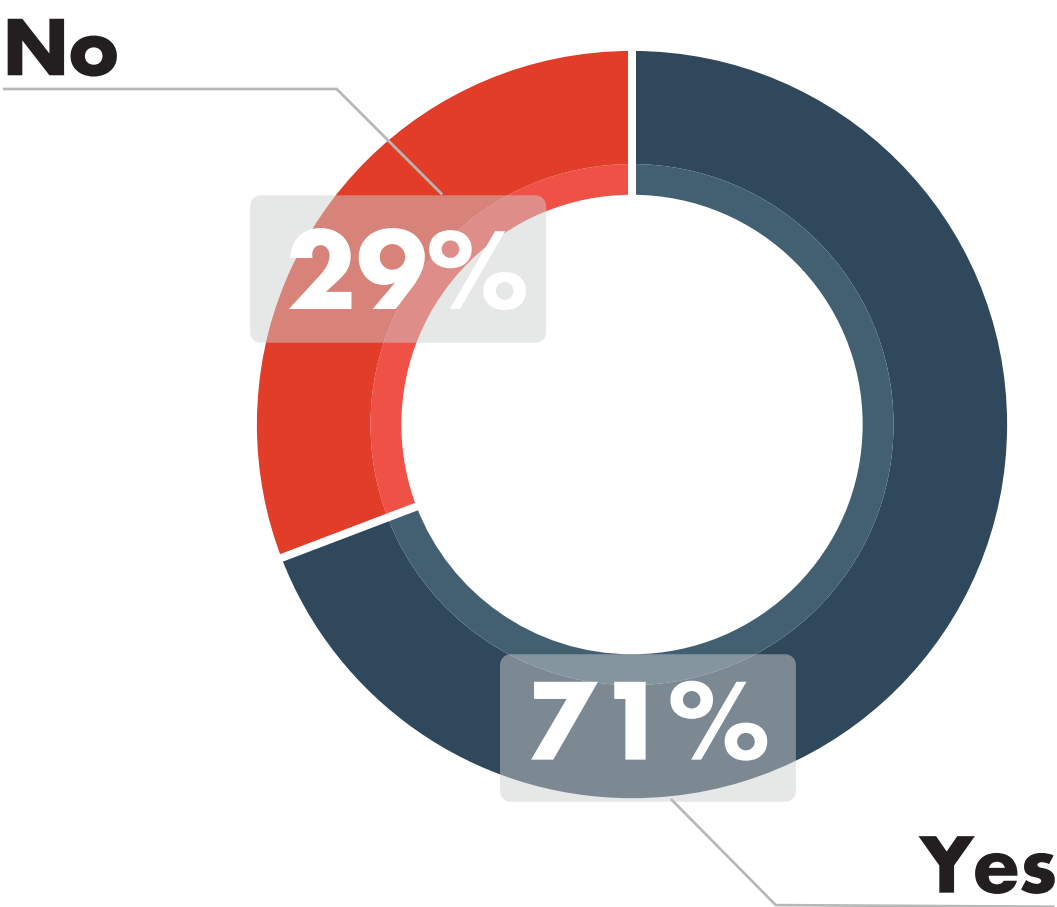
- #1 Primary Reason - Fear of Getting a Virus
- #1 All Reasons - Too Many Ads

## 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?

