



Internet  
Advertising  
Bureau  
UK

# Ad blocking software - consumer usage and attitudes Wave 4 - Feb 2016



## Methodology



**Quantitative method:** **YouGov** online omnibus



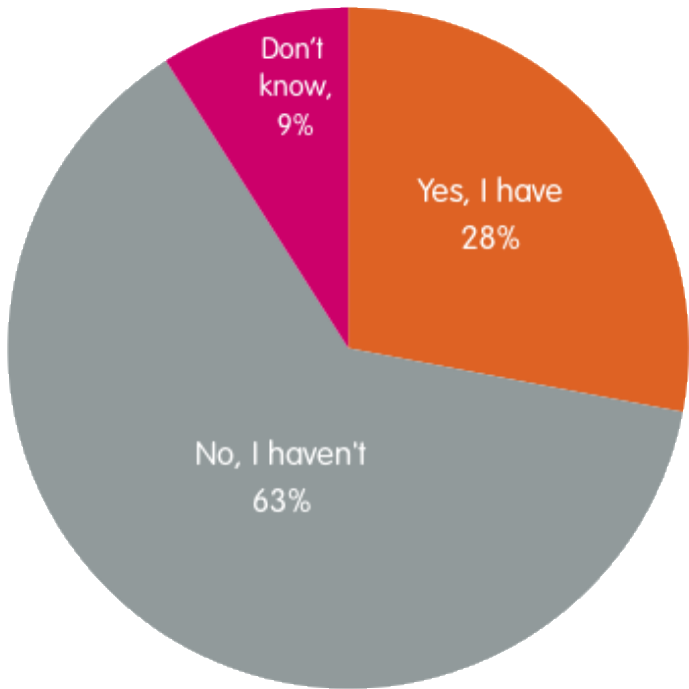
**Sample:** 2,049 GB online adults, aged 18+ years, weighted to represent the GB adult population



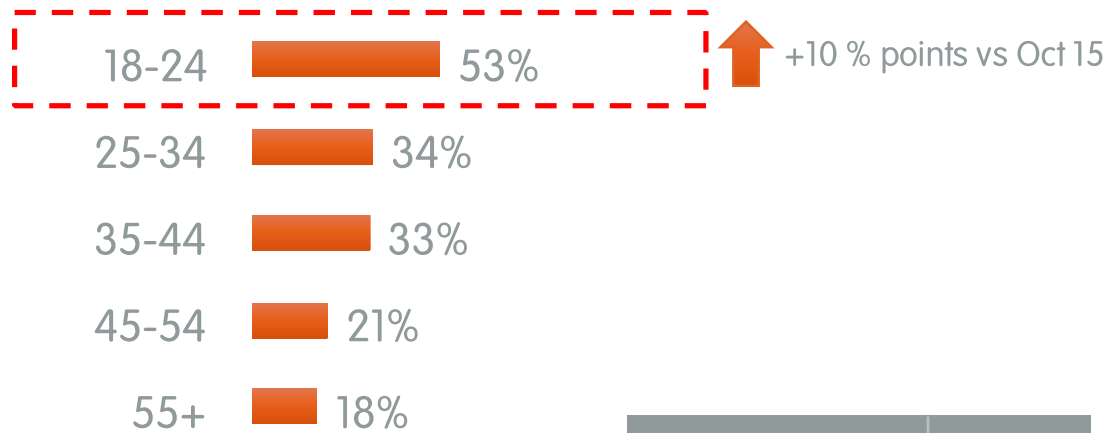
**Dates:** 19<sup>th</sup>-22 Feb 2016. Previous waves were conducted Oct 2015, June 2015 and March 2015.



# Less than 1 in 3 online adults have ever downloaded ad blocking software



## 'Yes' by demographic:



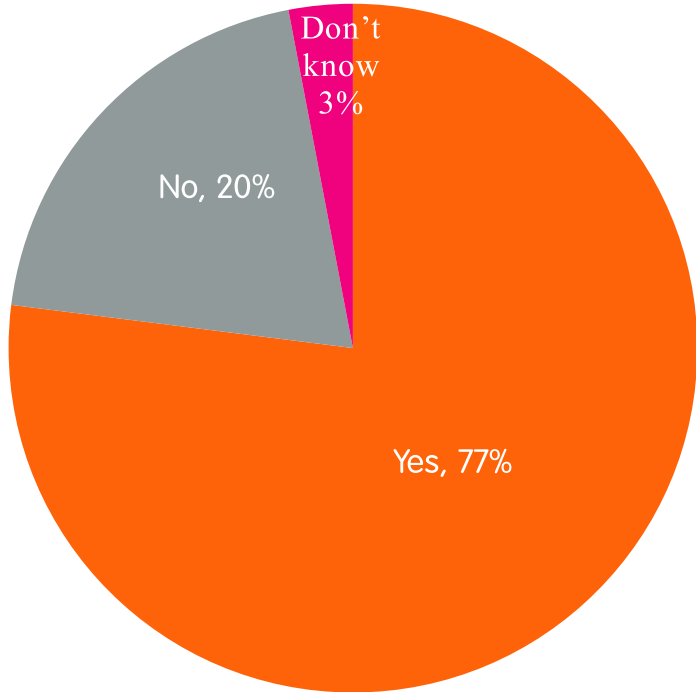
Response	Oct 15	Current
Yes, I have	24%	28%
No, I haven't	69%	63%
Don't know	7%	9%

KIA\_q7. For the following set of questions, please only think about the devices (e.g. laptop, smartphone etc.) that you personally own (i.e. not including those provided by work). Have you EVER downloaded software/ apps on any of your personal devices that allows you to block adverts on the internet (e.g. Adblock Plus)?  
 Base: All GB adults online (2049)



# Three quarters of downloaders are currently using ad blockers

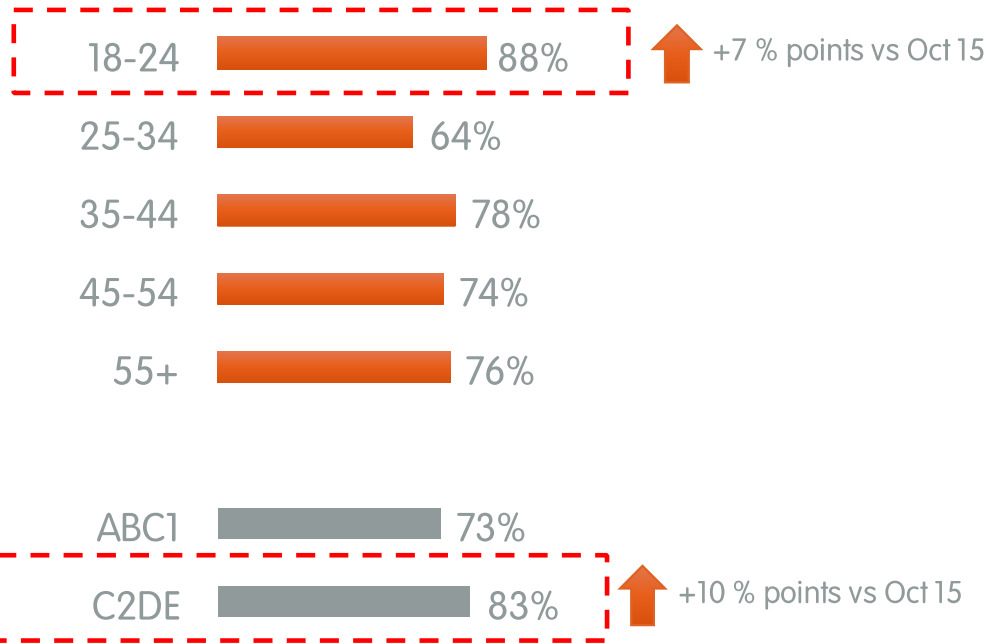
Those who currently use ad blocking software:



By demographic:

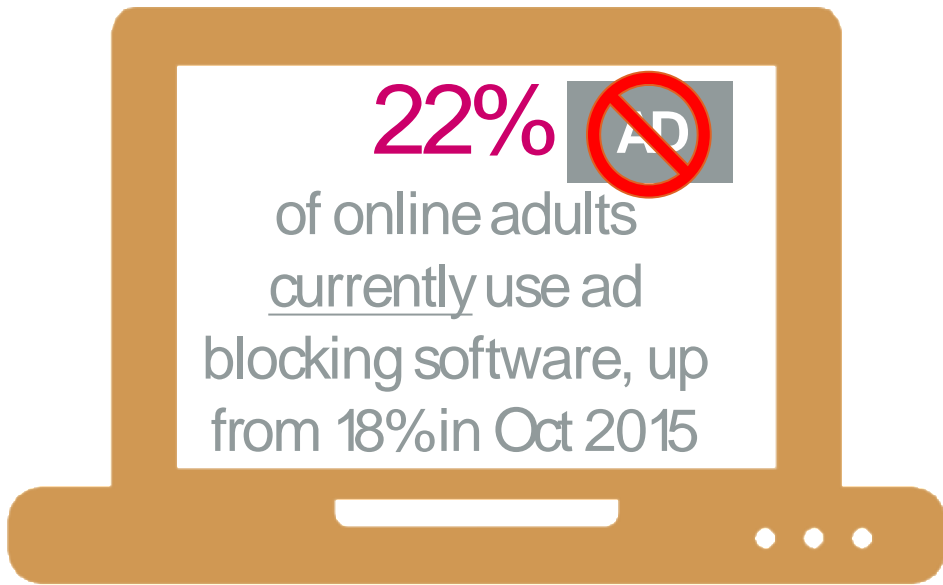


All Oct 15	
Yes	74%
No	21%
Don't know	5%

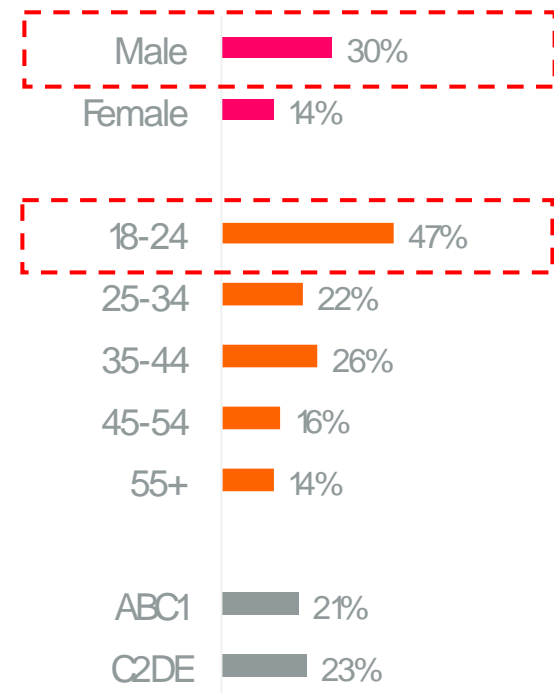




# A fifth of online adults currently use Adblocking software



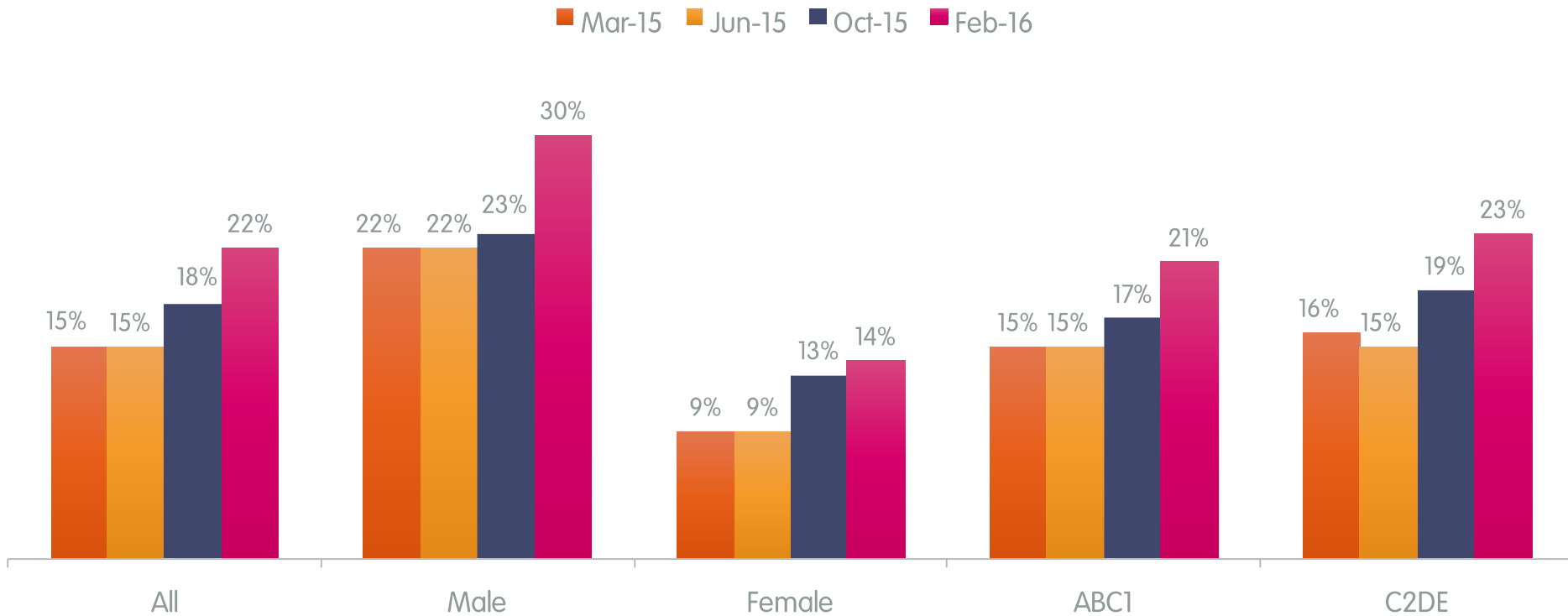
Current ad blocking software users, by demographic:



KIA\_q7. For the following set of questions, please only think about the devices (e.g. laptop, smartphone etc.) that you personally own (i.e. not including those provided by work)... Have you EVER downloaded software/ apps on any of your personal devices that allows you to block adverts on the internet (e.g. Adblock Plus)? KIA\_q8. And do you currently use software/ apps on any of your personal devices (e.g. laptop, smartphone etc.) that allows you to block adverts on the internet (e.g. Adblock Plus)?  
Base: All GB adults online (2049) / Base: All GB adults online who have ever downloaded software/apps on any of their personal devices that allows them to block adverts to the internet (577)



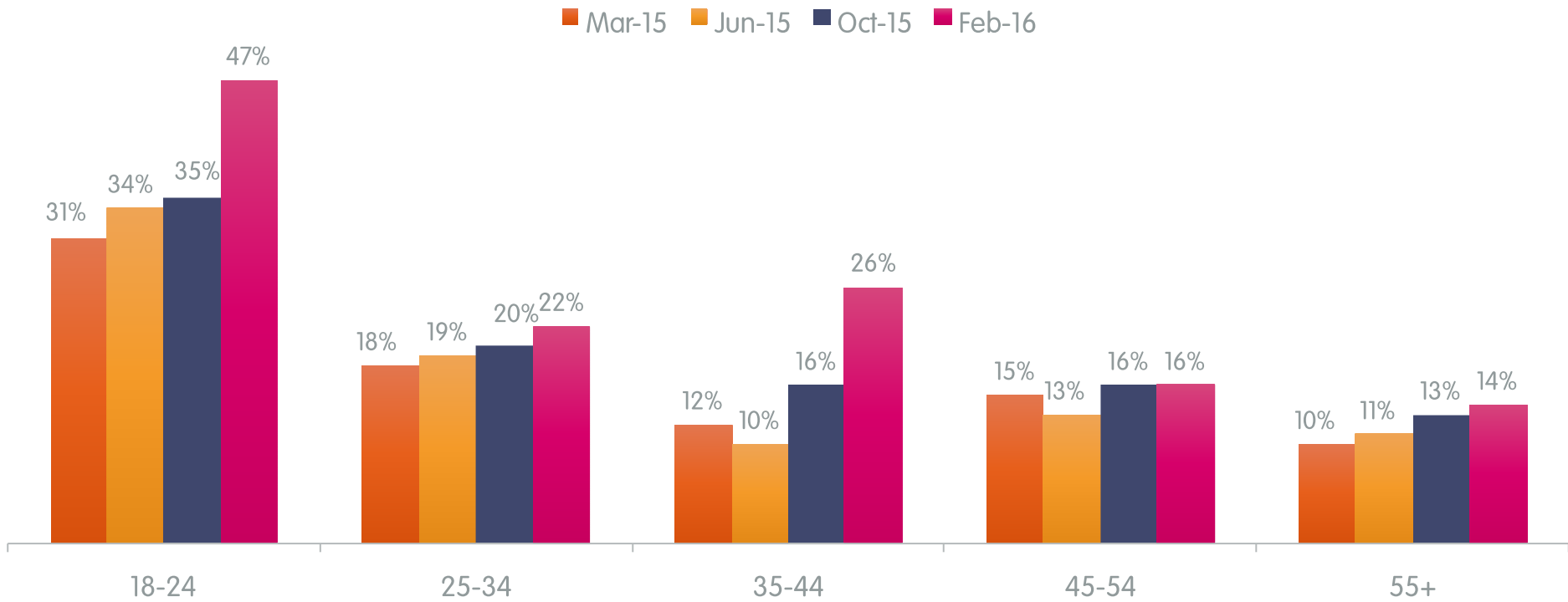
# Those currently using ad blocking software up 4 percentage points since Oct 2015



KIA\_q7. For the following set of questions, please only think about the devices (e.g. laptop, smartphone etc.) that you personally own (i.e. not including those provided by work)...  
Have you EVER downloaded software/ apps on any of your personal devices that allows you to block adverts on the internet (e.g. Adblock Plus)? KIA\_q8. And do you currently use software/ apps on any of your personal devices (e.g. laptop, smartphone etc.) that allows you to block adverts on the internet (e.g. Adblock Plus)?  
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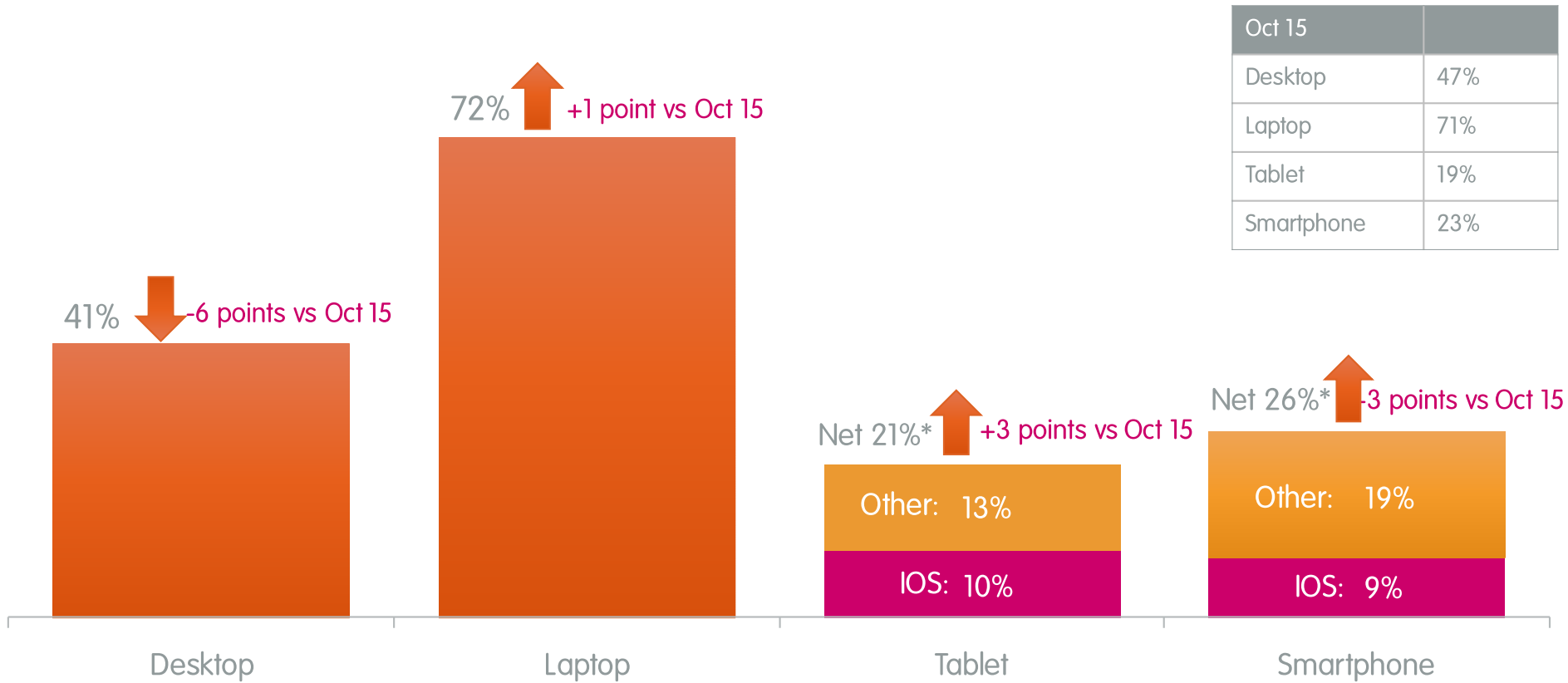
# 18-24 year olds are blocking the most, with those currently using ad blocking software up 12 percentage points since Oct 2015



KIA\_q7. For the following set of questions, please only think about the devices (e.g. laptop, smartphone etc.) that you personally own (i.e. not including those provided by work)...  
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Base: All GB adults online (2049) / Base: All GB adults online who have ever downloaded software/apps on any of their personal devices that allows them to block adverts to the internet (577)



# A quarter of ad blockers are doing it on their smartphone

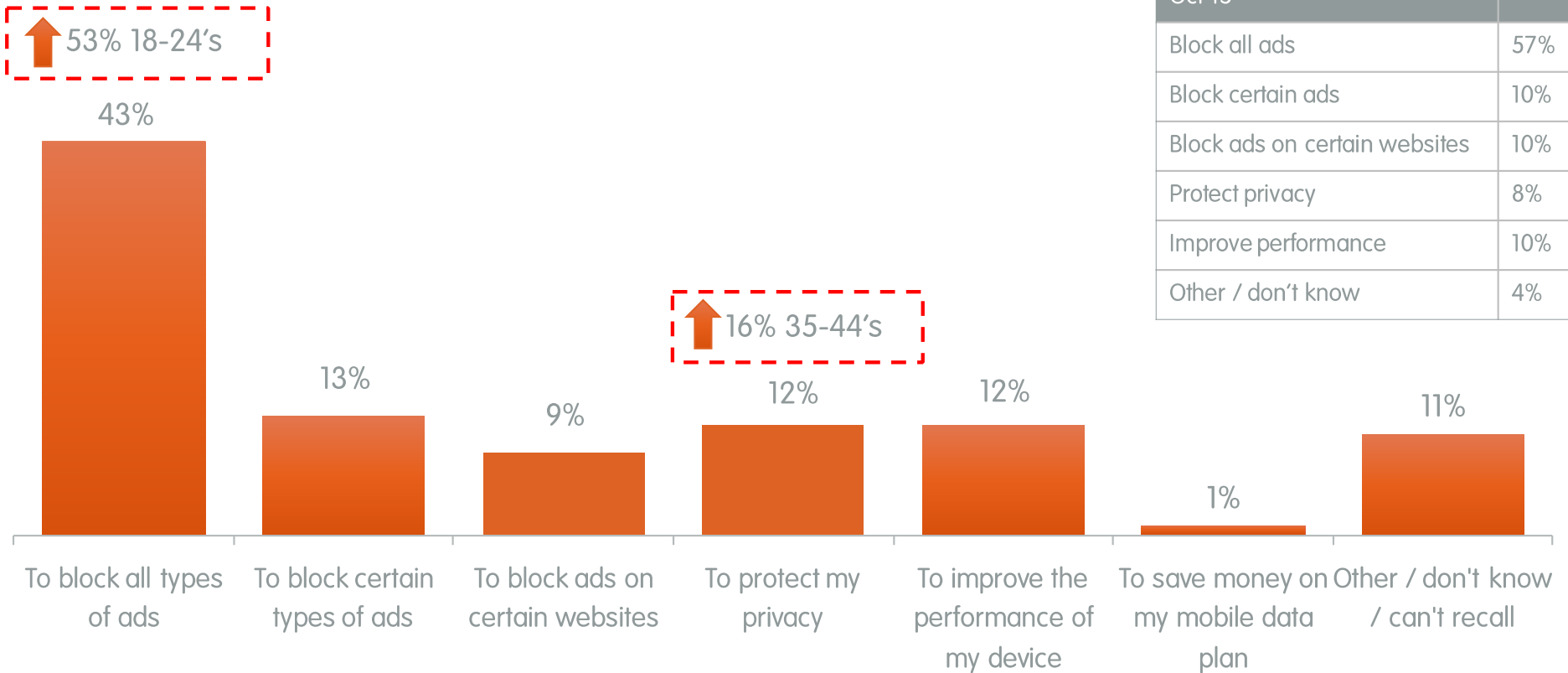


KIA\_q9. On which, if any, of the following personal device(s) do you currently use software/ apps that allows you to block adverts on the internet? (Please select all that apply)  
Base: All GB adults online who currently use software/apps on any of their personal devices that allows them to block adverts to the internet (445)





# The main reason for ad blocking is to block all ads

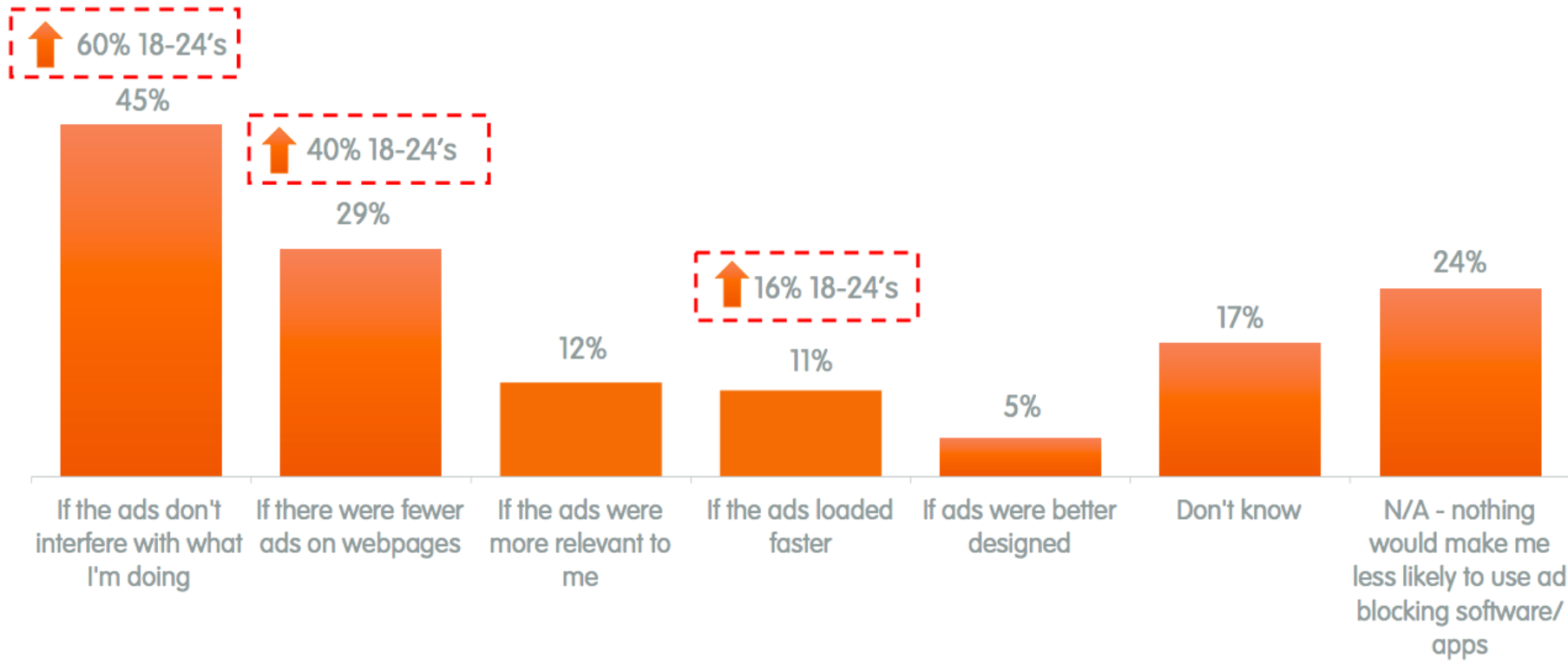


Oct 15	
Block all ads	57%
Block certain ads	10%
Block ads on certain websites	10%
Protect privacy	8%
Improve performance	10%
Other / don't know	4%

KIA\_q10new. Thinking about the LAST time you downloaded software/ apps on your personal device(s) that allowed you to block adverts on the internet... Which ONE, if any, of the following was the MAIN reason for doing this?  
 Base: All GB adults online who have ever downloaded software/apps on any of their personal devices that allows them to block adverts to the internet (577)



# Almost half would be less likely to block ads if they didn't interfere with what they were doing

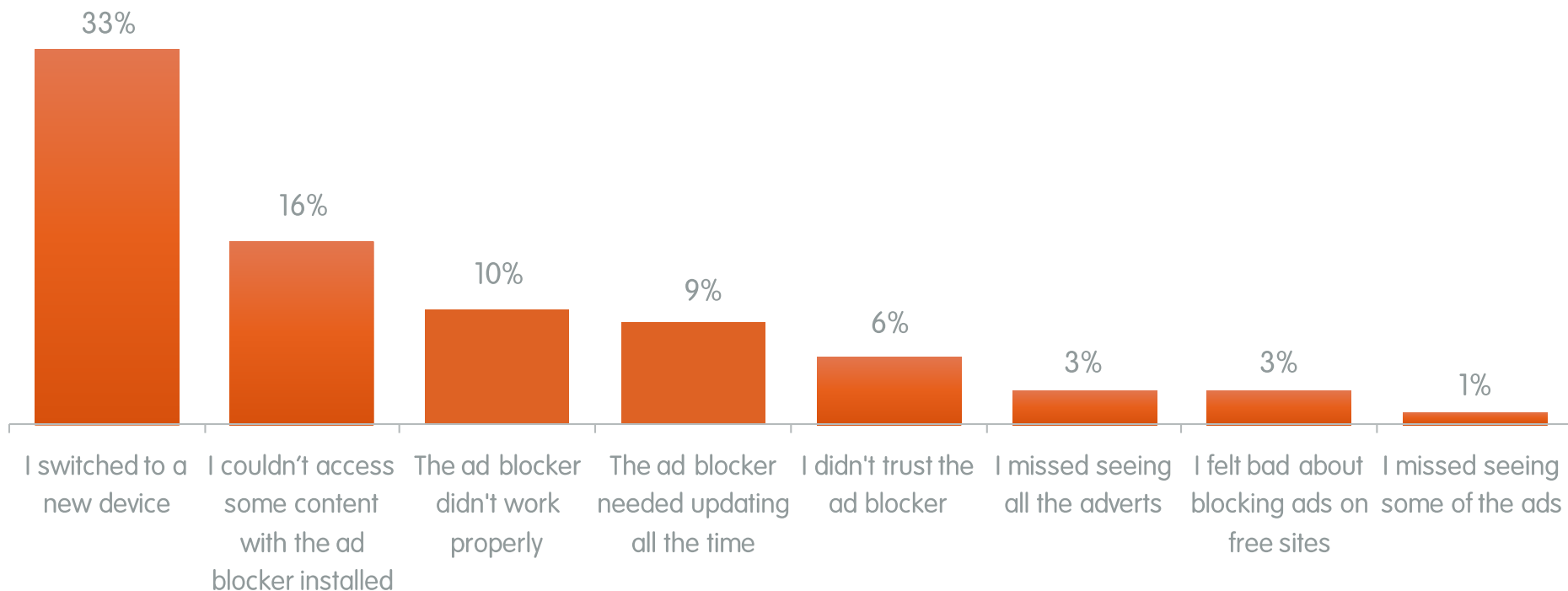


KIA\_q12. For the following question, even if you do not currently use ad blocking software/ apps we would still be interested in your opinion... Which, if any, of the following do you think would make you less likely to use ad blocking software/ apps? (Please select all that apply)  
Base: All GB adults online (2049)



# 1 in 6 switched off their ad blocker because they couldn't access some content with it installed

Main reason for switching off ad blocker:



KIA\_q13. You mentioned that you have downloaded an ad blocker on one of your devices but do not currently use one...

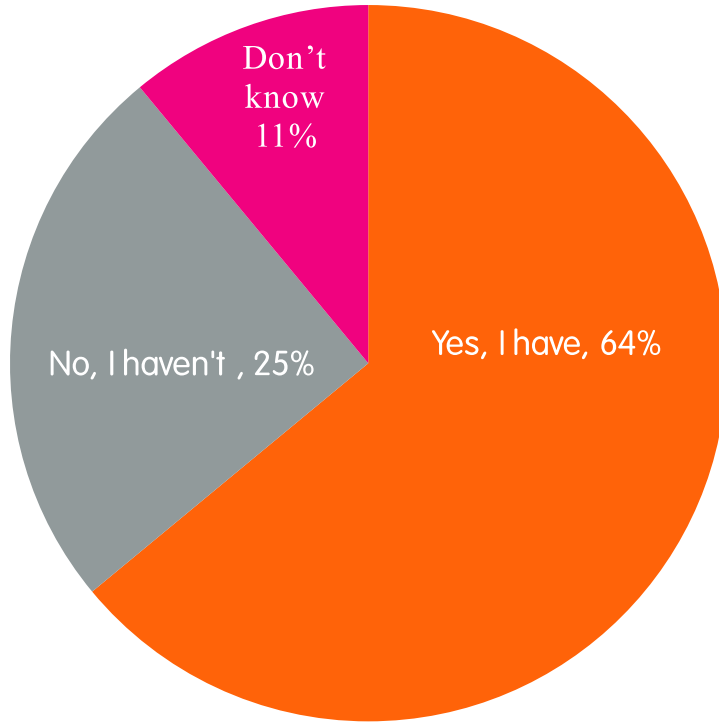
Which ONE, if any, of the following is the MAIN reason for this?

Base: All GB adults online who have downloaded ad blockers but do not currently use software/ apps on any of their personal devices that allows them to block adverts on the internet (114)



# Two thirds have received a notice asking them to switch off an ad blocker

Ever received an ad blocking notice:

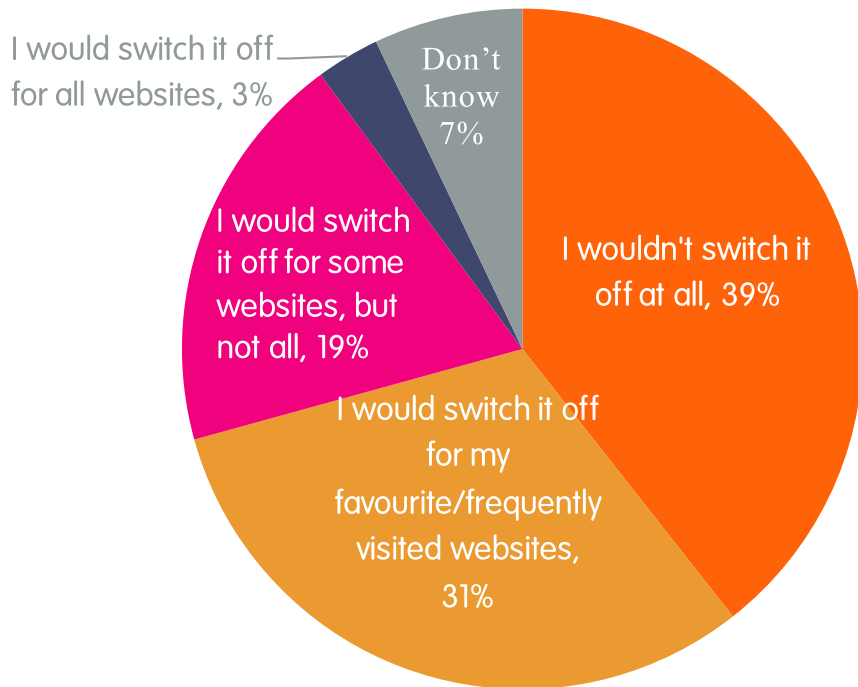


KIA\_q14. Have you EVER received any notices from websites asking you to switch off the ad blocker on any of your devices before you can access content?  
Base: All GB adults online who have ever downloaded software/ apps on any of their personal devices that allows them to block adverts on the internet (577)



# Over half said they would switch off their ad blocker

Action taken if website only granted permission to access content with ad blocker switched off: :



Net: 'I would switch it off' 54%

Net I would switch it off, by demographic:

Male 53%  
Female 55%



35-44 49%  
45-54 52%  
55+ 36%

ABC1 53%  
C2DE 55%

KIA\_q15. Please imagine a website you visited said you could only gain access to the content by switching off any ad blocking software you had installed... Which ONE of the following BEST describes what you would do?

Base: All GB adults online who have ever downloaded software/ apps on any of their personal devices that allows them to block adverts on the internet (577)



## Summary

- Under a **third** of online adults have **ever** downloaded **Adblocking** software.
- **77%** are currently using it = **22% of total online population**.
- Blocking **all ads** is the main motivation for the software, but people are more tolerant of ads that **don't interrupt** their user experience.
- **1 in 6** switched off ad blocking software because they couldn't access some content with it installed
- Over **half** said they would switch off their ad blocker for some websites