

## IAB UK REVEALS LATEST AD BLOCKING LEVELS

- Small rise from 15% to 18%, propensity to block decreases with age
- 40%'s main motivation isn't to block all ads
- Less interference and fewer ads are main ways to stem ad blocking

**London, 11 November 2015:** The latest wave of the Internet Advertising Bureau UK's *Ad Blocking Report*, conducted online by YouGov, reveals that 18% of British adults online are currently using ad blocking software. This is a rise from 15% in early June.

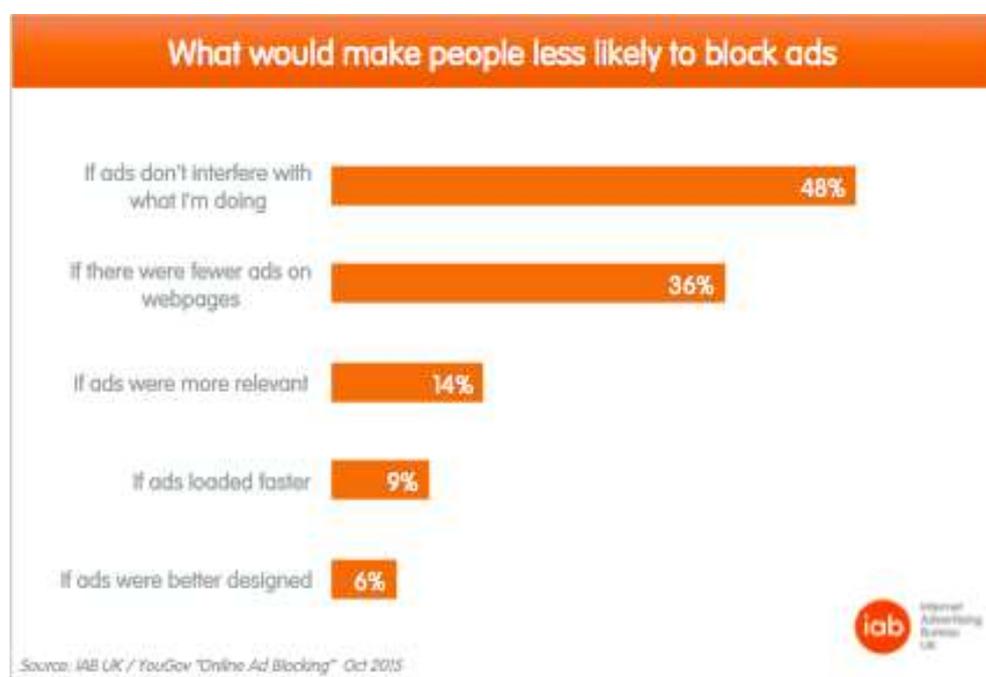
Ad blocking is more prevalent among men surveyed (23%) than women (13%) and the propensity to block ads decreases with age – from 35% of 18-24 year olds to 13% of people 55+.

### 40%'s main motivation isn't to block all ads

However, less than six in 10 (57%) people who've ever downloaded the software said their main motivation was to block *all* ads; 20% said the main reason was to block *certain types* of ads or ads from *certain websites*.

### Less interference and fewer ads main ways to stop ad blocking

The most common reason people would be less likely to block ads is if they didn't interfere with what they were doing (cited by 48%) followed by having fewer ads on a page (36%). One in seven (14%) would be less likely to block ads if they were more relevant.



*“The small rise in people blocking ads is not unexpected considering the publicity it’s been receiving,” said IAB UK’s CEO, Guy Phillipson. “However, it does provide some perspective on the situation for those referring to an “adblockalypse.” More importantly, it also provides a clear message to the industry – a less invasive, lighter ad experience is absolutely vital to address the main cause of ad blocking. That’s why we’re developing the [L.E.A.N advertising principles](#) for the online advertising supply chain.”*

### **Majority still prefer free content and ads vs having to pay**

When told that ad blocking means some websites will have to stop providing free content or charge people to use them, 61% of British adults online said they would prefer to access content for free and see ads than pay to access content.

Phillipson explains: *“The other key tactic to reduce ad blocking is making consumers more aware of the consequences – what we call the “value exchange.” If more people realise content is only free because ads pay for it, then fewer people will be inclined to block ads. Only 4% are willing to face the other option – paying for content with no ads.”*

Among those currently using ad blocking software, 71% are doing so on laptops, 47% on desktop PCs. Just under a quarter (23%) are blocking ads on mobiles and less than one in five (19%) on tablets.

**ENDS**

### **Methodology**

YouGov’s total sample size was 2,052 adults. The survey was conducted online during 22-23<sup>rd</sup> October 2015. The figures have been weighted and are representative of all GB adults (aged 18+). The previous wave was conducted 9-10<sup>th</sup> June 2015, with a sample size of 2,057. The percentage of current ad blockers figure is calculated by asking if they have ever downloaded software on any of their personal devices that allows them to block adverts on the internet followed by a question to ascertain if they are a current user.

### **For more information**

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### **About the Internet Advertising Bureau**

The Internet Advertising Bureau (IAB) is the UK trade association for digital advertising, representing most of the UK’s leading brands, media owners and agencies. Given the rapidly evolving nature of the digital landscape, the IAB works to ensure that marketers can maximise the potential of digital media and mobile devices, helping members engage their customers and build great brands. By disseminating knowledge and fostering dialogue through research, policy guidance, training and events, the IAB aims to be every marketer’s

authoritative and objective source for best practices in internet advertising. To access the IAB's current research, policy briefings, training opportunities and events schedule, please visit [www.iabuk.net](http://www.iabuk.net).