

Greeks and Ad Blocker

National Survey Results based on
Profiles by Focus Bari | YouGov

YouGov Profiles Basic Specs

- ✓ Online Quantitative Survey (CAWI)
- ✓ Μέσω YouGov panel
- ✓ Population : Men & Women, 18-64 years
- ✓ Sample : 6.676 individuals
- ✓ Fieldwork : continuous, data reported March 17, 2022
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece
(<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

We examined:

Ad Blocker
Penetration



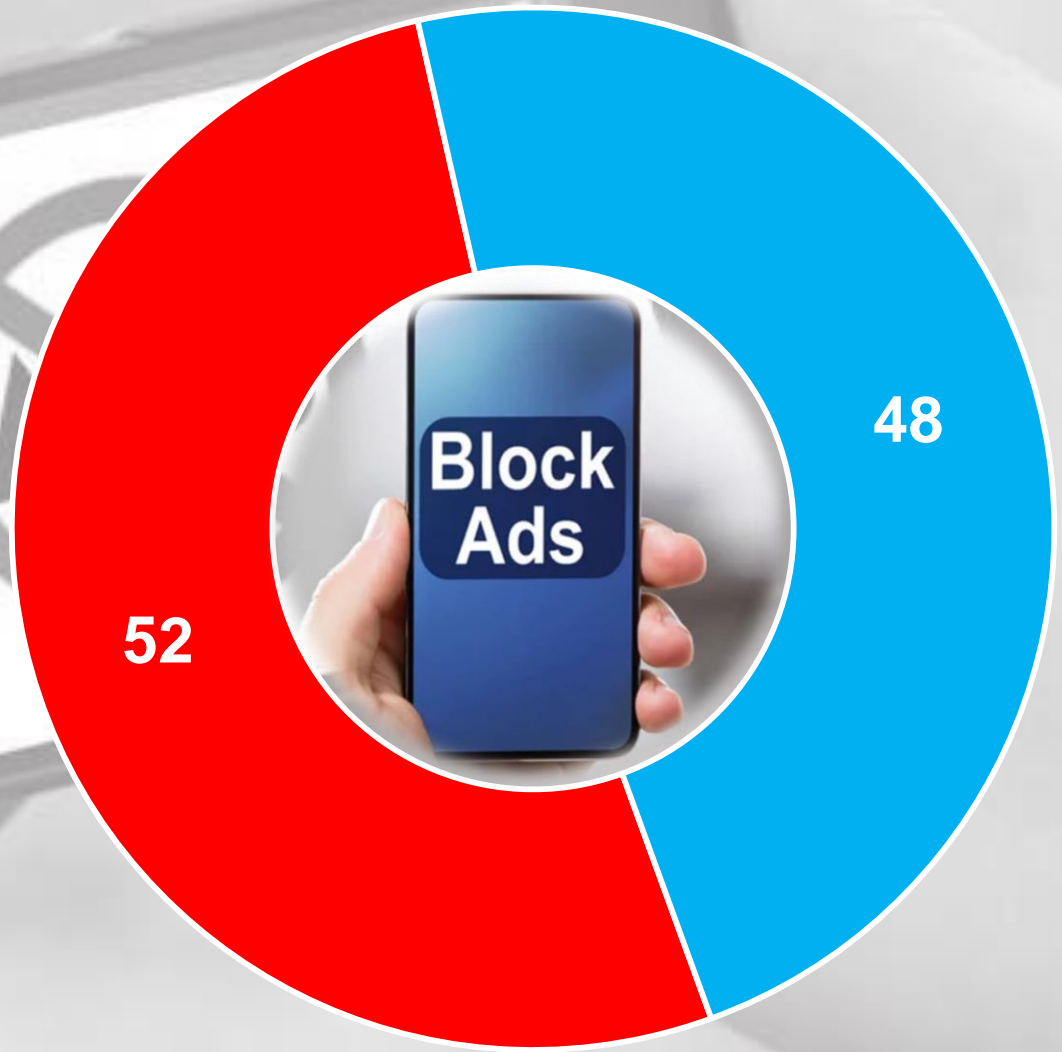
Browser & Mobile



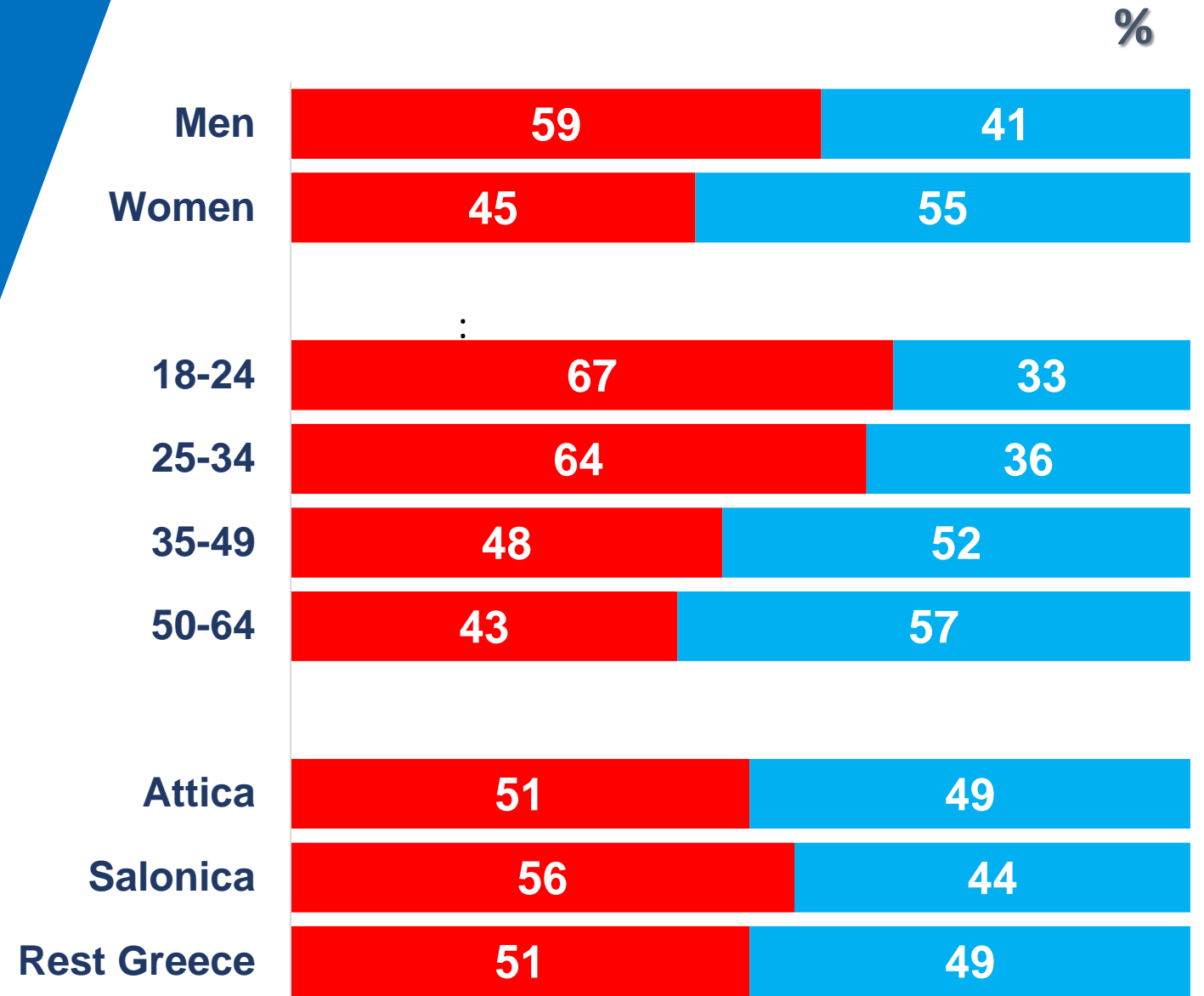
Reasons for
Each device



More than one in two Greeks have either installed or use an Ad Blocker

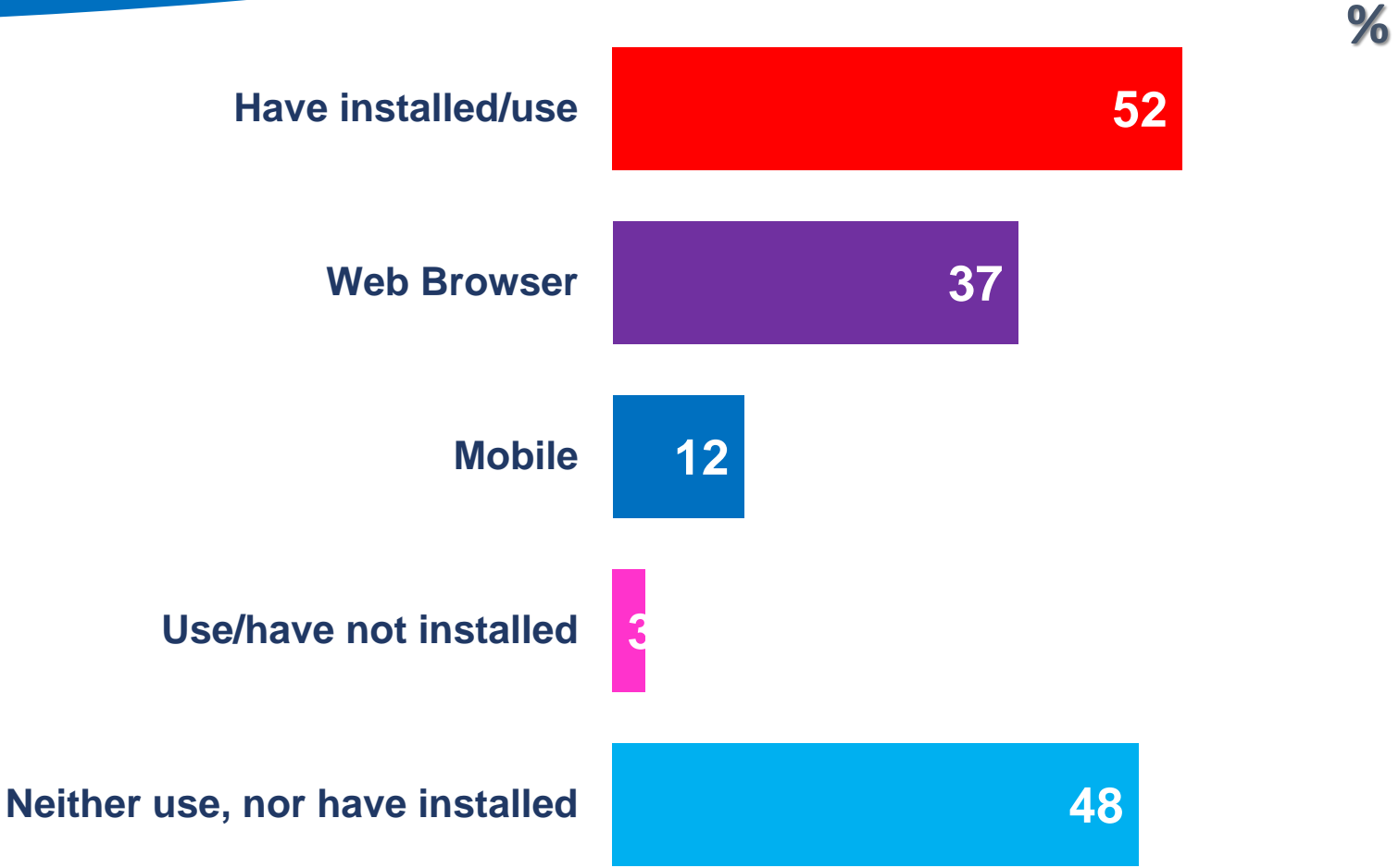


Men and younger ages have installed or use an ad blocker, as compared to women and older ages

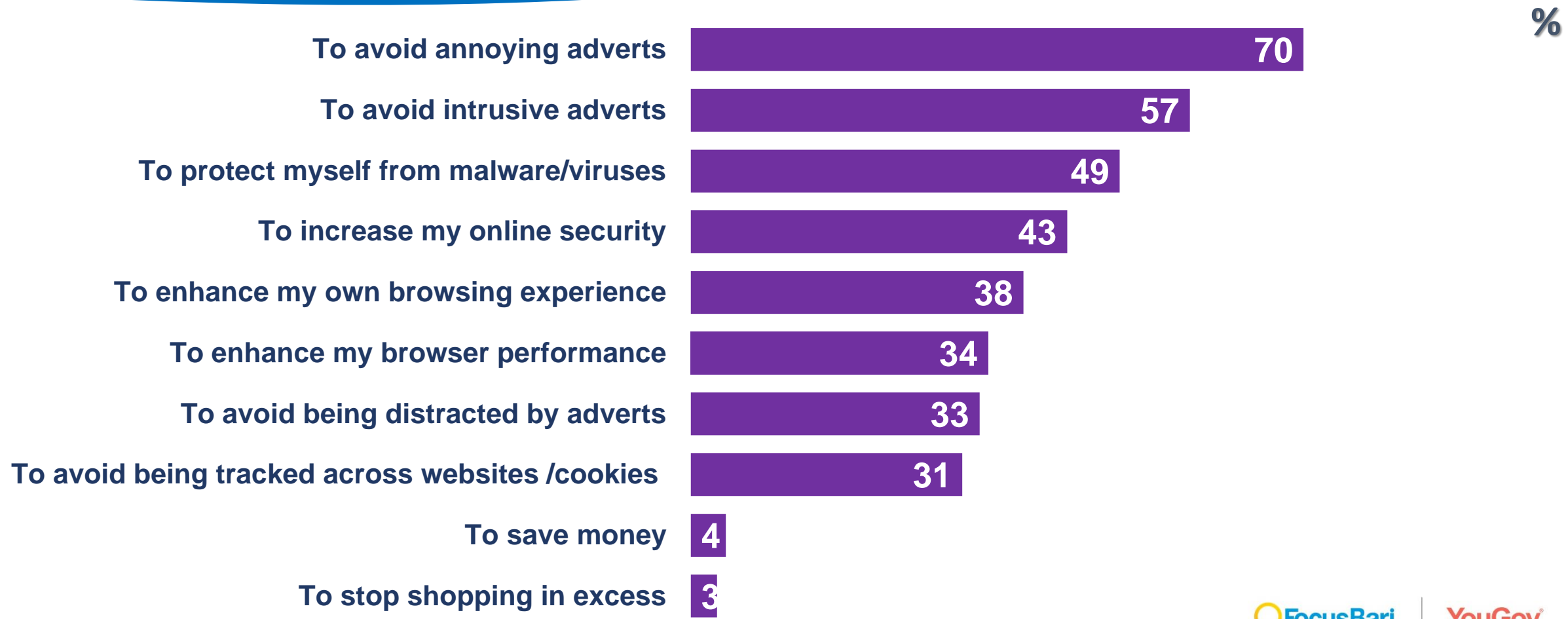


%

Greeks have installed/use an ad blocker in their web browsers to a much higher extent than that in their mobiles



Avoidance of annoying/intrusive adverts, protection/safety in browsing and avoidance to be tracked are the main reasons for having installed an ad blocker on **web browsers** (among those who have installed an ad blocker in their web browser)



Similar reasons are expressed also by those who have installed an ad blocker on their **mobile device** (among those who have installed an ad blocker on their mobile)



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Thank you!