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
- ✓ Populatioin : 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

PFocusBari YouGov

Have installed/use an Ad Blocker

Have not installed / use an Ad Blocker

48

Block Ads

52

%

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

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Men 41 59 Women 45 55 18-24 67 33 25-34 36 **64** 35-49 **48 52** 50-64 43 57 **Attica 49** 51 **Salonica 56** 44 **Rest Greece** 51 **49**

Have installed/use an Ad Blocker

Have not installed / use an Ad Blocker

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)

%

70

FocusBa

57



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)

	To avoid annoying adverts
	To protect myself from malware/viruses
	To avoid intrusive adverts
	To increase my online security
	To enhance my browser performance
	To avoid being tracked across websites/cookies
	To enhance my own browsing experience
	To avoid being distracted by adverts
7	To save money



32



%

To stop shopping in excess



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Thank you!

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