

# Is there an #adlergic epidemic? Adblocking across media

Deloitte Global predicts that

## 80% ADULTS

in North America

use at least one ad-blocking method, of which

50%

use two

10%

use four+

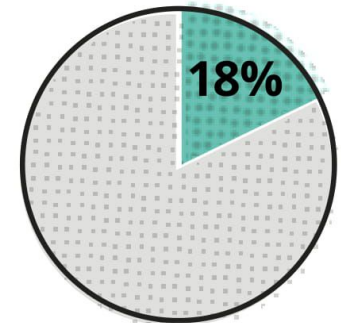
#ADLERGIC

0%

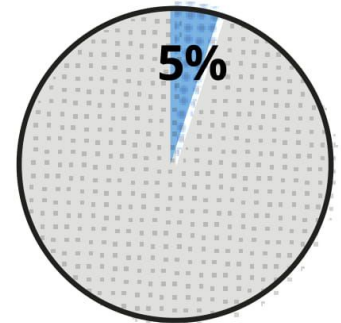
No one blocks all adverts

### Heaviest adblockers

(four+)



18-34 year olds



45+ year olds

