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+

Heaviest adblockers (four+)

- 18% 18-34 year olds
- 5% 45+ year olds

No one blocks all adverts

#ADLERGIC