



# Attitude Survey - Final Report

## AdBlock

*- the attitude towards ad blocking*



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### **Abstract**

This report is about attitude survey towards online ad blocking. The survey asks seven questions (What is your age? Do you know Adblock? Do you use it? Is it helpful? Would you be willing to pay for it? Is there any alternative to it? Would you recommend it to others?) and the results are found by publishing the survey on Facebook as well send it friends and family members through e-mail. The aim is to find the awareness among people from different age groups about Adblock, and their attitude towards ad blocking on the internet with the help of this extension. The results found that the young people are more aware about ad blocking but they are not willing not pay for it.

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# **1 Introduction**

It has been approximately 25 years since the internet was first introduced. Today, there are around 600 million websites available in the world. Many of them have advertisements that can cause annoyance or create distraction. With AdBlock, these advertisements will be removed from the screen. Downloading AdBlock is fast and simple, however there may be those who are not aware of its existence or those who believe that it may be wrong to block this content as it is supporting the websites. The report describes the investigation and its result about people's attitude towards ad blocking on the internet with the help of AdBlock.

## **1.1 Aim**

The aim of the survey is to investigate the awareness among people from different age groups about AdBlock, and their attitude towards ad blocking on the internet with the help of this extension.

## **1.2 Previous Research**

The AdBlock is a fairly new invention, so there are few studies made on this subjects. Some resources have been read to made the questions for the survey.

## **1.3 What is AdBlock?**

AdBlock is an extension for the browsers (such as Safari and Firefox) which blocks certain material handed over the internet via Web. It helps the users to directly access the web page without interacting with the advertisements. AdBlock was first released in 2009 by Michael Gunglach (BetaFish Incorporated). It is free to download and available in various languages.

## **1.4 Method**

The method used to create this survey is Google docs survey tool. Socail media such as Facebook has been used to collect the responses among the fellow students. In addition, some older people have also participated in the survey. The survey questions can be found in *Finding* section

## **2 Hypothesis**

The prediction of the investigation is that young people have more awareness of AdBlock than the older ones because they are more interacted with the computer and the internet. Older people might not be aware of its existence, thus will not use it even though they have a negative view on online ads and find them disturbing.

### 3 Findings

Below is the copy of the survey which has been used for the investigation

## Attitude Survey

The Attitude Towards Ad Blocking

\* Required

### Introduction

It has been approximately 25 years since the internet was first introduced. Today, there are around 600 million websites available in the world. Many of them display advertisements that can cause annoyance or create distraction. With AdBlock, these advertisements will be removed from the screen. Downloading AdBlock is fast and simple, however there may be those who are not aware of its existence or those who believe that it may be wrong to block this content as it is supporting the websites. The aim of the survey is to investigate the awareness among people of different age groups regarding AdBlock.

The survey have 7 questions and each of them are required to complete the survey. Please select possible option.

What is your age? \*

- ☐ 13 - 19
- ☐ 20 - 35
- ☐ 35 - 55
- ☐ 55 +

Do you know about AdBlock? \*

☐ Yes

☐ No

Do you use AdBlock? \*

☐ Yes

☐ No

☐ Don't Know

Do you think AdBlock is helpful? \*

☐ Yes

☐ No

☐ Don't Know

Would you be willing to pay for AdBlock if it was not free? \*

☐ Yes

☐ No

☐ Don't Know

Is there any alternative to AdBlock? \*

- ☐ Yes
- ☐ No
- ☐ Don't Know

Would you recommend AdBlock to others? \*

- ☐ Yes
- ☐ No
- ☐ Don't Know

### Information about AdBlock

AdBlock is an extension for the browsers (such as Safari and Firefox) which blocks unwanted material handed over the internet via Web. It helps the users to directly access the web page without interacting with the advertisements. AdBlock was first released in 2009 by Michael Gunglach (BetaFish Incorporated). It is free to download and available in various languages. For more information please visit <https://getadblock.com>

### AdBlock video

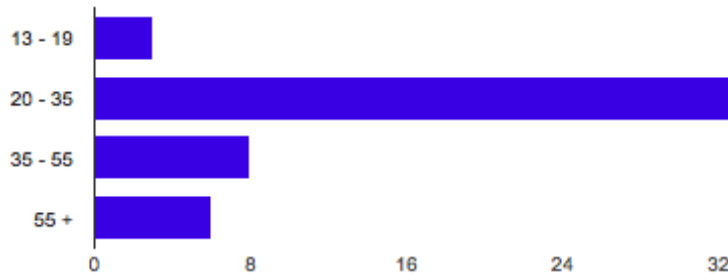




## 4 Results

The following bar charts shows the results of the investigation

### What is your age?



13 - 19	3	6%
20 - 35	33	66%
35 - 55	8	16%
55 +	6	12%

### Do you know about AdBlock?



Yes	32	64%
No	18	36%

### Do you use AdBlock?



Yes	25	50%
No	18	36%
Don't Know	7	14%

### Do you think AdBlock is helpful?



Yes	29	58%
No	2	4%
Don't Know	19	38%

### Would you be willing to pay for AdBlock if it was not free?



Yes	5	10%
No	28	56%
Don't Know	18	36%

### Is there any alternative to AdBlock?



Yes	9	18%
No	2	4%
Don't Know	39	78%

### Would you recommend AdBlock to others?



Yes	29	58%
No	5	10%
Don't Know	16	32%

## 5 Analysis

The total number of participants is 50, out of which the majority (66%) belongs to the age group 20 - 35. The other age groups (13 - 19, 35 - 55 and 55+) got 6%, 16% and 12% participants respectively.

Only 64% (32 participants) knew about AdBlock, meaning 36% (18 participants) did not. Furthermore, the results show very interesting figures, for example: 50% of the people said that they do not use or don't know whether they use AdBlock. In other words, 25 people (50%) replied "yes" while 18 (36%) answered "no" and 7 (14%) answered "don't know".

According to 29 people (58%), AdBlock is helpful. In contrast, 19 people (38%) don't know and 2 (4%) found AdBlock not helpful. However, people who use AdBlock are not willing to pay for it. The bar chart show that more than half of the participants (56%) do not want to pay and 36% have not made up their mind yet and said "don't know". The attitude of the people can be easily seen here, 25% use AdBlock but only 5% of them are willing to pay for it if it will not be available for free of cost.

In addition, a majority of the participants (78%) don't know any alternative options to AdBlock. Only 9 respondents (18%) said "yes" to whether there are any alternatives. 4% clearly replied "no" to this question. At last, only 58% want to recommend AdBlock to others, 5% are against recommendation and 32% people are neither in the favour nor against.

## **6 Conclusion**

In a nutshell, the survey results found that the younger generation have more awareness about the AdBlock extension than the older ones and this verifies the hypothesis. However, younger people only want to use AdBlock extension as long as it is free. The usage of AdBlock is only 50% on the basis of survey report. In addition, the survey found that some people have information about AdBlock but they do not use it due to some reason, for example they might find it unhelpful or they use some alternative to AdBlock.