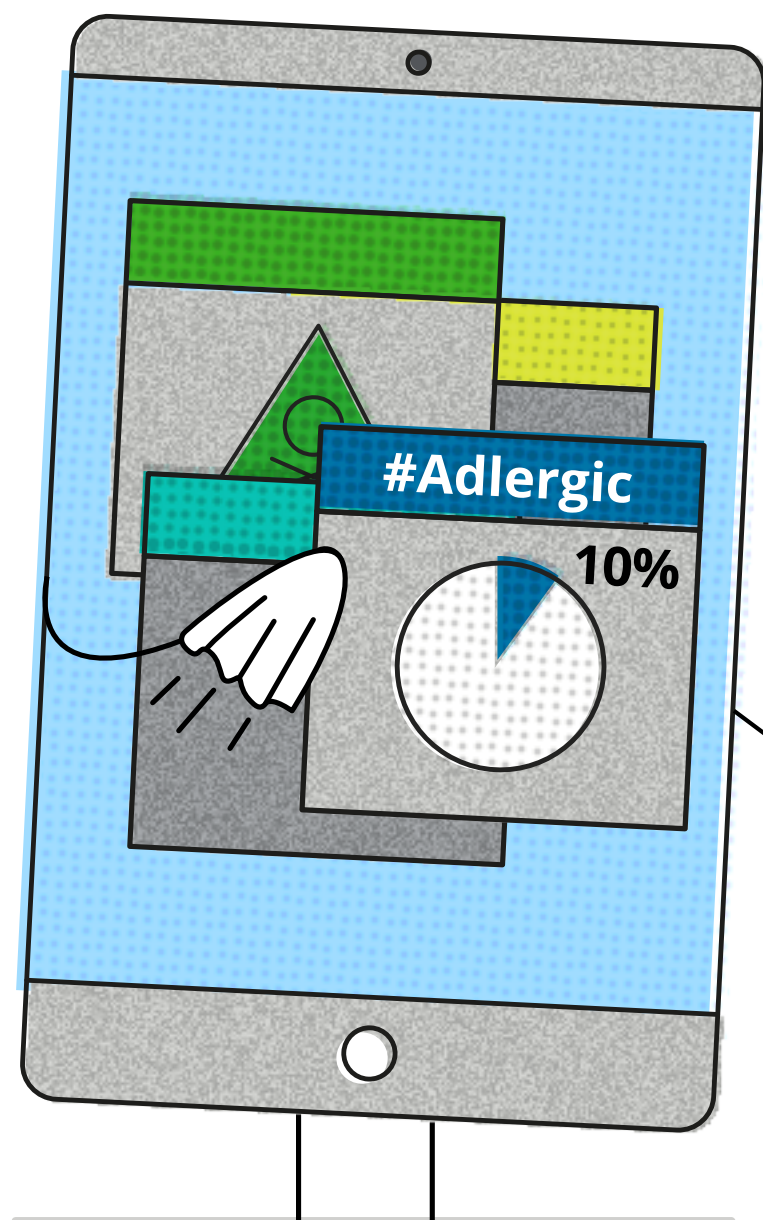


# Is there an #adlergic epidemic? Adblocking across media

Deloitte Global predicts that



## 80% ADULTS in North America

use at least one ad-blocking method, of which

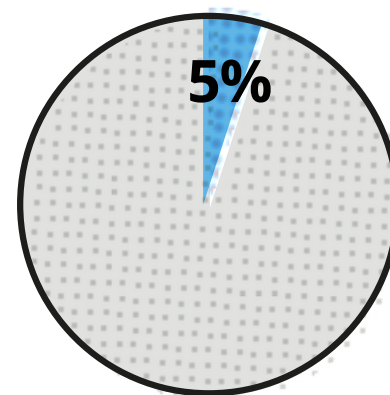
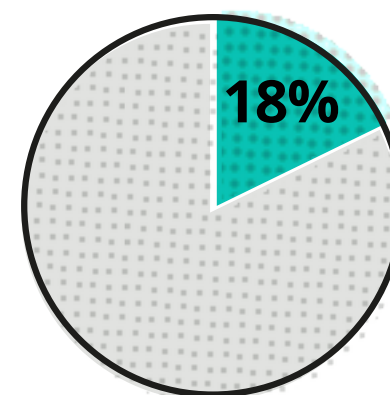
50%  
use two

10%  
use four+

#ADLERGIC

0%  
No one blocks  
all adverts

### Heaviest adblockers (four+)



**Deloitte.**

**#DeloittePredicts**

[www.deloitte.com/predictions](http://www.deloitte.com/predictions)

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