

# What do people *really* think of online advertising?

IAB UK asked over 1,000 people what they think of the internet and the advertising that funds it.

## HOW MUCH DO PEOPLE RELY ON THE INTERNET?



Almost 7 in 10 say they are dependent on online services and apps

74% say being online has made their life better



60% of 25 to 35-year olds say that the internet is as essential as running water or electricity



## WHAT DO PEOPLE THINK OF THE ADS THAT FUND IT?



89% of people prefer having an ad-funded internet than paying for online services

84% would be "furious" if they had to pay for access to online services

Only 4% say that they find online advertising annoying

1 in 2 find online ads useful



EVERY £1 SPENT ON ADVERTISING GENERATES £6 FOR THE ECONOMY

The majority of content and services are free to access because they're funded by advertising.

- The digital advertising industry is a success story for the UK, generating £13.44bn for the economy last year
- Digital advertising is the key component in democratising information and services online: people have unlimited access to a wealth of resources in exchange for being shown advertising



IAB UK is the trade body for digital advertising, dedicated to building a sustainable future for the industry so that it can support an ad-funded, free to use internet. Help us ensure digital advertising operates transparently and responsibly. Find out more at [www.iabuk.com](http://www.iabuk.com).

Statistics based on a poll of 1,013 UK adults, conducted by IAB UK and Sparkler (Nov 2018)