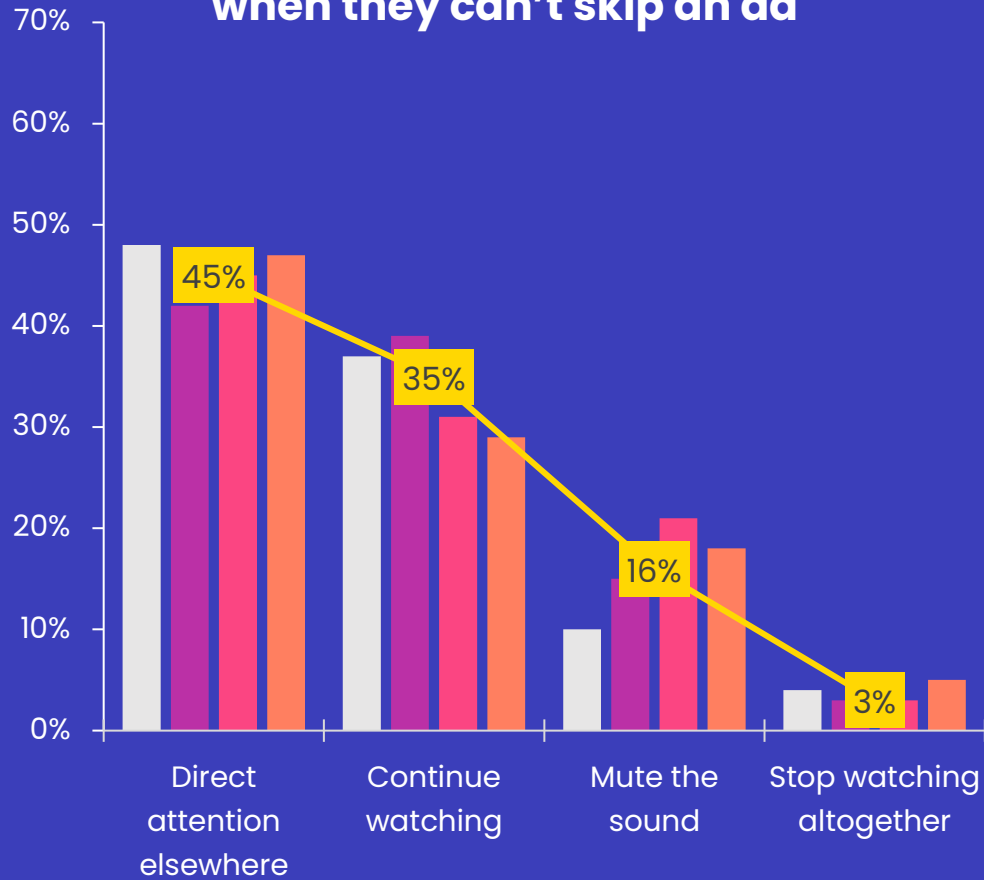


Some insights on advertising avoidance

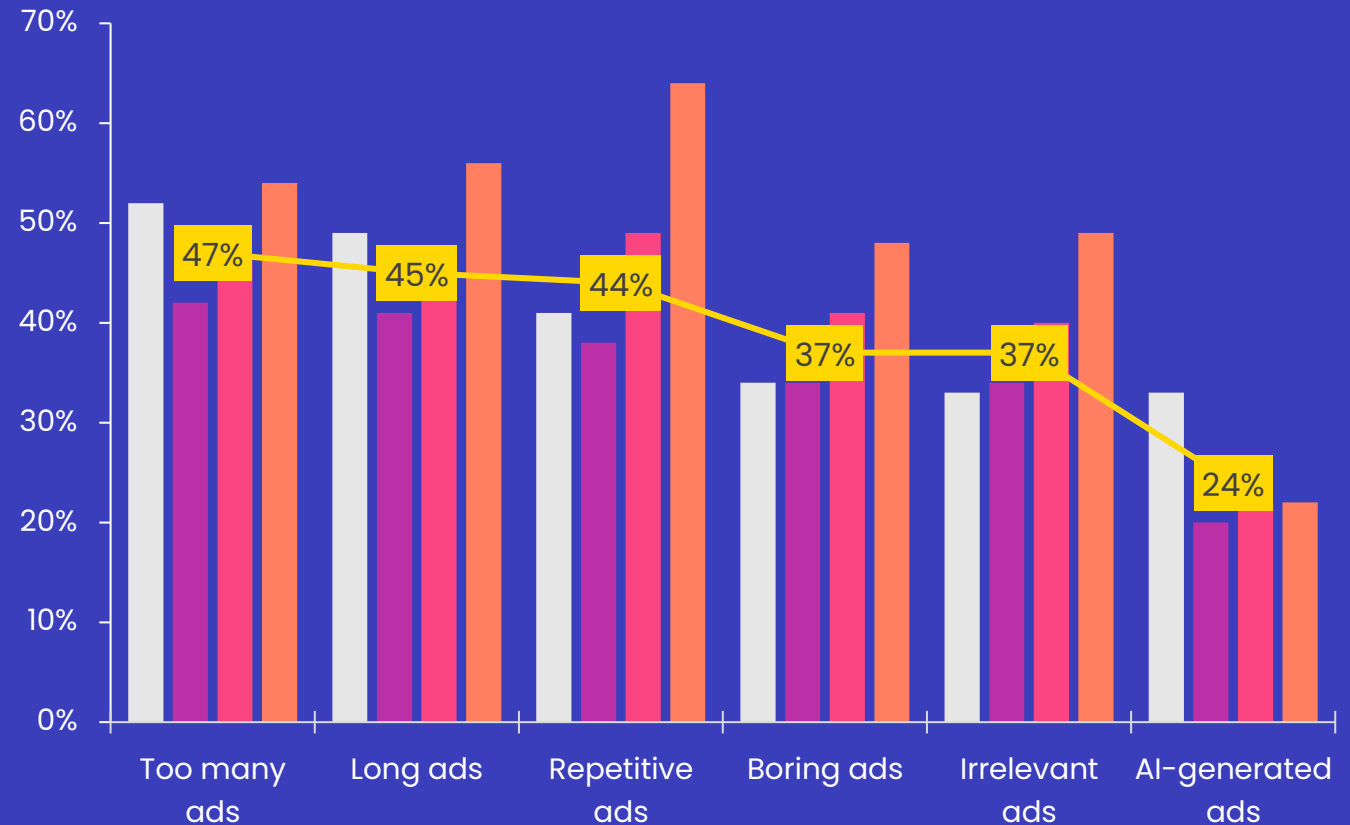


Base: population 18-64

What people [say they] do when they can't skip an ad



What makes people disengage from advertising



Gen Z * Millennial Gen X Boomer ** All

* 18-29 (whole GenZ is 14-29 YO) ** limited to 62-64 YO respondents

Source : Attest. UK Media consumption report (2026) 