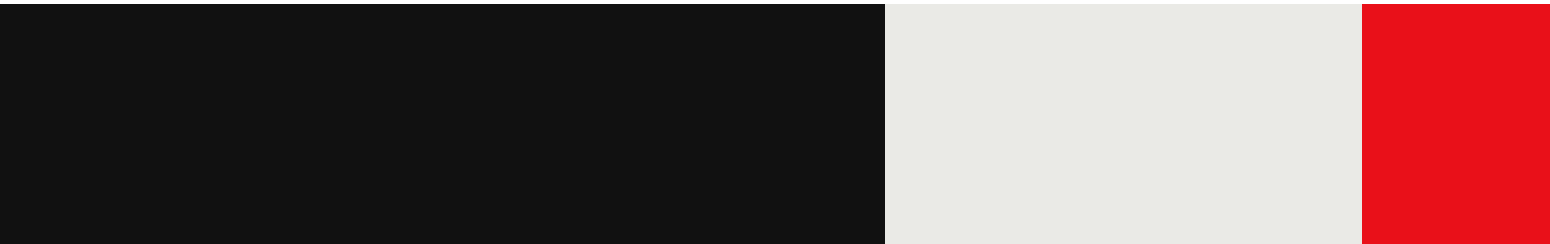


# Mobile app ads are most frustrating to consumers

Article



## US Internet Users Who Are Frustrated With Online Ads, by Device/App Usage, Aug 2024

% of respondents who are very/somewhat/extremely frustrated

Among those who use mobile apps	81%
Among those who use mobile phone browsers	79%
Among those who use tablets	74%
Among those who use laptop/desktop browsers	73%
Among those who use connected TVs (CTV)	69%

Source: Eyeo and The Harris Poll, "Digital 'Ad-tastrophe': Consumer & Industry Perspectives," Nov 20, 2024

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**Key stat:** [Mobile](#) app ads are the most frustrating online [advertising](#) format, according to 81% of US internet users, according to August 2024 data from Eyeo and The Harris Poll.

**Beyond the chart:**

- US consumers will spend an average of three hours and 45 minutes (3:45) on mobile device apps per day in 2025, nearly all (92.7%) of the total time spent with mobile devices, according to our June 2024 forecast.
- US mobile in-app ad spend will grow 13.8% this year to reach \$190.57, 82.6% of total mobile ad spend, per our January 2025 forecast.

**Use this chart:** Marketers can use this chart to highlight the need to rethink the mobile app ad [experience](#) by potentially reducing ad frequency or using non-disruptive ad formats. They can also use it to justify investment in [connected TV](#) (CTV) advertising.

**Related EMARKETER reports:**

- [How Consumers Perceive Ads](#) (EMARKETER subscription required)
- [Mobile Trends to Watch in 2024](#) (EMARKETER subscription required)

*Methodology: Data is from the November 2024 Eyeo and The Harris Poll study "Digital "Ad-tastrophe": Consumer & Industry Perspectives." 2,005 US internet users were surveyed online during August 12-26, 2024 by The Harris Poll. Respondents were both owners of a smartphone and a laptop/desktop.*