

# How Consumers Really Feel About Ads

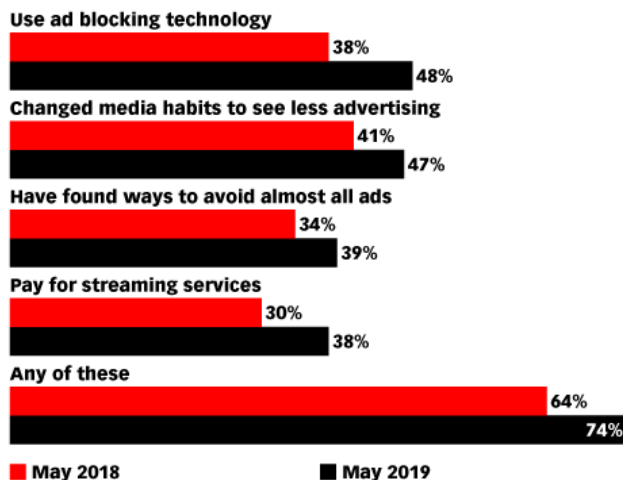
## AUDIO |

### eMarketer Editors

eMarketer principal analyst Nicole Perrin explains how consumers feel about ads why they feel that way: What ads do they least like? Which ones are they most receptive to? How should advertisers respond? Then, principal analyst Debra Aho Williamson talks about the US launch of Facebook’s dating service, how young people feel about ‘likes’ and the impact of the social platform’s latest data breach.

#### Strategies Used by Internet Users Worldwide to Avoid Ads, May 2018 & May 2019

% of respondents



Note: ages 18+; top 4 on a 9-point scale  
 Source: Edelman, "2019 Edelman Trust Barometer Special Report: In Brands We Trust?"; eMarketer calculations, June 18, 2019

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