

Consumer World®
Consumer Attitude Survey about Autoplay Ads on Websites
 December 2016
 530 Respondents

1. Do you normally have the speaker sound enabled on your device or computer when you visit websites?

Value		Percent	Responses
Yes		81.6%	425
No		18.4%	96

Total: 521

2. When you visit a website where an advertisement or video with full sound starts playing automatically, do you feel that is: (Select all that apply)

Value		Percent	Responses
Annoying		92.3%	493
Intrusive		88.8%	474
Thoughtless		60.1%	321
Startling		55.8%	298
Embarrassing at work		19.9%	106
Entertaining		0.0%	0
Welcoming		0.0%	0
Not a problem at all		0.0%	0

3. When you visit a website that plays sounds automatically, what do you do most times? (Select all that apply)

Value		Percent	Responses
Try to silence the sound		76.0%	405
Leave the site if I can't silence the sound		68.9%	367
Leave the site immediately		35.6%	190
Plan not to return to the site		35.3%	188
Plan to use the site less in the future		29.3%	156
Try to view the site content normally		7.7%	41
Try to ignore the sound		5.6%	30
Find and watch the video		0.4%	2

4. When you go online, how often do you encounter websites where an advertisement or video with sound plays automatically?

Value		Percent	Responses
Multiple times a day		59.4%	315
About once a day		21.3%	113
Every few days		14.5%	77
Rarely if ever		4.7%	25
			Total: 530

5. For statistical purposes: What is your gender?

Value		Percent	Responses
Male		56.4%	299
Female		43.6%	231
			Total: 530

6. What is your age?

Value		Percent	Responses
65 and over		55.7%	292
50 - 64		34.4%	180
36 - 49		8.4%	44
18 - 35		1.3%	7
Under 18		0.2%	1
			Total: 524