**The Advertising Industry Has a Problem: People Hate Ads**

[](The%20Advertising%20Industry%20Has%20a%20Problem.docx)Agencies are better informed than ever before about consumers, having amassed huge stores of their data. But many of those consumers, especially the affluent young people prized by advertisers, hate ads so much that they are paying to avoid them.

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<https://www.nytimes.com/2019/10/28/business/media/advertising-industry-research.html?utm_source=Listrak&utm_medium=Email&utm_term=The+Ad+Industry+Has+a+Problem%3a+People+Hate+Ads&utm_campaign=Scripps%3a+Don%e2%80%99t+Overconsolidate+In+One+Business>

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<https://www.bing.com/images/search?view=detailV2&id=7E886399068B8667BBB2B25C60B30B5BD6768945&thid=OIP.2RkqBBKZ3UoKZr_ScOVJZwHaEK&exph=270&expw=480&q=people+hate+ads&selectedindex=216&ajaxhist=0&vt=0&eim=1%2C2%2C6&adlt=demote&shtp=GetUrl&shid=5f6ab4e2-8407-4d78-965e-9e7d5c237fa0&shtk=TmV3IERhdGEgb24gV2h5IFBlb3BsZSBIYXRlIEFkczogVG9vIE1hbnksIFRvbyBJbnRydXNpdmUgLi4u&shdk=Rm91bmQgb24gQmluZyBmcm9tIHd3dy52aWVvZGVzaWduLmNvbQ%3D%3D&shhk=7ZrTR9%2BAxUPZ5gfnZr%2B1kne%2BncSDNA6L7uqBohcoAo4%3D&form=EX0023&shth=OSH.EX3EsHW8MElrkLjKvP5Yaw>