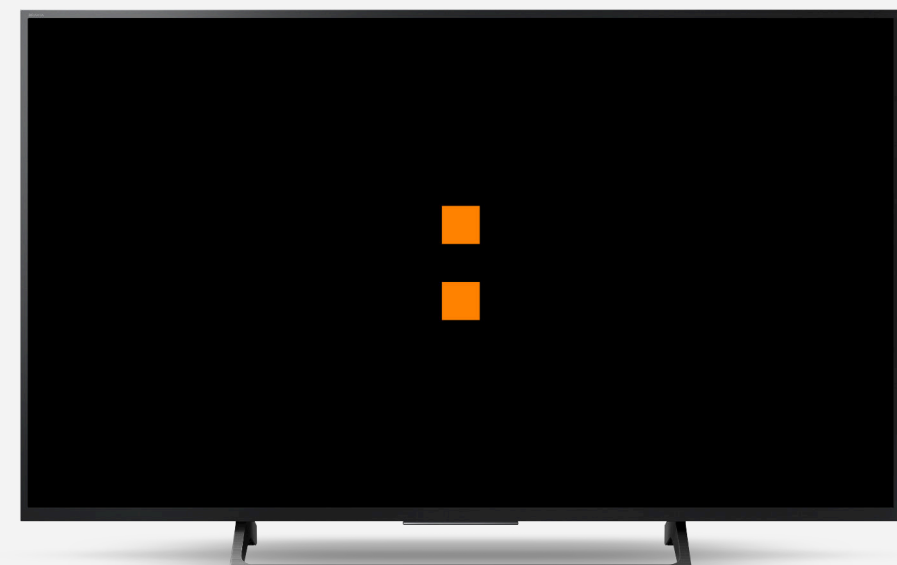


AMI DIGITAL INDEX 2023: **Ťahák**

Čas na sieťach vs. sledovanie TV



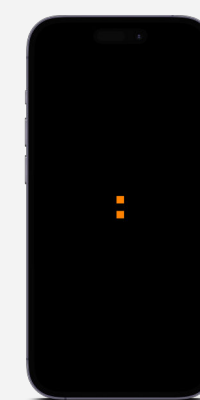
2H 57min



4H 6min

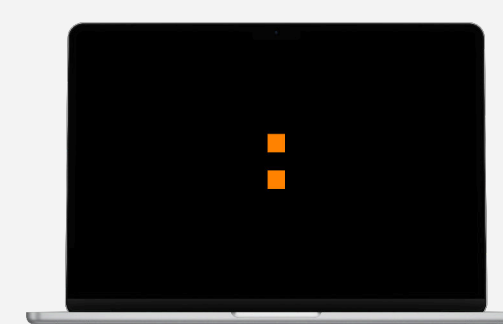
Keď siete, tak na mobile

Smartphone



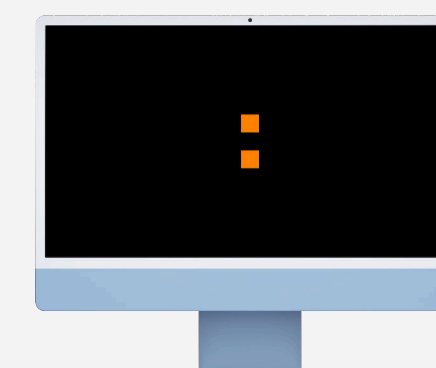
85 %

Notebook

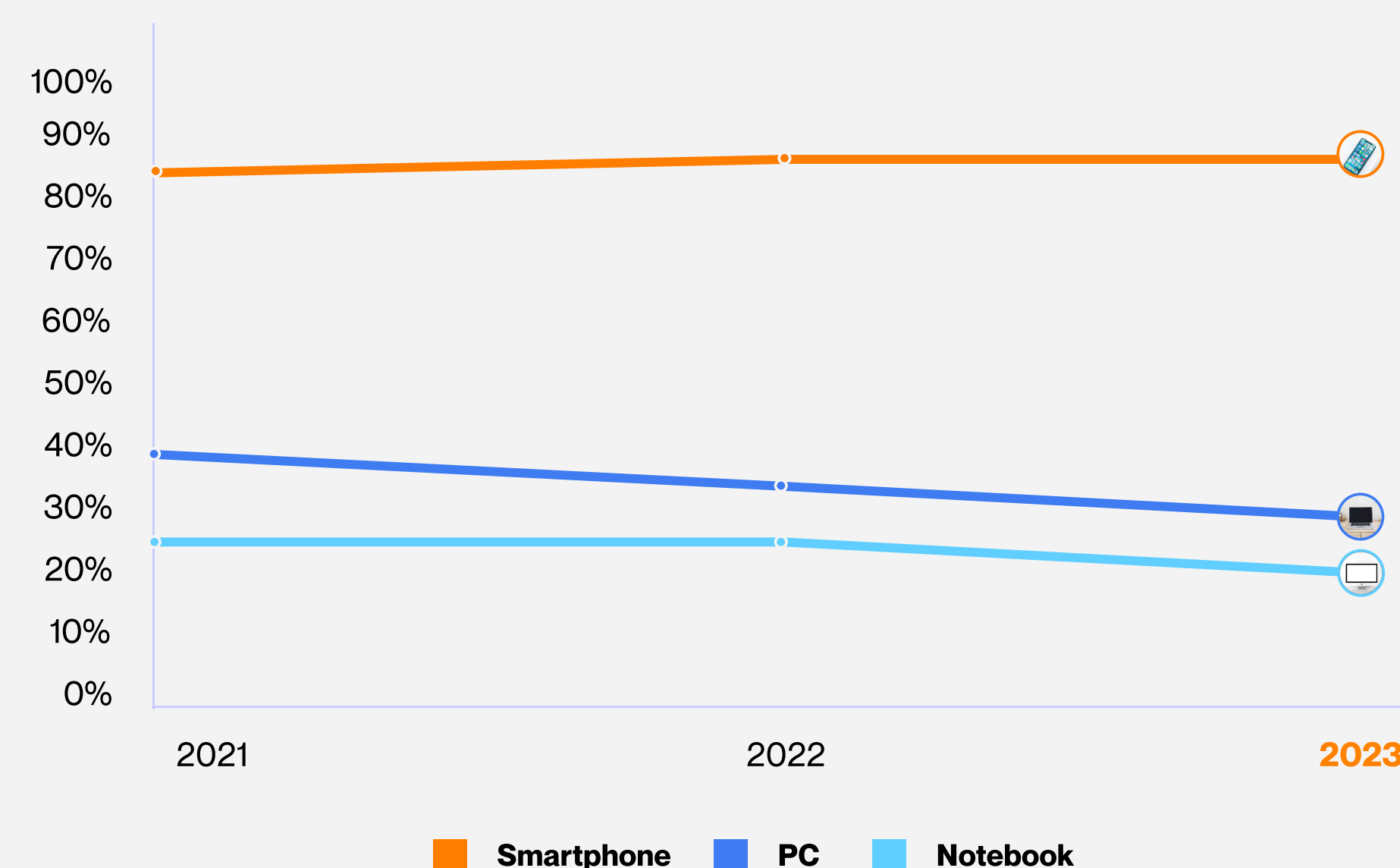


33 %

PC



20 %



Dôvody na používanie sociálnych sietí

Kontakt s priateľmi



84 %

Zábava



82 %

Zdroj informácií



80 %

Každý deň na sociálnych sieťach

Generácia Z



95 %

Mileniáli



85 %

Generácia X

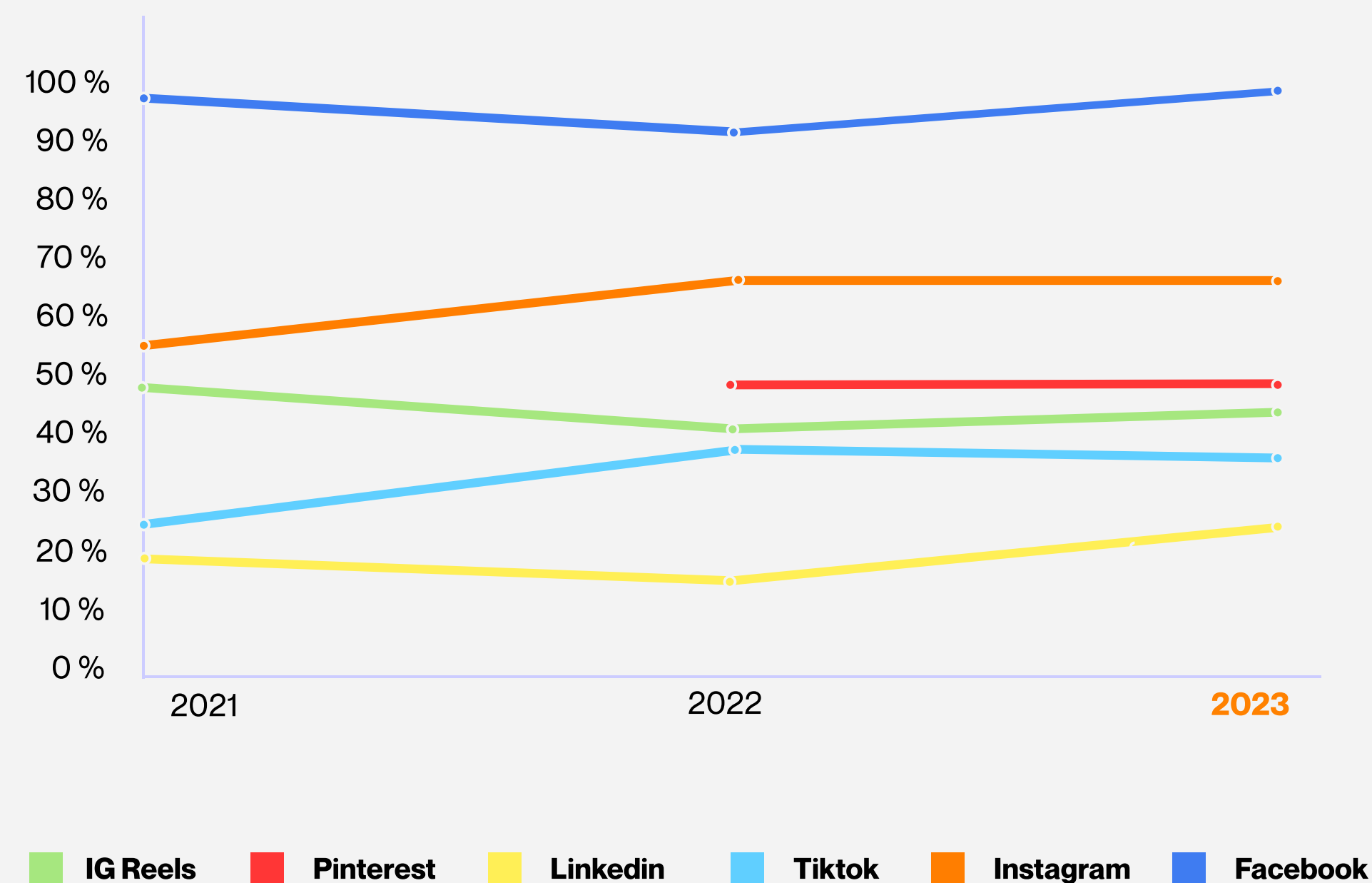


77 %

Boomeri



71 %



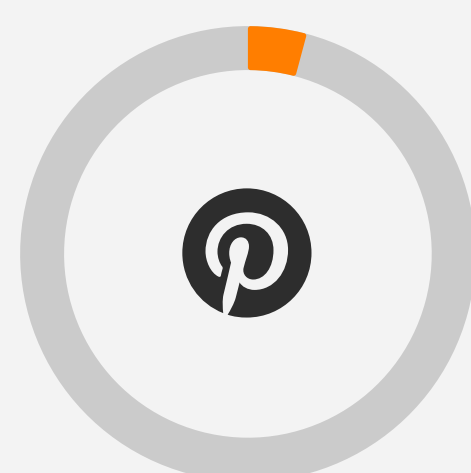
Vyskúšalo nákupy na...



30 %



11 %



6 %

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