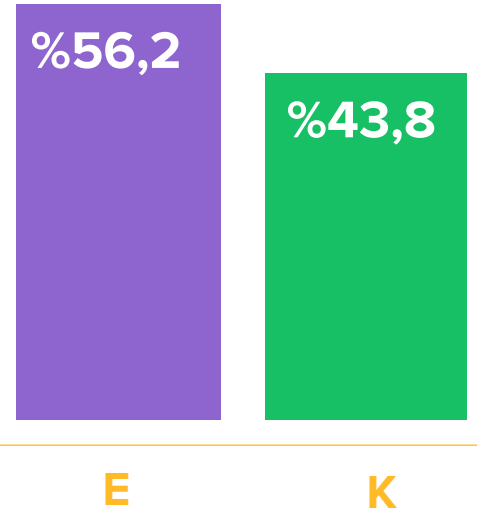


TÜRKİYE'DE KADINLARIN MOBİL KULLANIM ALİŞKANLIKLARI



N'REPORT

MOBİL KULLANICILARIN
%43,8'İNİ
KADINLAR OLUŞTURUYOR.



30 dakikadan kısa

30 dakika - 1 saat

1 - 2 saat

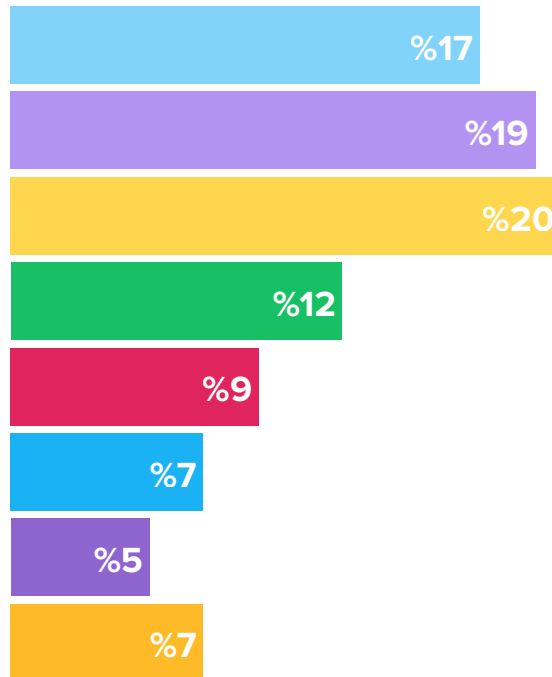
2 - 3 saat

3 - 4 saat

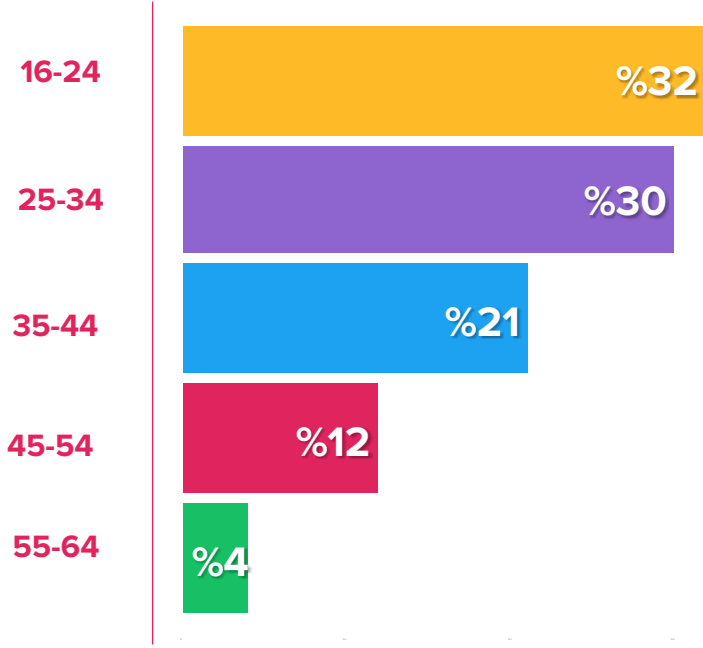
4 - 6 saat

6 - 10 saat

10 saatten uzun

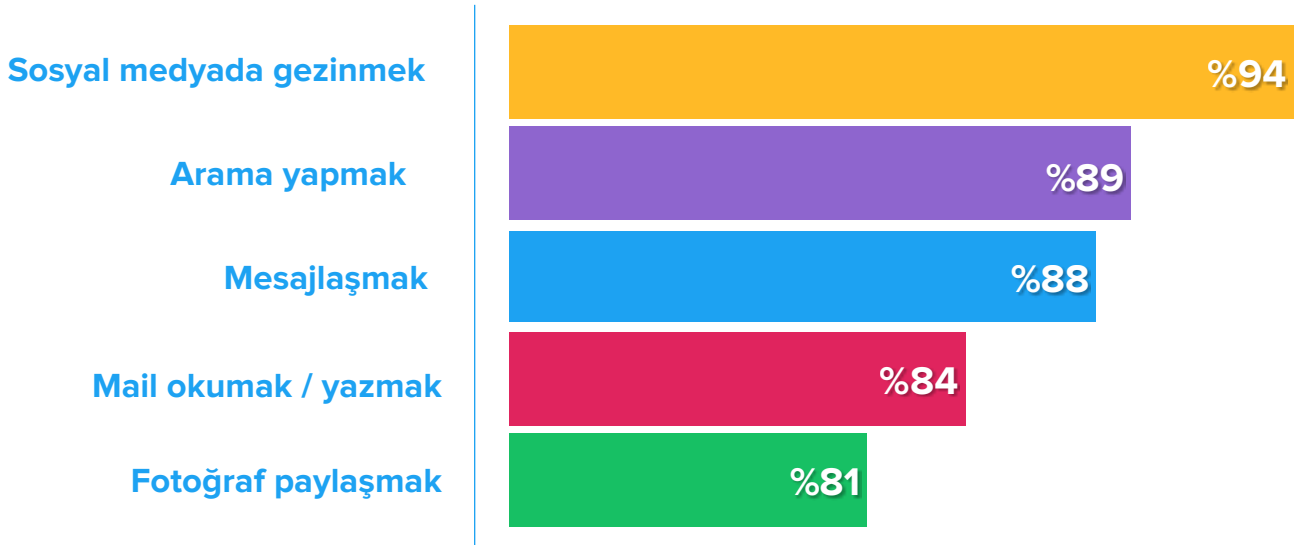


KADIN
KULLANICILARIN
%7'si
GÜNDE 10 SAATEN
UZUN ONLINE
OLUYOR.

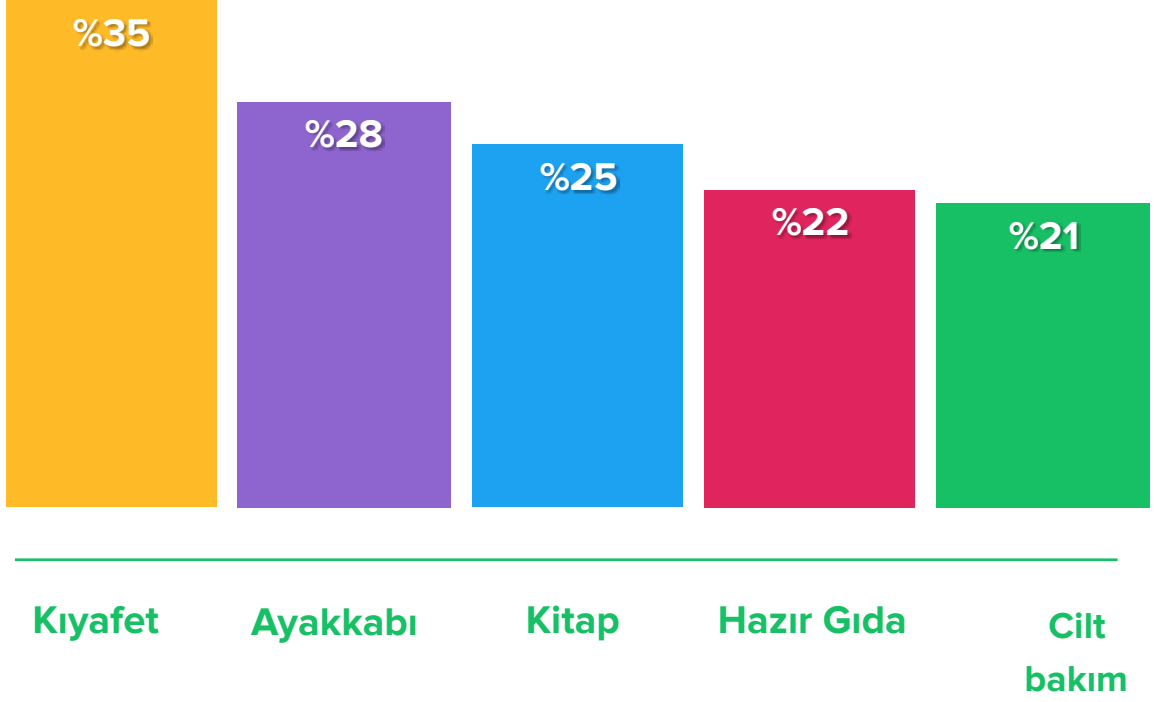


KULLANICILARIN
%62'si
16-35 YAŞ ARASI
KULLANICILARDAN
OLUŞUYOR.

KADIN KULLANICILARIN
%94'ü AKILLI TELEFONLARINDAN SOSYAL
MEDYA MECRALARINI ZİYARET EDİYOR.



ONLINE ALIŐVERIŐ YAPAN KADIN KULLANICILARIN EN OK SATIN ALDIĐI ÜRÜNLER **KIYAFET, AYAKKABI VE KİTAP.**



Kaynak: Global Web Index (2016)



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