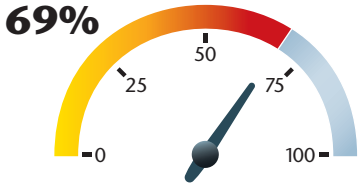
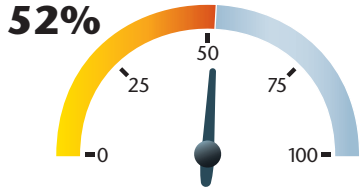
Am Bildschirm stört Werbung ziemlich stark

Anteil Personen, die Werbung in den aufgeführten Medien als störend empfinden (Wert < 50% = geringe Störung, Wert > 50% = hohe Störung)*



im Internet



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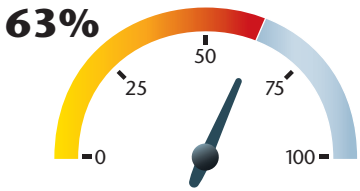

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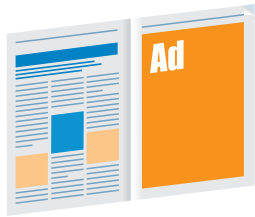
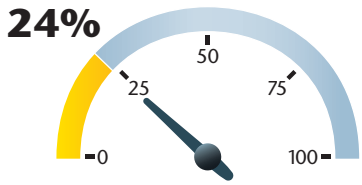
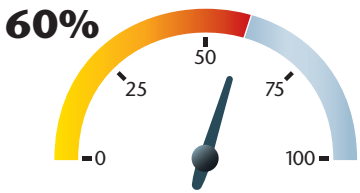
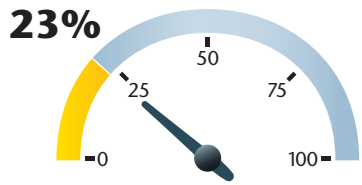




in Zeitschriften



in Social Media



in Zeitungen

SCHWEIZER MEDIEN

* Schweizer Bevölkerung ab 14 Jahren

Quelle: WEMF MACH Consumer 2024