FROM HOMES TO COMPANIES:
THE GROWING FOOTPRINT OF AI AND TECHNOLOGY IN SLOVENIA

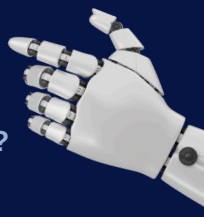
Introduction:

Artificial intelligence (AI) and **smart technologies** are becoming part of daily life in Slovenia. From internet use to smart devices, their presence spans all age groups, professions, and regions. This poster explores how different people—from students to retirees—use AI-driven tools, and how usage varies based on urbanization, employment, and regional trends. It also highlights AI adoption in companies, along with current challenges like lack of expertise.

Research questions:

We noticed how smart technologies and AI are becoming part of daily life. This made us curious. So, we asked ourselves:

- **Who uses smart tech?**
- **How does age affect usage?**
- **Do regions differ?**
- **Which devices are most used?**
- **Do companies use AI?**



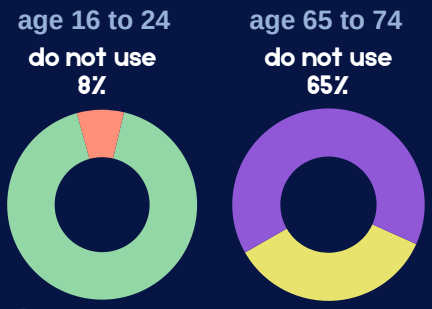
Results:

In the first quarter of 2024, around 90% of individuals aged 16 to 74 in Slovenia used the internet. Additionally, around 70% of the population used smart devices or systems for personal purposes, up from 67% in 2022.

use the internet | do not use the internet

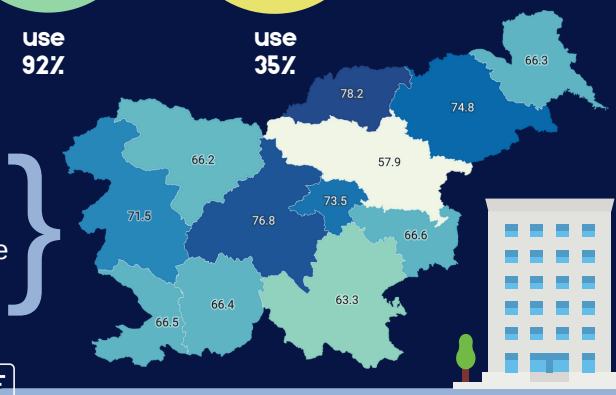
use smart devices | do not use smart devices

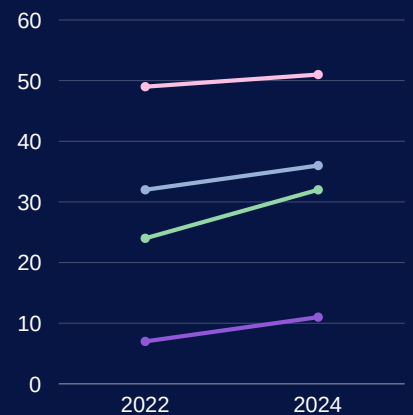
Usage of **smart devices** or systems across different age groups

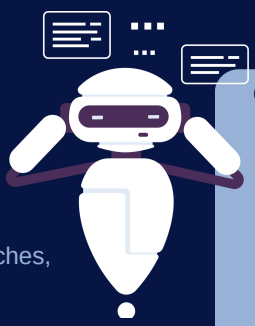


This highlights a clear age-based difference in the adoption of technology.

The map on the right shows the variation in smart device usage across Slovenia's statistical regions. The highest usage is observed in the **Koroška** (78%) and **Osrednjeslovenska** (77%) regions, indicating a high level of digital connectivity in these areas. The lowest usage is found in the **Savinjska** region, where only 58% of residents use smart devices, reflecting a lower level of digital adoption in this region.







The data shows a rise in smart device usage **from 2022 to 2024**. TV usage for media consumption increased slightly from 49% to 51%. Wearable devices, such as smartwatches and fitness trackers, grew from 32% to 36%. Bluetooth speakers or audio systems saw a notable jump from 24% to 32%. The use of smart speakers with voice control grew from 7% to 11%. These trends reflect a **growing adoption of smart technologies.**

COMPANIES

In 2024, 21% of companies with 10 or more employees and self-employed individuals in Slovenia are **using AI technologies**, a notable increase from 11% in 2023. Additionally, 12% of companies that are not yet using AI have **considered adopting** it, up from 8% the previous year. However, a significant barrier remains, as nearly 65% of these companies report **lacking the necessary expertise** to implement AI, compared to 54% in 2023.

Employed residents in Slovenia use **generative AI tools** (e.g., ChatGPT) more frequently for personal purposes than for work-related tasks. Geographically, around 30% of the population aged 16 to 74 in urban areas (densely populated regions) use generative AI tools, which is about 9 percentage points higher than in semi-urban areas. In rural areas, the usage drops to approximately 18%, reflecting a **lower adoption of generative AI in less densely populated regions**.

Materials and methods:

Data Source: SURS (https://www.stat.si/statweb) and SiStat (https://pxweb.stat.si/SiStat/sl)

Data Processing: Microsoft Excel

Data Visualization: Canva and Datawrapper

Conclusion:

The 2024 data shows a **growing adoption** of generative AI tools like ChatGPT, with 21% of the population using them. Men are the primary users, and AI tools are more commonly used for private rather than professional purposes. Younger people (16-24 years) and those in urban areas show the highest usage, while older individuals and rural areas have lower adoption rates. Additionally, 21% of companies now use AI, signaling an increase in its integration into business processes. These trends reflect a **shift towards digital technology**, but there is still potential for growth, especially in rural and older demographics.