



BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

ONLINE AUDIENCE STUDY MOLDOVA

Q1 2022

Agencies

in 2022 the study is conducted with the support of 3 major advertising agencies

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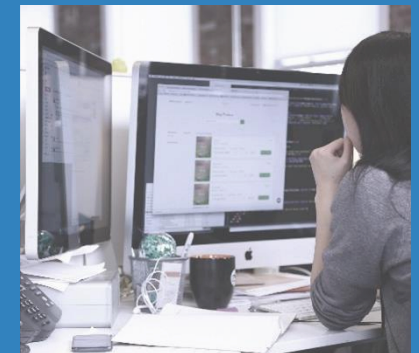
How Online Media Influences Purchase Decisions

	total	pc	phones	total
	Domestic	Domestic	Domestic	Domestic
Simpals-999.md	34.39%	19.39%	41.64%	100.00%
Simpals-stiri.md	27.96%	7.55%	32.66%	100.00%
Gismeteo.md-gismeteo.md	21.99%	8.81%	25.28%	100.00%
Mail.ru Group-md.mail.ru	19.76%	31.10%	2.32%	100.00%
Simpals-point.md	18.98%	11.07%	22.37%	100.00%
Mail.ru Group-uk.ru	16.55%	17.99%	15.92%	100.00%
Mail.ru Group-ru	16.31%	1.45%	19.30%	100.00%
Mail.ru Group-vk.com	15.33%	13.76%	13.80%	100.00%
Nova Web/Nova TV-tv8.md	15.24%	3.21%	17.57%	100.00%
Unimedia.md	13.47%	3.19%	15.21%	100.00%
Nova Web/Nova TV-news...	12.42%	2.99%	13.80%	100.00%
Nova Web/Nova TV-news...	12.40%	2.83%	14.03%	100.00%
Nova Web/Nova TV-makle...	11.99%	4.35%	12.91%	100.00%
unimedia.md	11.31%	2.85%	13.14%	100.00%
PRO Digital-protv.md	10.99%	4.64%	12.72%	100.00%
Onixmedia-diez.md	10.22%	3.16%	11.54%	100.00%

Agencies

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NOI.MD
AGORA.MD
MOLDOVENII.MD
EA.MD
ZDG.MD
KP.MD
NEWSMAKER.MD
MAKLER.MD
GISMETEO.MD
RUTUBE.RU
IVI.RU
MEGOGO.NET
NOKTA.MD
ESP.MD
ANTICORUPTIE.MD

AIF.MD
999.MD
POINT.MD
PROTV.MD
PERFECTE.MD
STIRI.MD
MOLDOVA.ORG
TV8.MD
UNIMEDIA.MD
ESP.MD
UNICA.MD
MOLD-STREET.COM
DIEZ.MD



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84%

sites participating in the
audience study REACH 84% of
the .md internet population



1.843mln

MD INTERNET POPULATION

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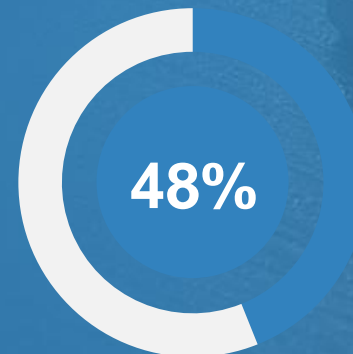
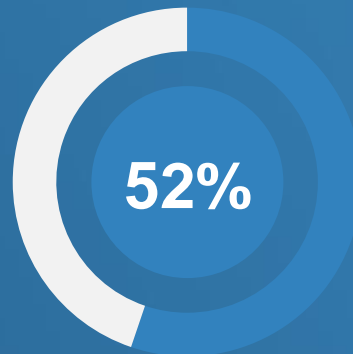
 GEMIOUS

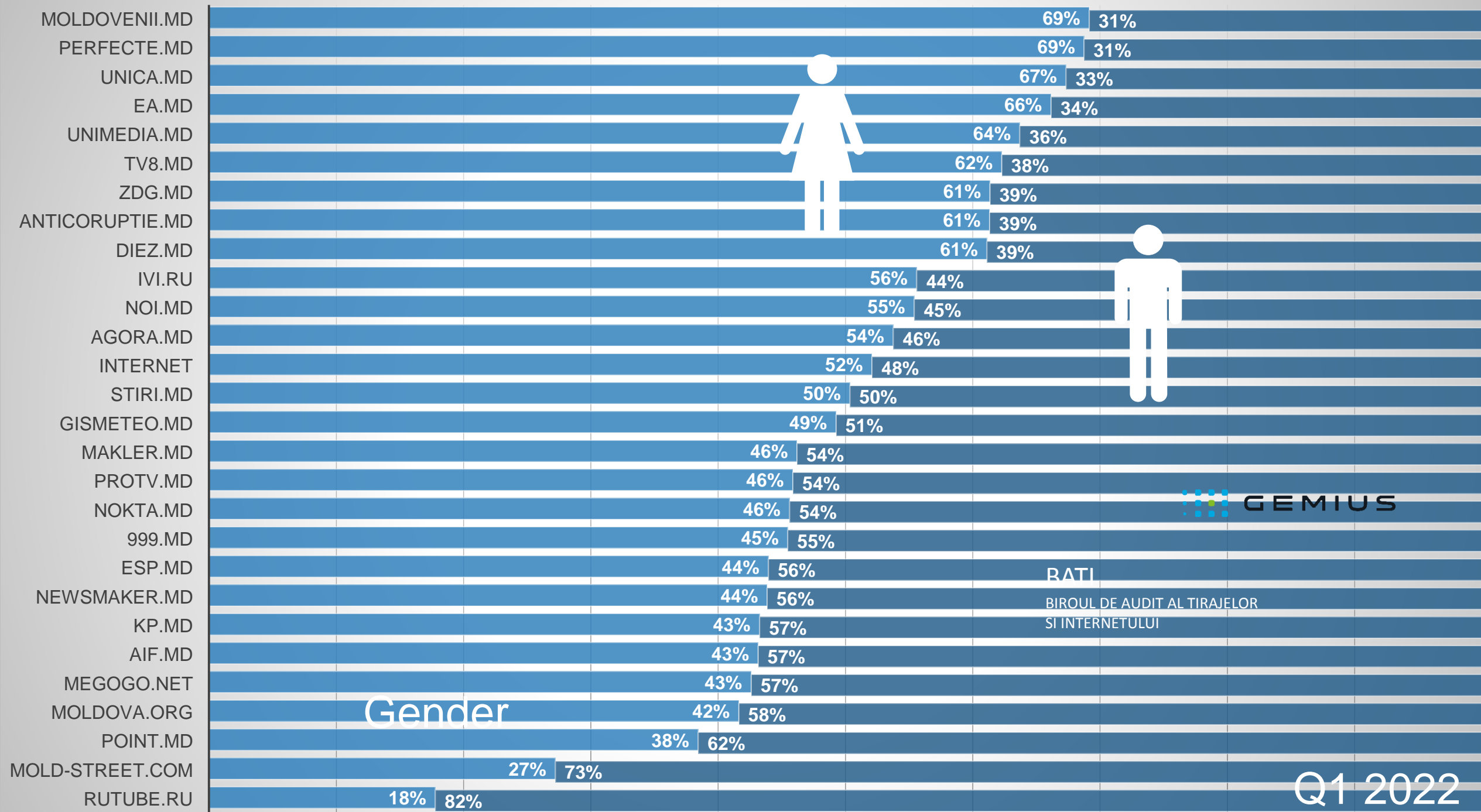
1.725mln

Usage of internet on a daily basis

Gender

AUDIENCE COMPOSITION





Gender



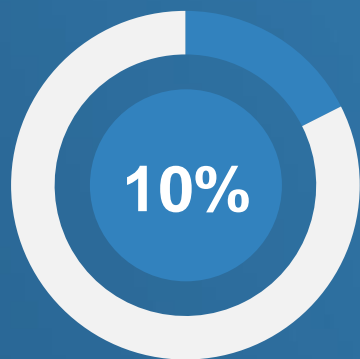
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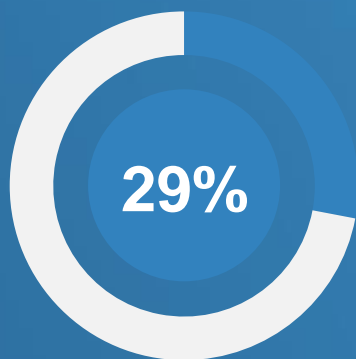
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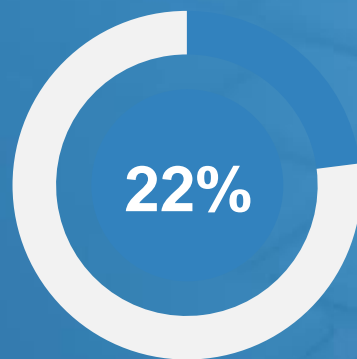
GEMINIUS



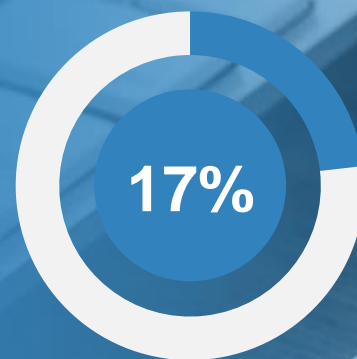
15 – 19



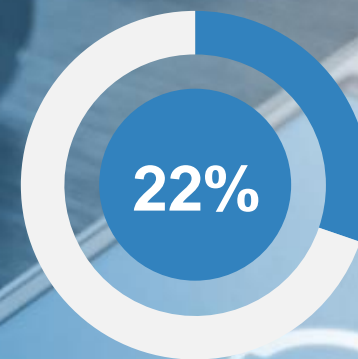
20 – 29



30 – 39



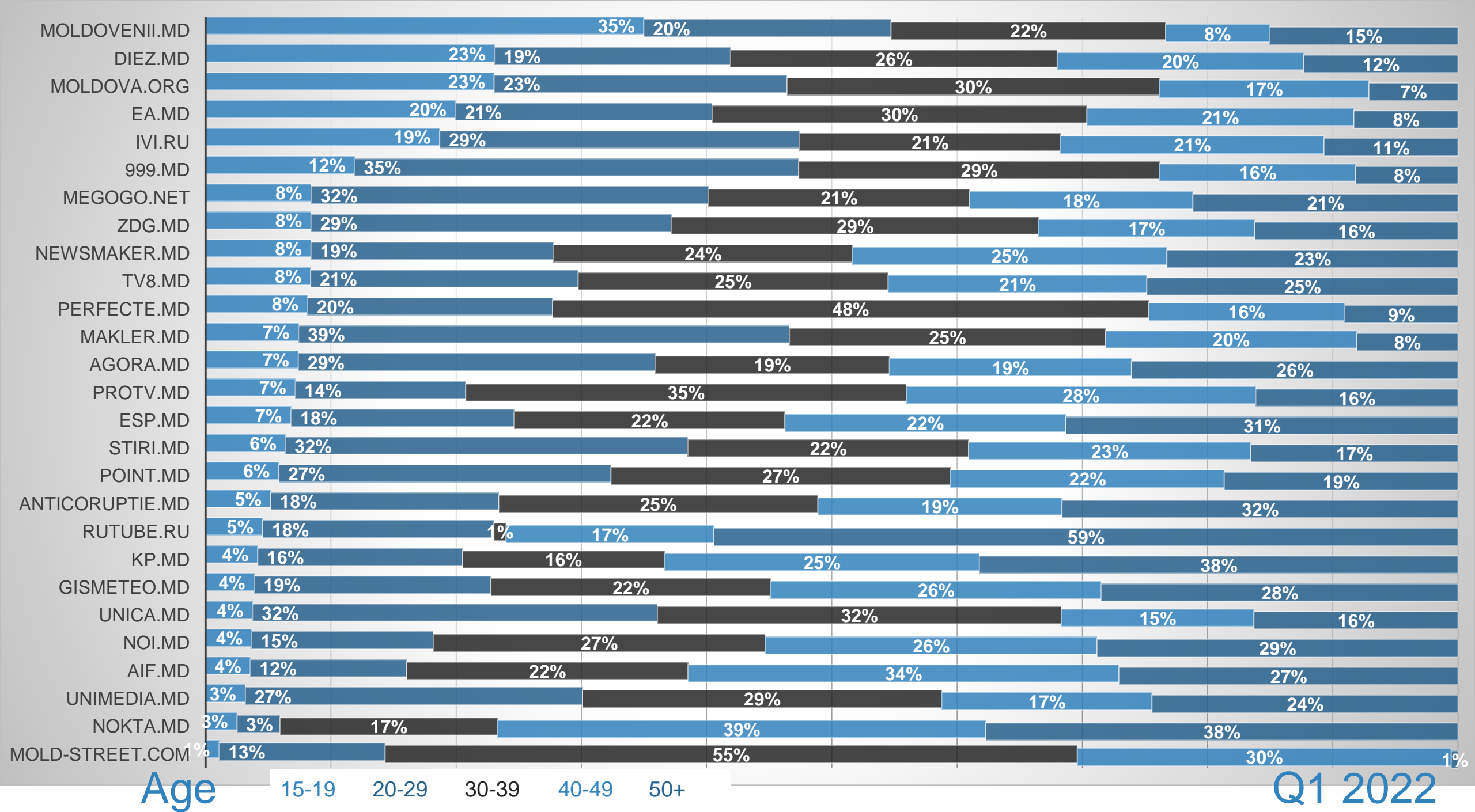
40 – 49



50+

Age

AUDIENCE COMPOSITION



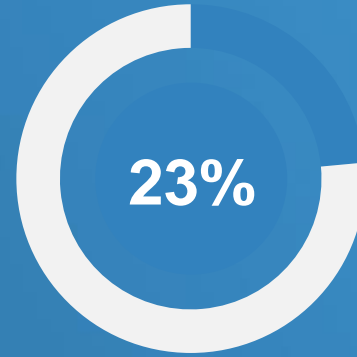
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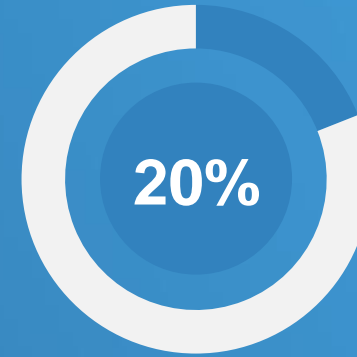


Education

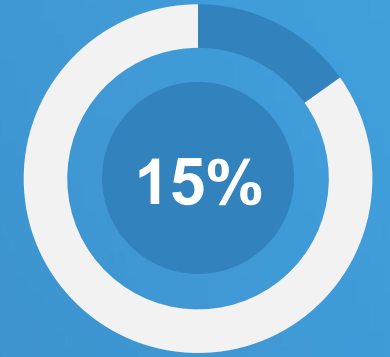
AUDIENCE COMPOSITION



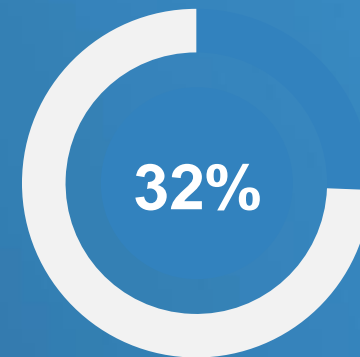
Lyceum



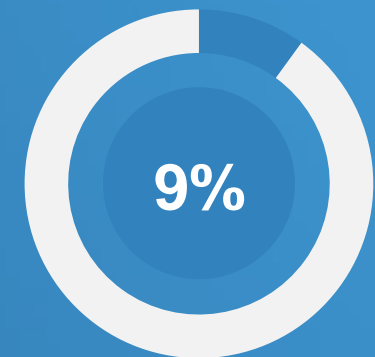
Specialized



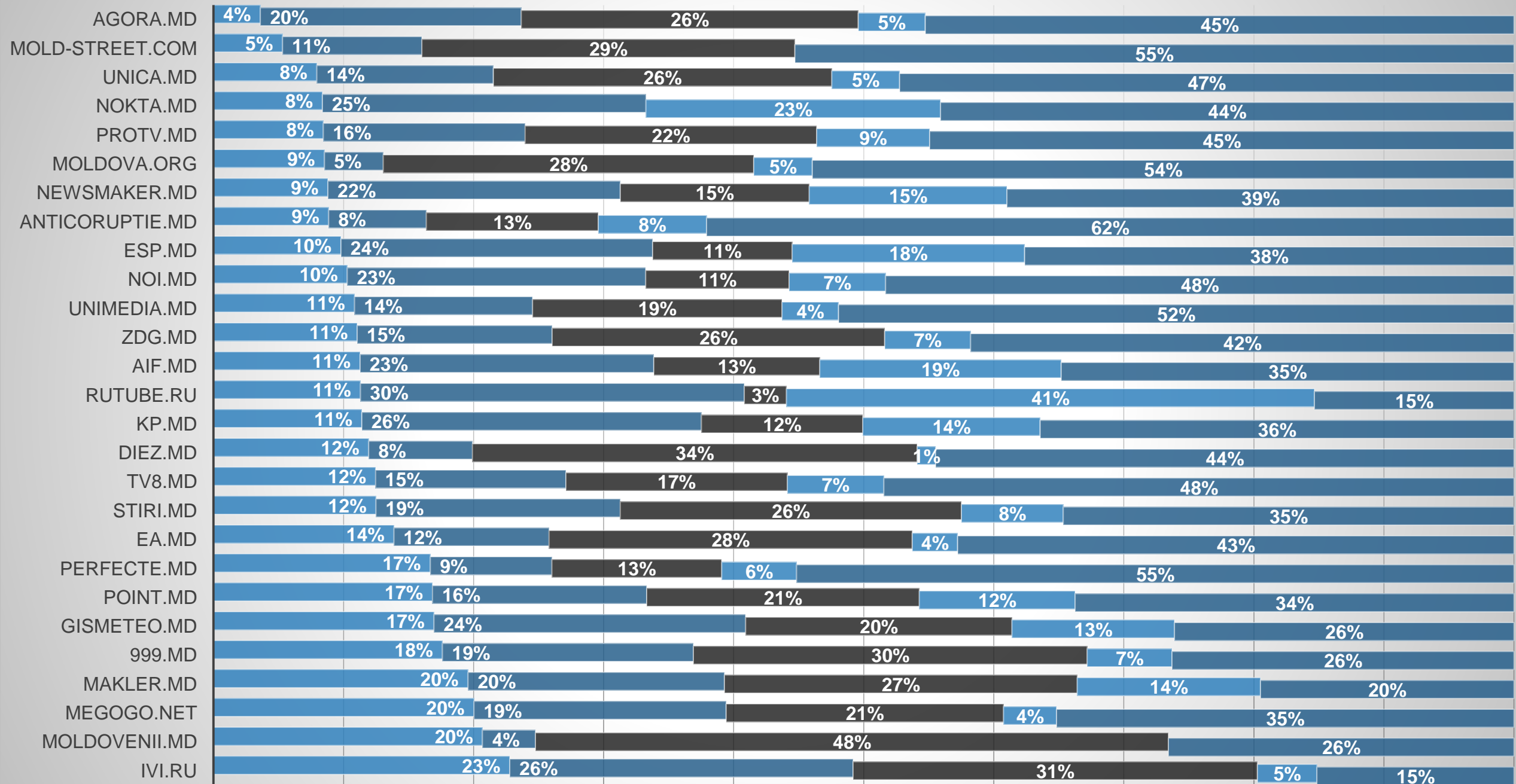
Middle



University



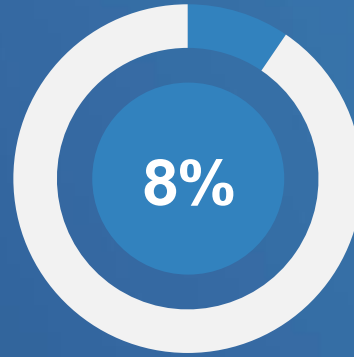
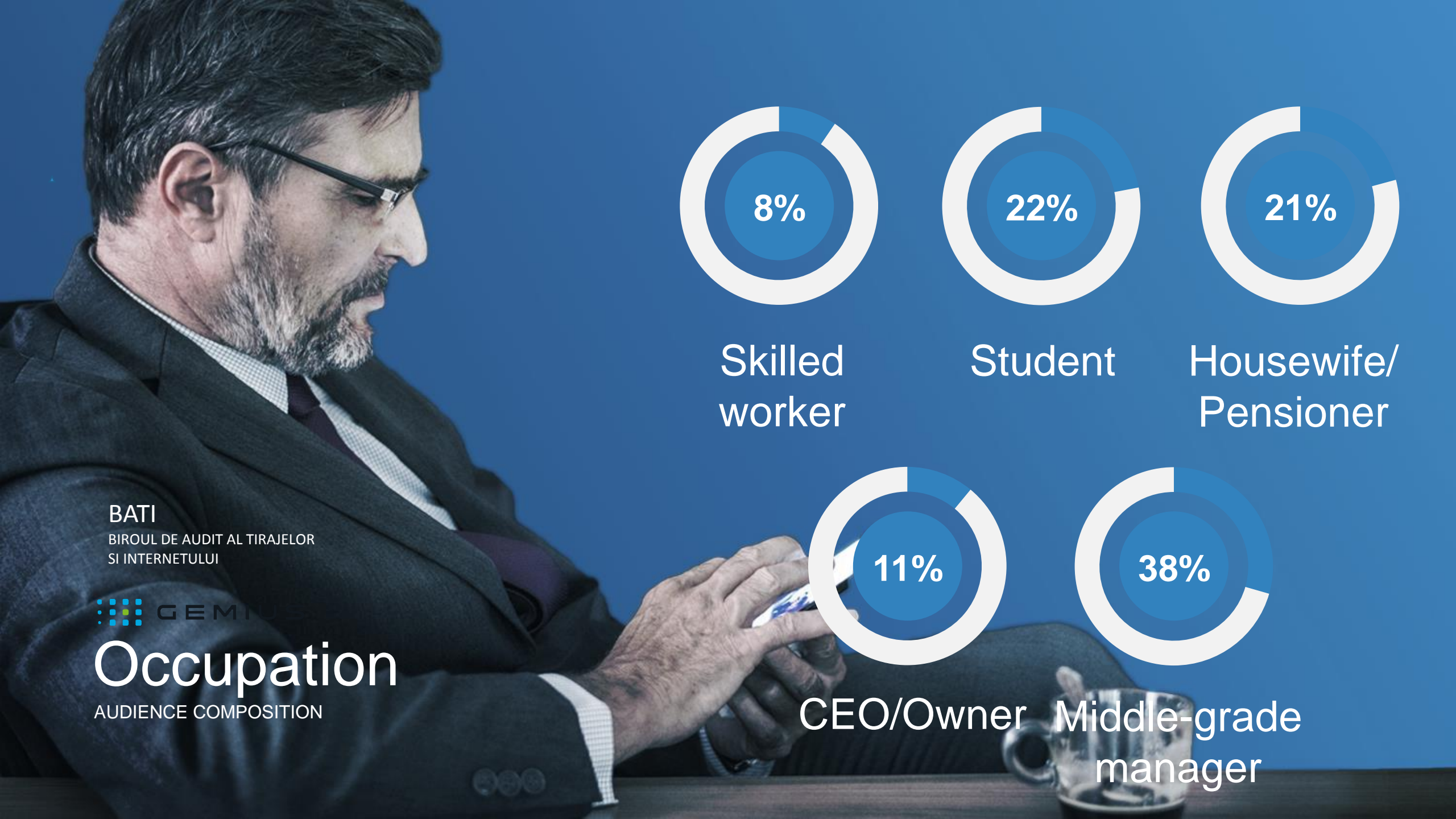
College



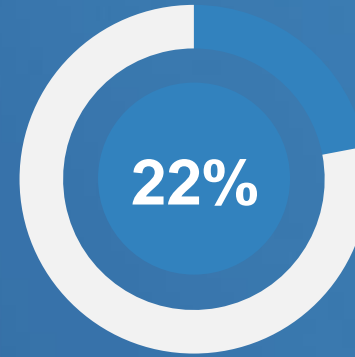
Education

Middle Specialized Lyceum College University

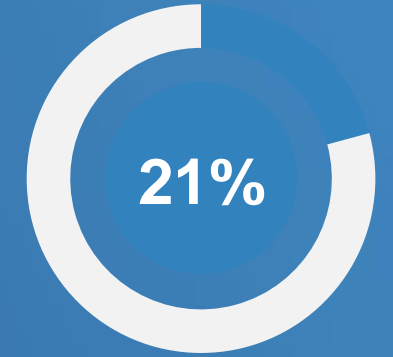
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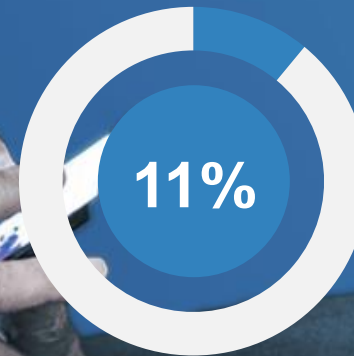
Skilled worker



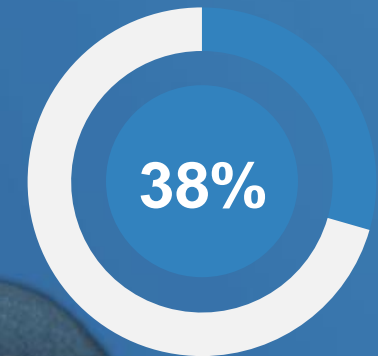
Student



Housewife/
Pensioner



CEO/Owner



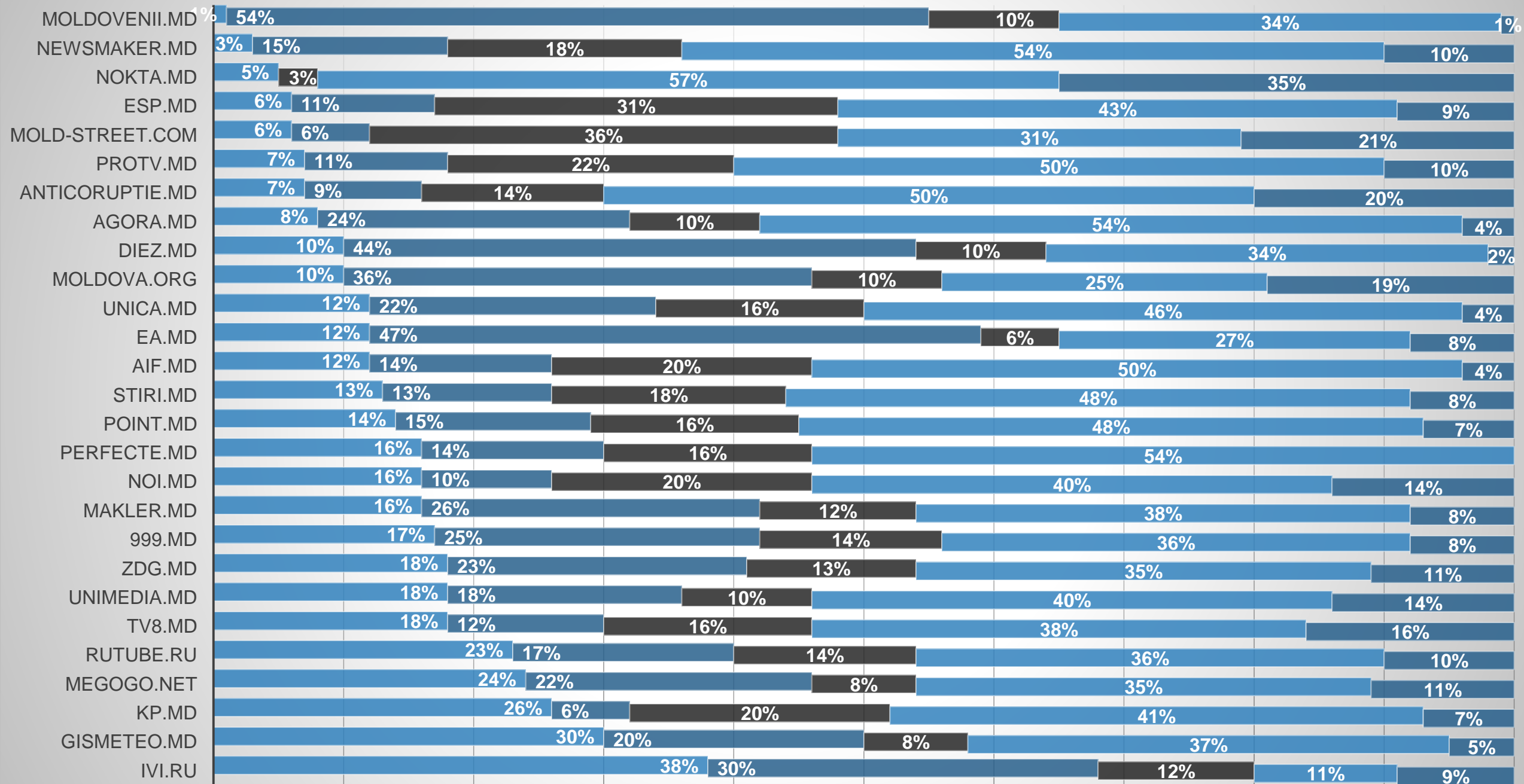
Middle-grade
manager

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Occupation

AUDIENCE COMPOSITION



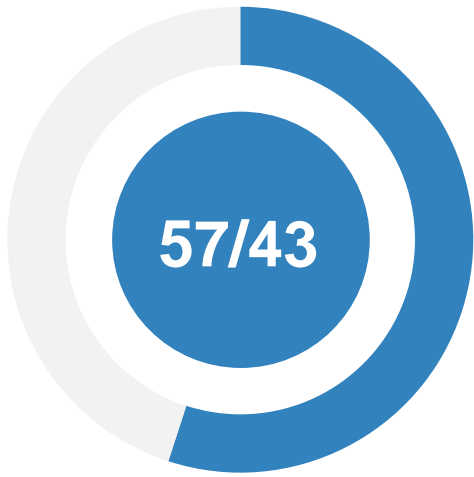
Occupation

Housewife/Pensioner Student Skilled worker Middle-grade manager CEO/Owner

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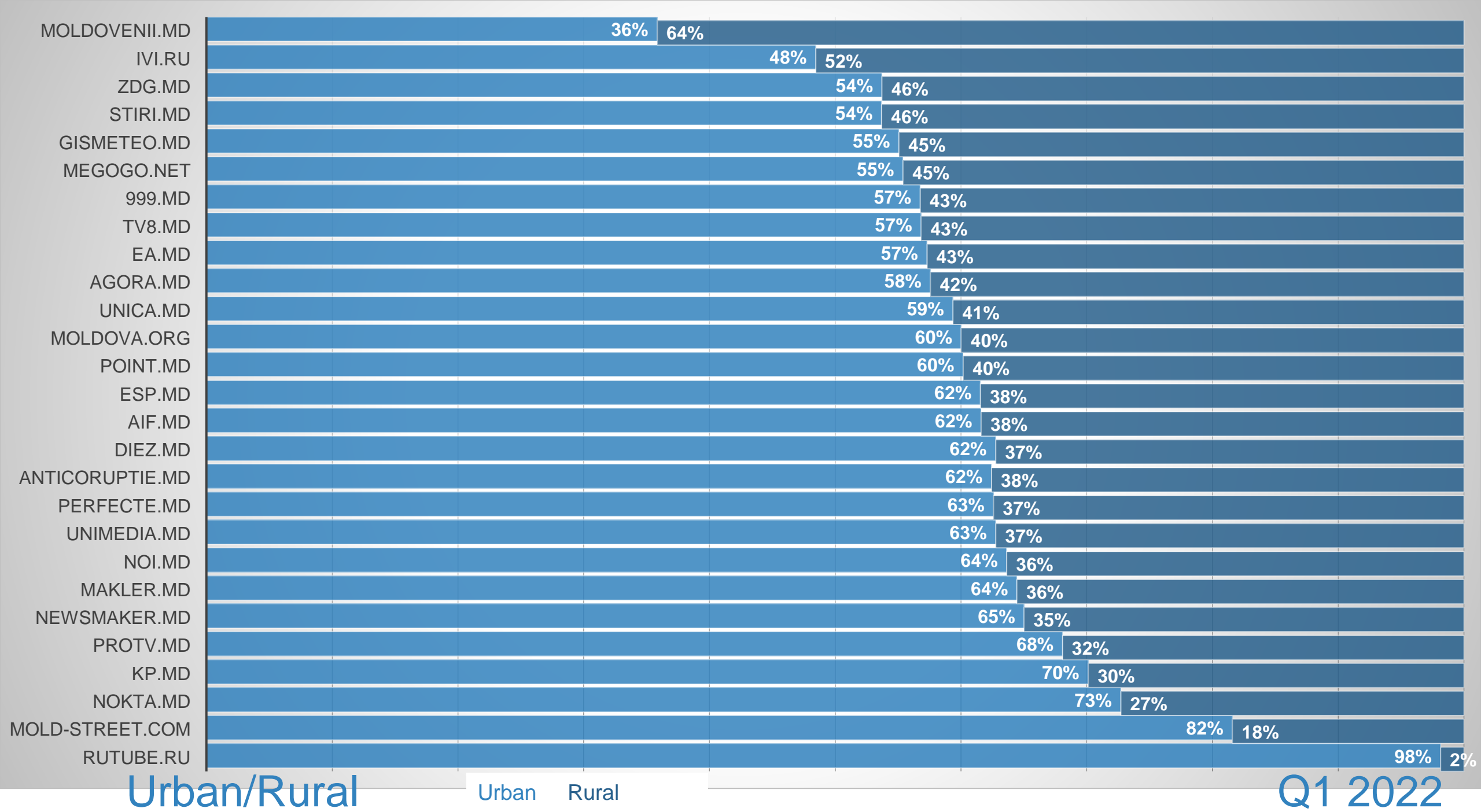
Rural vs Urban

online audience



57% URBAN
43% RURAL





Urban/Rural

Urban Rural

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Regions



North

Center

Chisinau

South

Gagauzia

28%

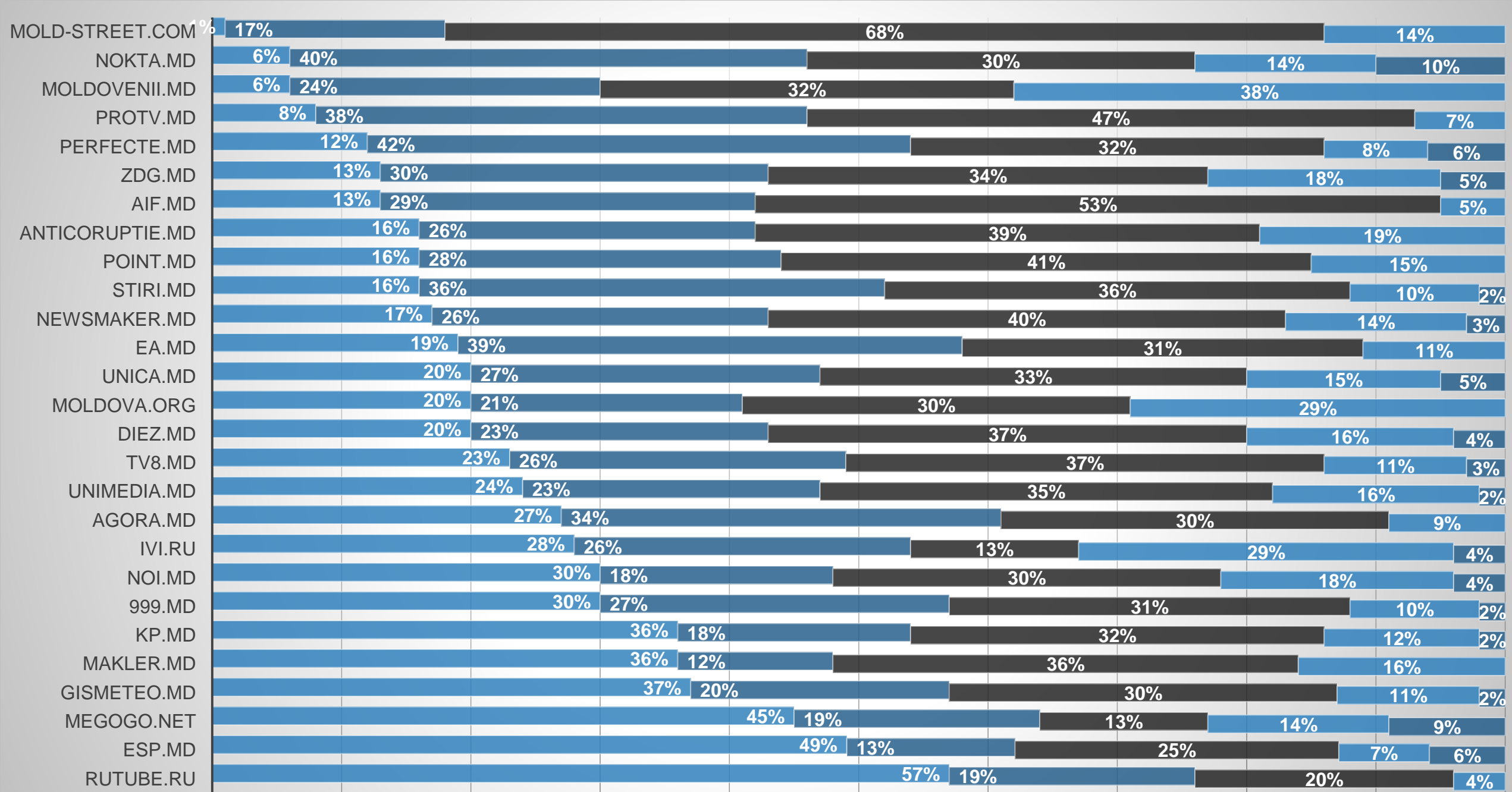
23%

26%

15%

8%

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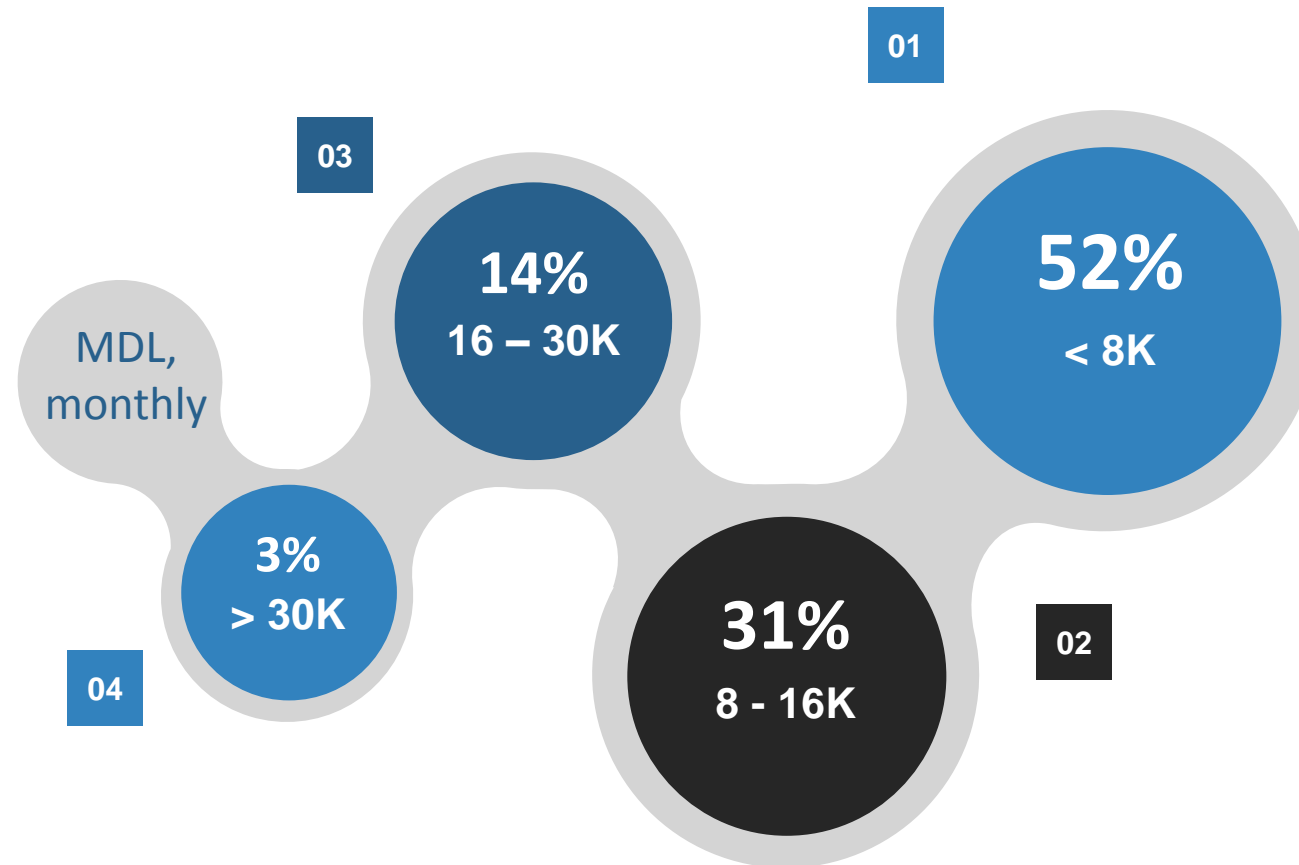


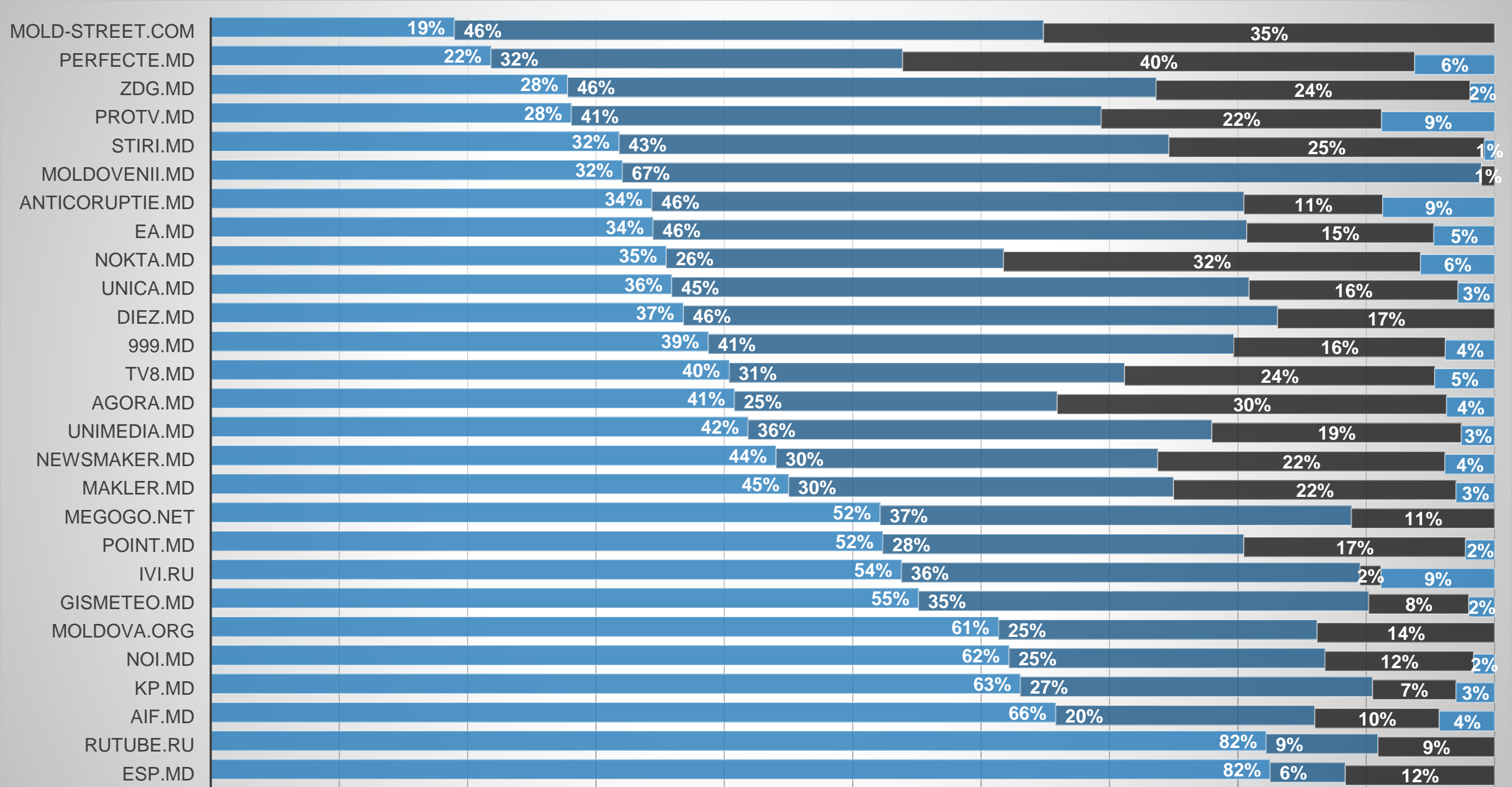
Regions

North Center Chisinau South Gagauzia

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Household Net Income





Income

< 8 K 8- 16K 16 – 30K > 30K

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ONLINE SHOPPERS

691K Online Buyers

BUY ONLINE A FEW TIMES A MONTH – 143K

BUY ALMOST EVERY MONTH – 158K

BUY A FEW TIMES A YEAR – 341K

BUY ONCE A YEAR – 47K

Q1 2022



Categories of goods or services purchased online

Q1 2022

