



APRIL 2023

BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

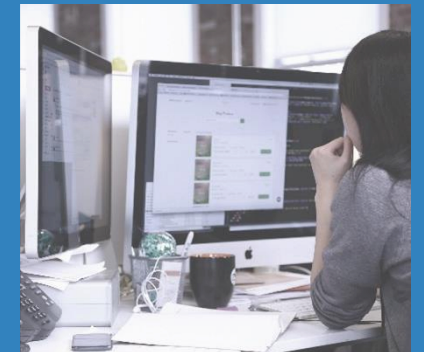
ONLINE AUDIENCE STUDY MOLDOVA

Agencies



BATI

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1.456 mln

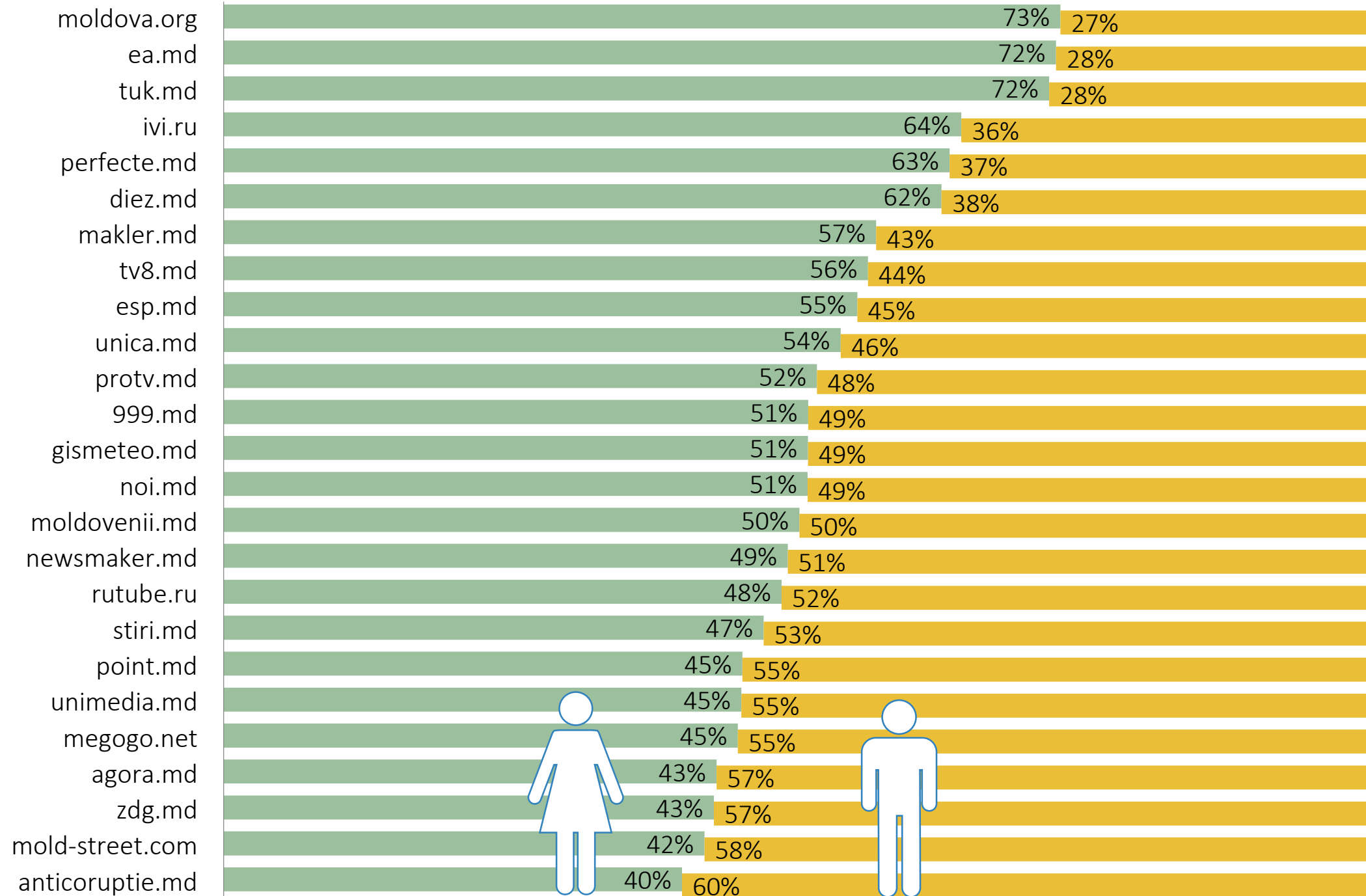
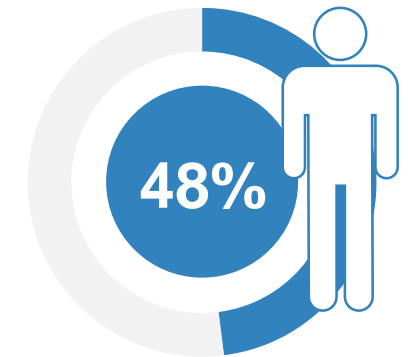
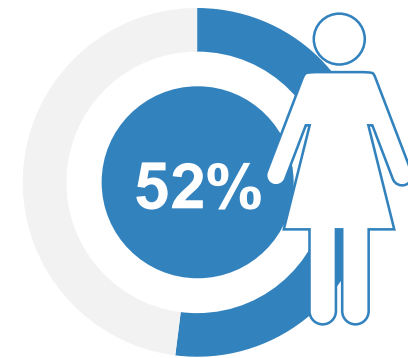
Internet users in Moldova

1.387 mln

users with the frequency of Internet
usage: Daily, almost every day

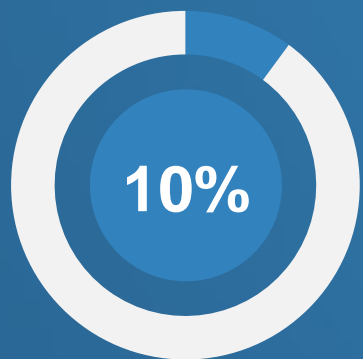


GENDER

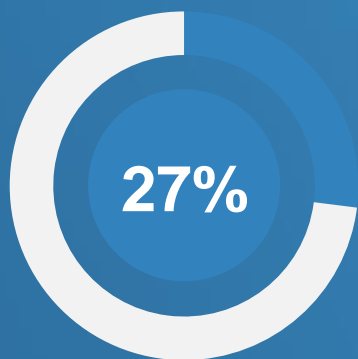


BATI

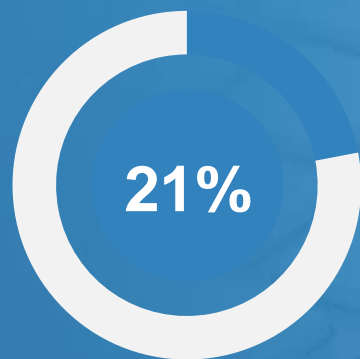
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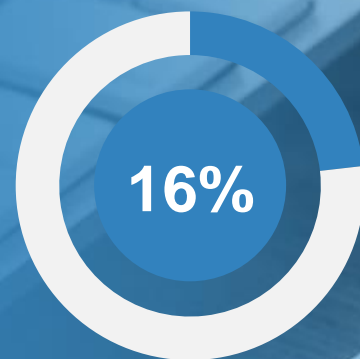
15 – 19



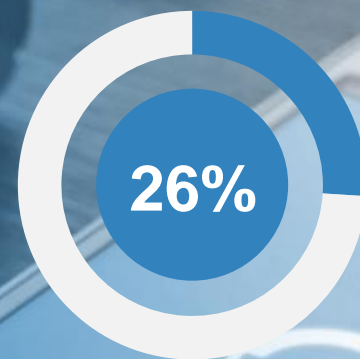
20 – 29



30 – 39



40 – 49



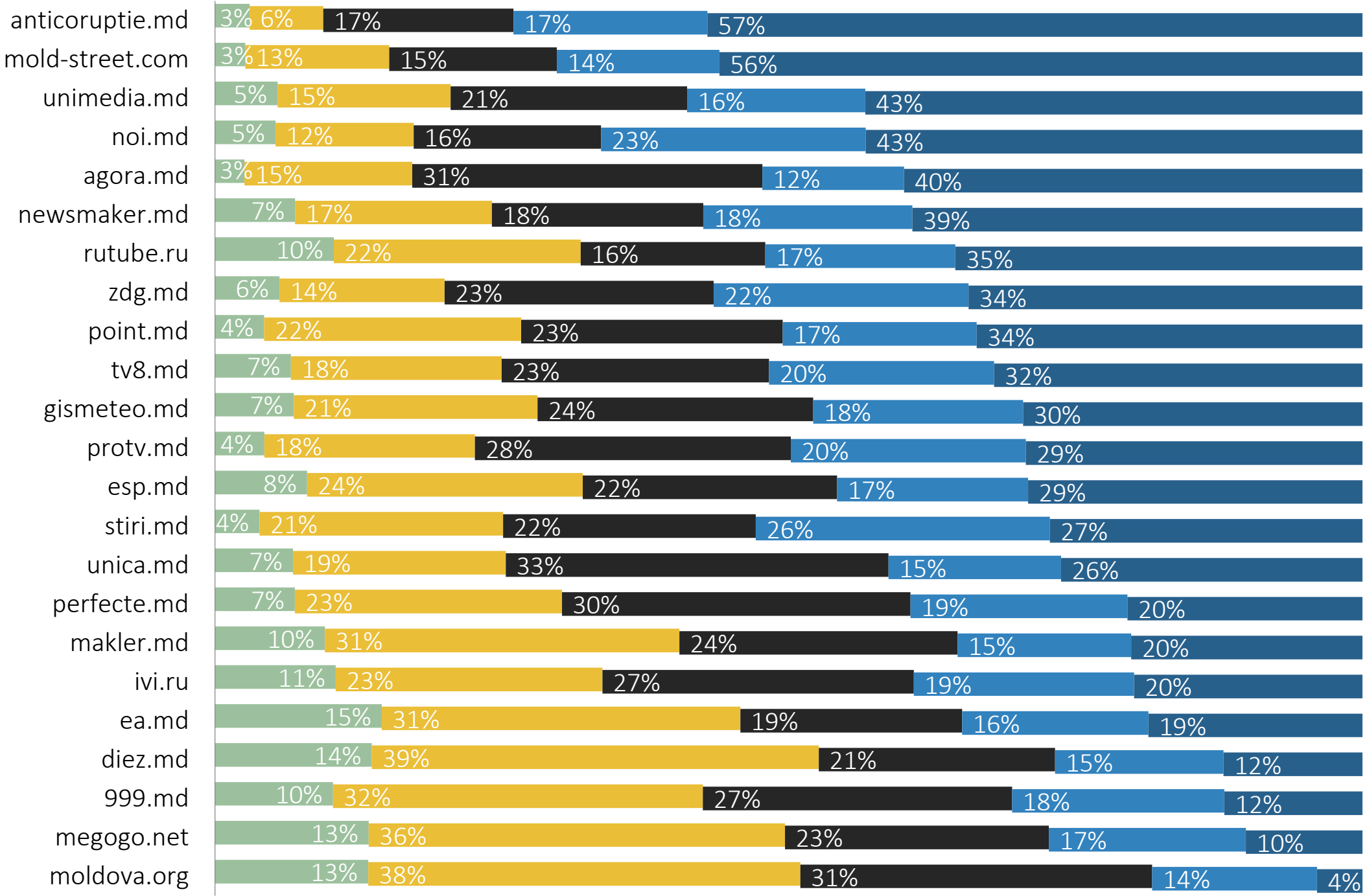
50+

Age

AUDIENCE COMPOSITION

AGE

- 15-19
- 20-29
- 30-39
- 40-49
- 50+



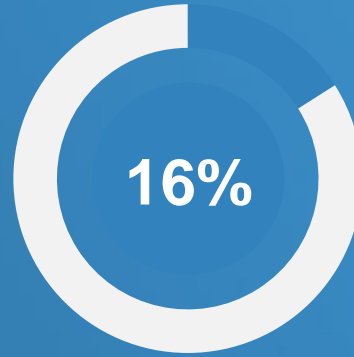
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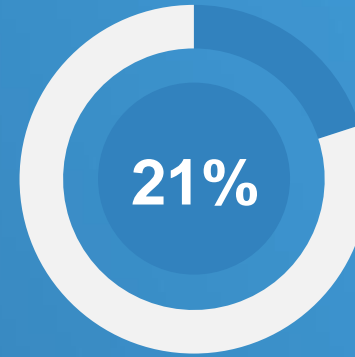


Education

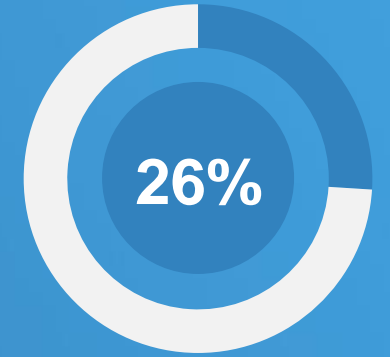
AUDIENCE COMPOSITION



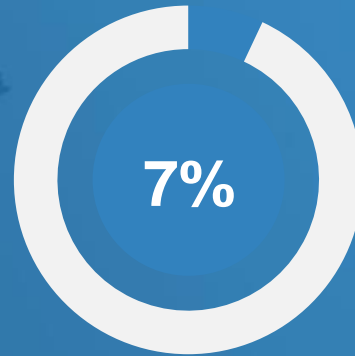
Primary



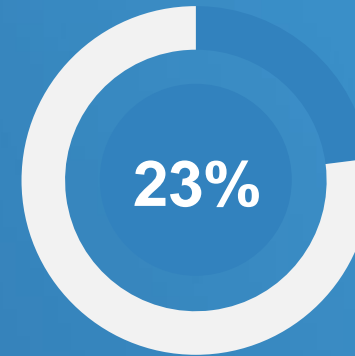
Basic vocational



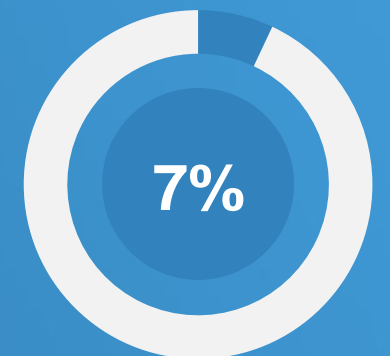
Secondary



Post secondary vocational



Higher (bachelor, master)



MBA /doctorate

EDUCATION

Primary

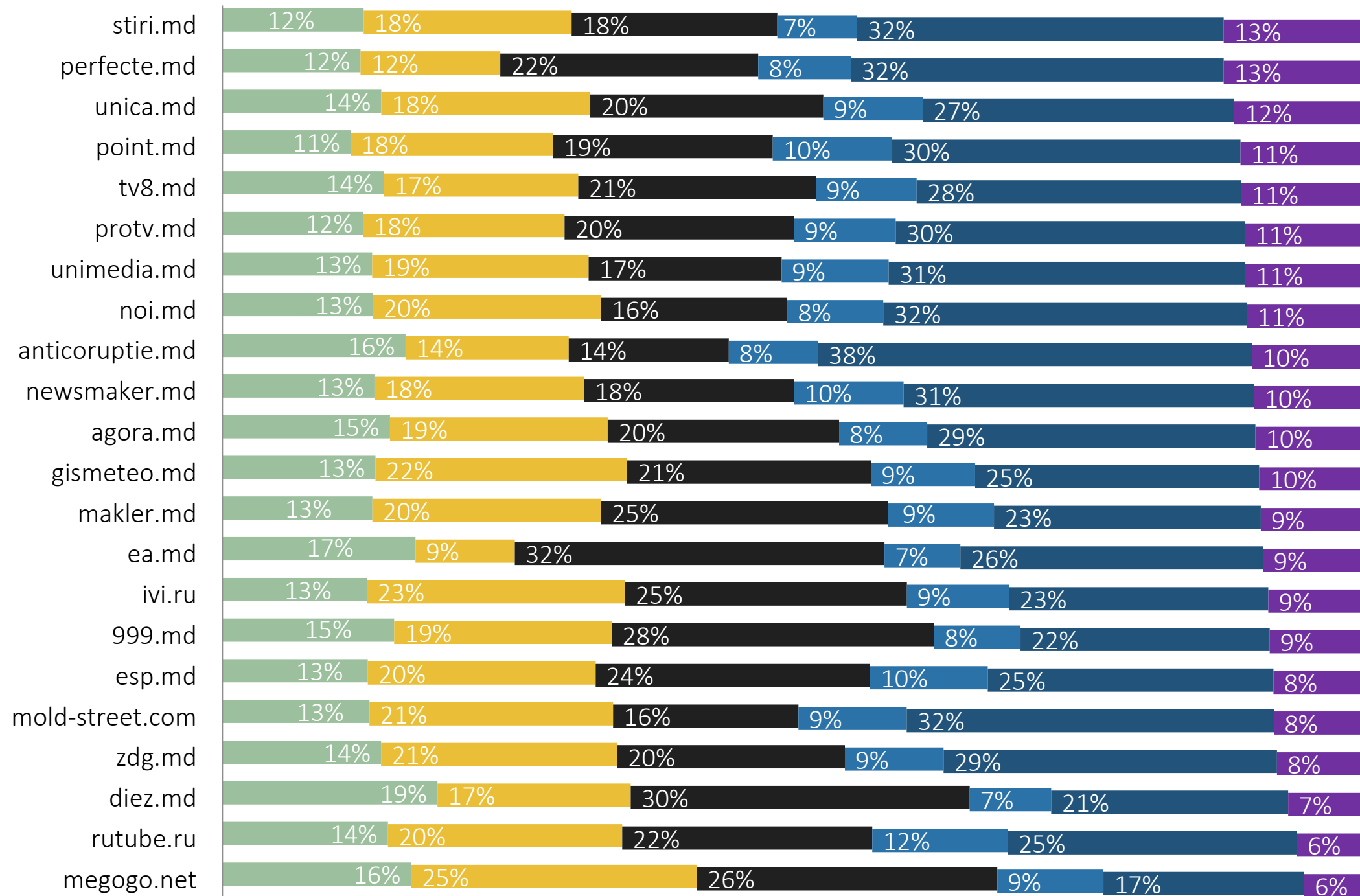
Basic Vocational

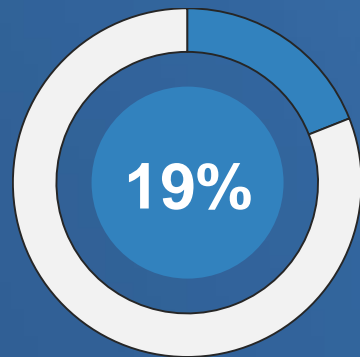
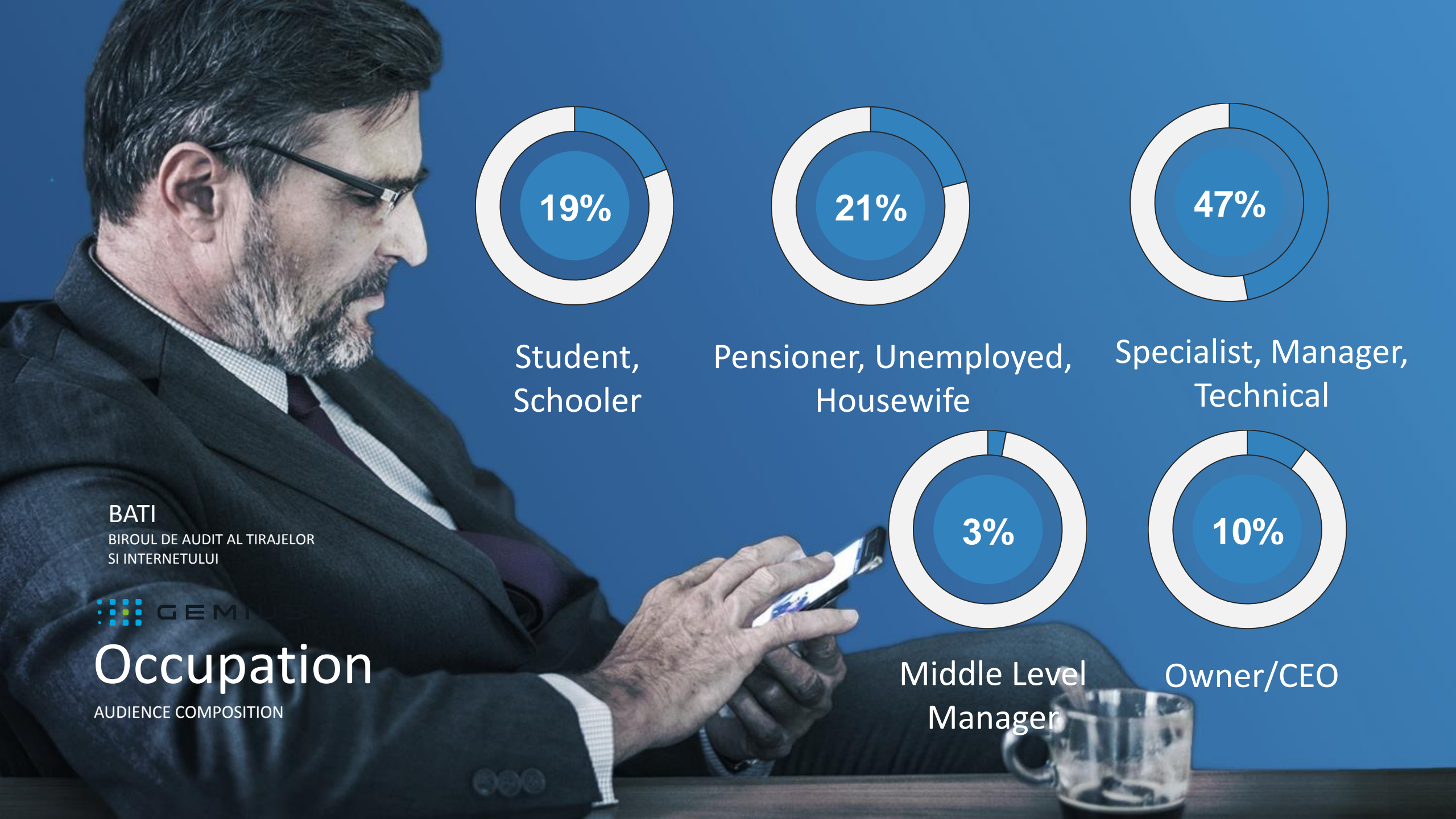
Secondary

Post Secondary

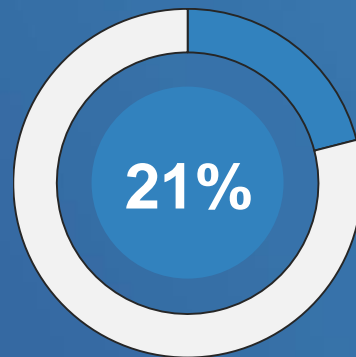
Higher

MBA/Doctorate

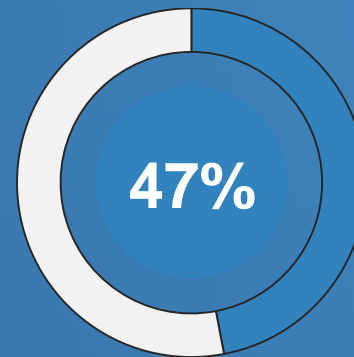




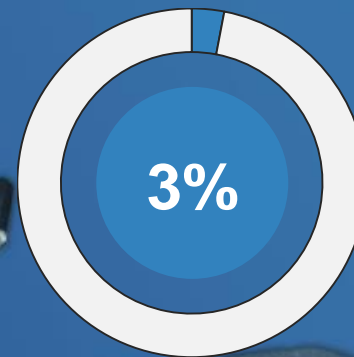
Student,
Schooler



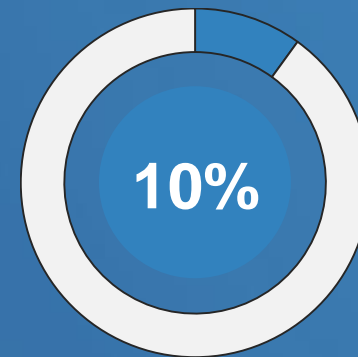
Pensioner, Unemployed,
Housewife



Specialist, Manager,
Technical



Middle Level
Manager



Owner/CEO

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GEMINI

Occupation

AUDIENCE COMPOSITION

Occupation

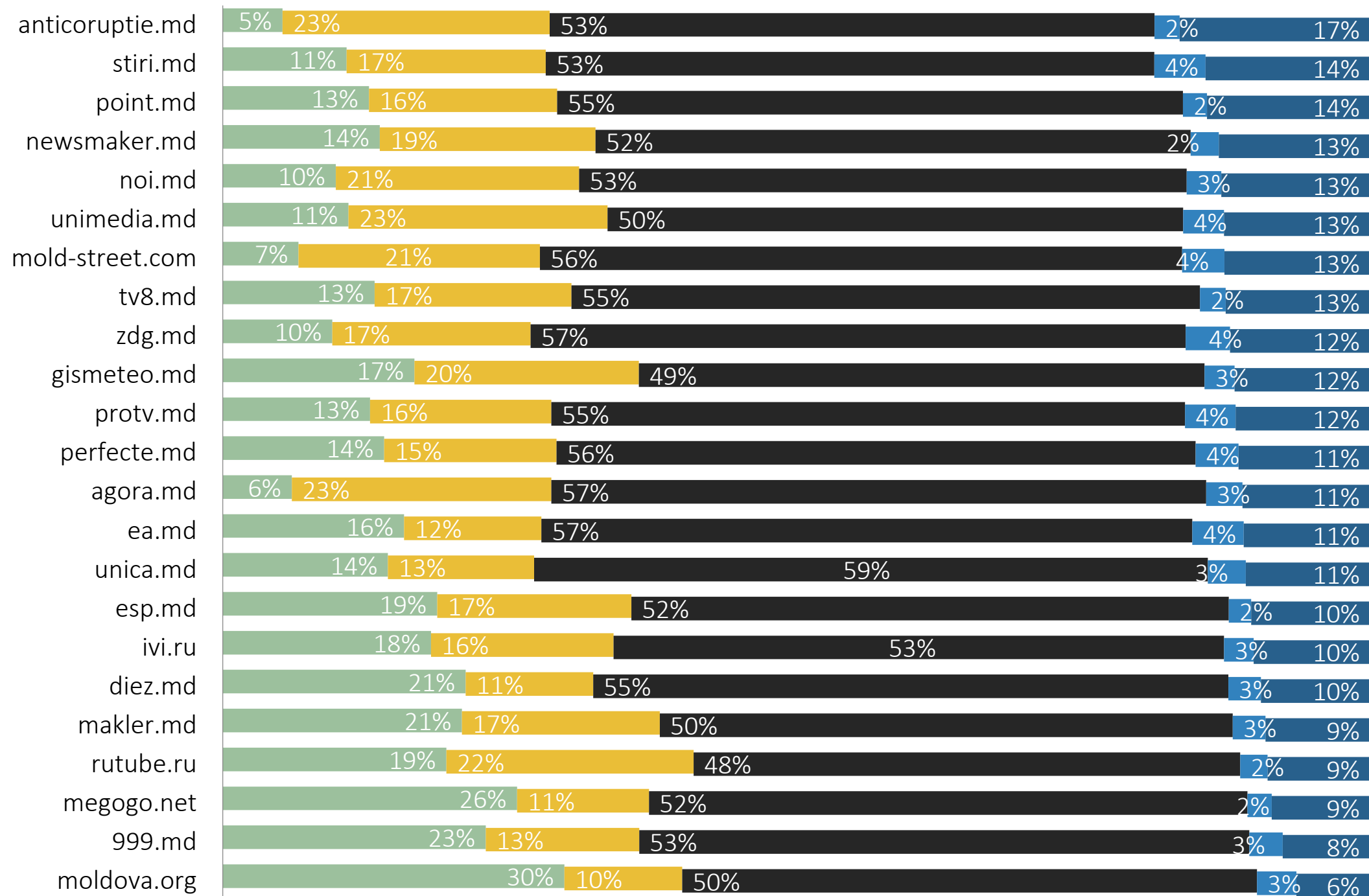
Student/Schooler

Unemployed

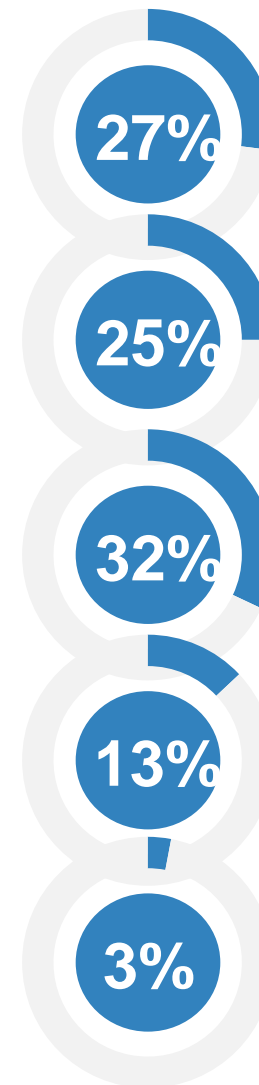
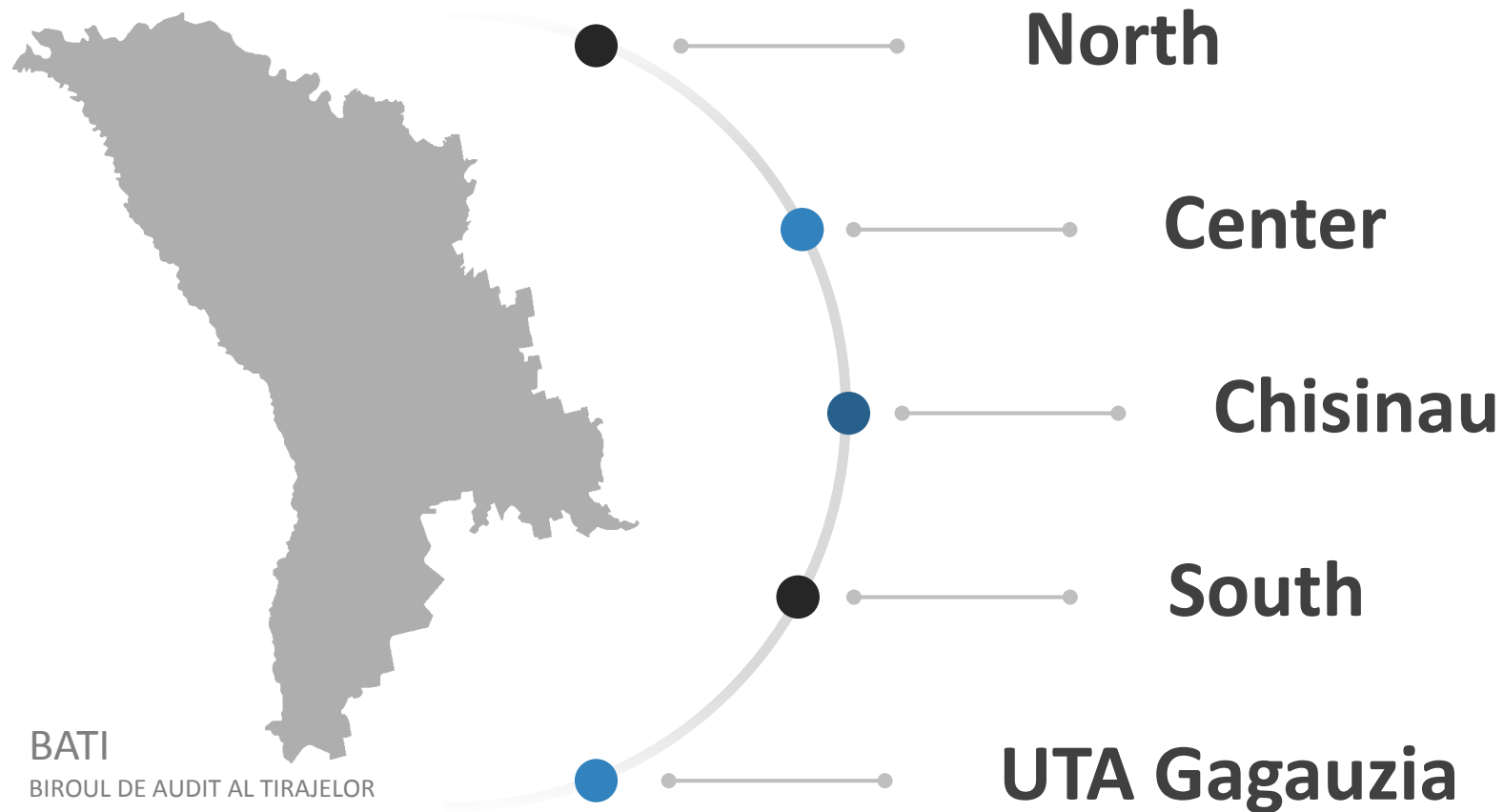
Specialist

Middle level manager

Owner/CEO



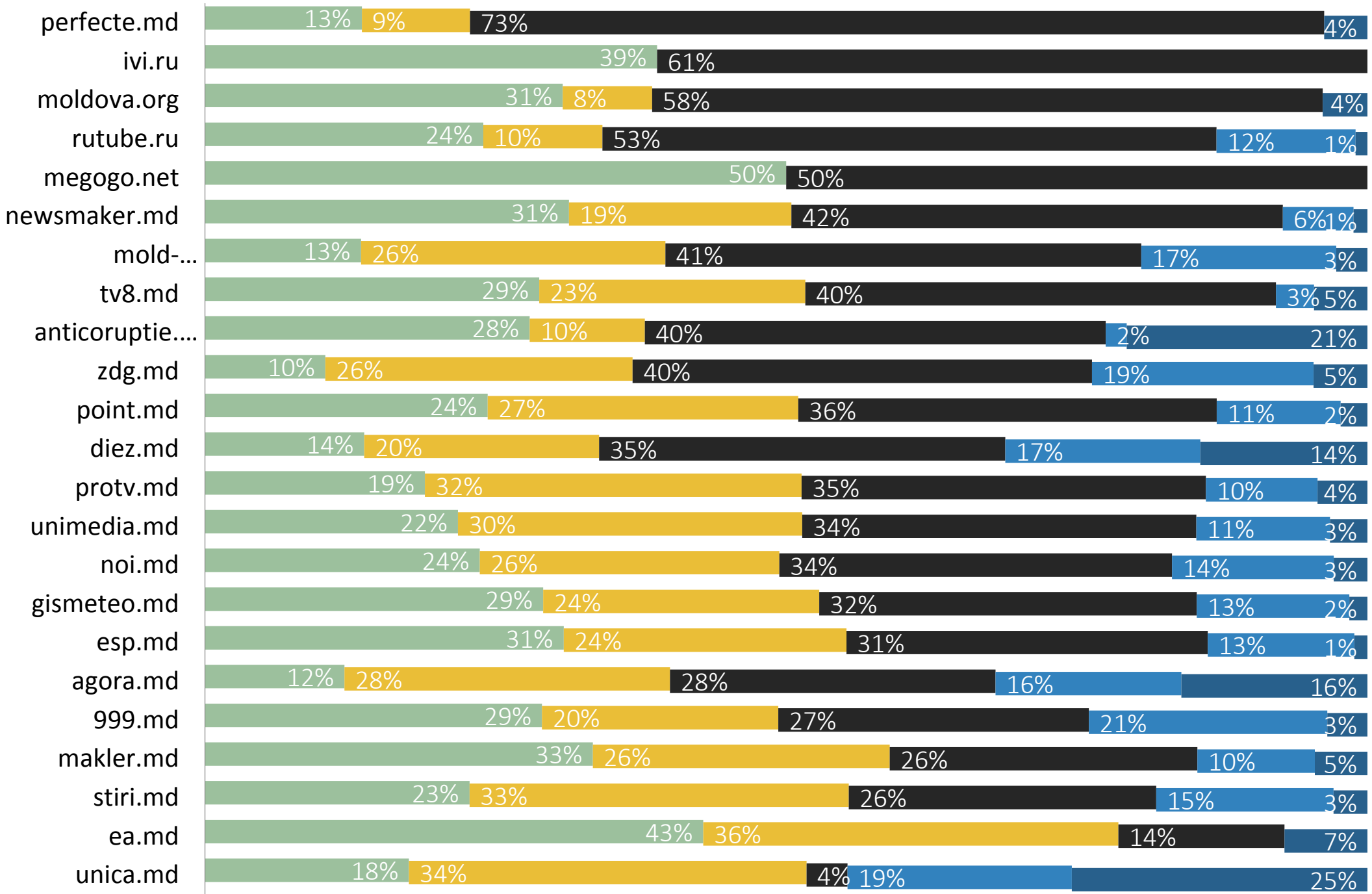
Regions of living



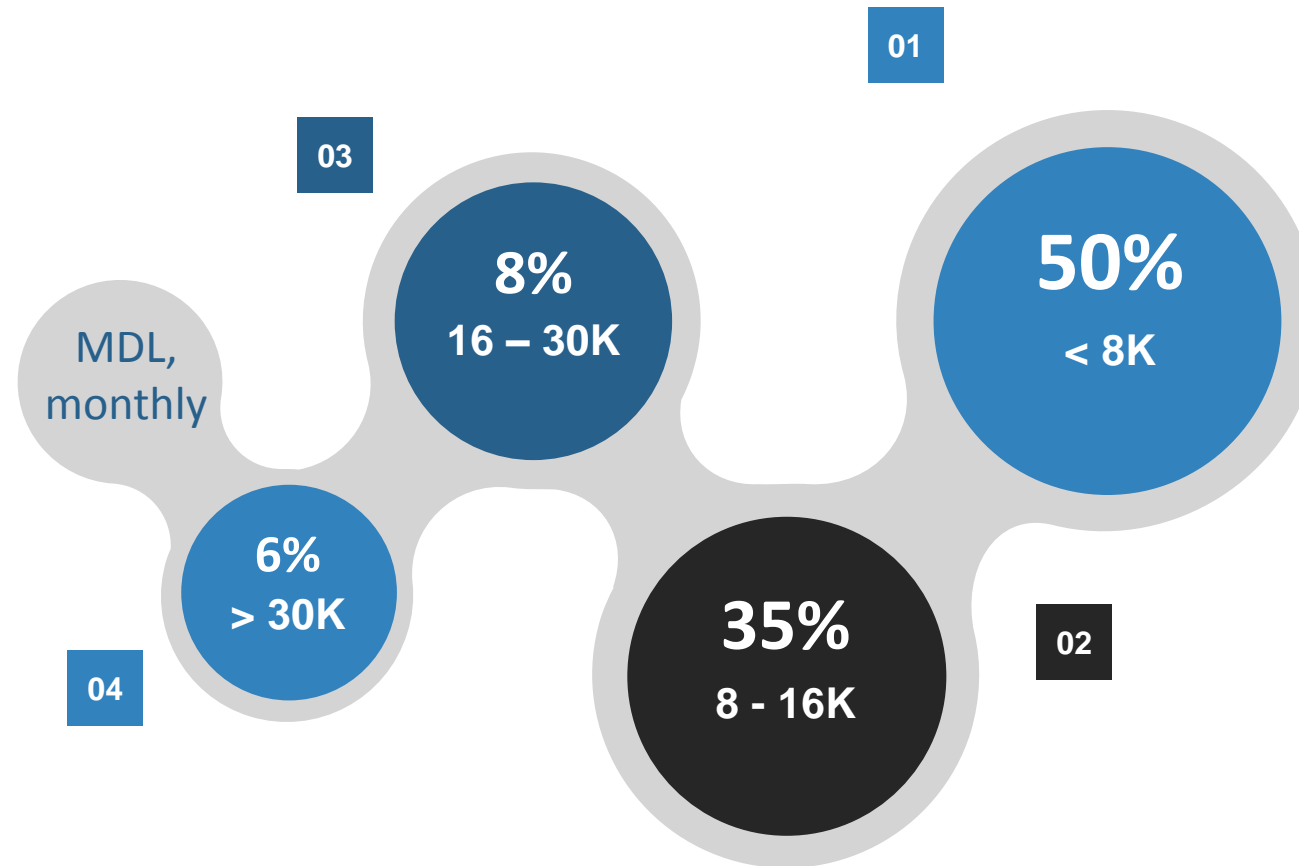


Regions

- North
- Center
- Chisinau
- South
- UTA Gagauzia



Household Net Income



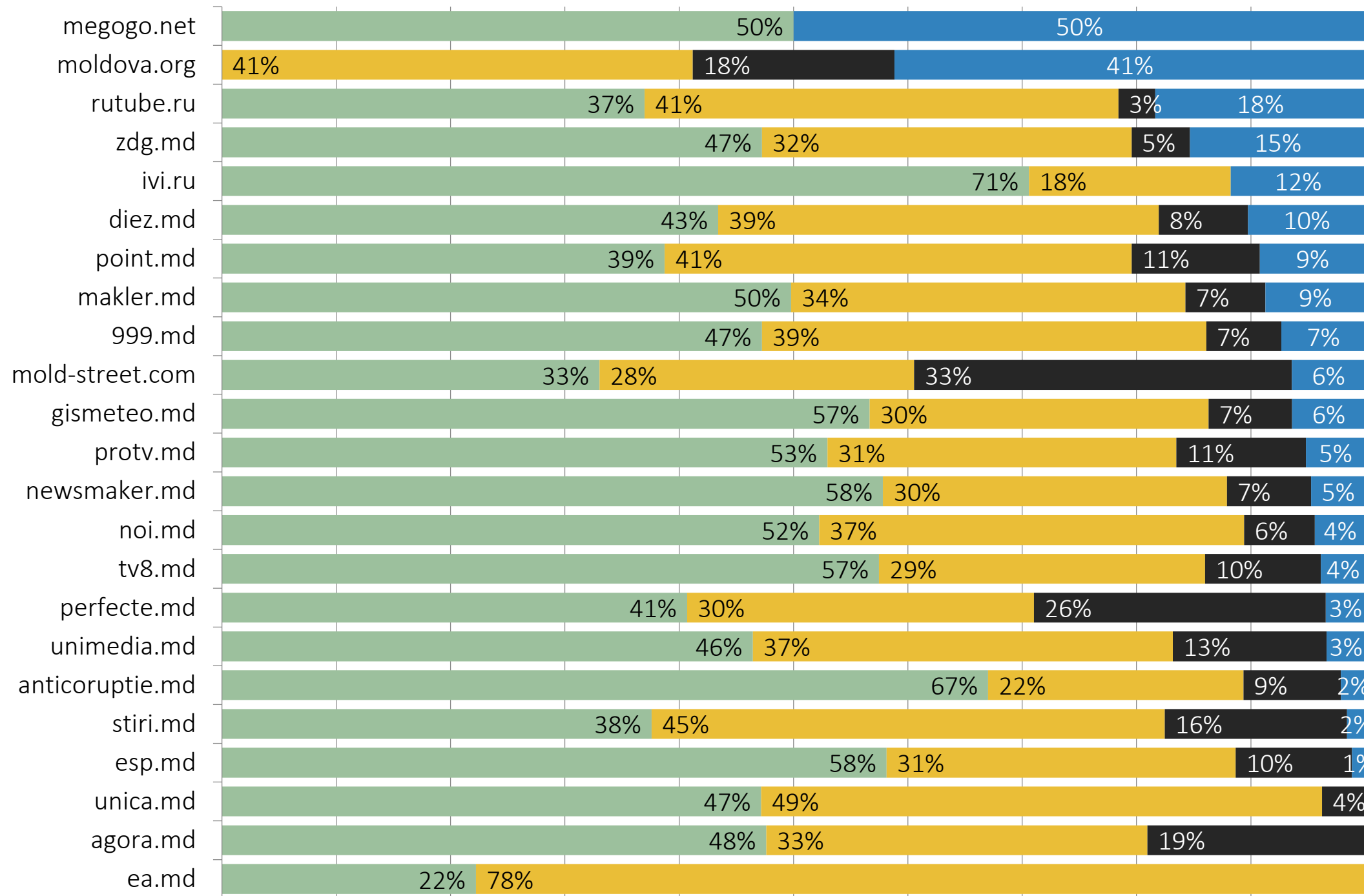
Regions

< 8K

8K – 16K

16K – 30K

> 30K



BATI

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 GEMIOUS

ONLINE SHOPPERS

524.430 Buyers

BUY ONLINE A FEW TIMES PER MONTH – 95K

BUY ALMOST EVERY MONTH – 116K

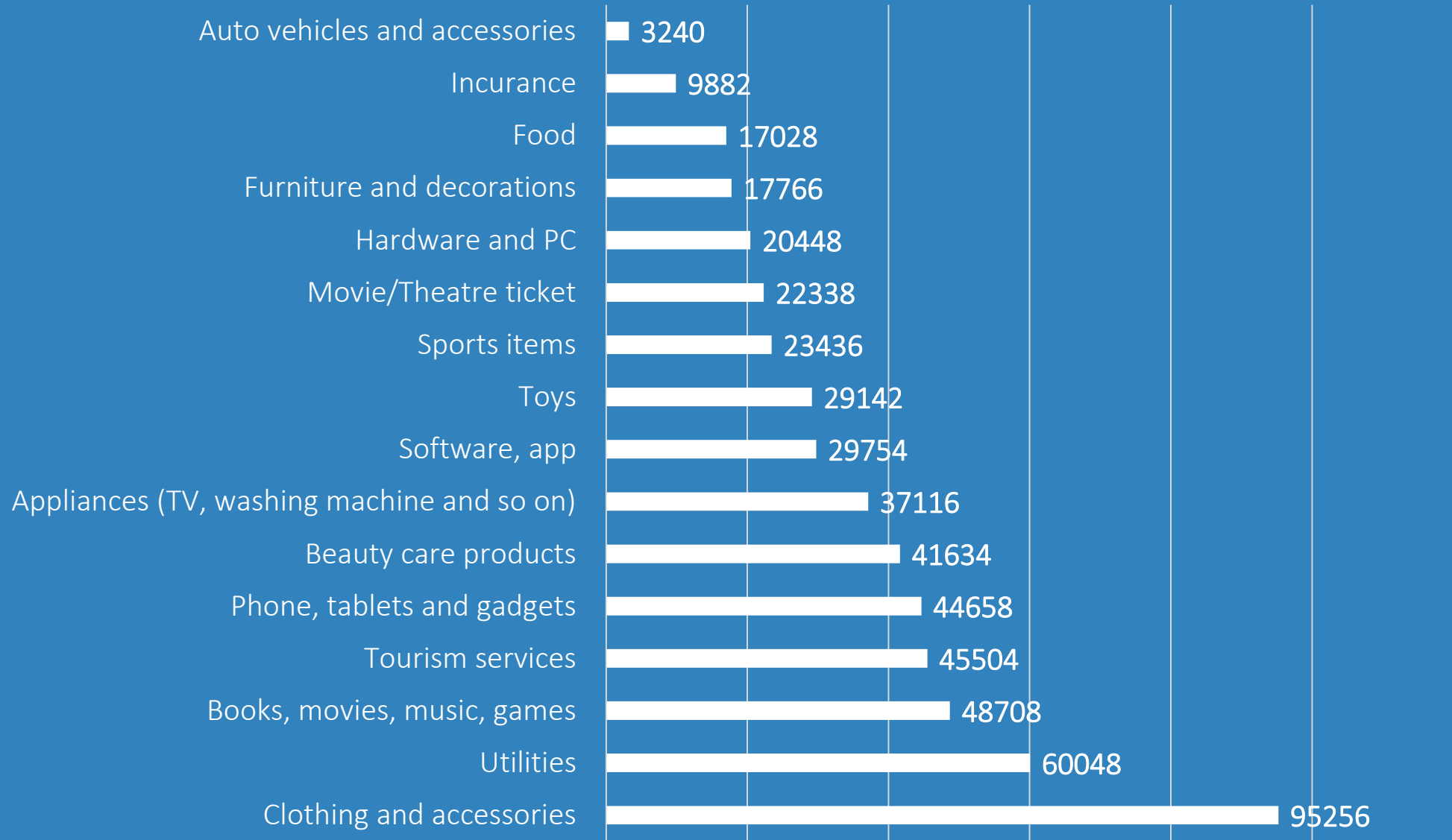
BUY A FEW TIMES A YEAR – 255K

BUY ONCE A YEAR – 60K

april 2023



Categories of goods or services purchased online



april 2023, users