



12.2023

BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

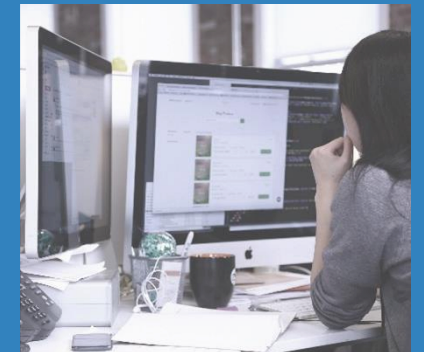
ONLINE AUDIENCE STUDY MOLDOVA

Agencies



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1.458 mln

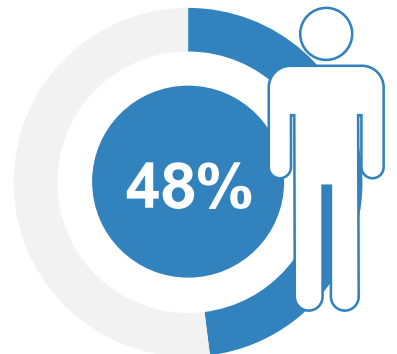
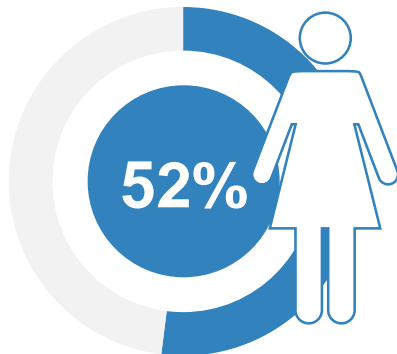
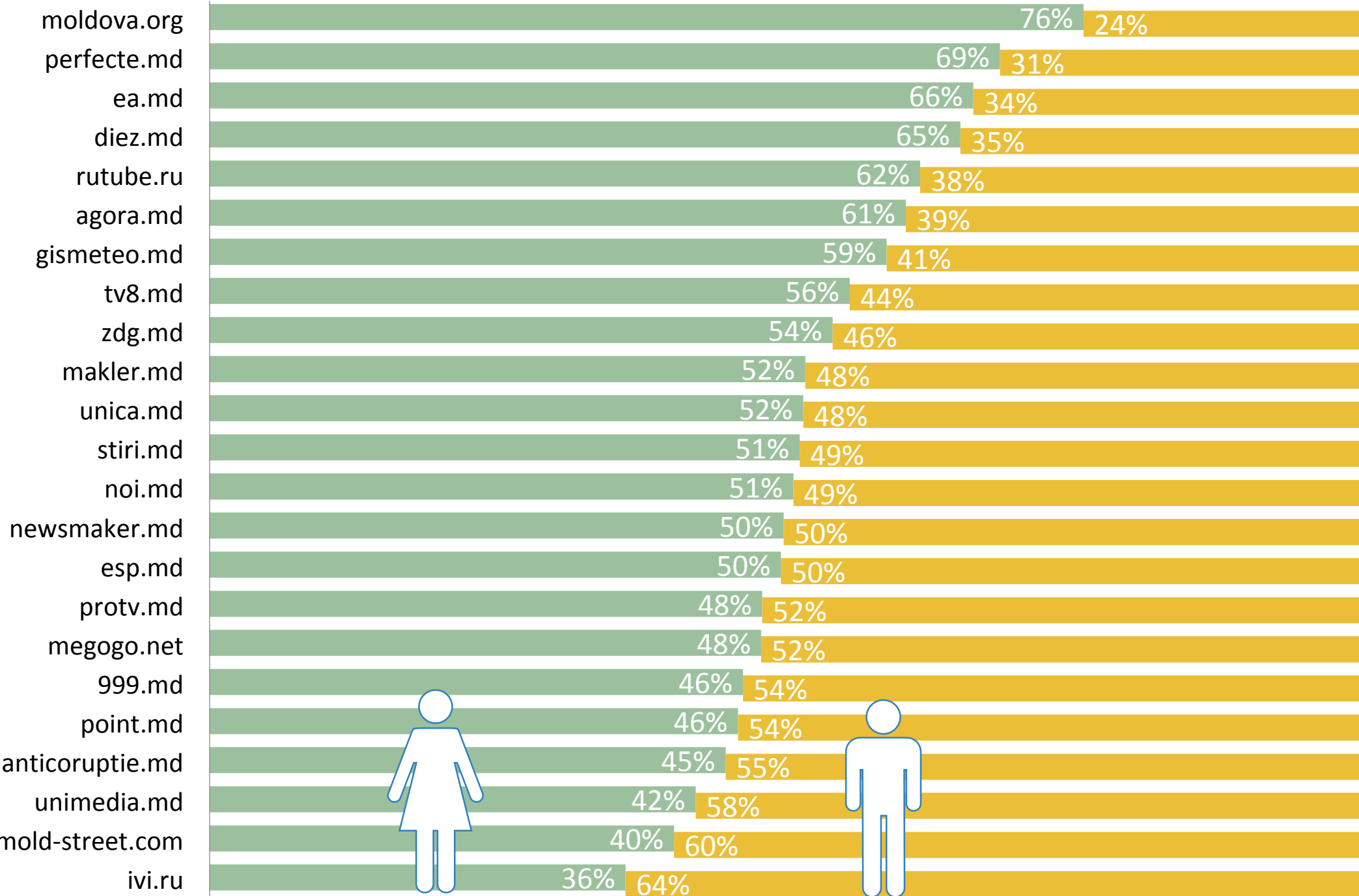
Internet users in Moldova

1.387 mln

with daily use frequency

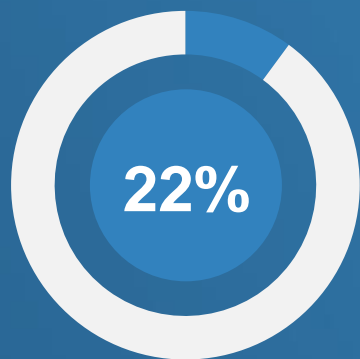


GENDER

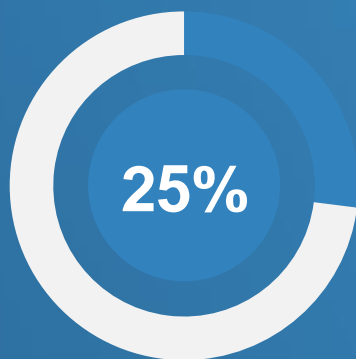


BATI

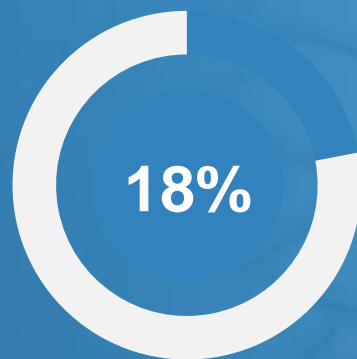
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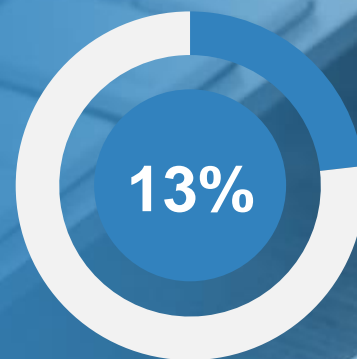
15 – 24



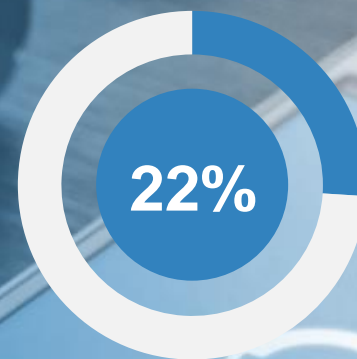
25 – 34



35 – 44



45 – 54



55+

Age

AUDIENCE COMPOSITION

AGE

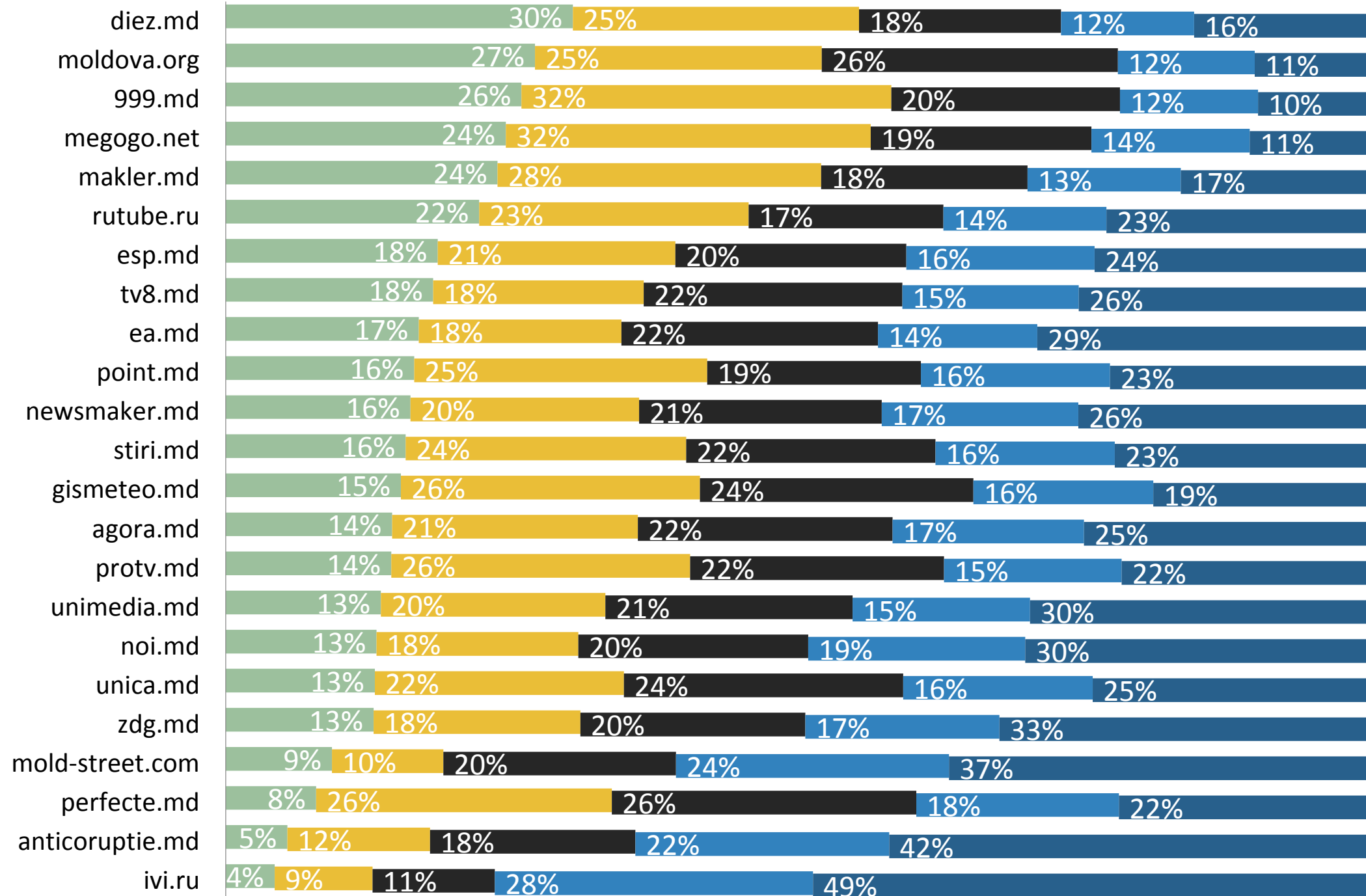
15 - 24

25 - 34

35 - 44

45 - 54

55+



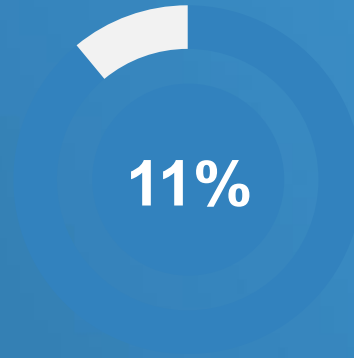
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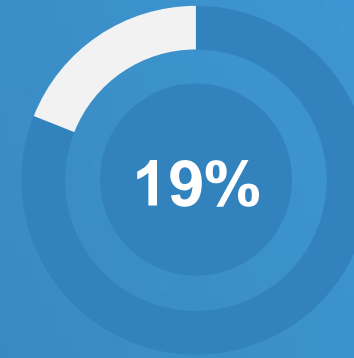


Education

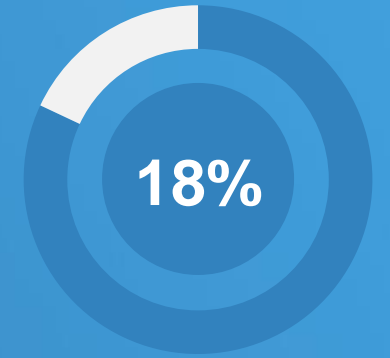
AUDIENCE COMPOSITION



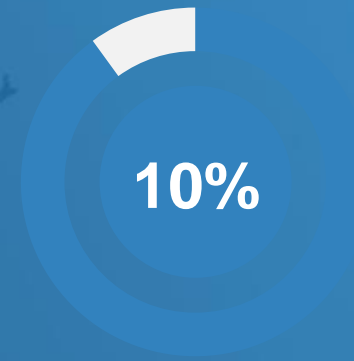
Elementary



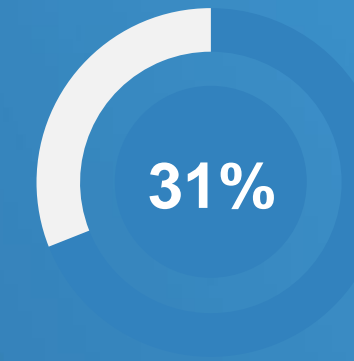
Vocational



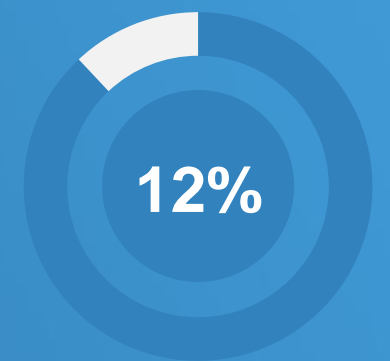
High school



Post high /
college



University



MBA
/ doctorate

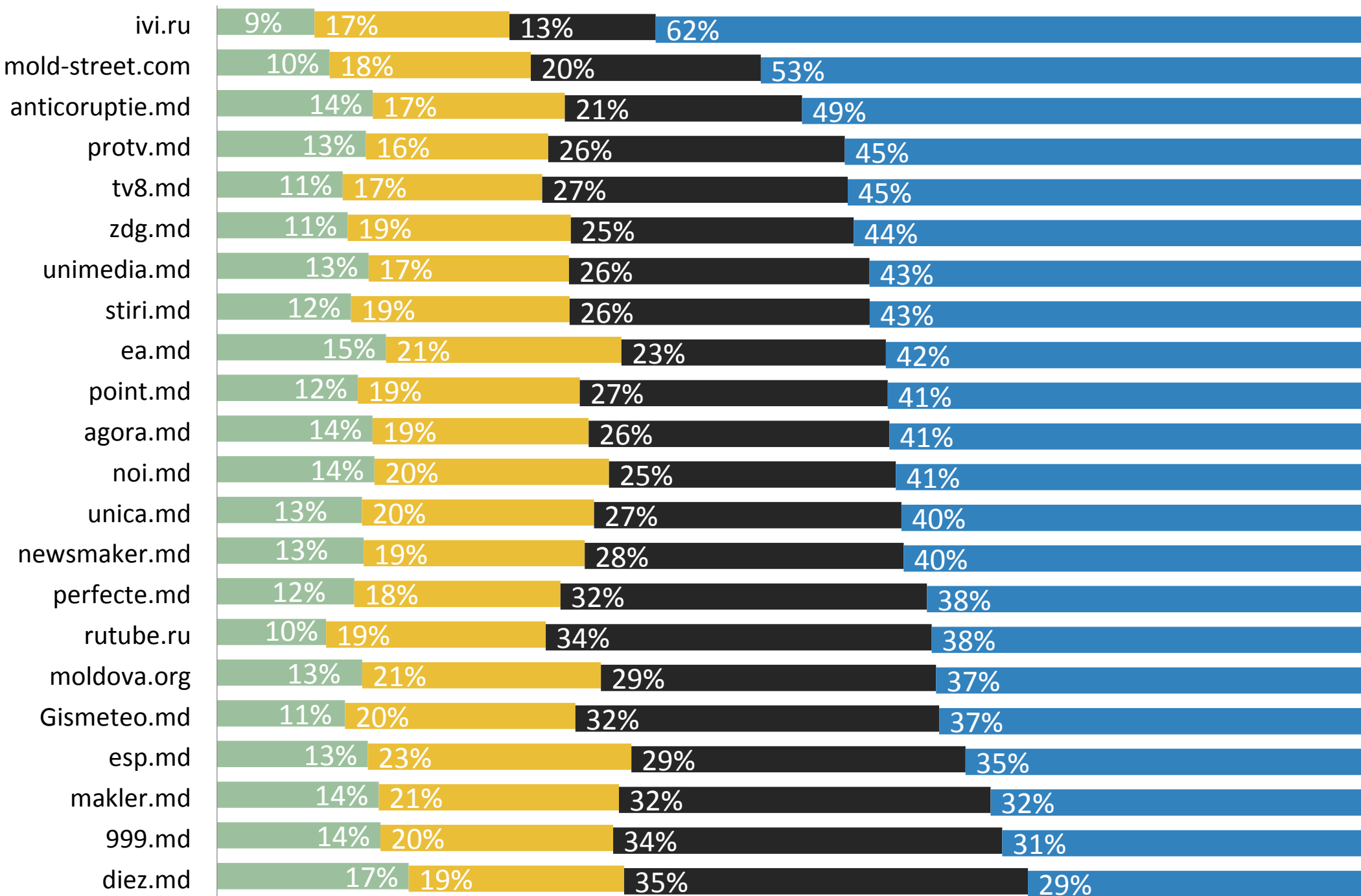
EDUCATION

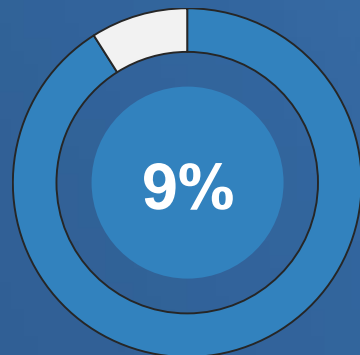
Elementary

Vocational

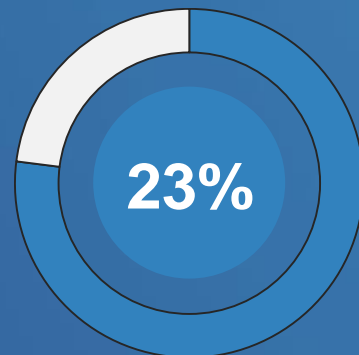
High school
/college

University
/MBA

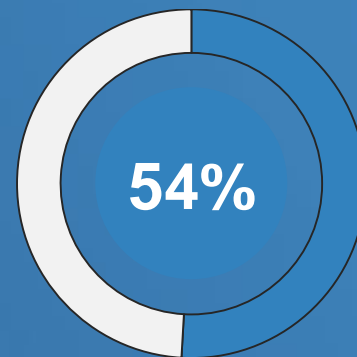




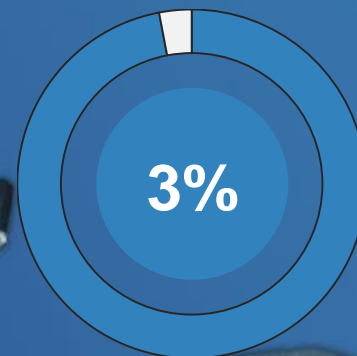
Student,
Schooler



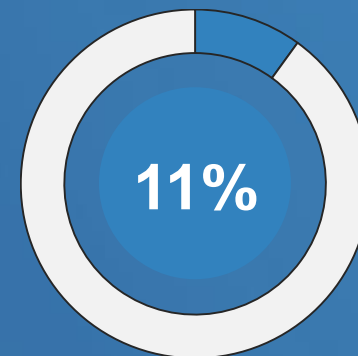
Pensioner, Housewife,
Unemployed



Specialist, Manager,
Technical



Middle Level
Manager



Owner/CEO

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Occupation

AUDIENCE COMPOSITION

Occupation

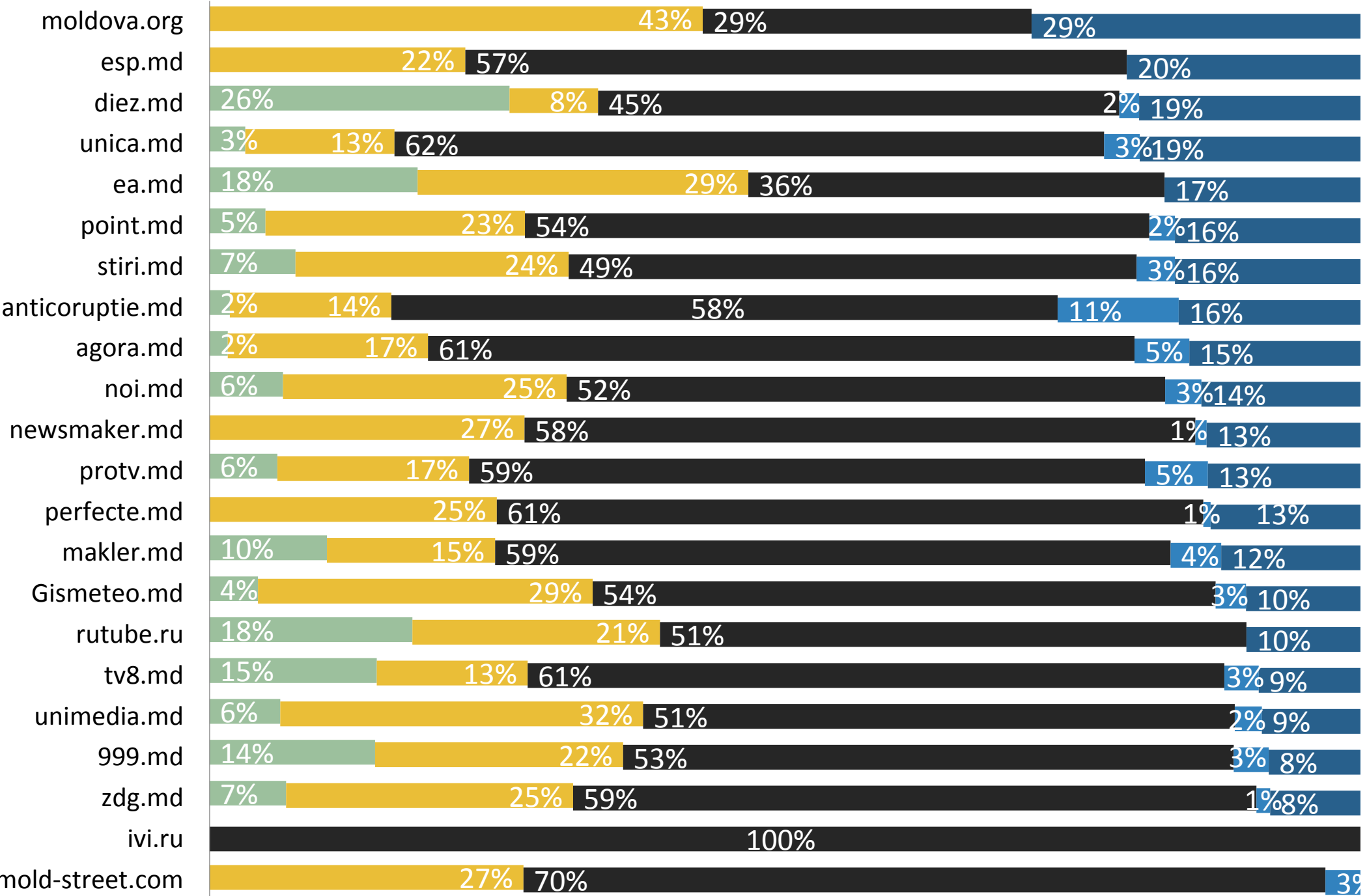
Student/Schooler

Unemployed

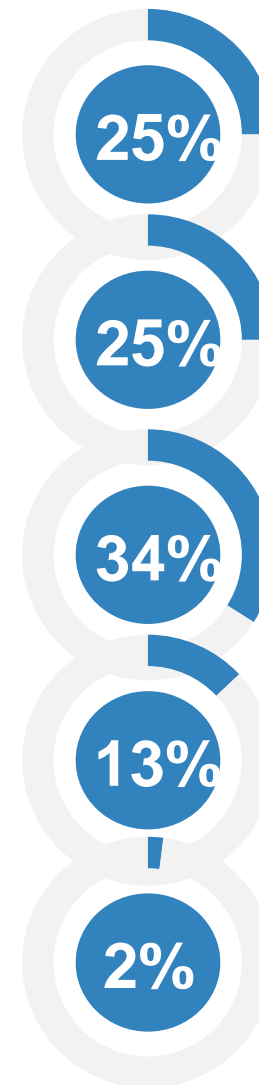
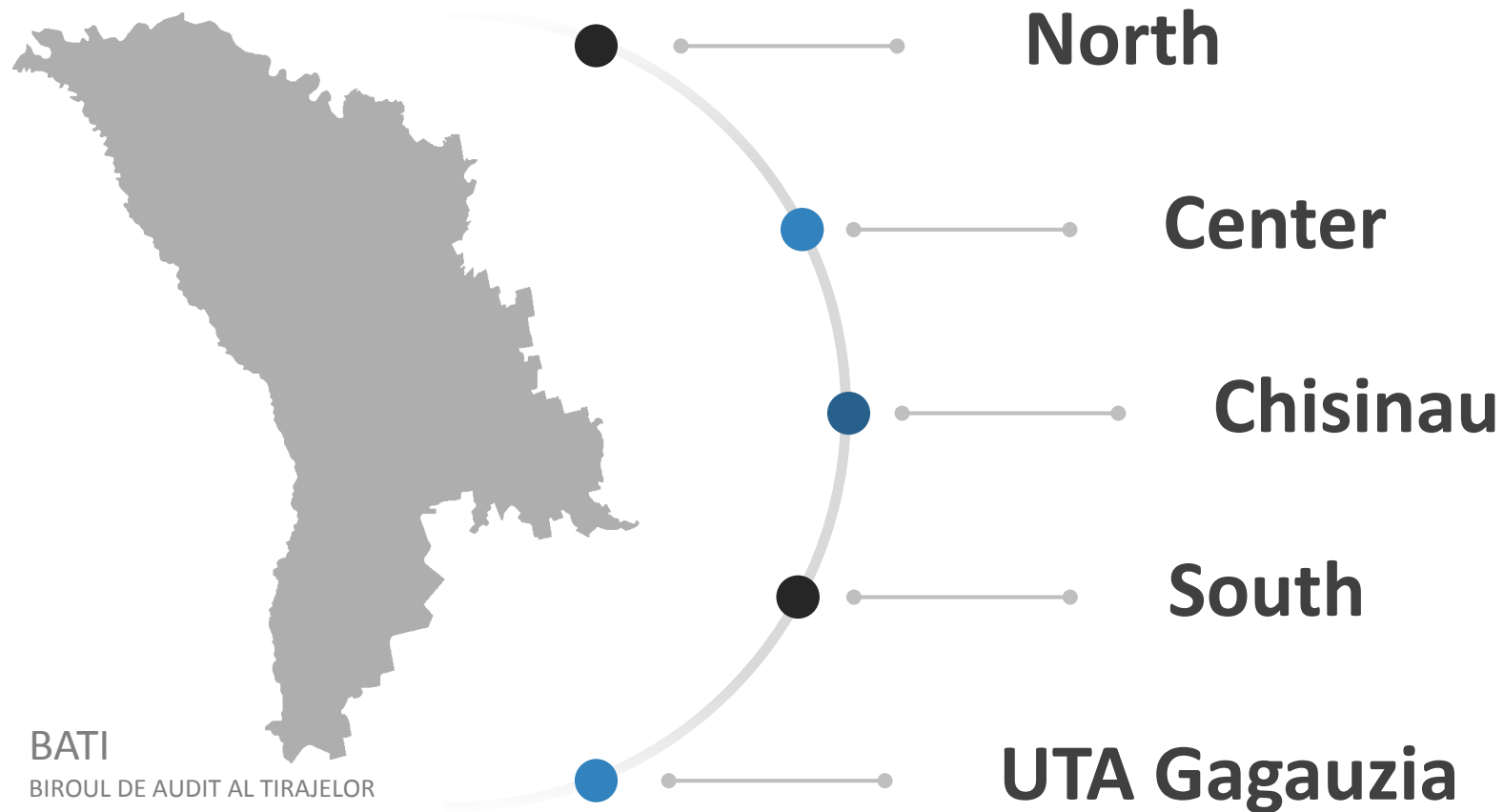
Specialist

Middle level manager

Owner/CEO



Regions of living



Regions

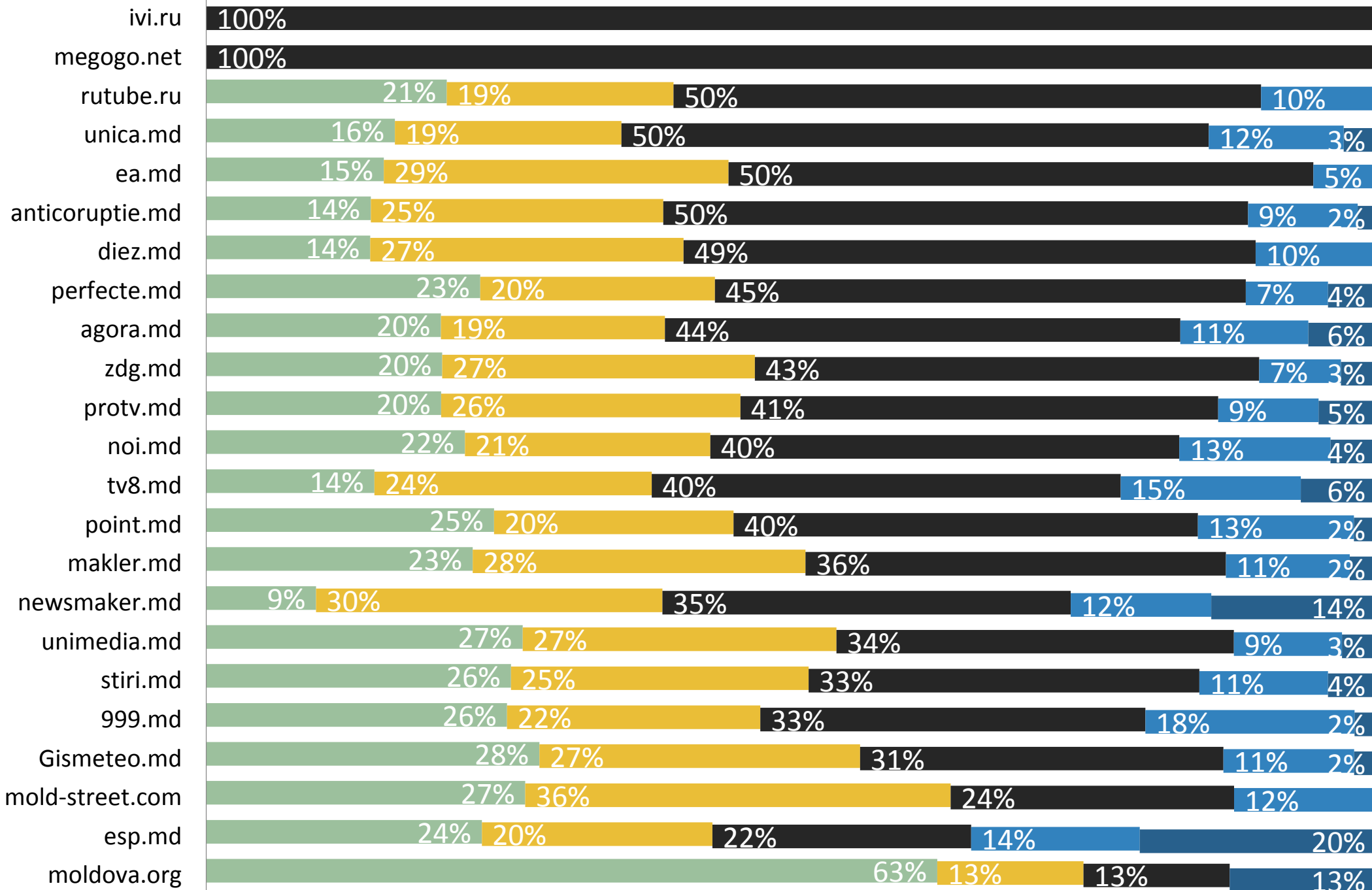
North

Center

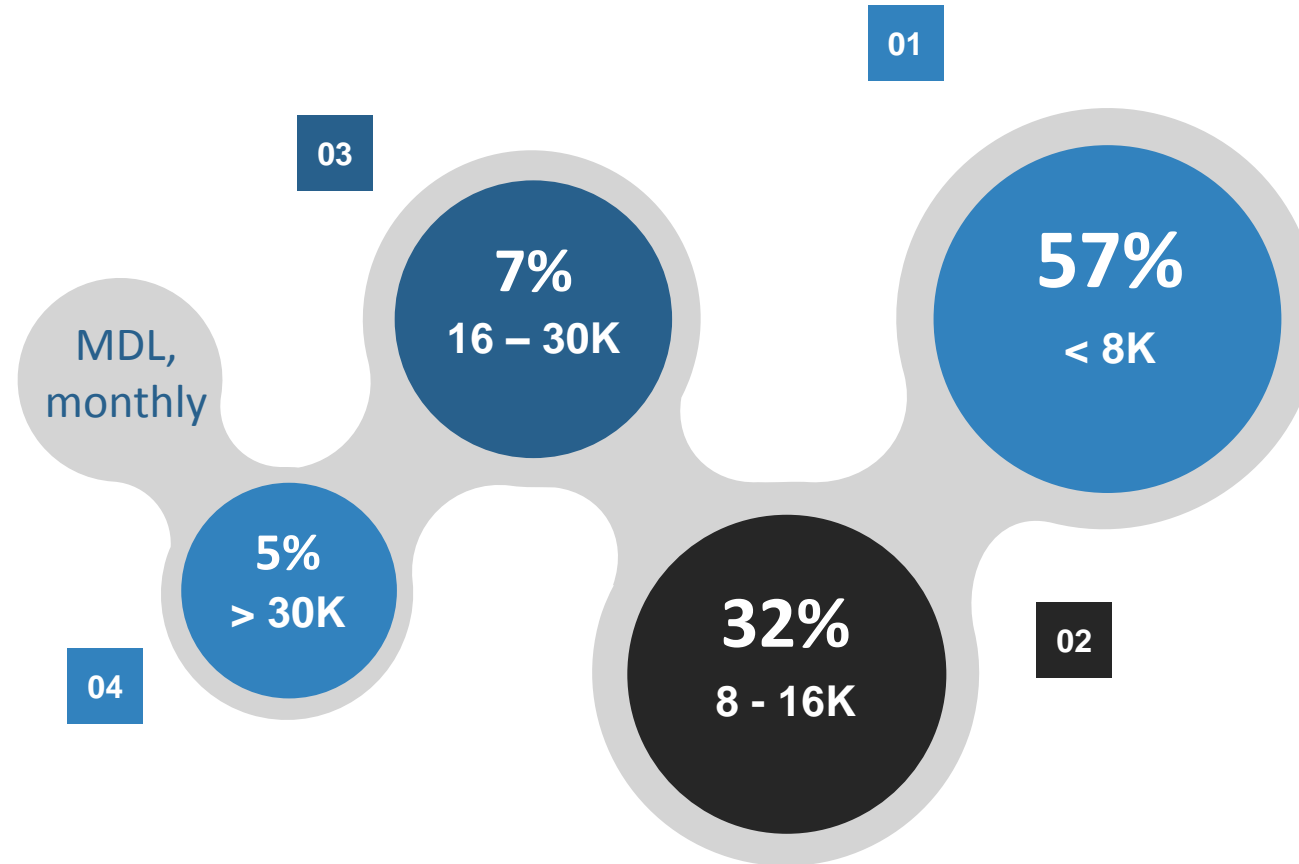
Chisinau

South

UTA Gagauzia

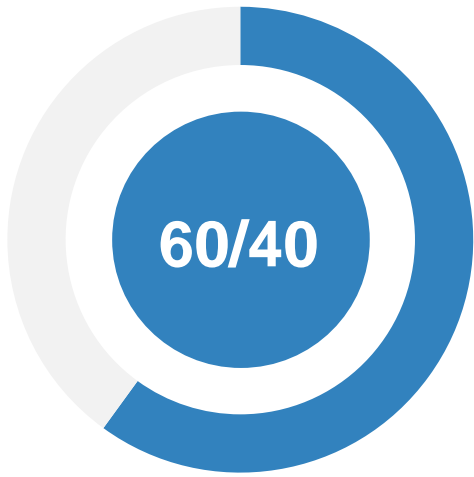


Net Income



Rural vs Urban

online audience



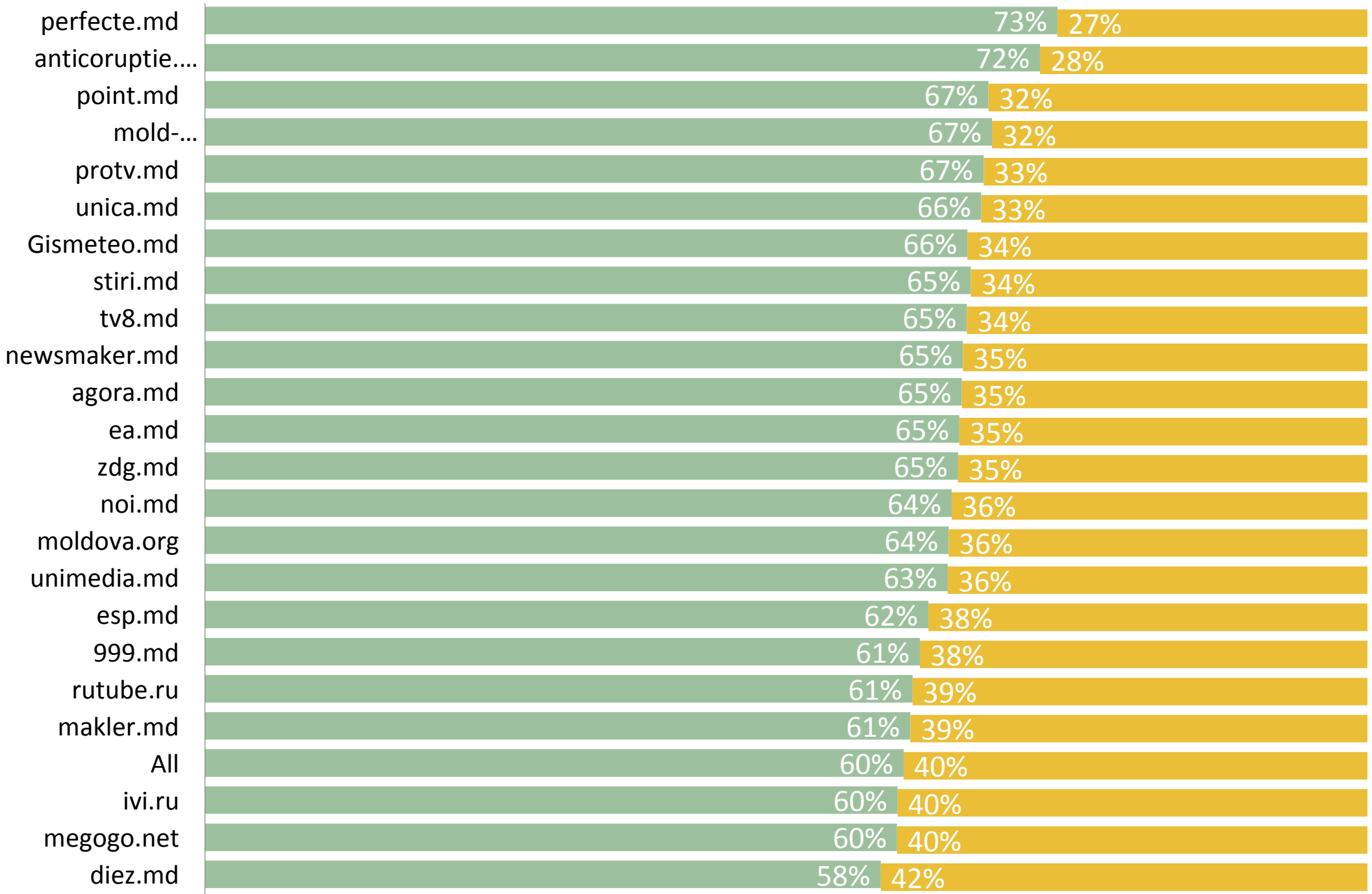
60% URBAN
40% RURAL



Urban/Rural

Urban

Rural



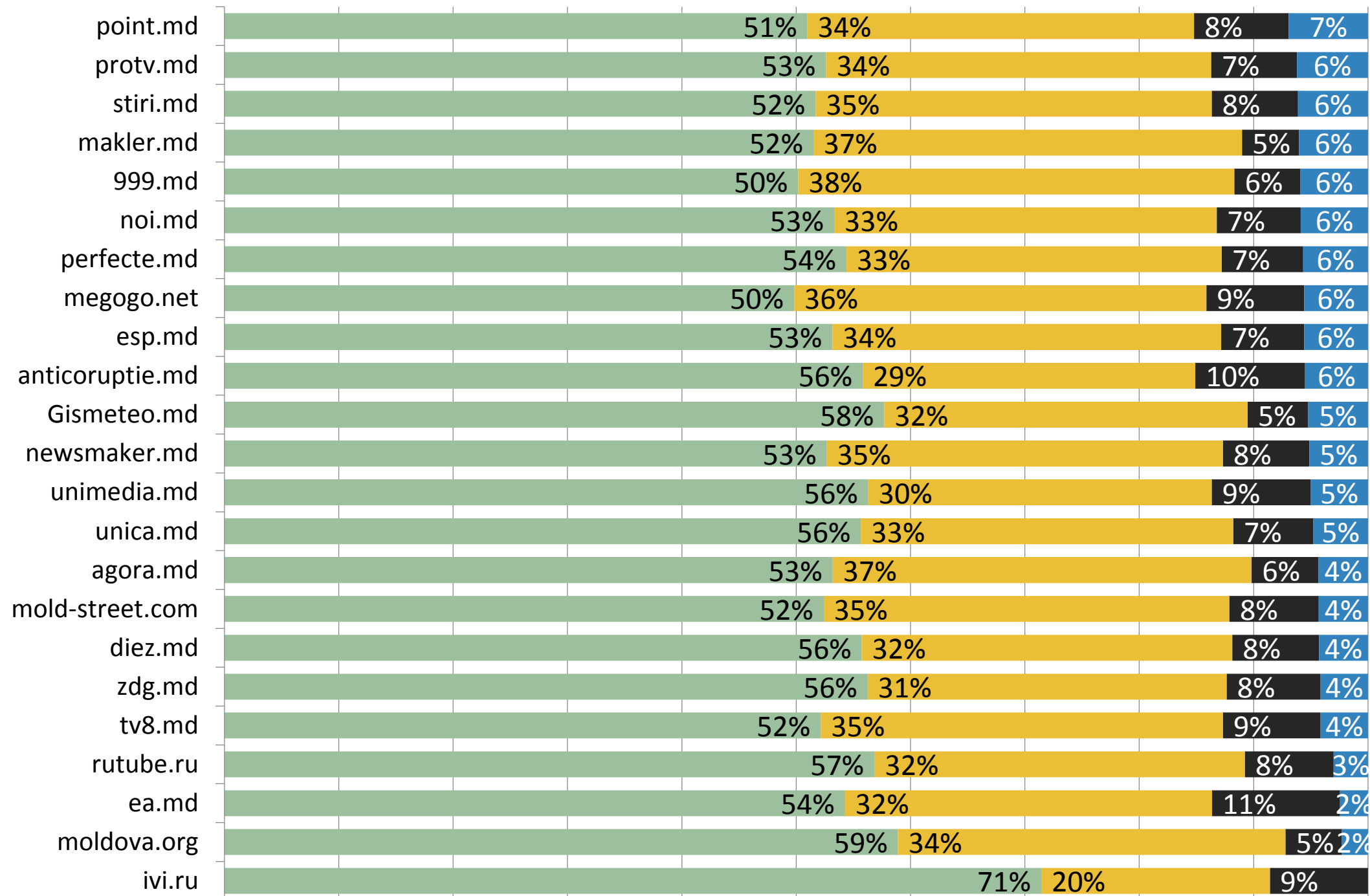
Regions

< 8K

8K – 16K

16K – 30K

> 30K



BATI

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 GEMIOUS

ONLINE SHOPPERS

512.262 Buyers

BUY ONLINE A FEW TIMES PER MONTH – 91K

BUY ALMOST EVERY MONTH – 110K

BUY A FEW TIMES A YEAR – 255K

BUY ONCE A YEAR – 57K

12.2023



Categories of goods or services purchased online

12.2023, users

