



12.2025

BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

ONLINE AUDIENCE STUDY MOLDOVA

Agencies

vivaki



ZenithOptimedia
The ROI Agency

MINDSHARE



December 2025

1.462mln

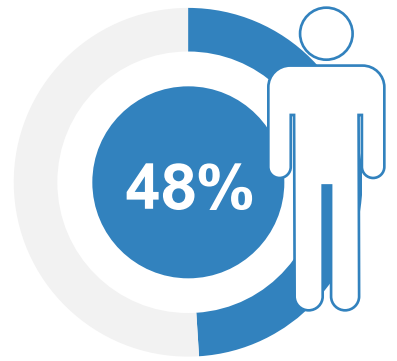
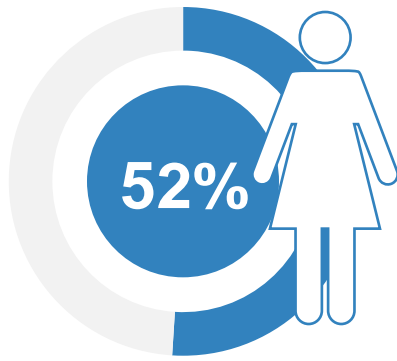
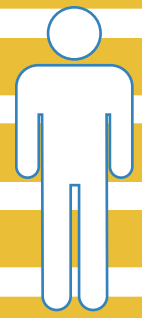
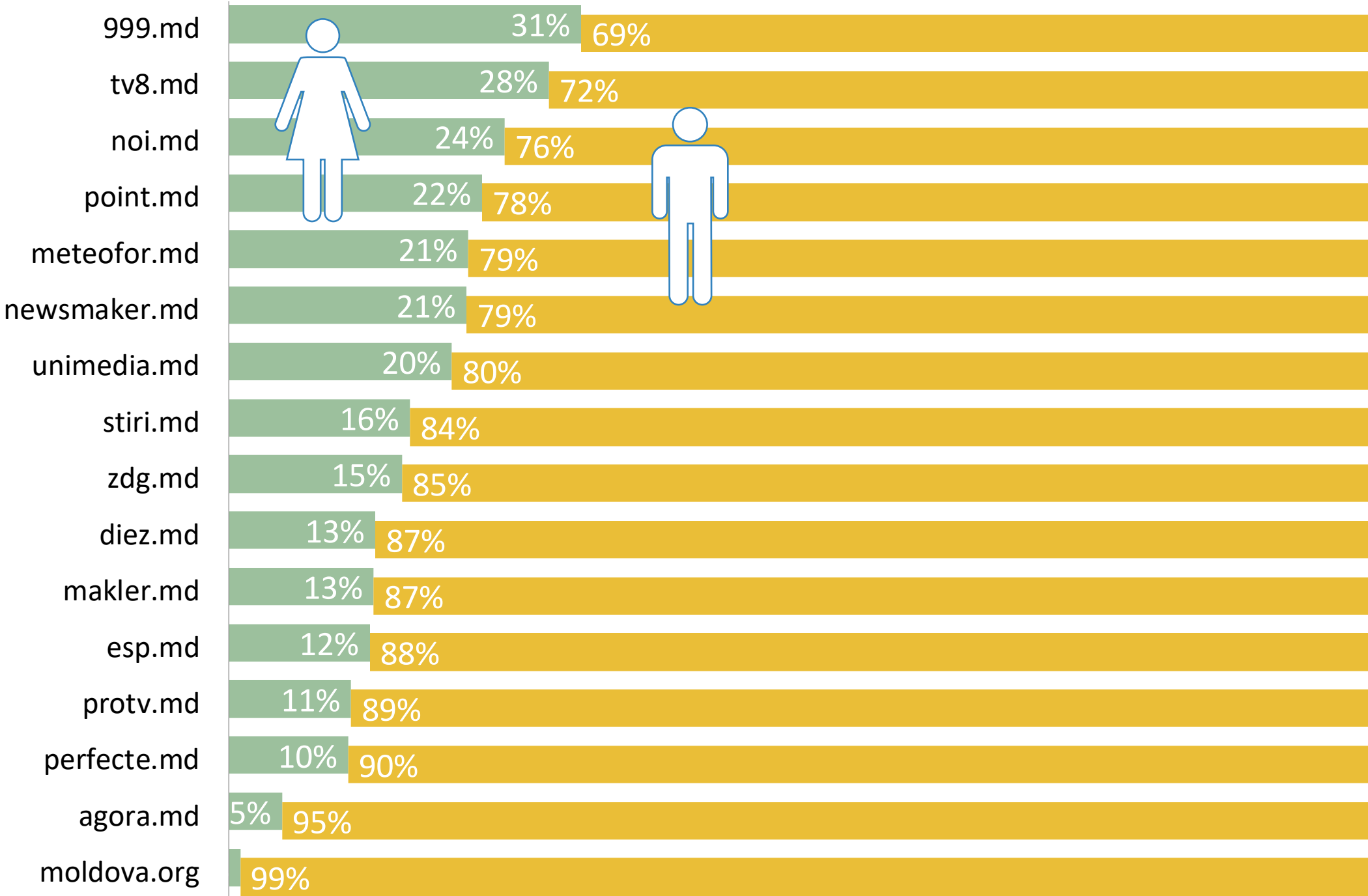
Internet users in Moldova

1.391mln

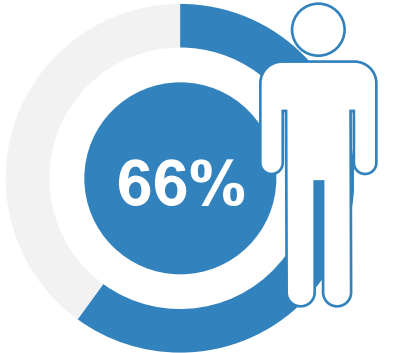
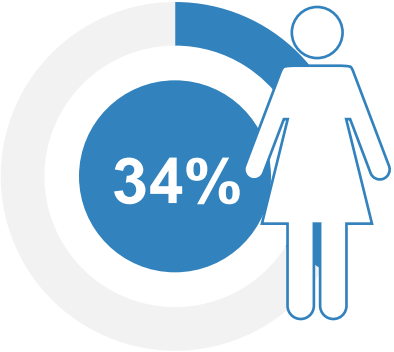
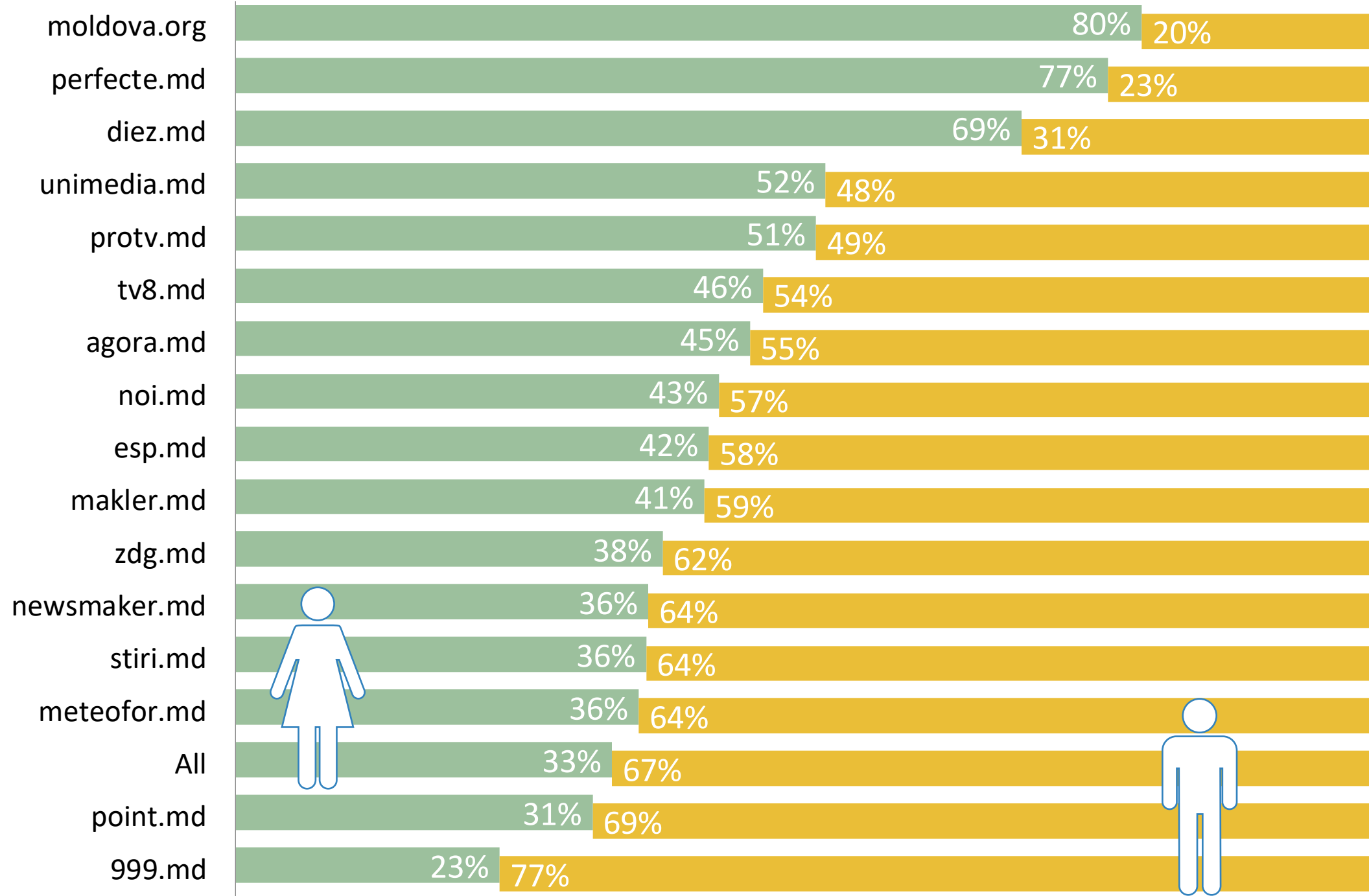
with daily use frequency

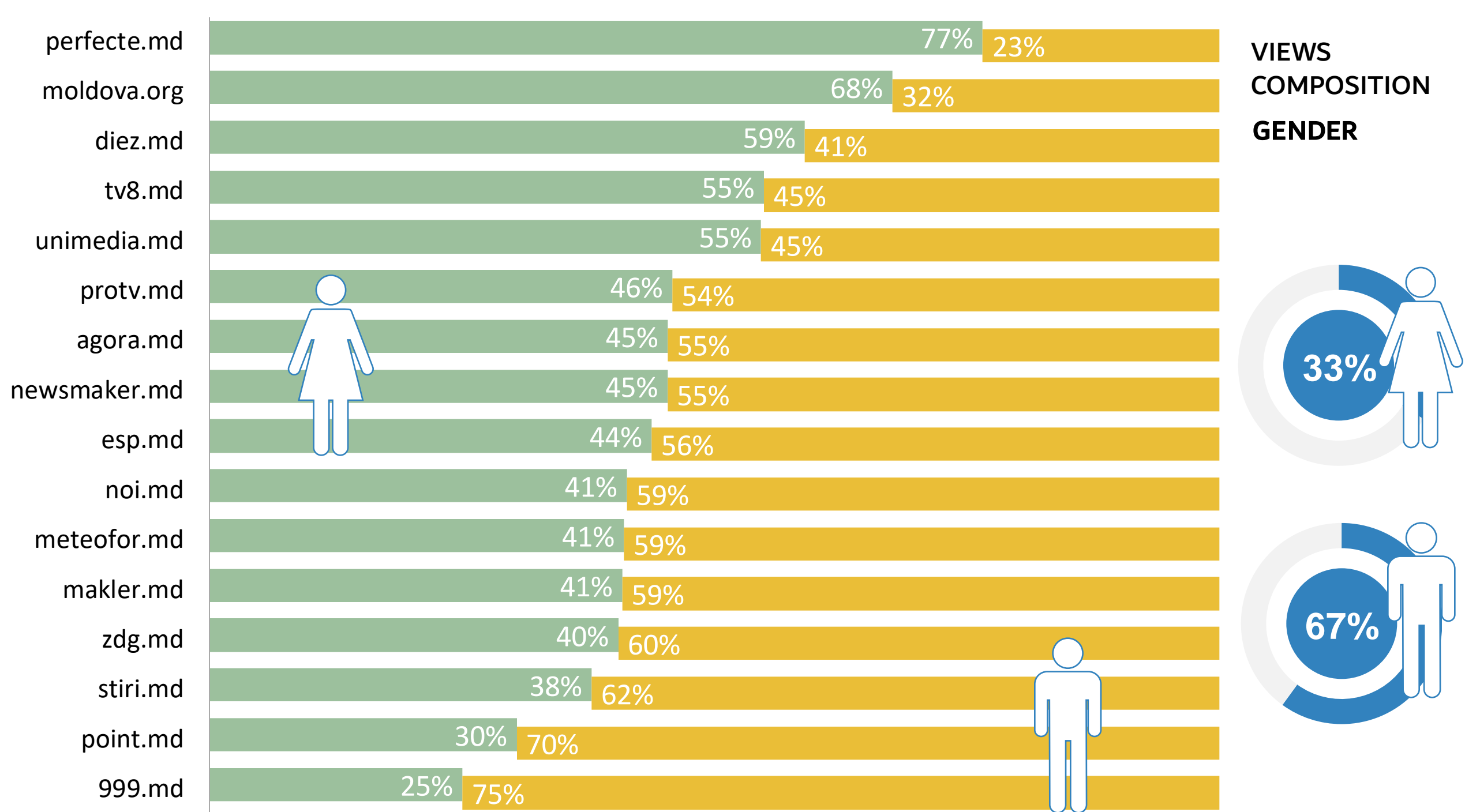


**AUDIENCE
COMPOSITION
GENDER**



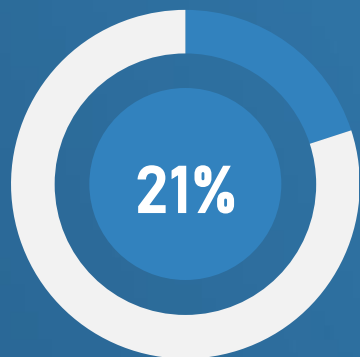
**TIME
COMPOSITION
GENDER**



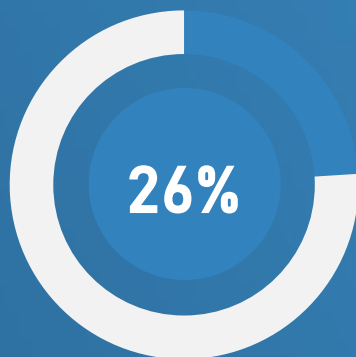


Age

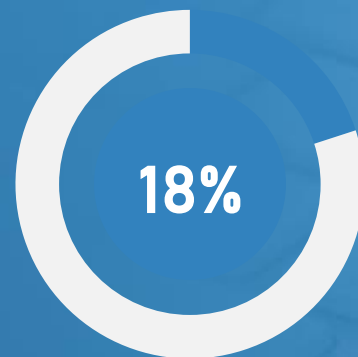
AUDIENCE COMPOSITION



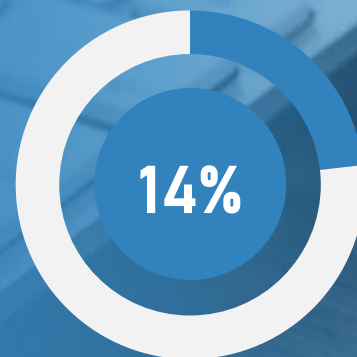
15 - 24



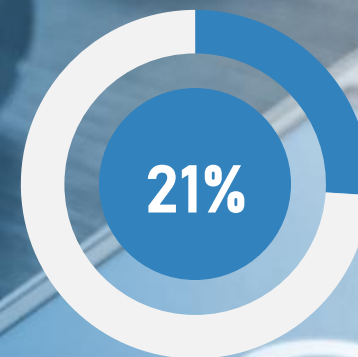
25 - 34



35 - 44

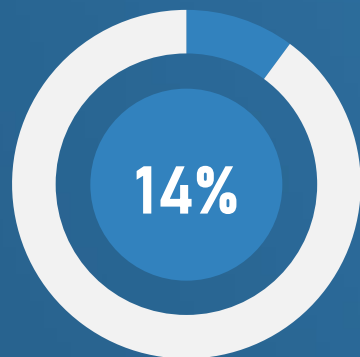


45 - 54

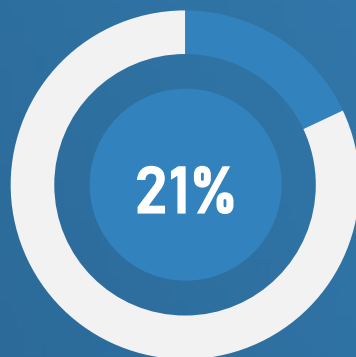


55+

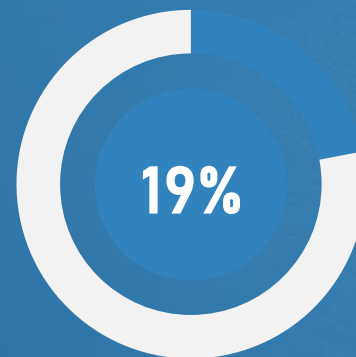
TIME COMPOSITION



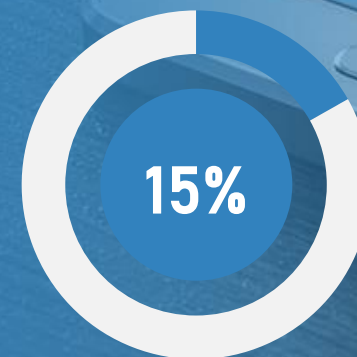
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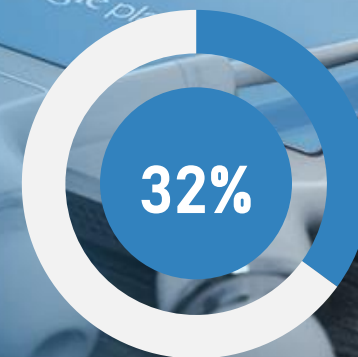
21%



19%



15%

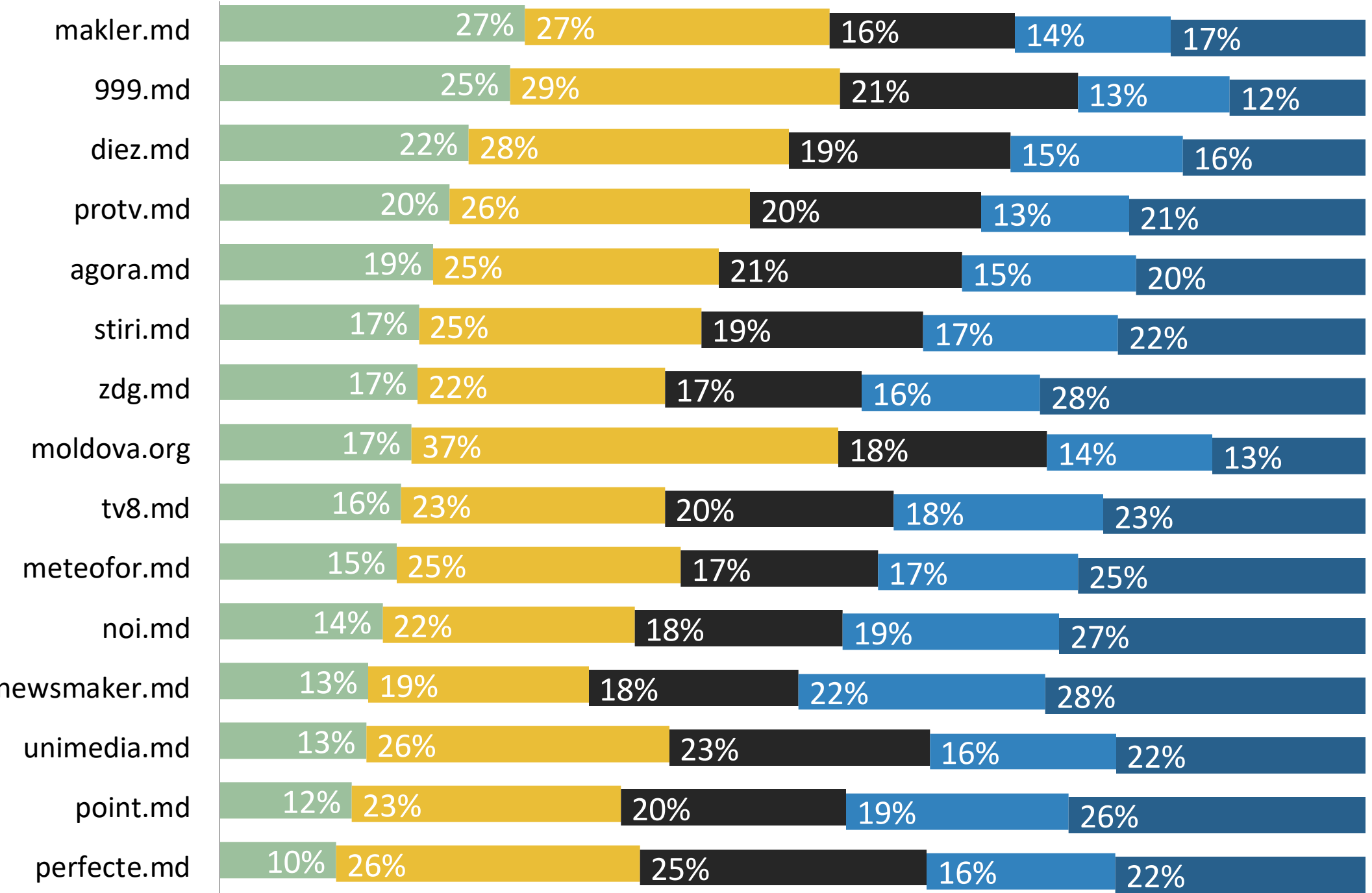


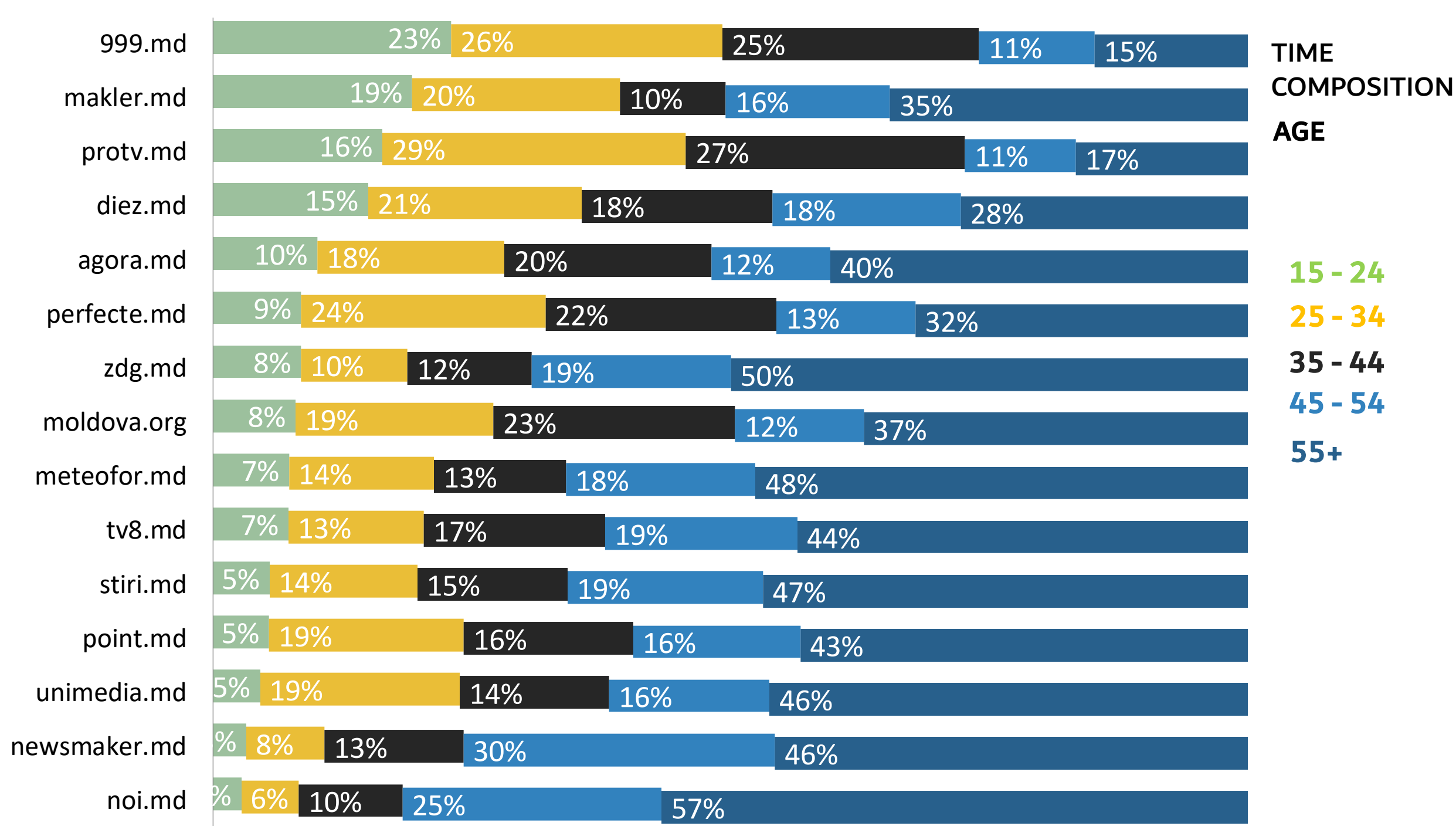
32%

**AUDIENCE
COMPOSITION**

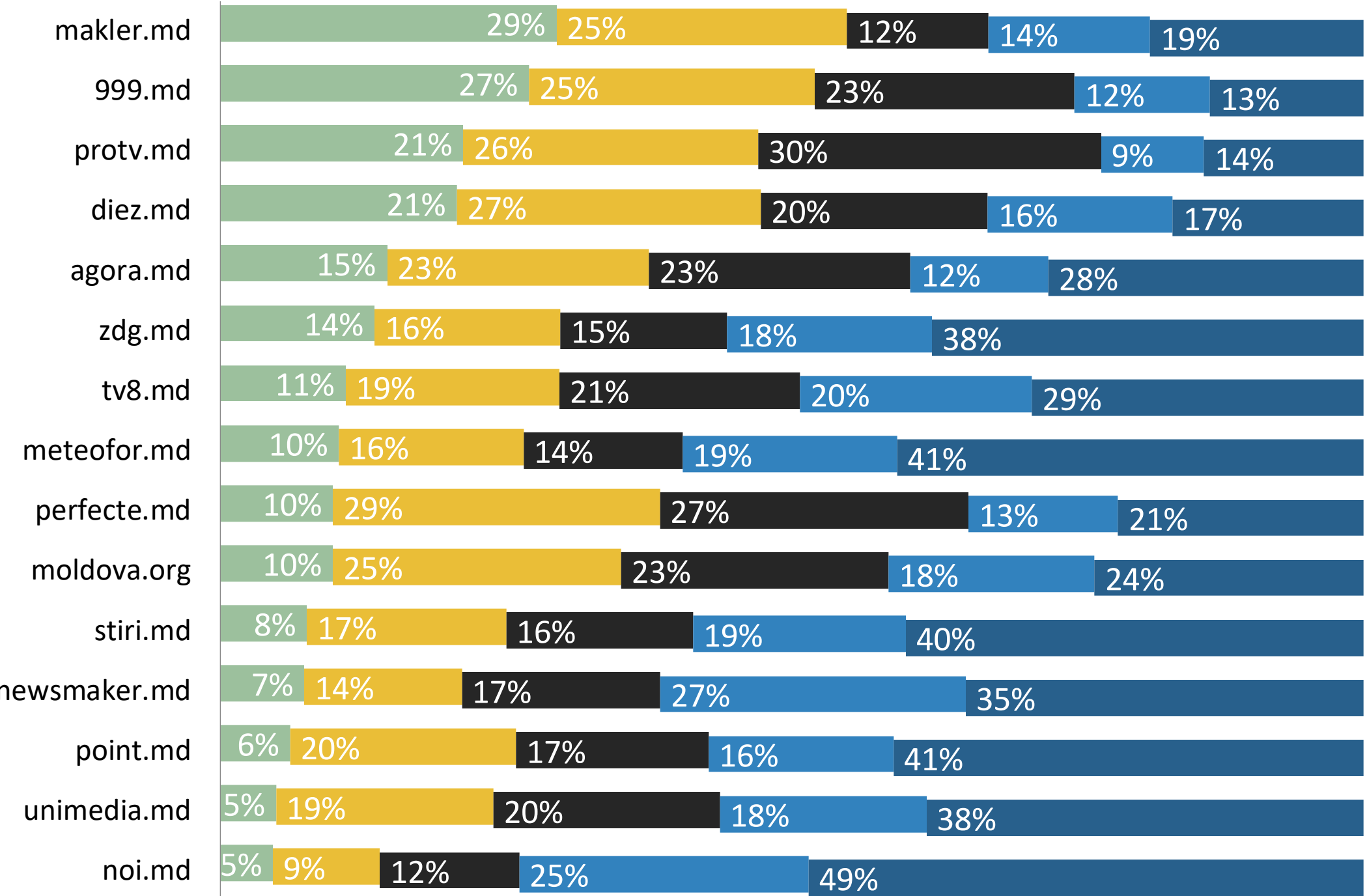
AGE

- 15 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55+





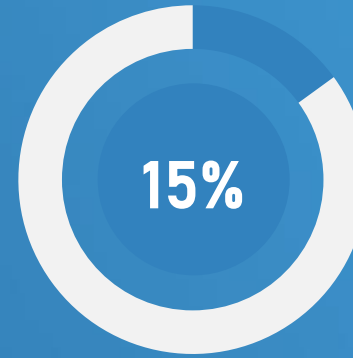
**VIEW
COMPOSITION
AGE**



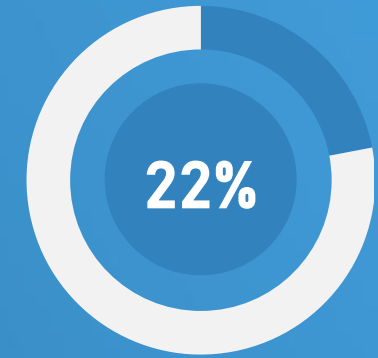
15 - 24
25 - 34
35 - 44
45 - 54
55+

Education

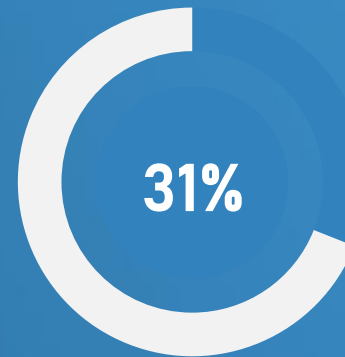
AUDIENCE COMPOSITION



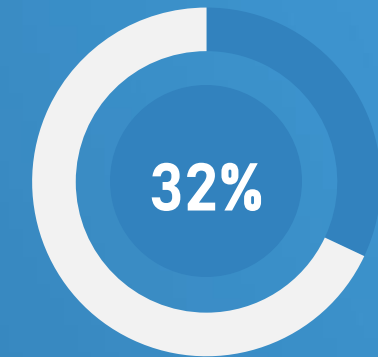
Elementary



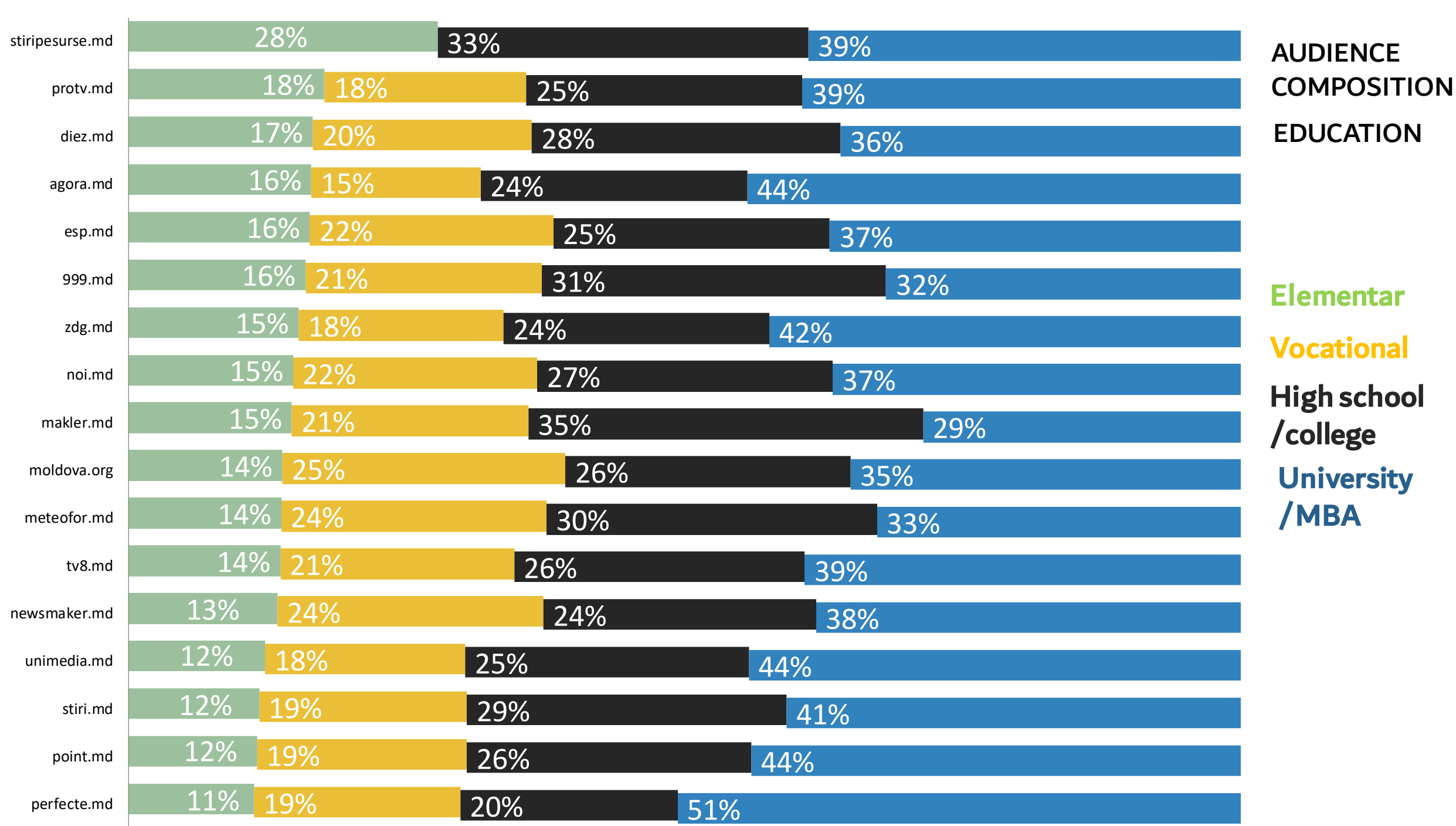
Vocational

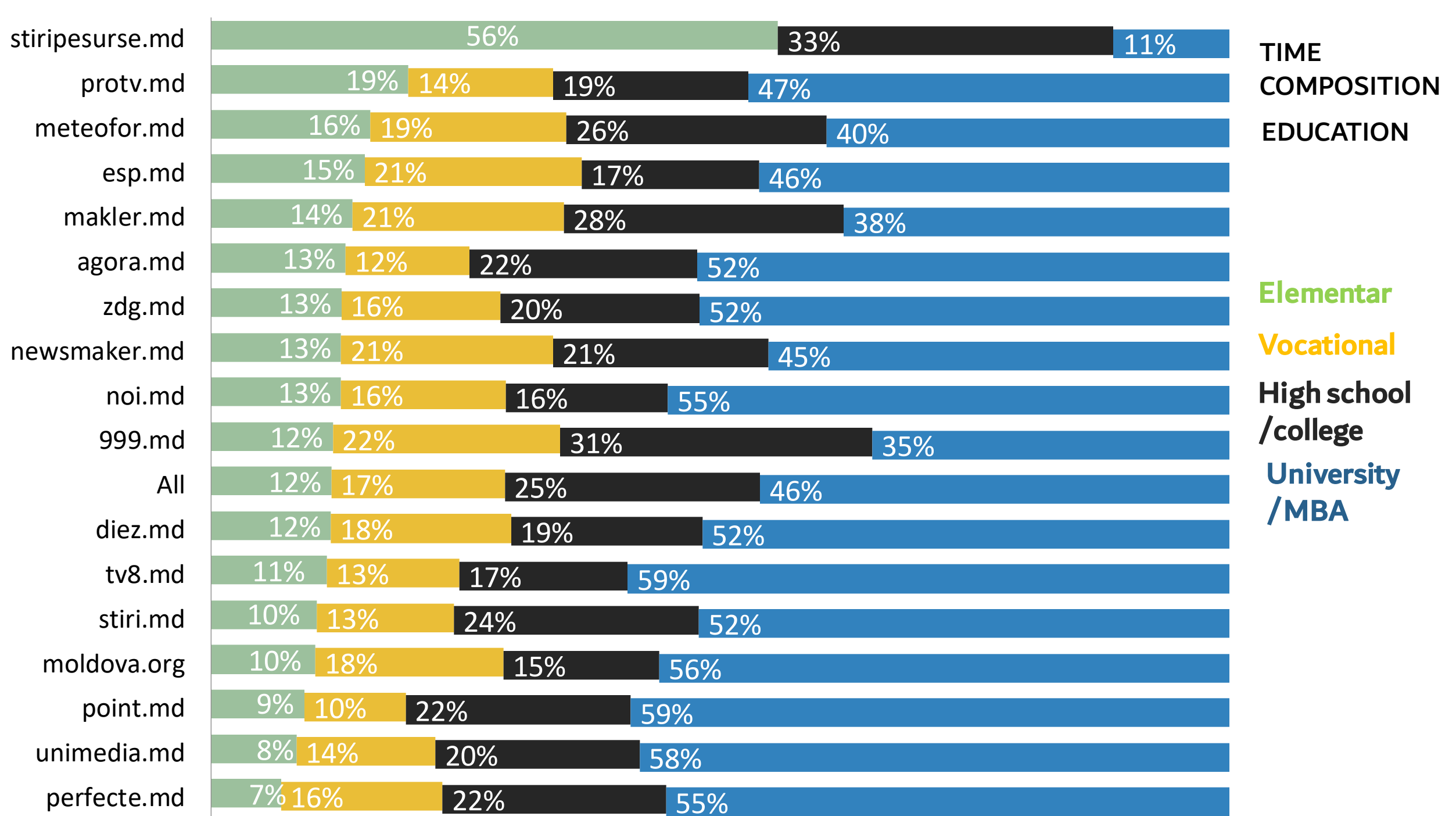


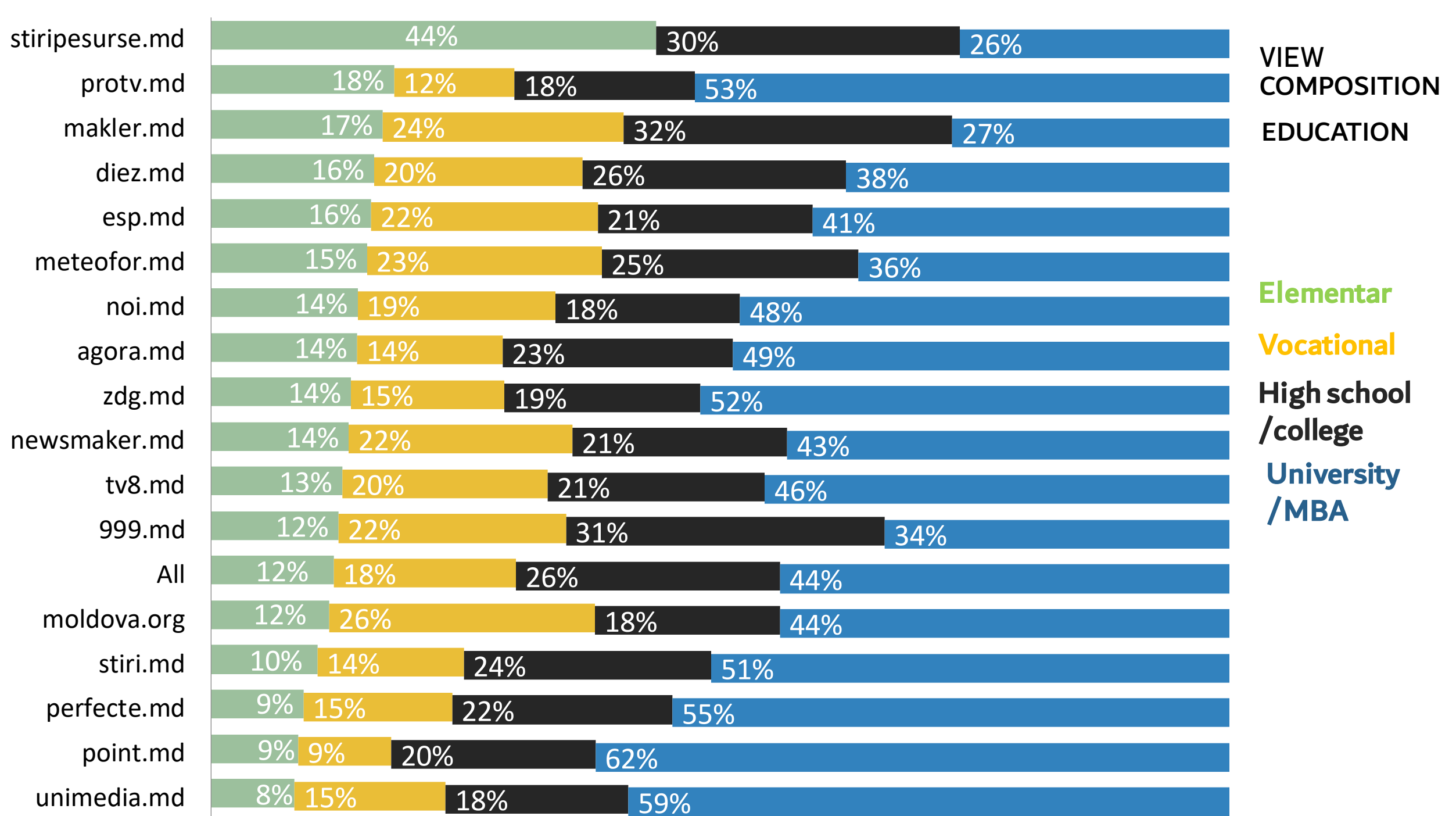
High / post -
high / college

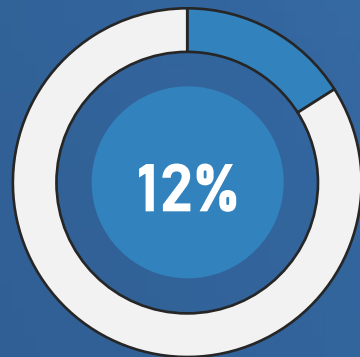
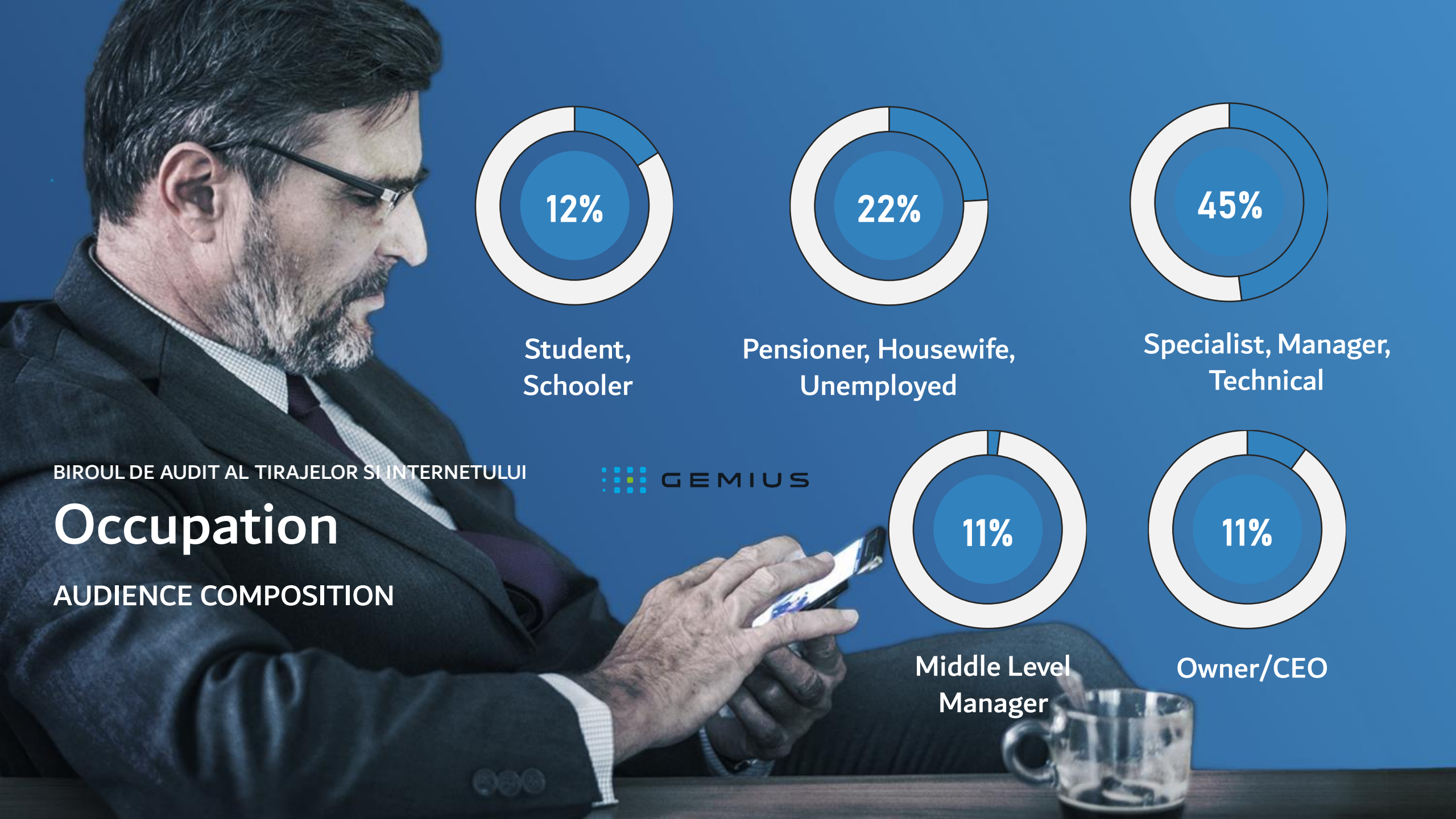


University / post
graduate studies

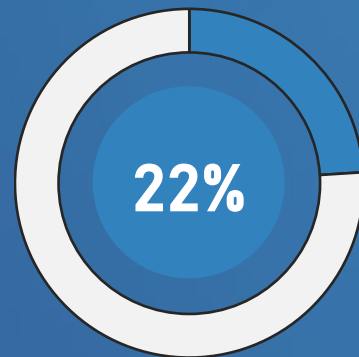




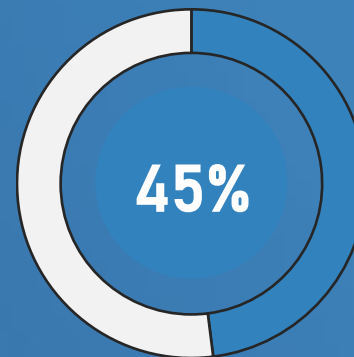




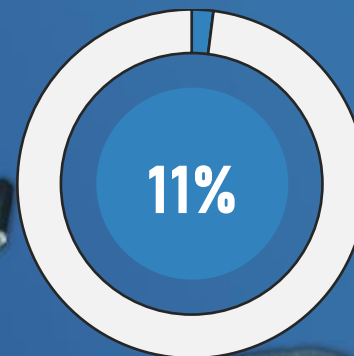
Student,
Schooler



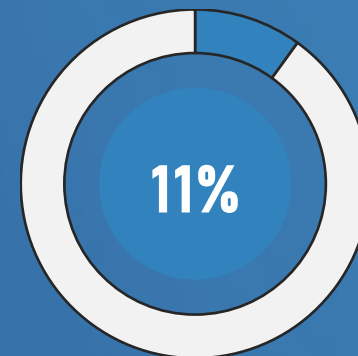
Pensioner, Housewife,
Unemployed



Specialist, Manager,
Technical



Middle Level
Manager



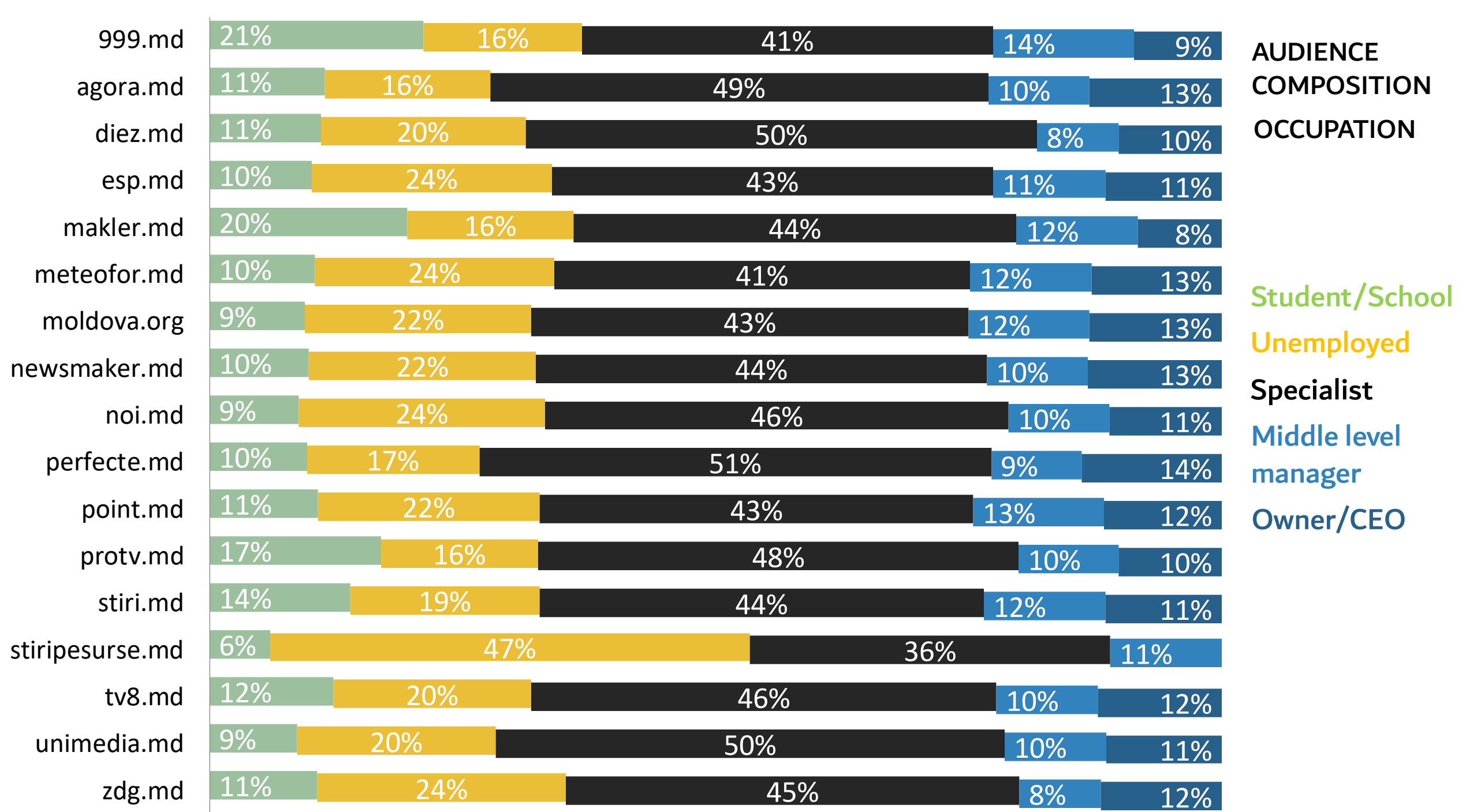
Owner/CEO

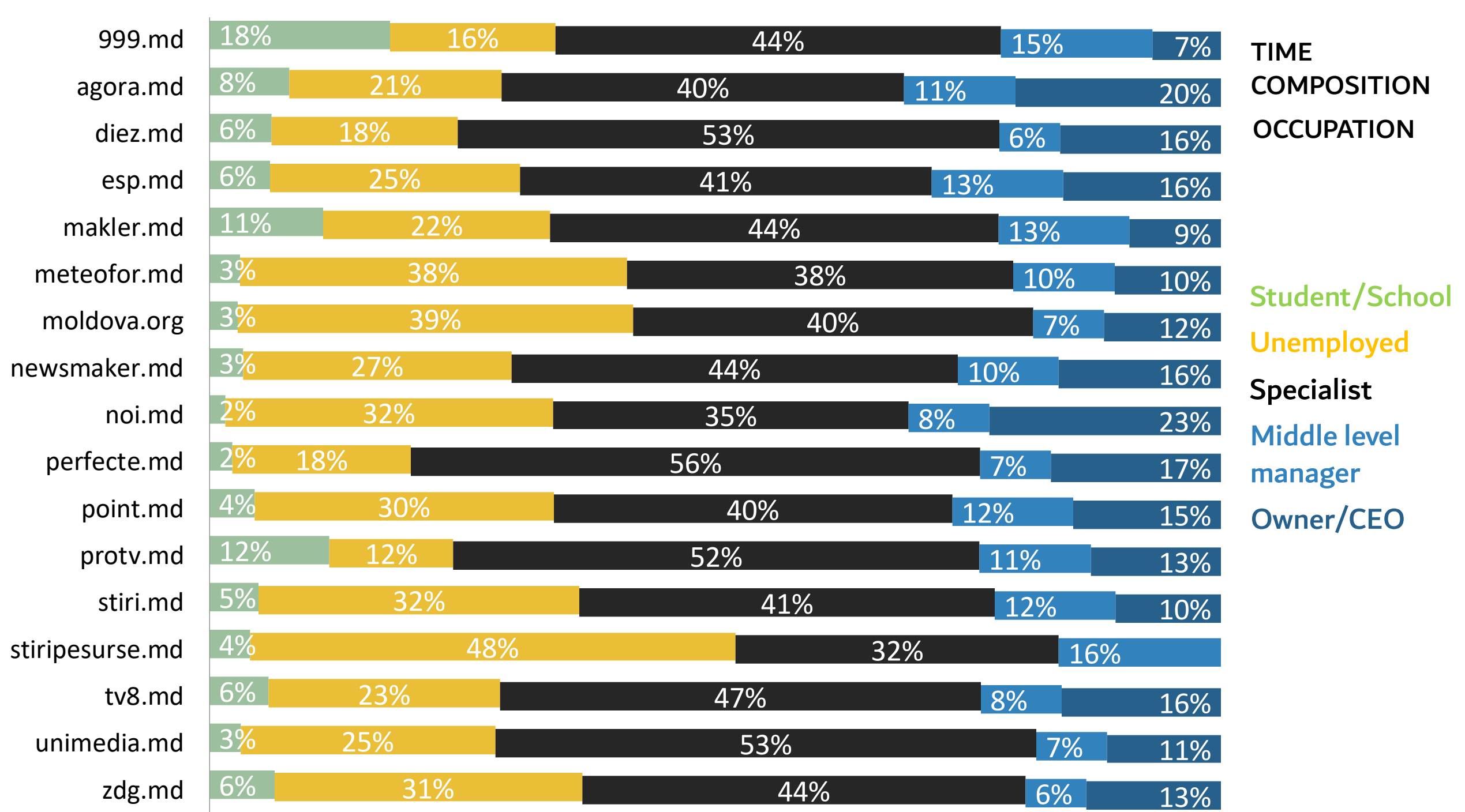
BIROUL DE AUDIT AL TIRAJELOR SI INTERNETULUI

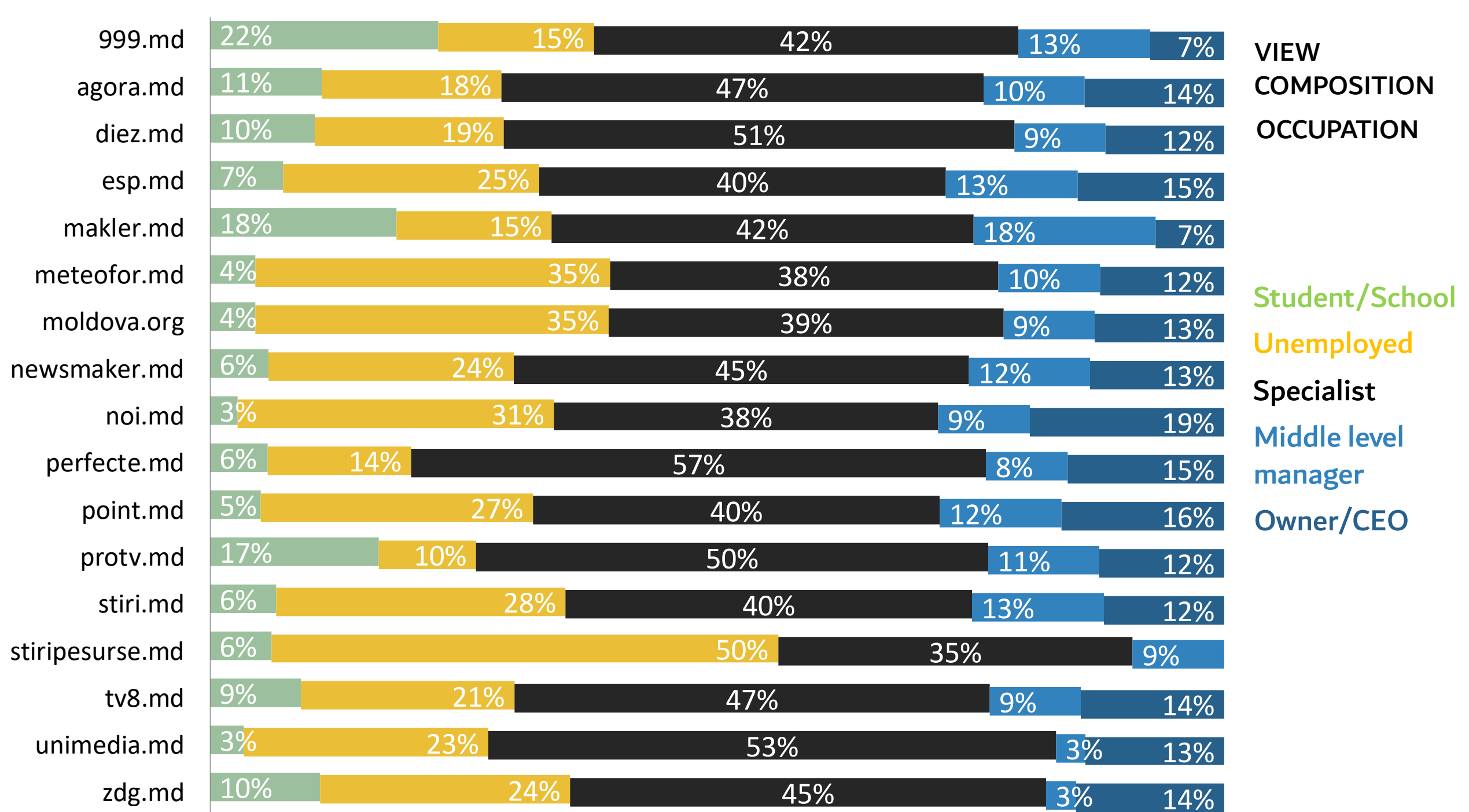


Occupation

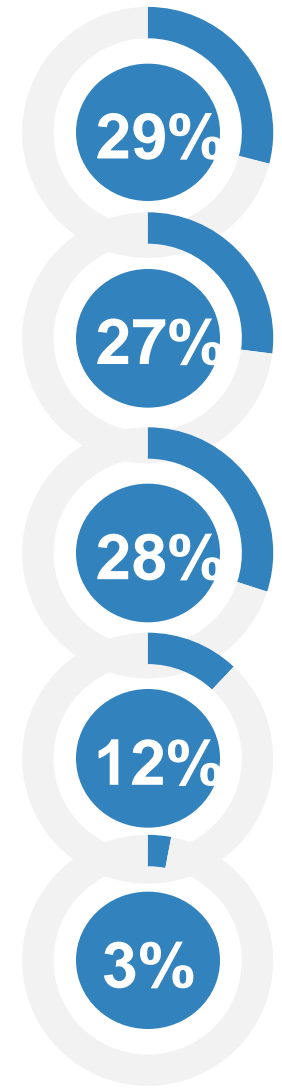
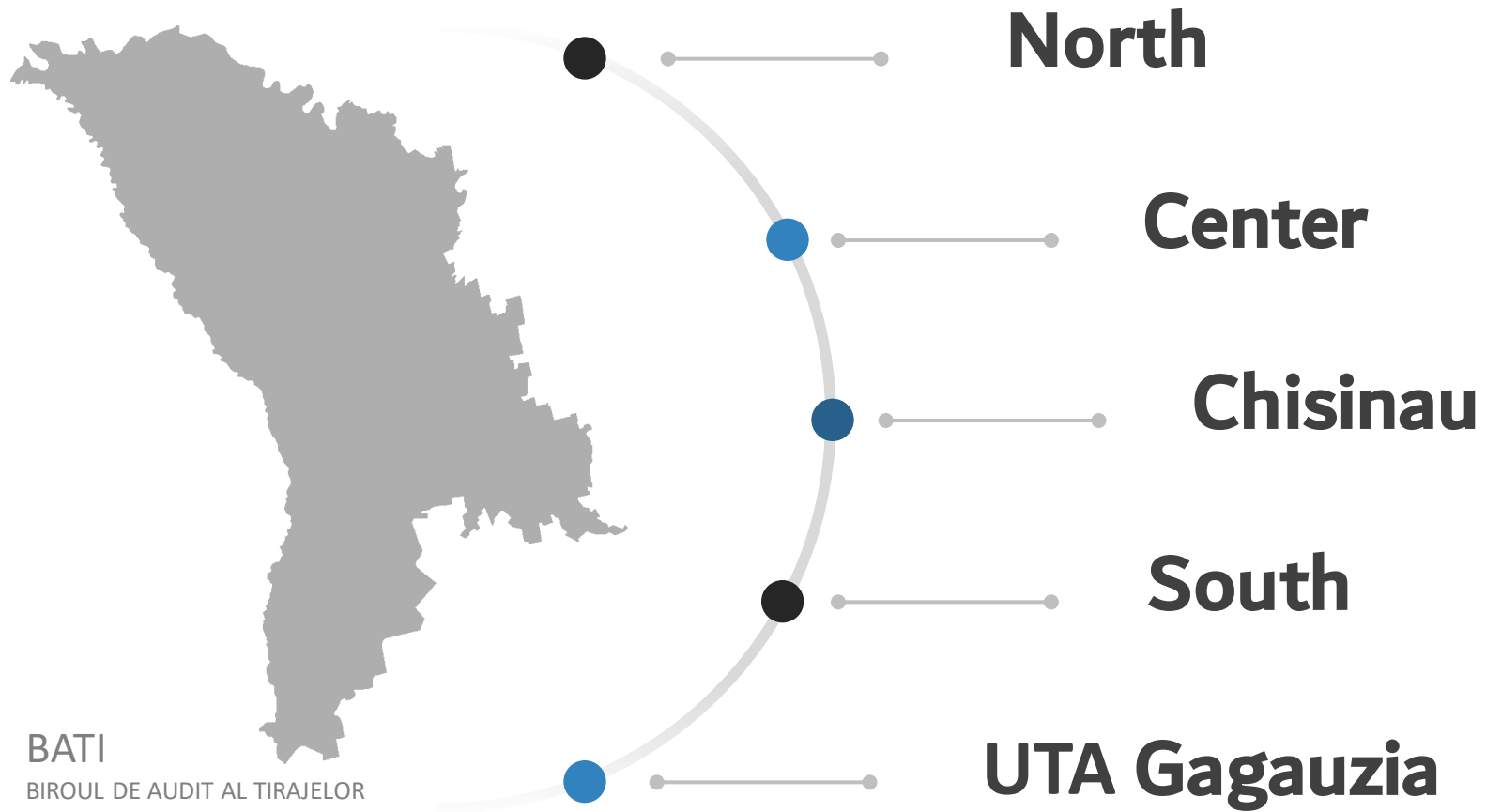
AUDIENCE COMPOSITION

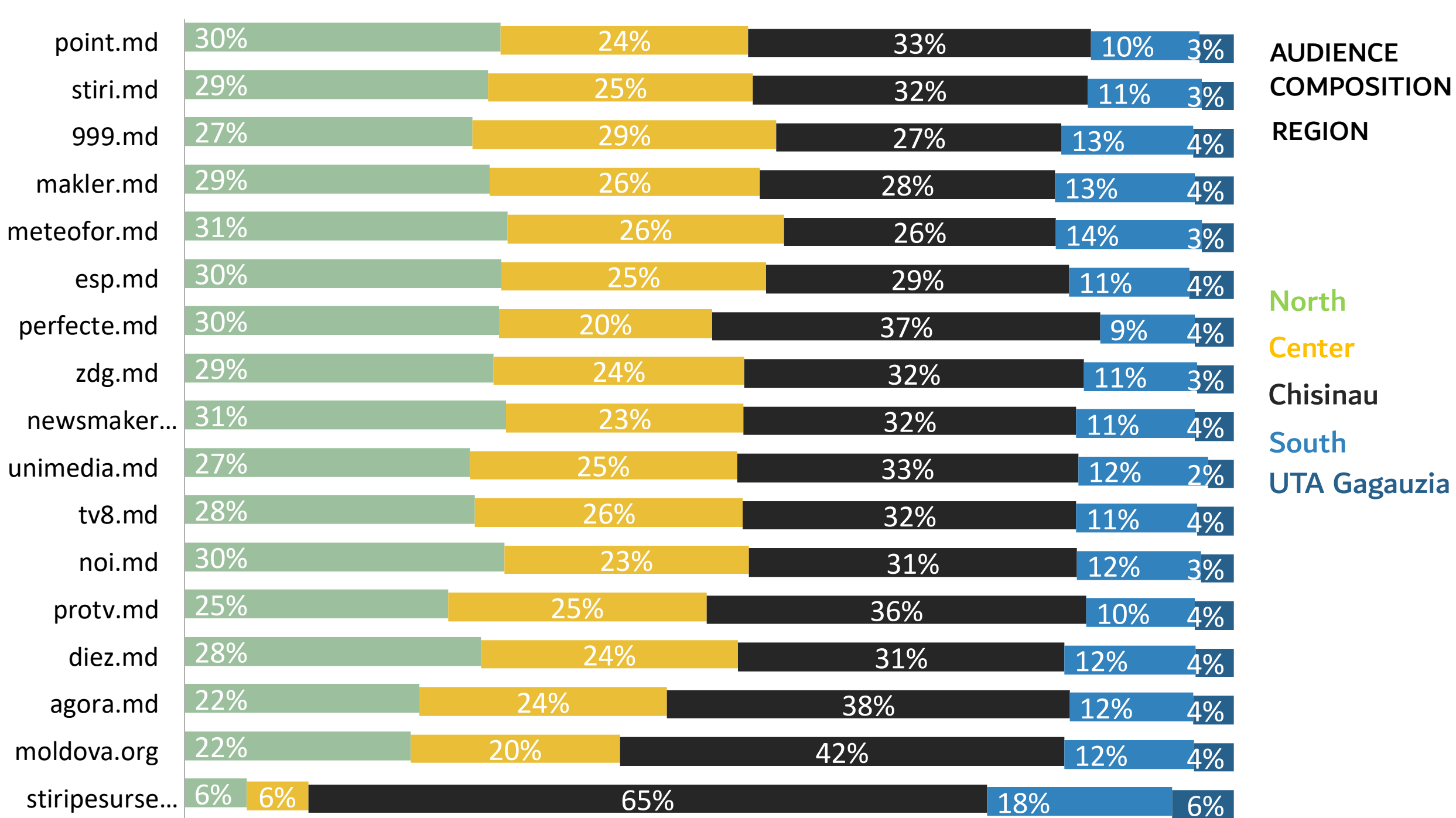


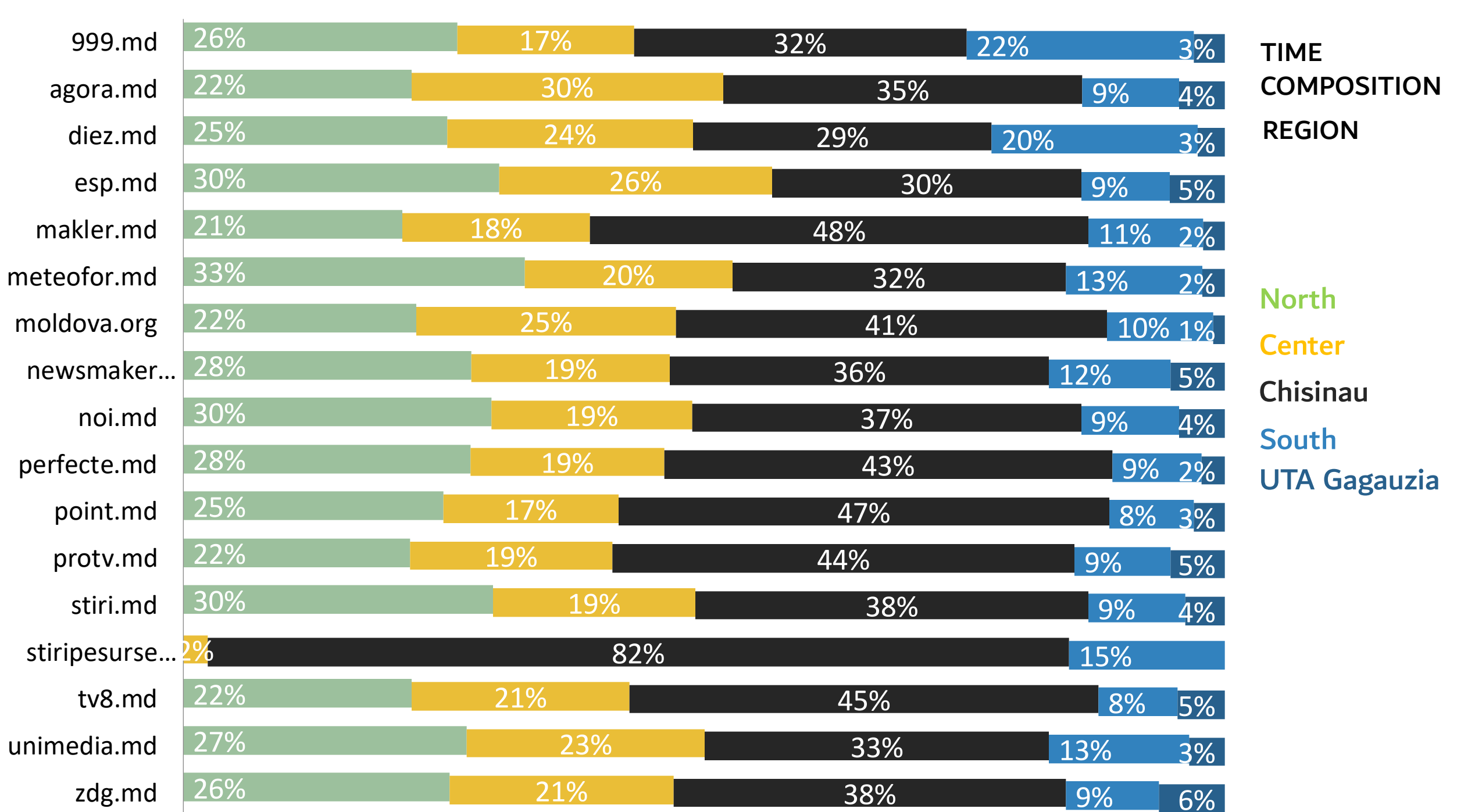


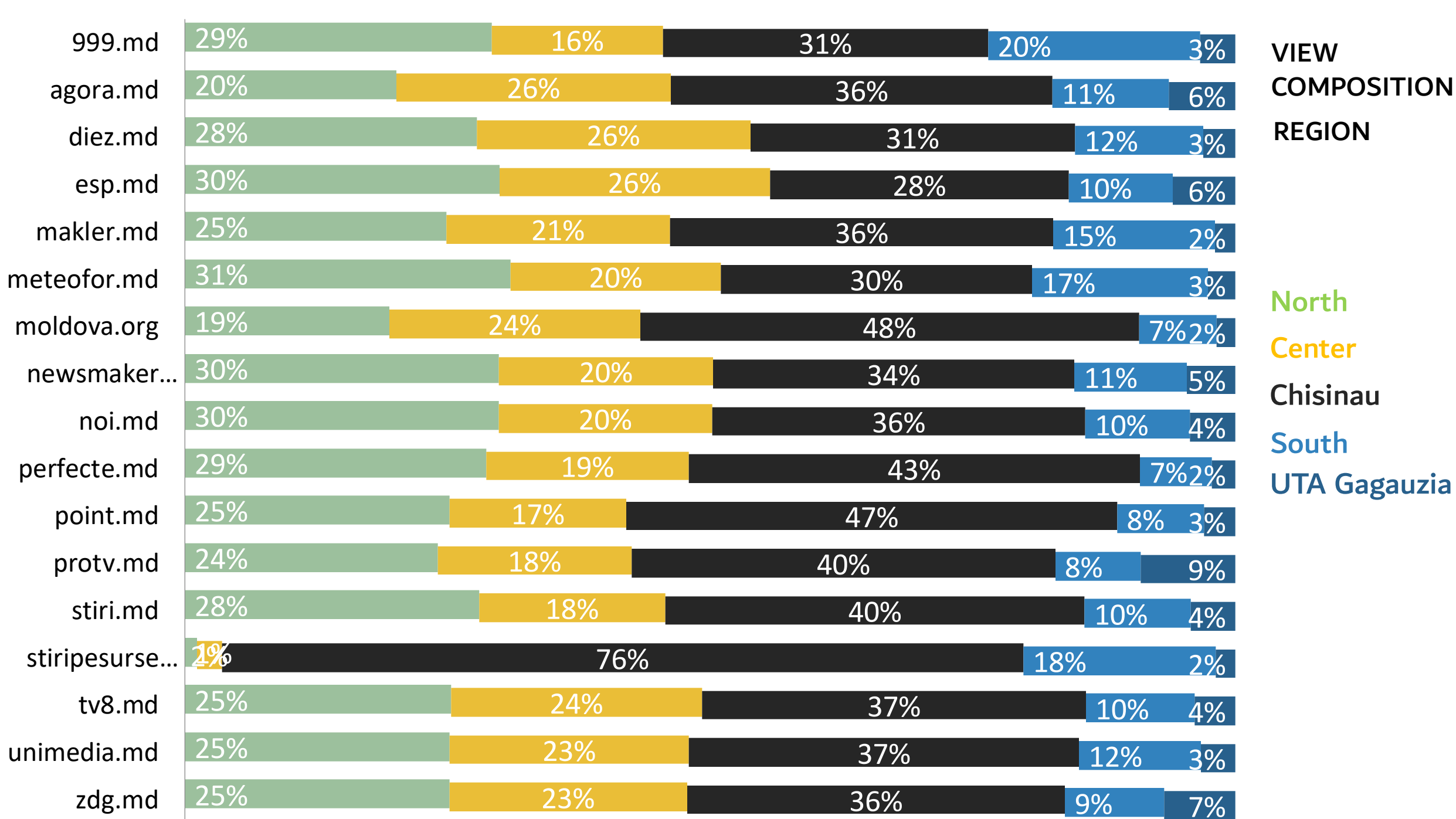


Regions of living

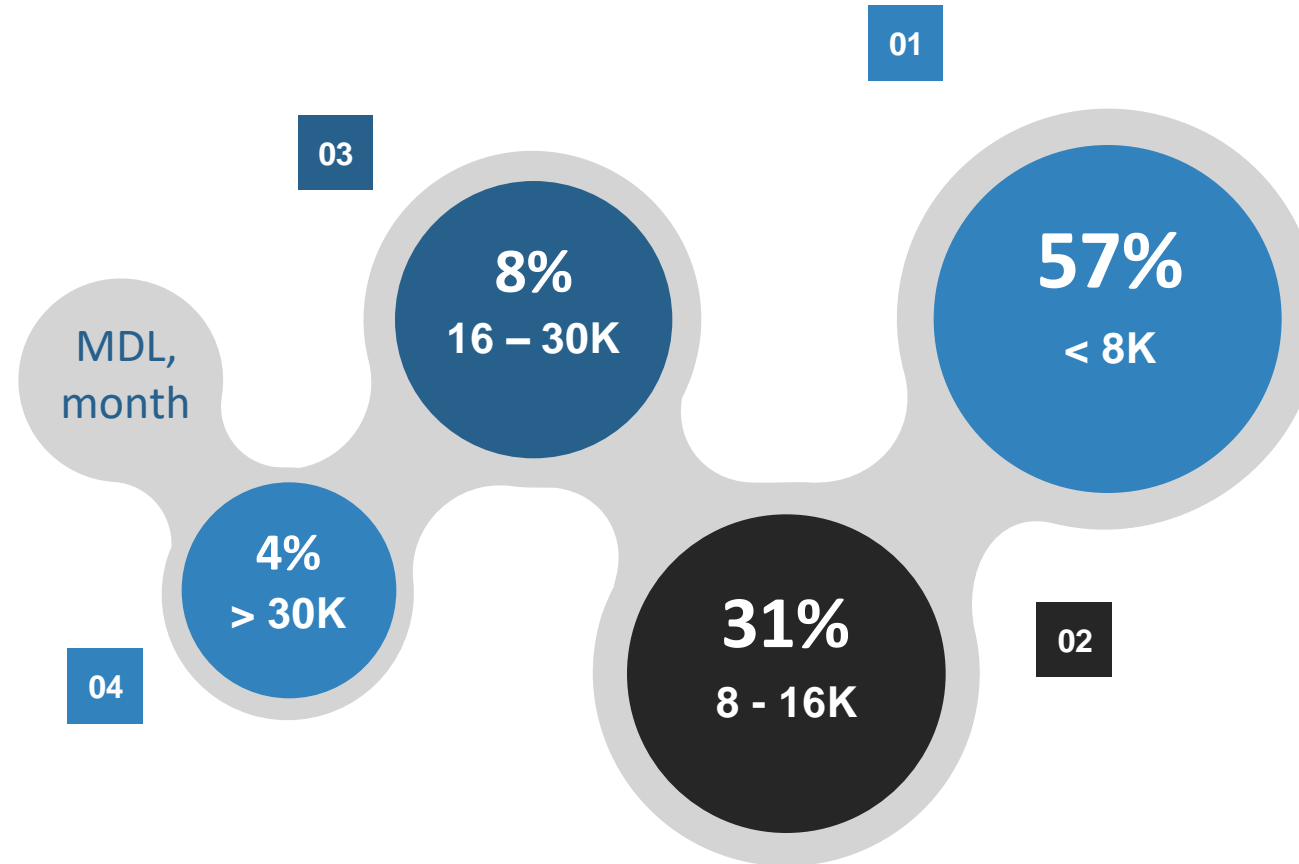


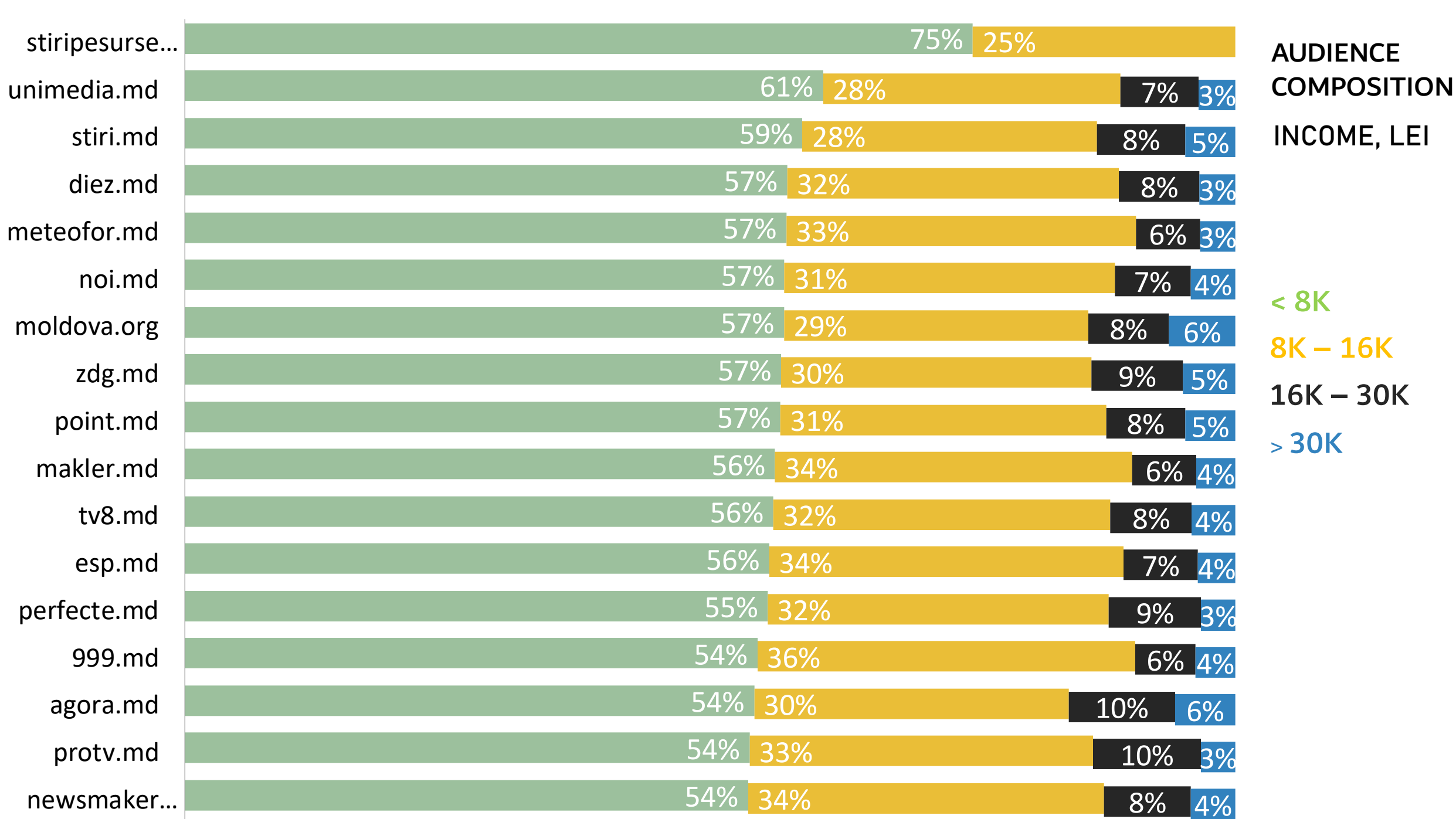






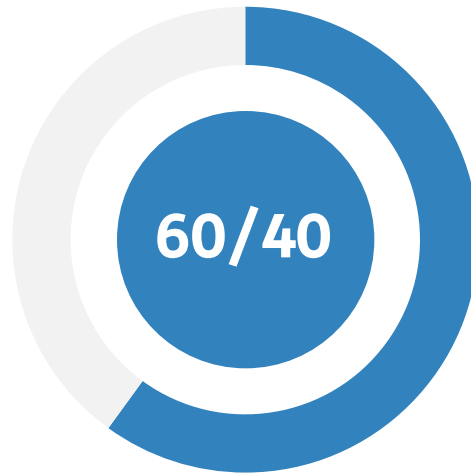
Household net income





Rural vs Urban

online audience



60% URBAN
40% RURAL



