



BATI  
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

 GEMIOUS

# ONLINE AUDIENCE STUDY MOLDOVA

Q3 2022

# Agencies

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

BATI  
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

 GEMIOUS



# How Online Media Influences Purchase Decisions

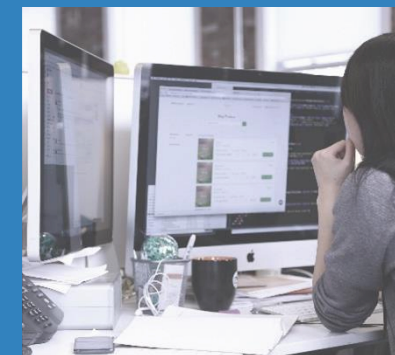
	total	pc	phones	total
	Domestic	Domestic	Domestic	Domestic
Simpals-999.md	34.39%	19.39%	41.64%	100.00%
Simpals-stiri.md	27.96%	7.55%	32.66%	100.00%
Gismeteo.md-gismeteo.md	21.99%	8.81%	25.28%	100.00%
Mail.ru Group-md.mail.ru	19.76%	31.10%	2.32%	100.00%
Simpals-point.md	18.98%	11.07%	22.37%	100.00%
Mail.ru 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%
Unimedia-diez.md	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

BATI

BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI



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



**BATI**  
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

**83%**

sites participating in the  
audience study REACH 83% of  
the .md internet population



1.843mln

internet users in Moldova

BATI  
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

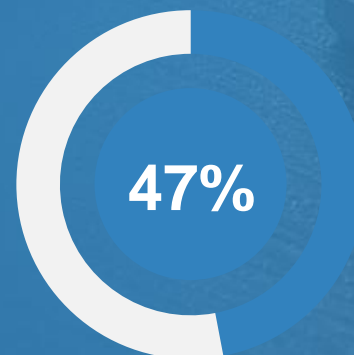
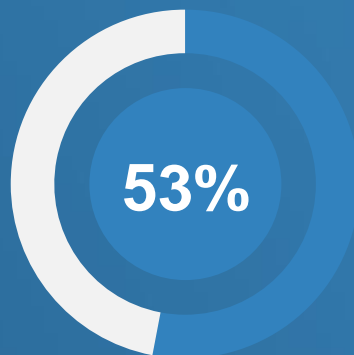
GEMIOUS

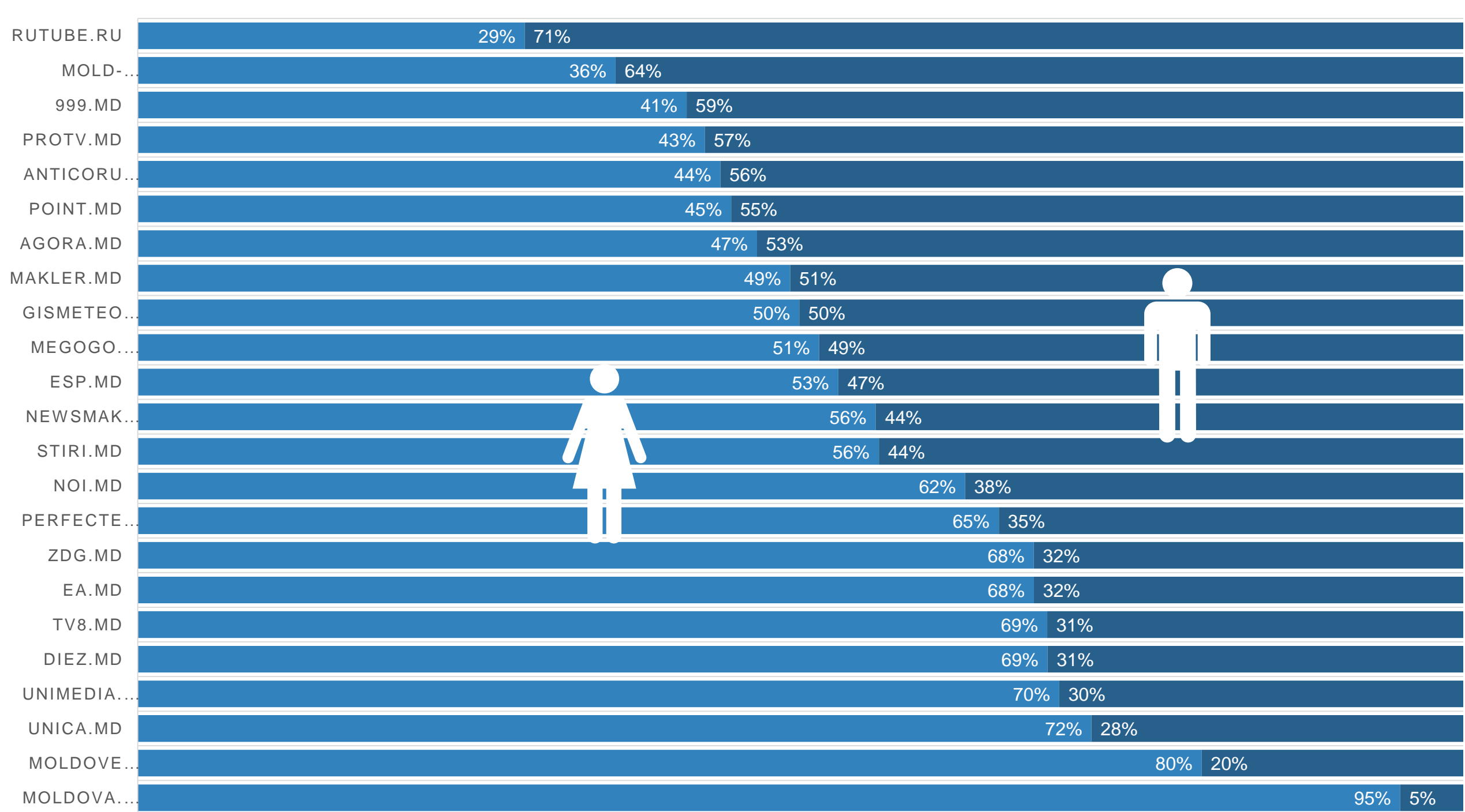
1.77mln

internet users use the internet daily

Gender

AUDIENCE COMPOSITION

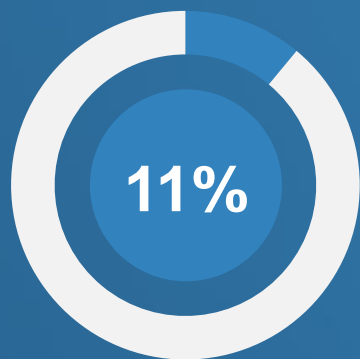




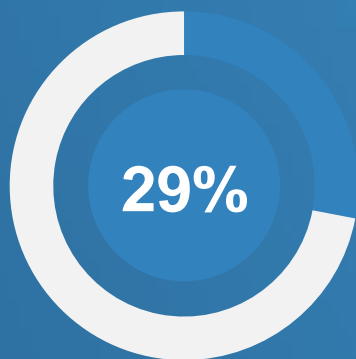
BATI

BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

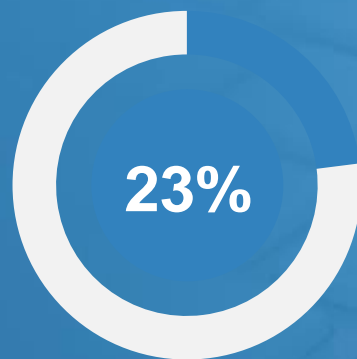
GEMINIUS



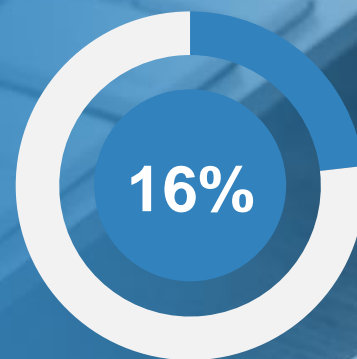
15 – 19



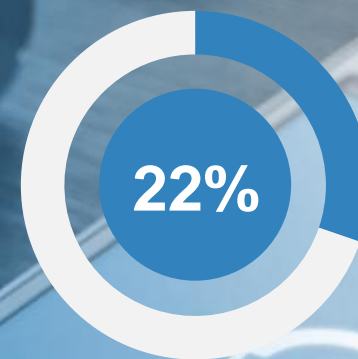
20 – 29



30 – 39



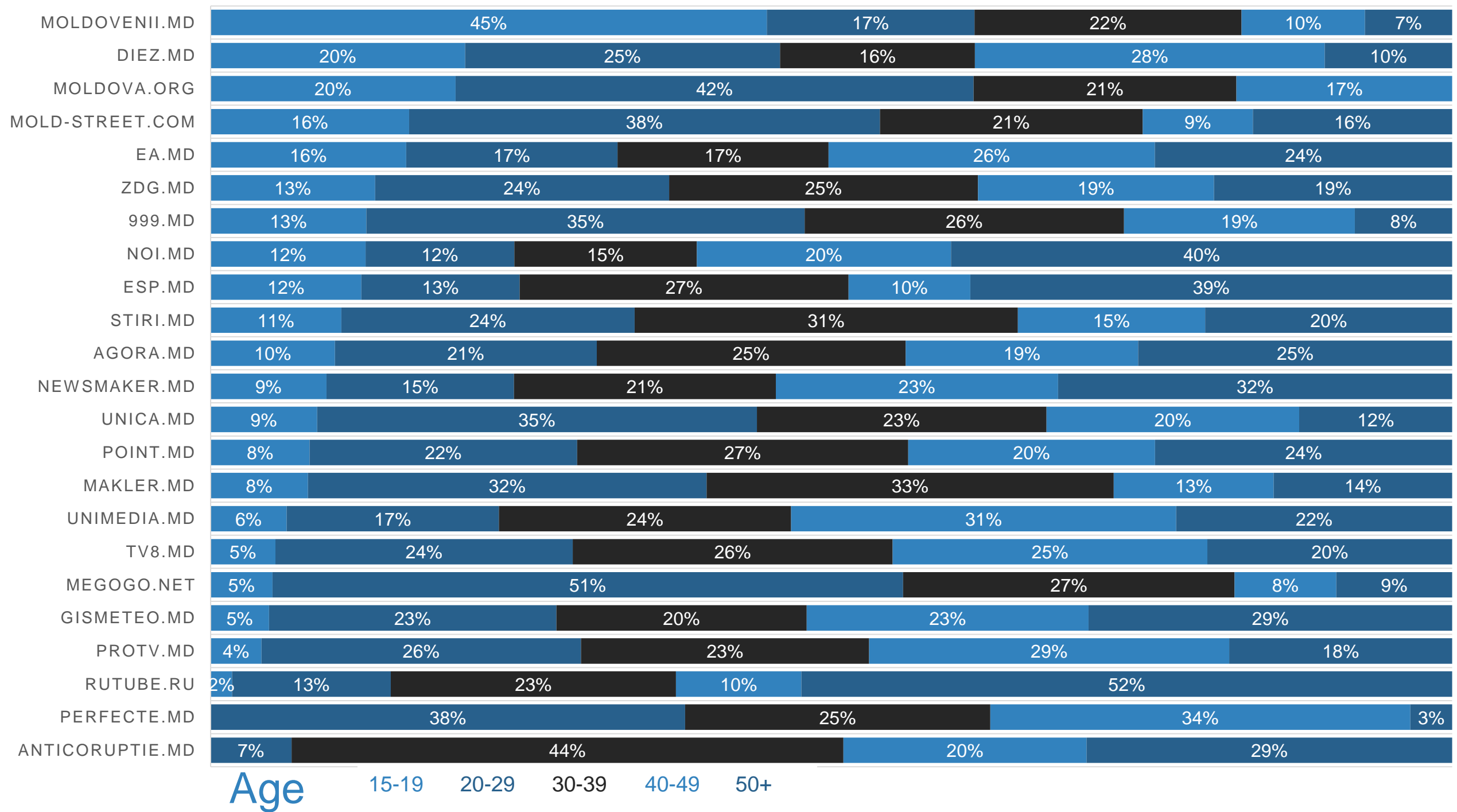
40 – 49



50+

Age

AUDIENCE COMPOSITION



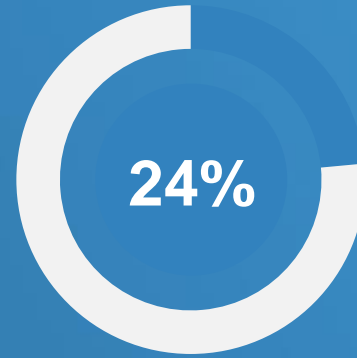
BATI

BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

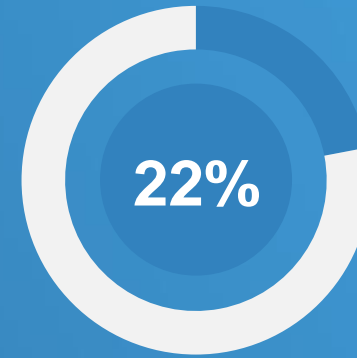


# Education

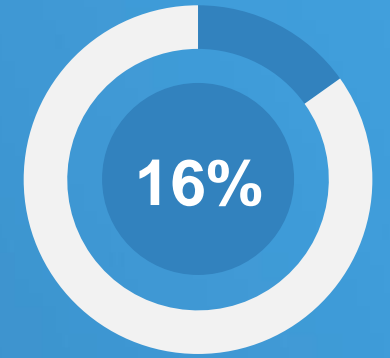
AUDIENCE COMPOSITION



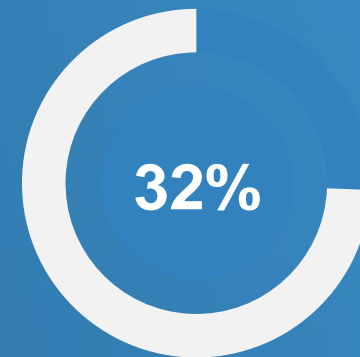
Lyceum



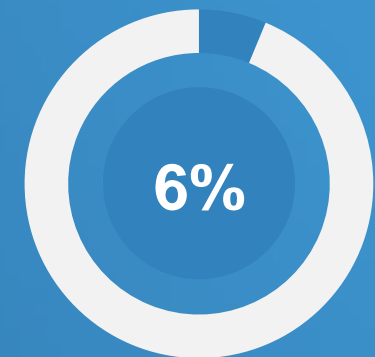
Specialized



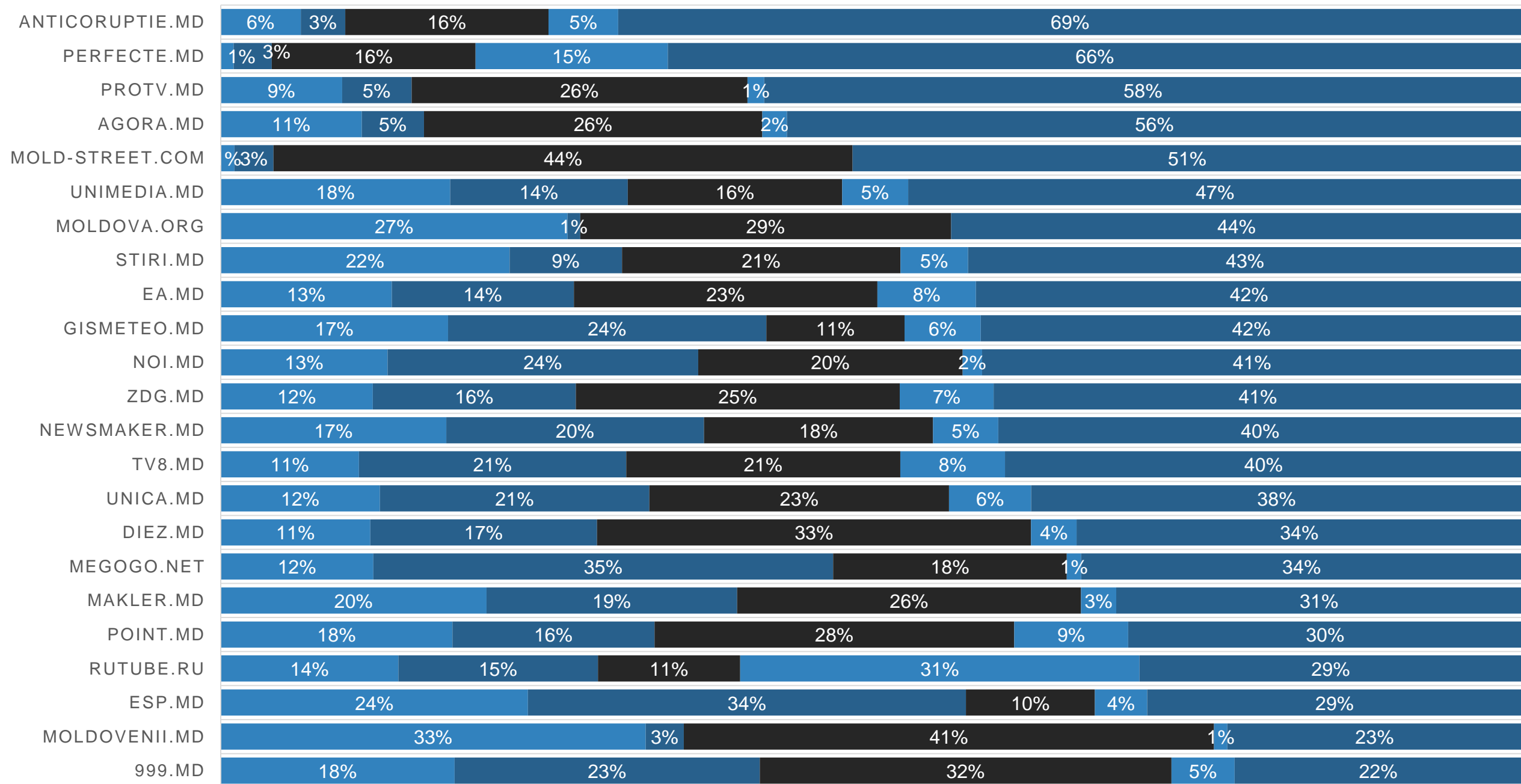
Middle



University



College



# Education

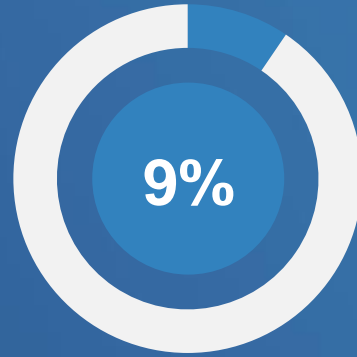
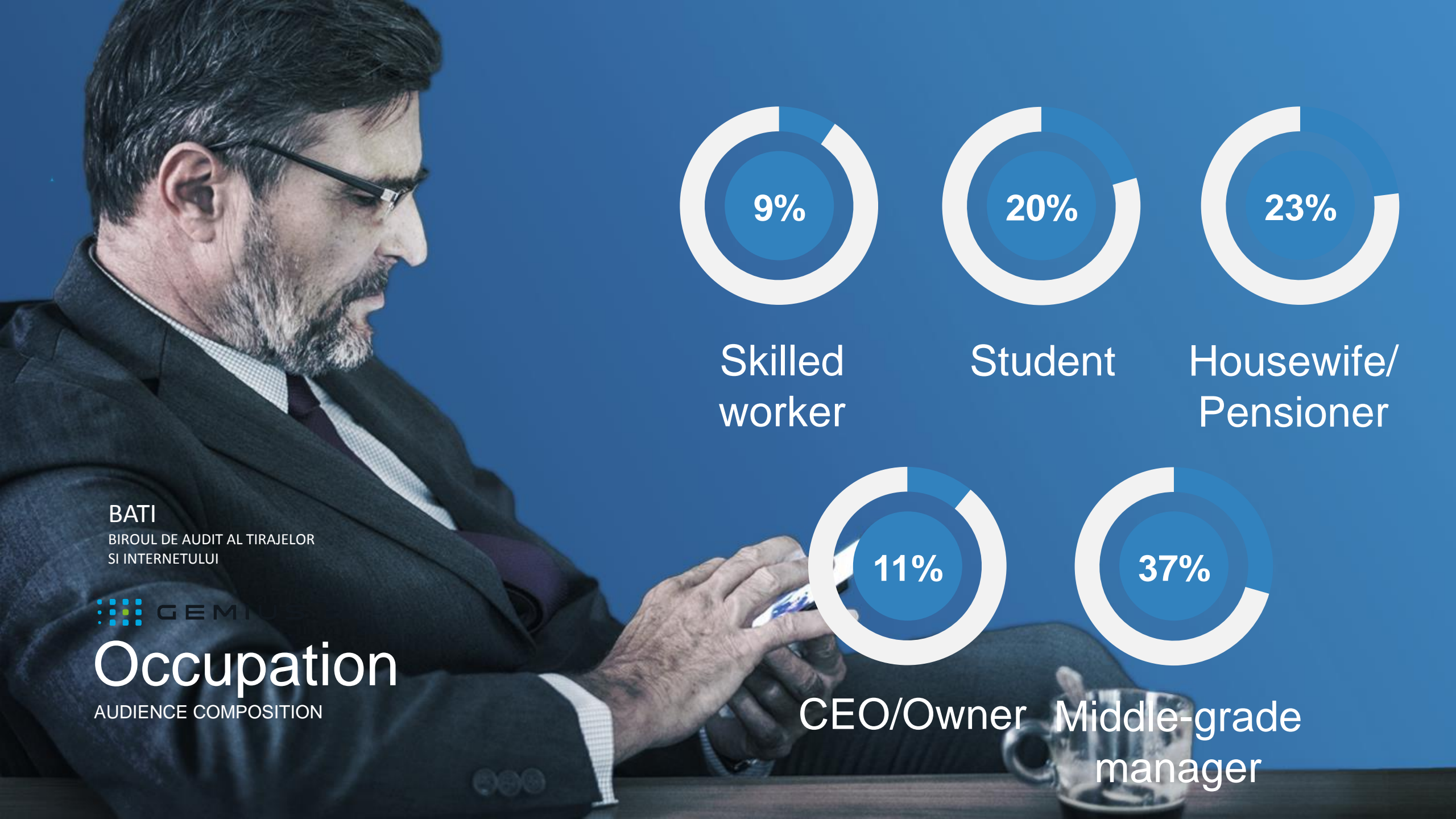
Middle

Specialized

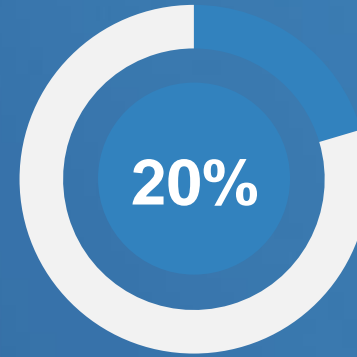
Lyceum

College

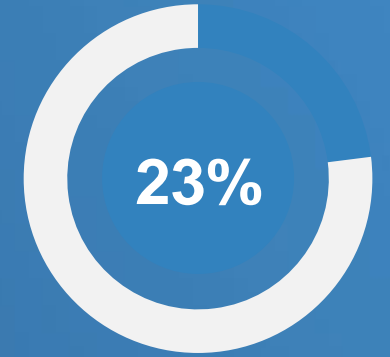
University



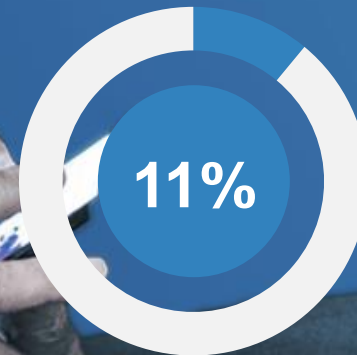
Skilled worker



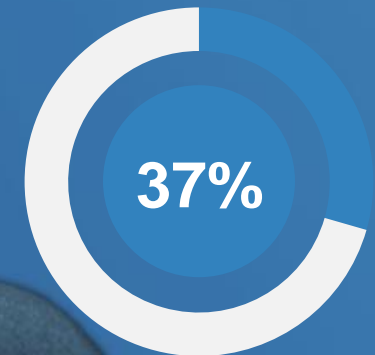
Student



Housewife/  
Pensioner



CEO/Owner



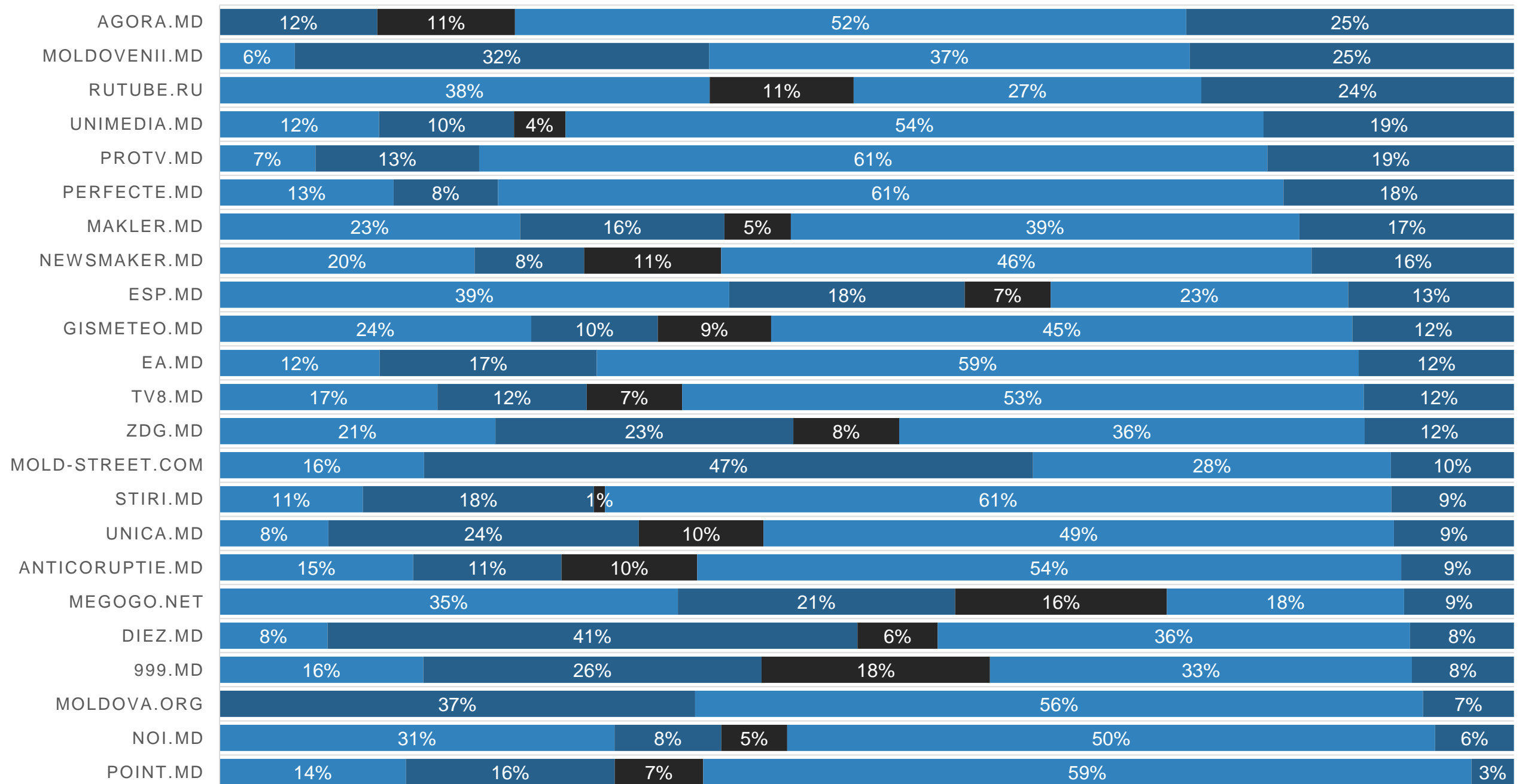
Middle-grade manager

BATI  
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

GEMINI

# Occupation

AUDIENCE COMPOSITION



# Occupation

Housewife/Pensioner

Student

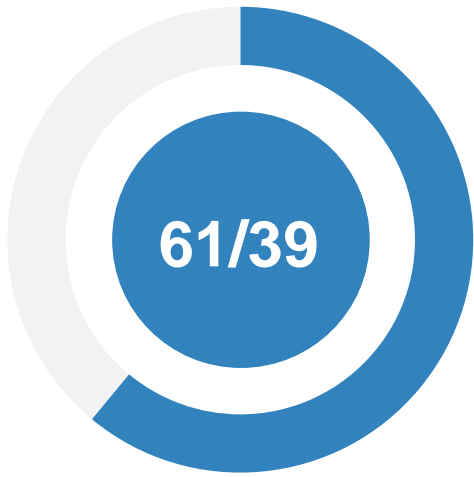
Skilled worker

Middle-grade manager

CEO/Owner

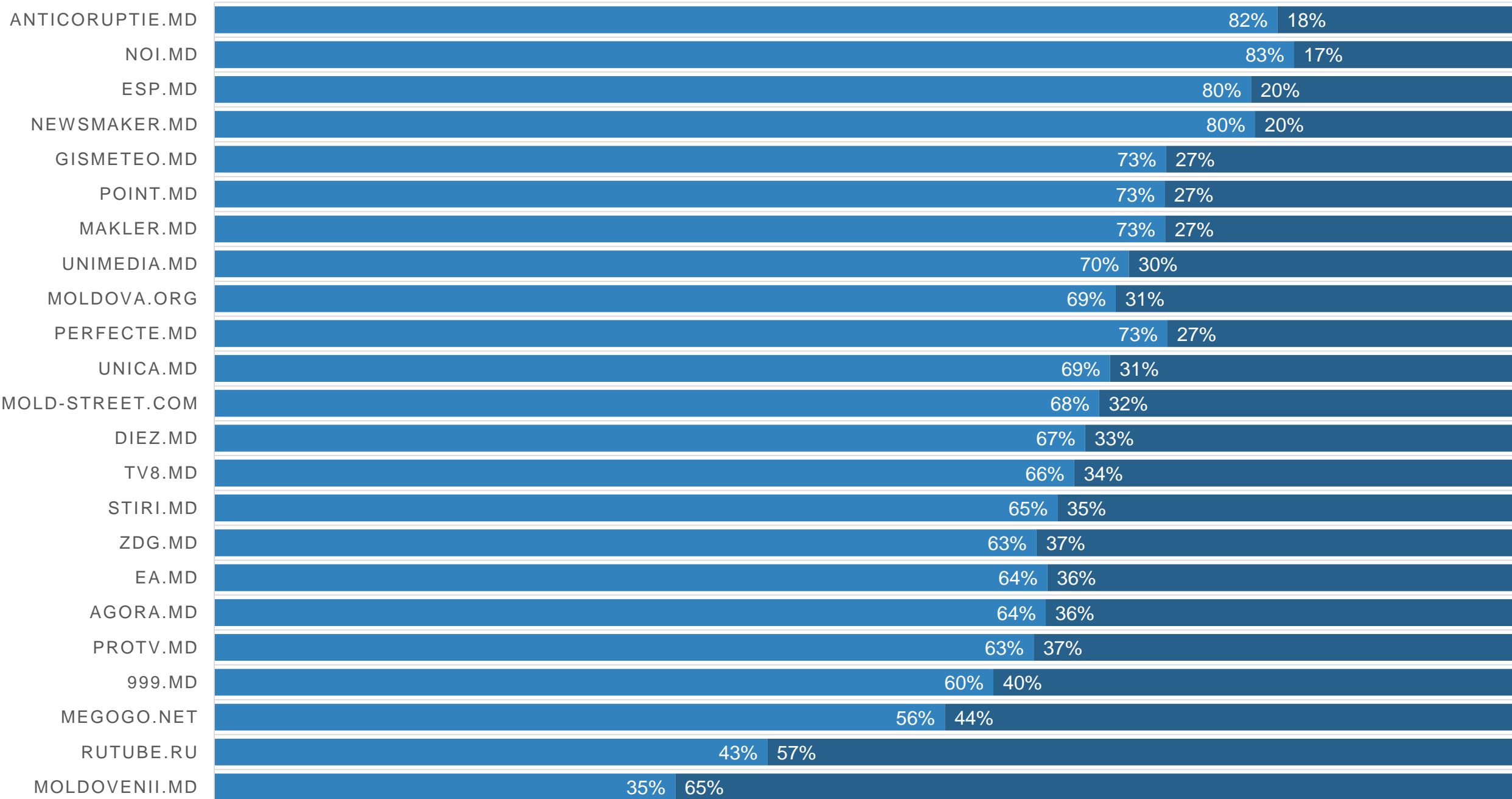
# Rural vs Urban

online audience



61% URBAN  
39% RURAL





# Urban/Rural

Urban

Rural

# Regions



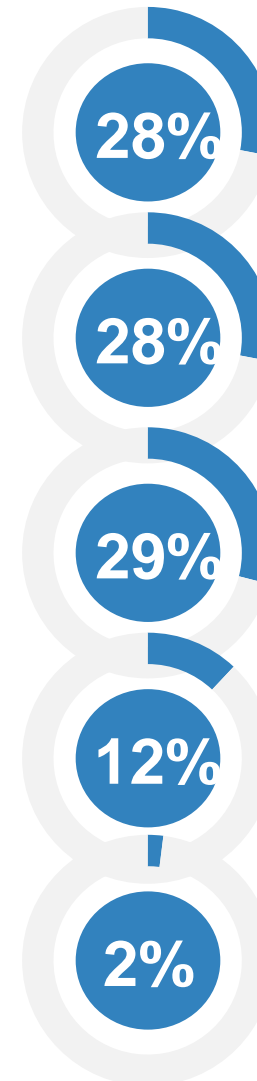
**North**

**Center**

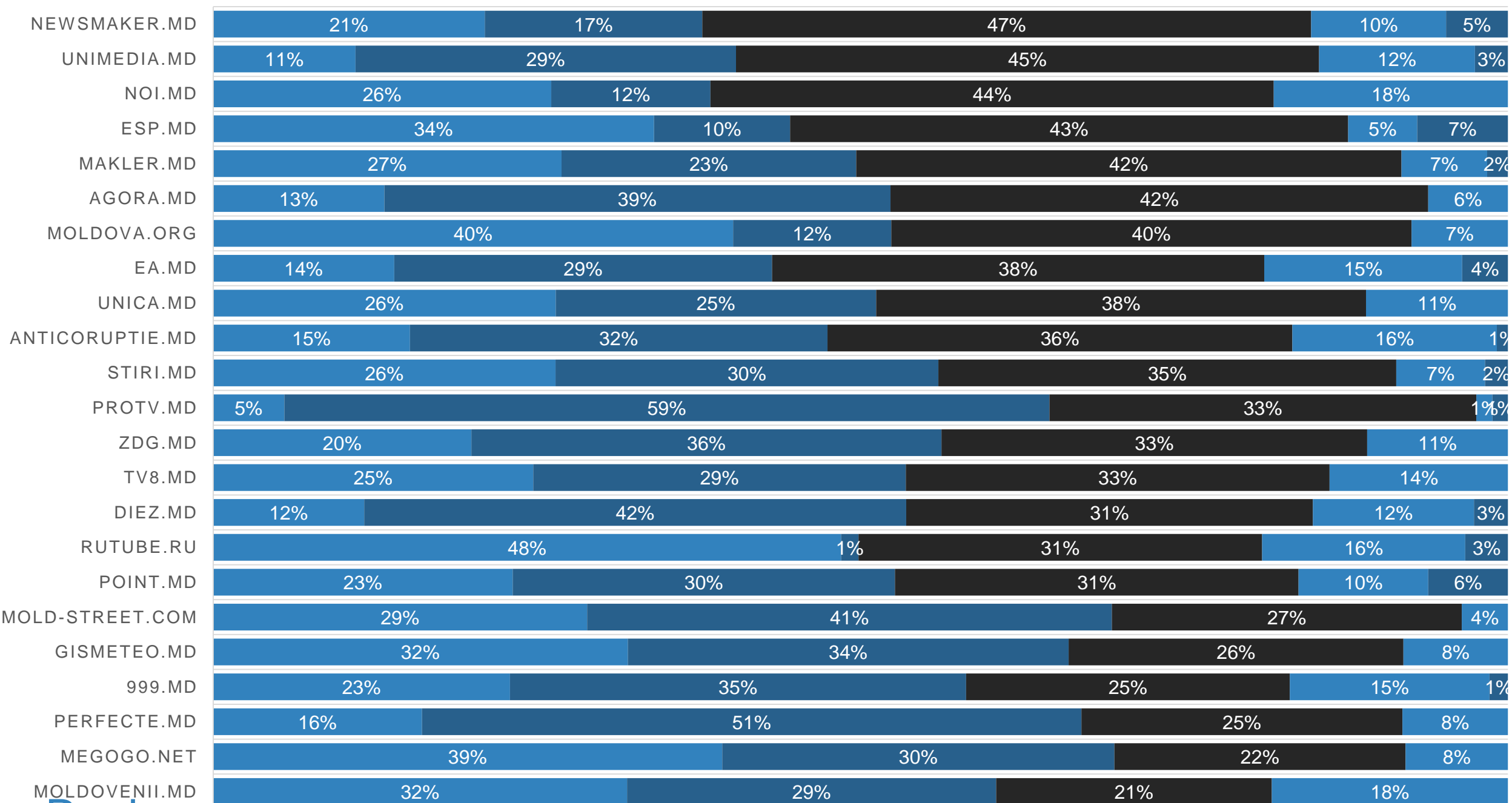
**Chisinau**

**South**

**Gagauzia**



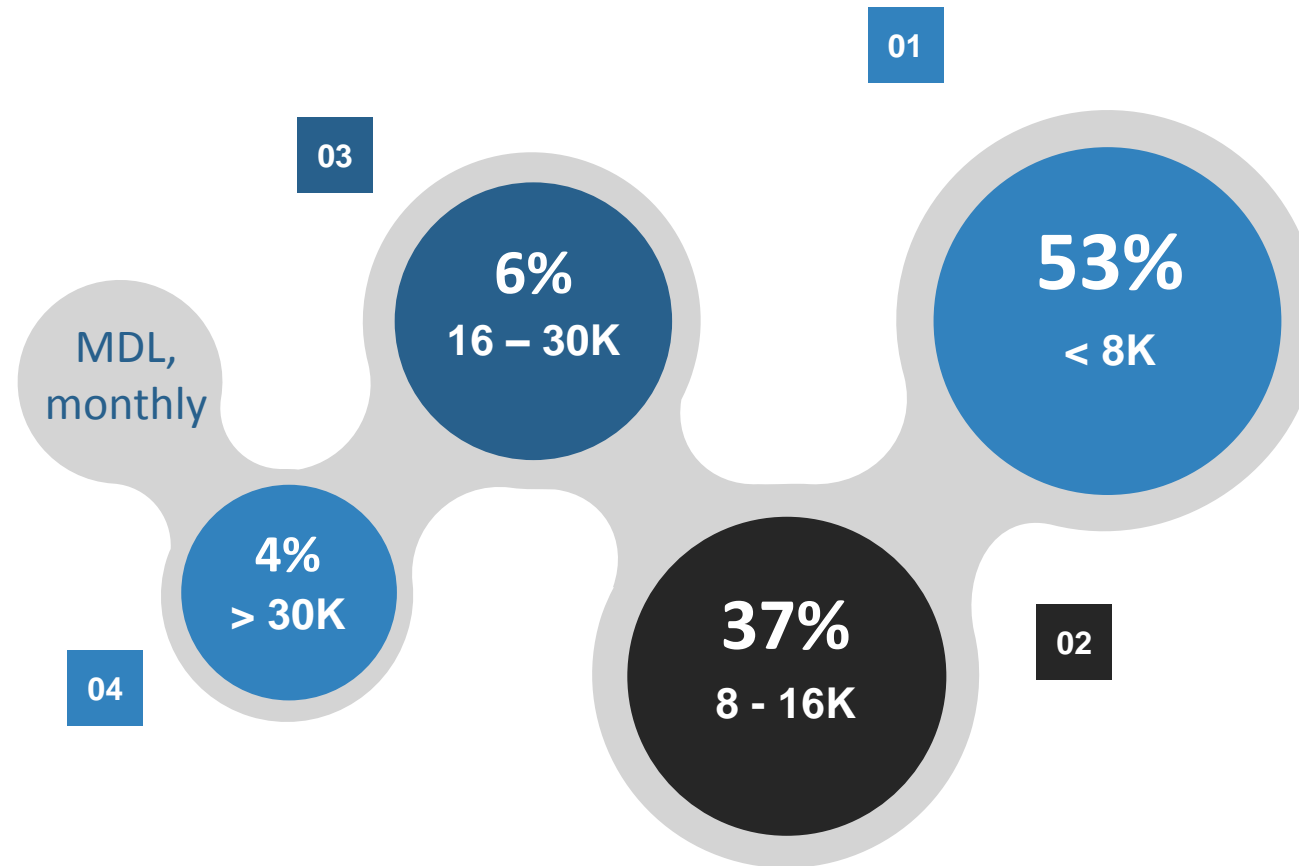
BATI  
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

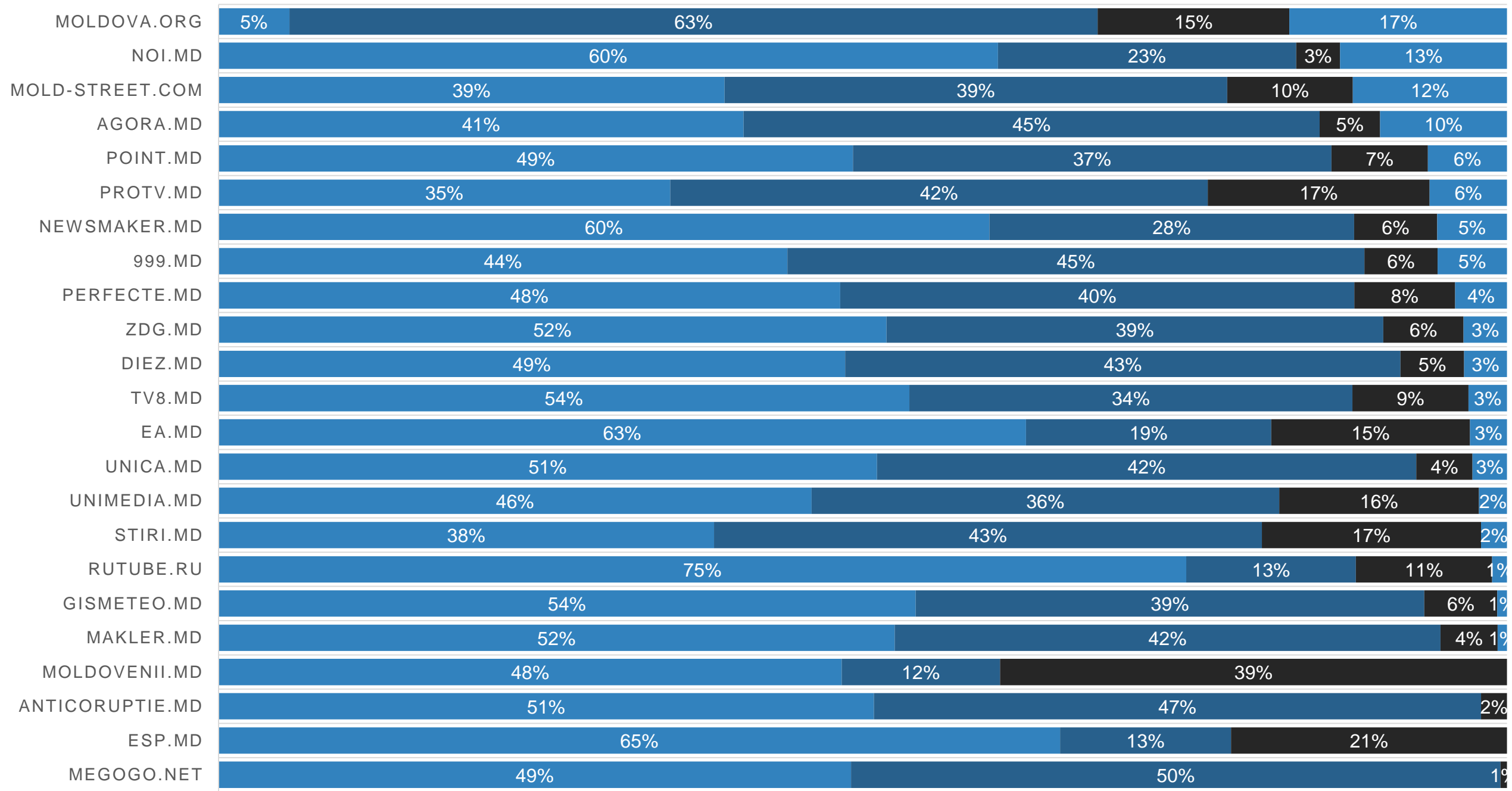


Regions

North Center Chisinau South Gagauzia

# Household Net Income





Income

< 8 K 8- 16K 16 – 30K > 30K

BATI

BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

 GEMIOUS

# ONLINE SHOPPERS

## 721K Online Buyers

BUY ONLINE A FEW TIMES A MONTH – 127K

BUY ALMOST EVERY MONTH – 169K

BUY A FEW TIMES A YEAR – 370K

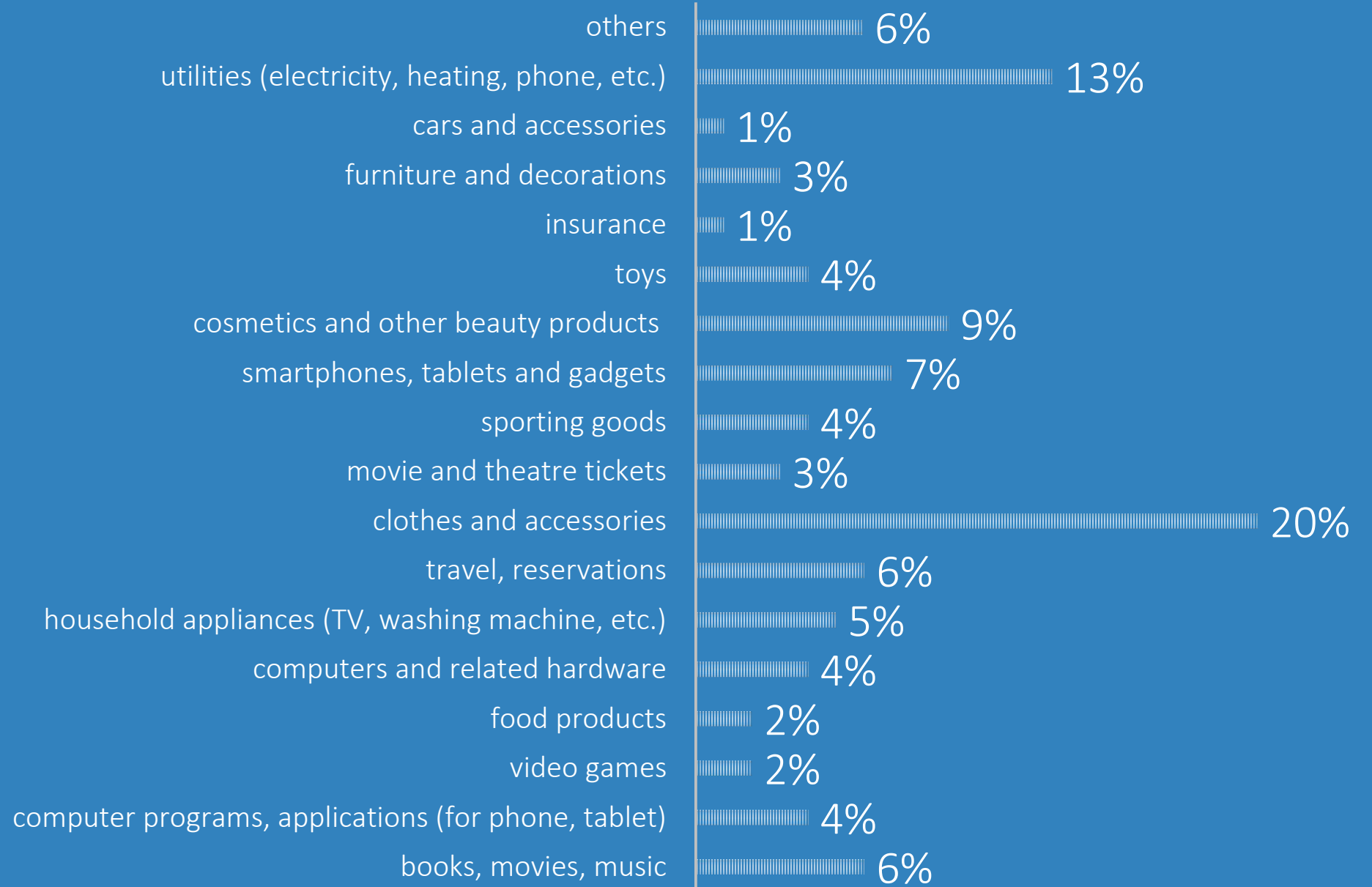
BUY ONCE A YEAR – 55K

Q3 2022



# Categories of goods or services purchased online

Q3 2022



# Types of information searched on the internet

