



APRIL 2023

BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

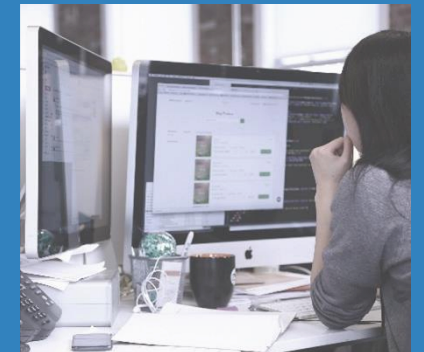
ONLINE AUDIENCE STUDY MOLDOVA

Agencies



BATI

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1.456 mln

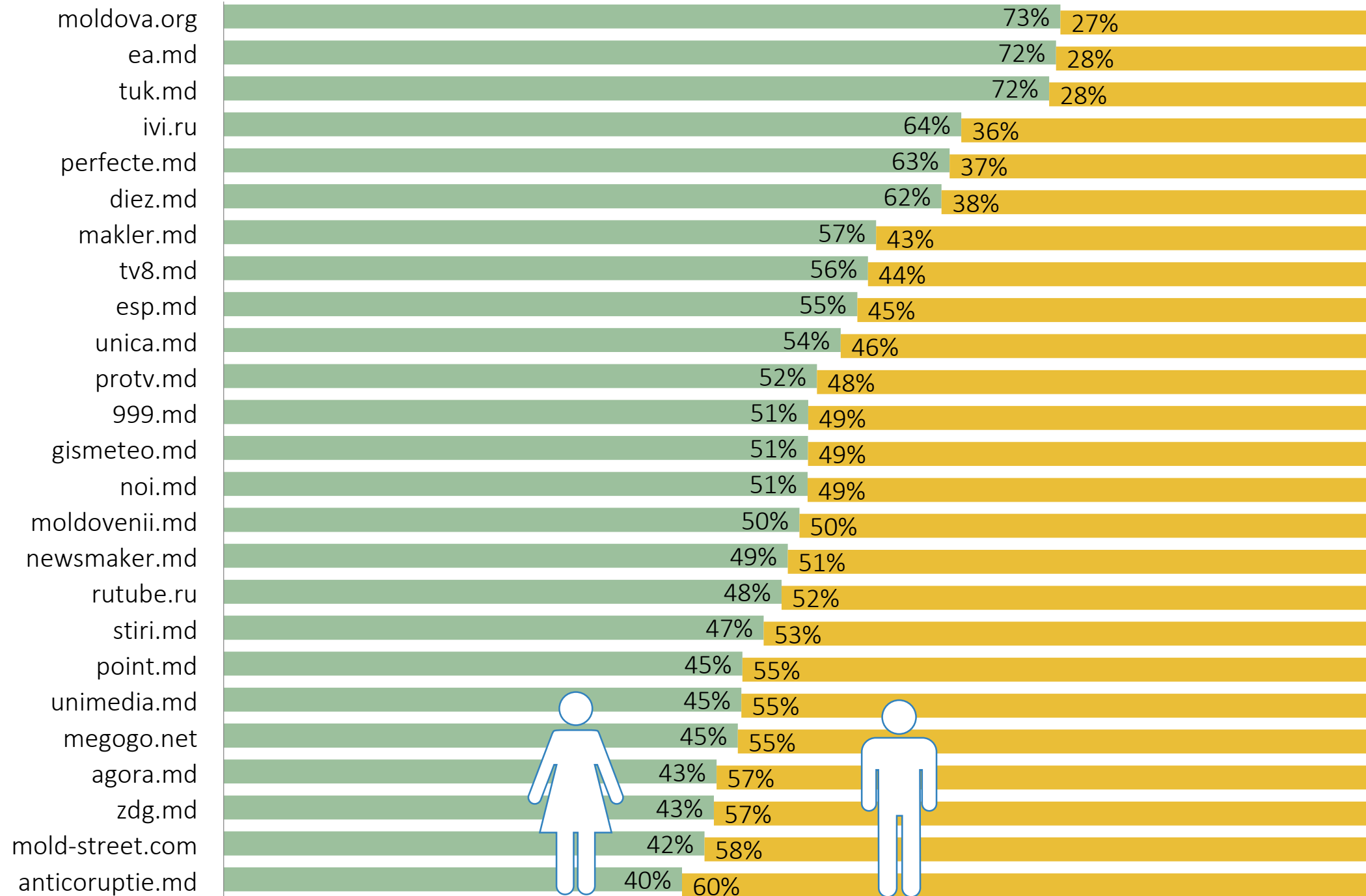
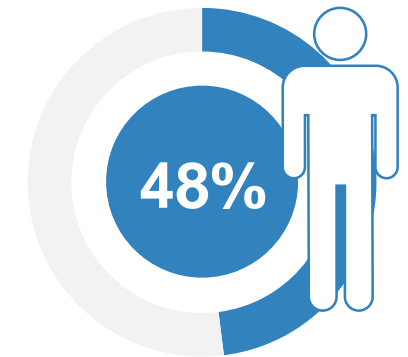
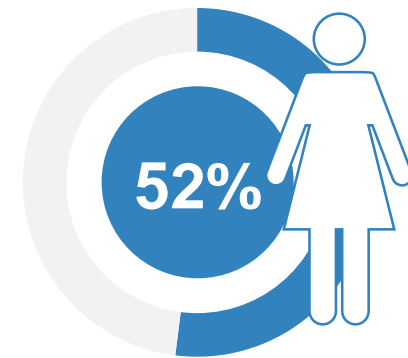
Internet users in Moldova

1.387 mln

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

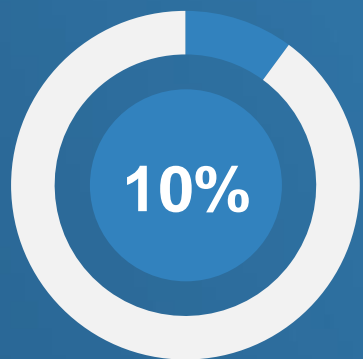


GENDER

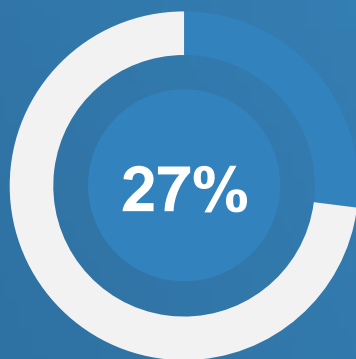


BATI

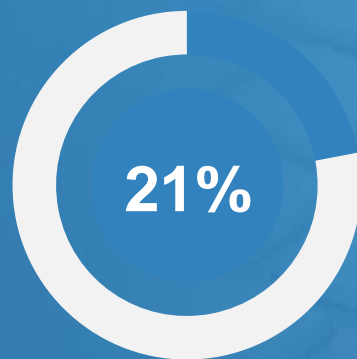
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI



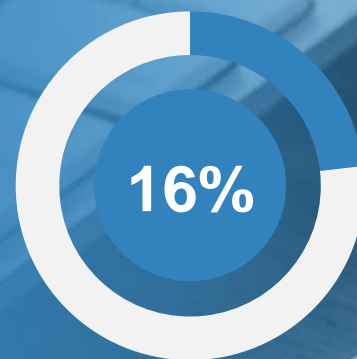
15 – 19



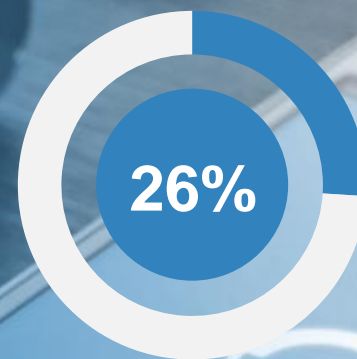
20 – 29



30 – 39



40 – 49



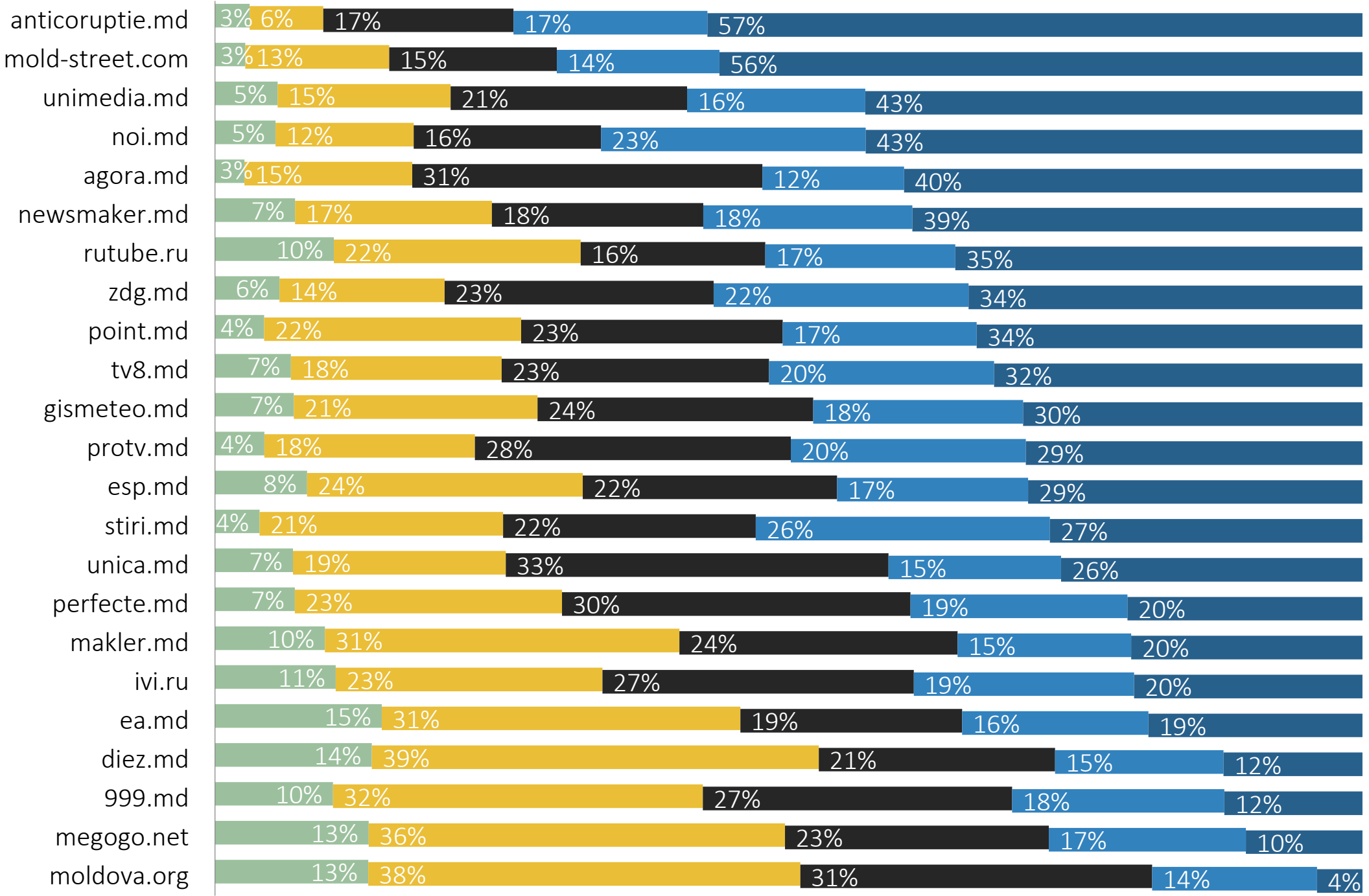
50+

Age

AUDIENCE COMPOSITION

AGE

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



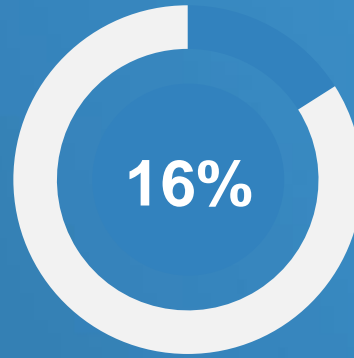
BATI

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SI INTERNETULUI

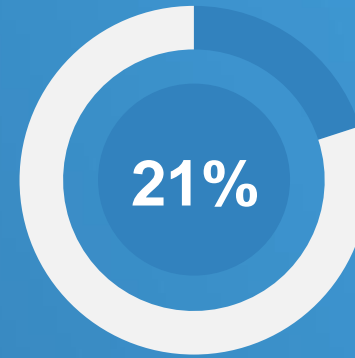


Education

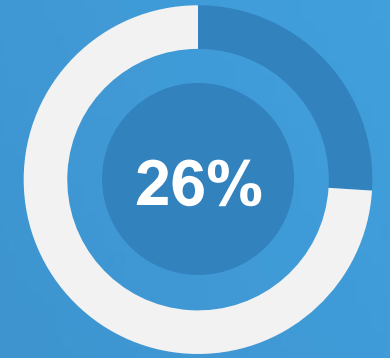
AUDIENCE COMPOSITION



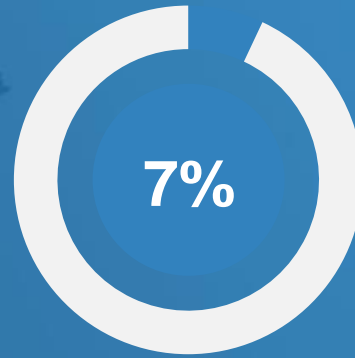
Primary



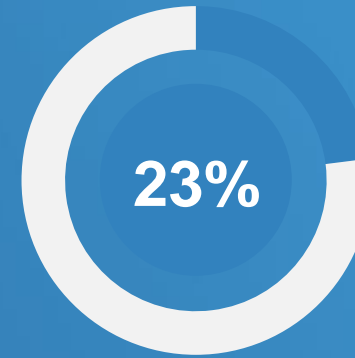
Basic vocational



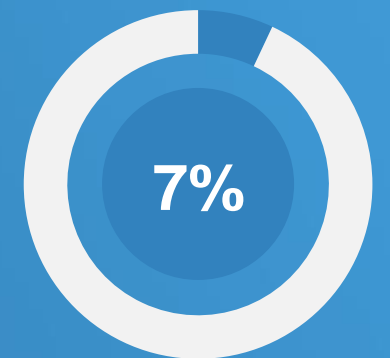
Secondary



Post secondary vocational



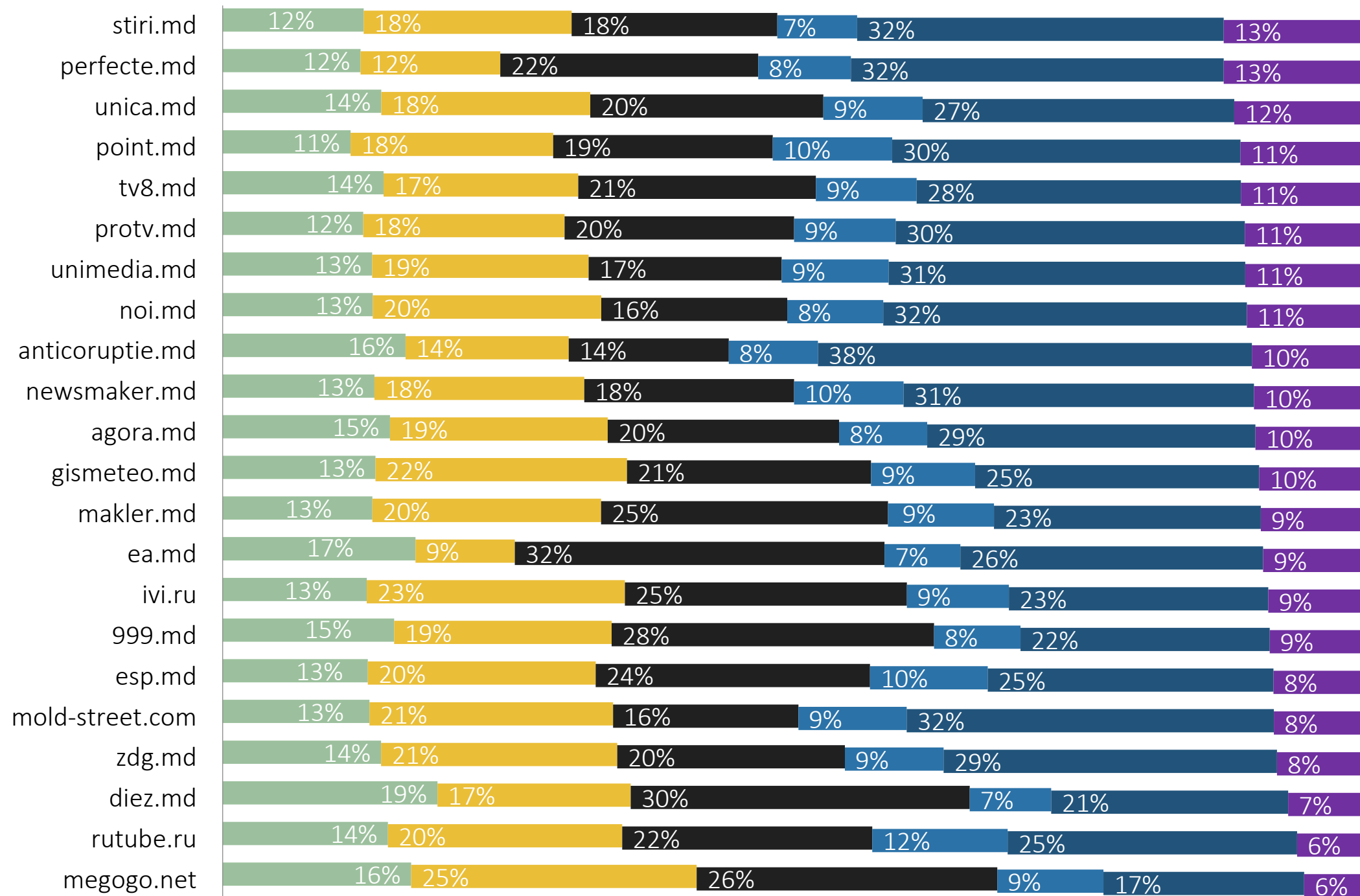
Higher (bachelor, master)

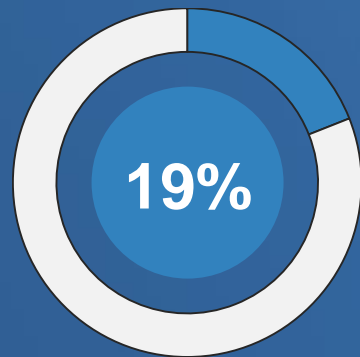
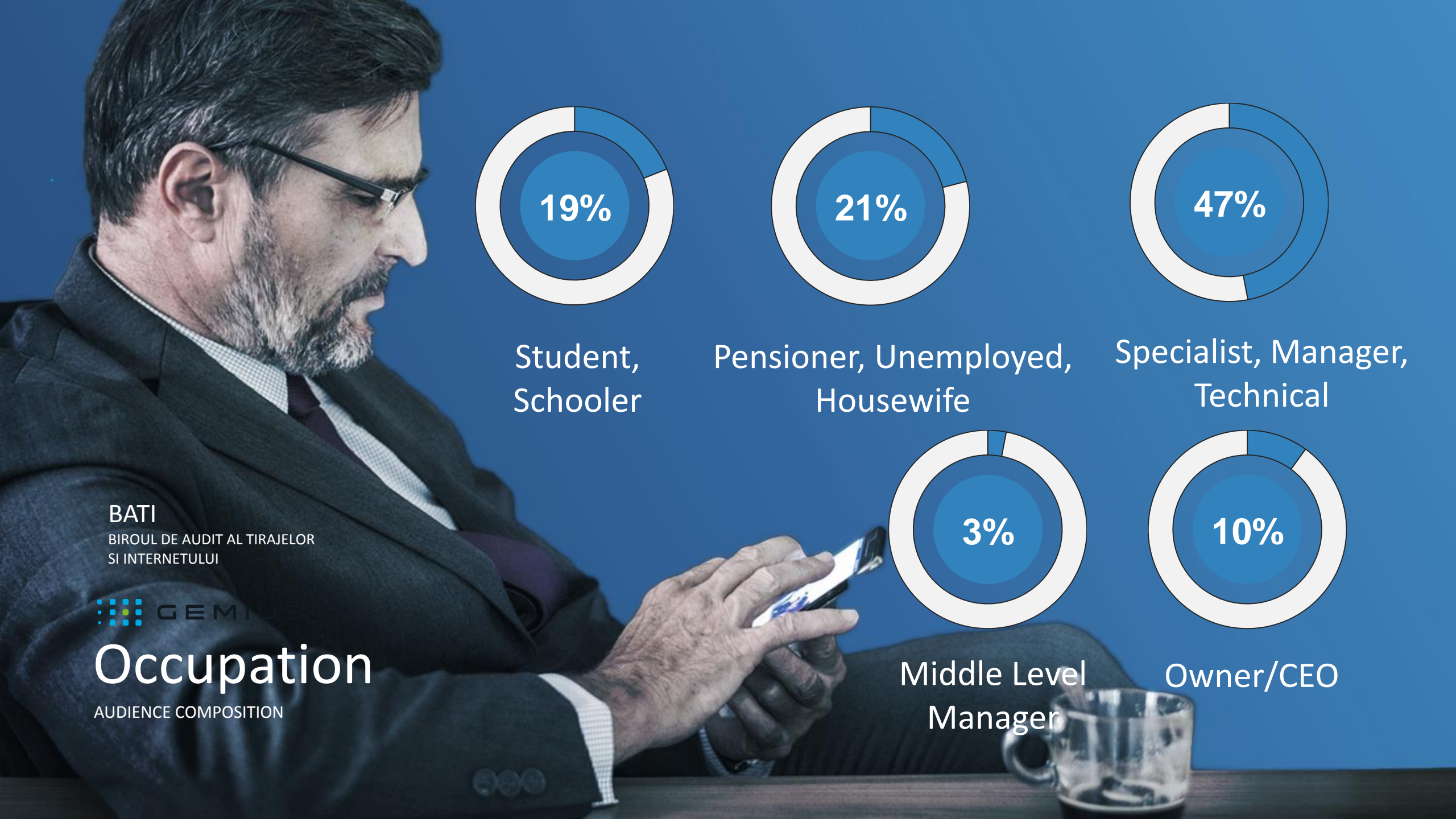


MBA /doctorate

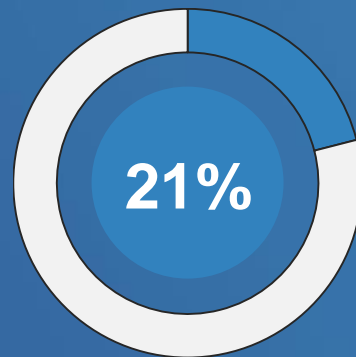
EDUCATION

- Primary
- Basic Vocational
- Secondary
- Post Secondary
- Higher
- MBA/Doctorate

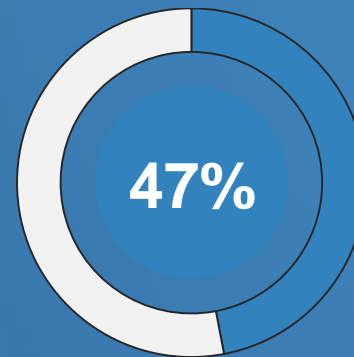




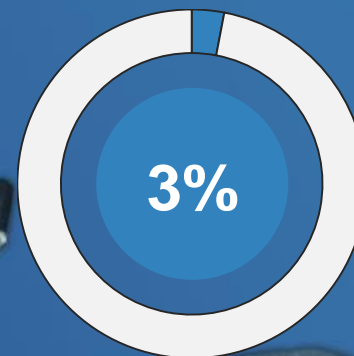
Student,
Schooler



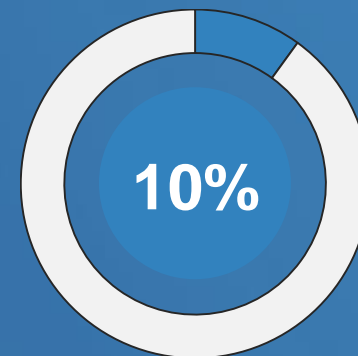
Pensioner, Unemployed,
Housewife



Specialist, Manager,
Technical



Middle Level
Manager



Owner/CEO

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SI INTERNETULUI

GEMINI

Occupation

AUDIENCE COMPOSITION

Occupation

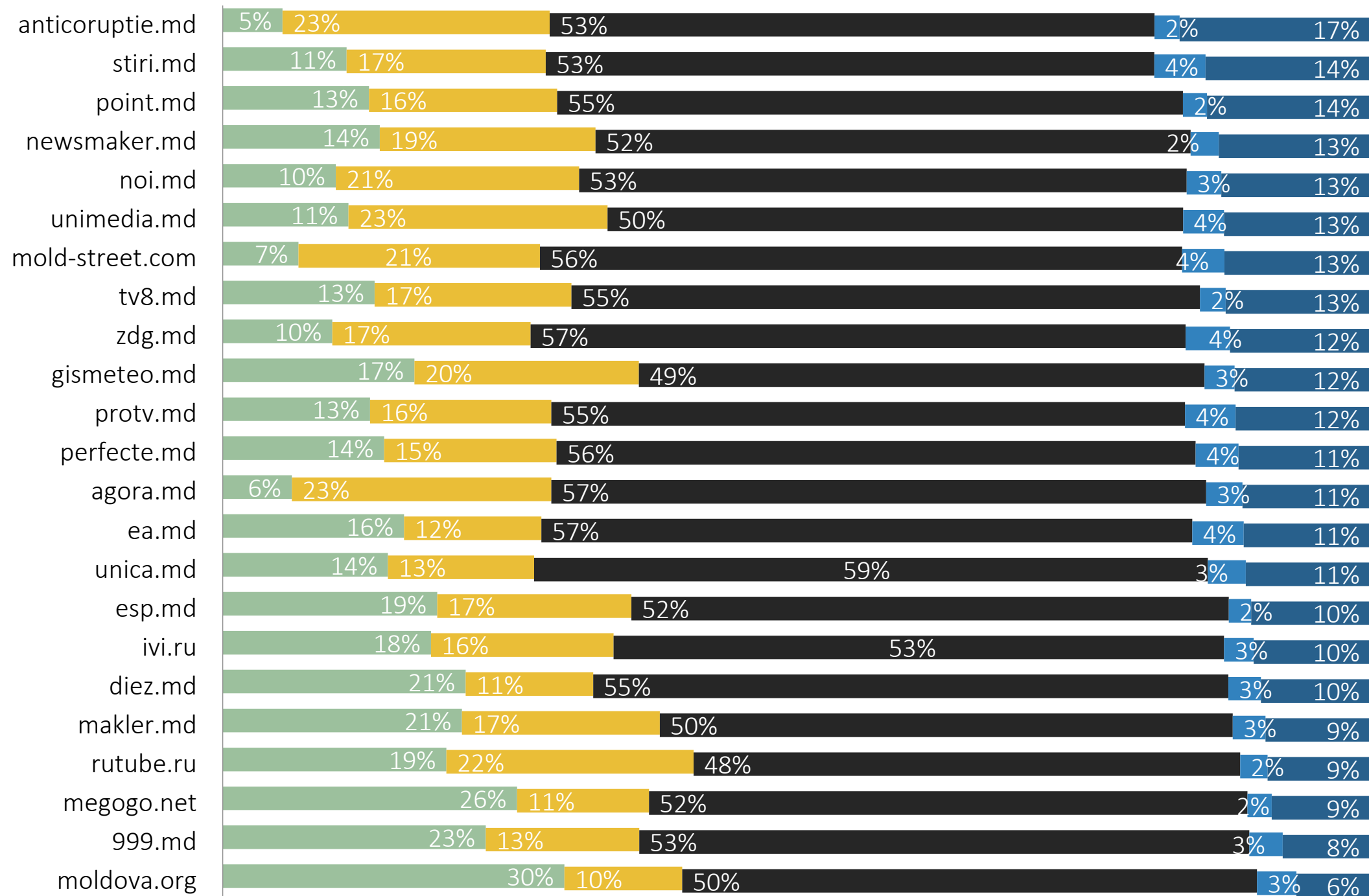
Student/Schooler

Unemployed

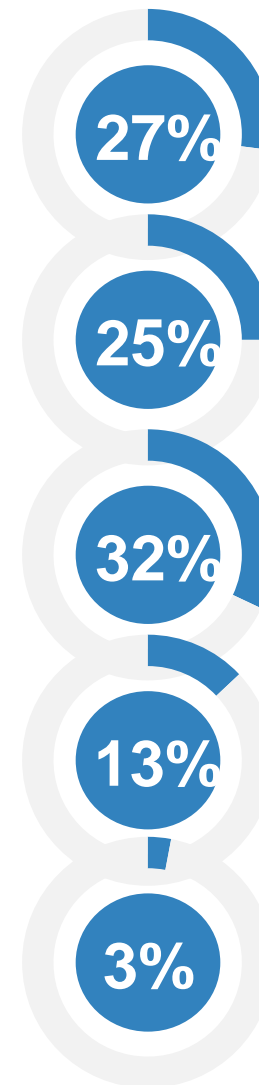
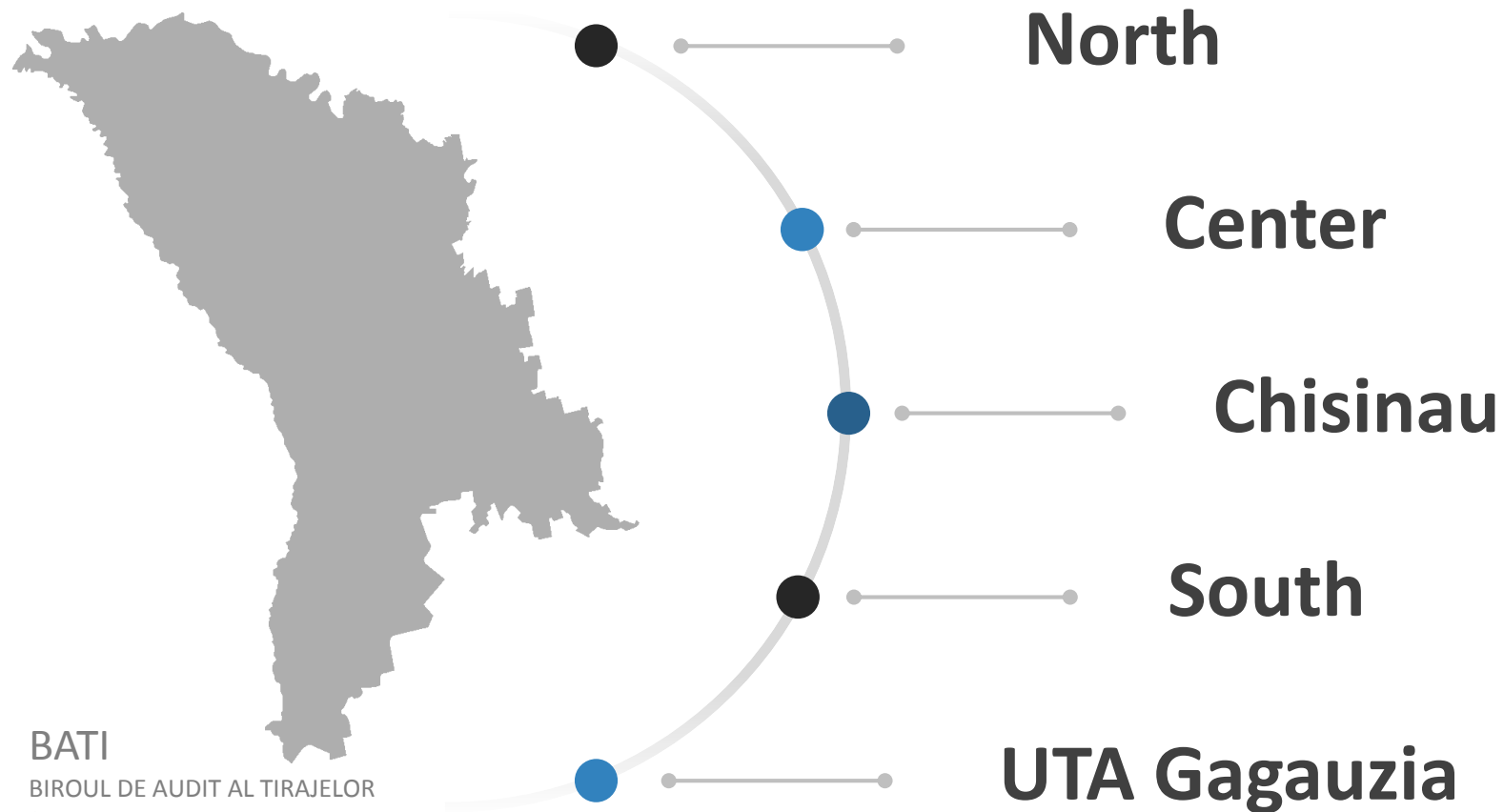
Specialist

Middle level manager

Owner/CEO



Regions of living



Regions

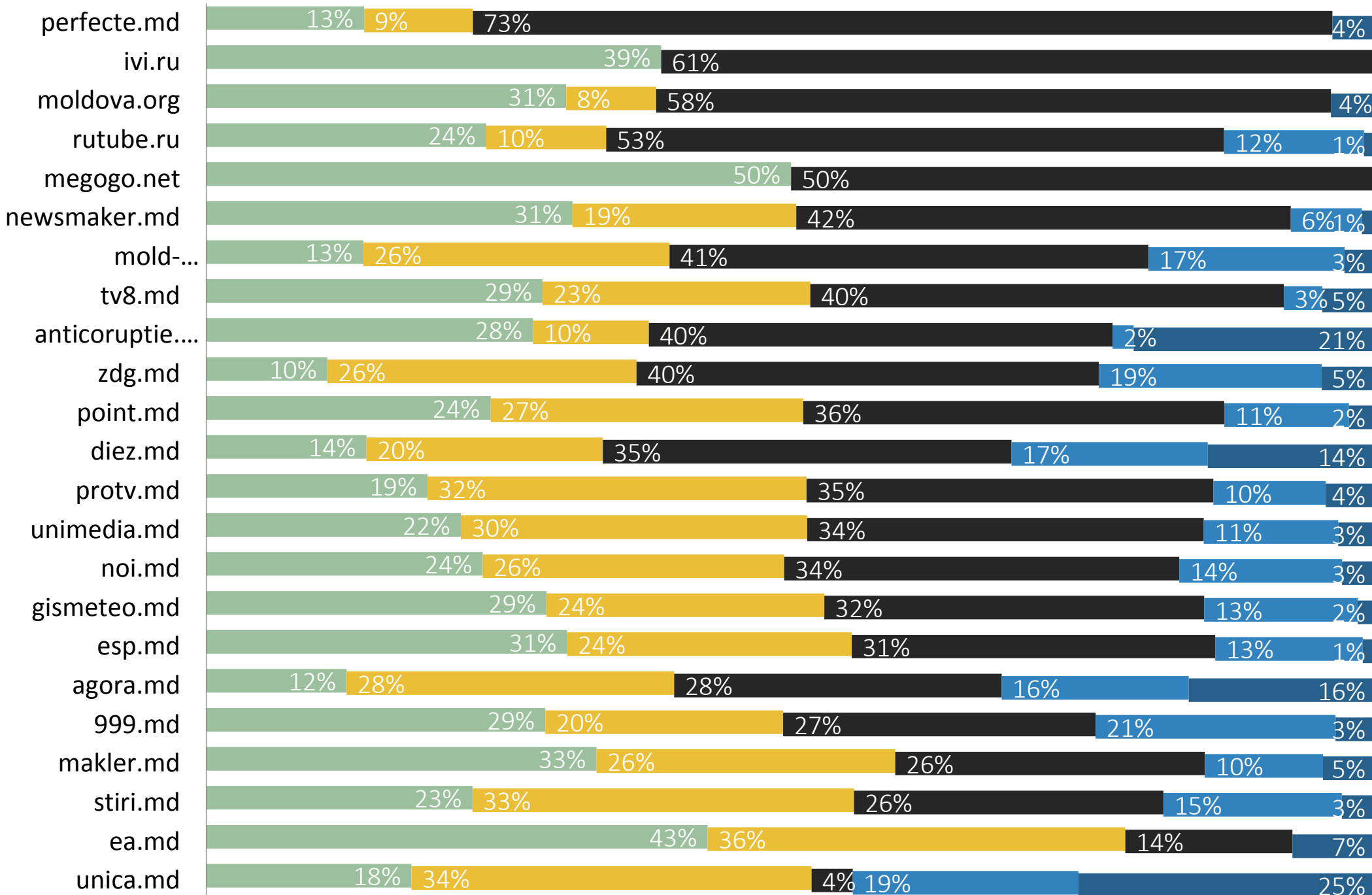
North

Center

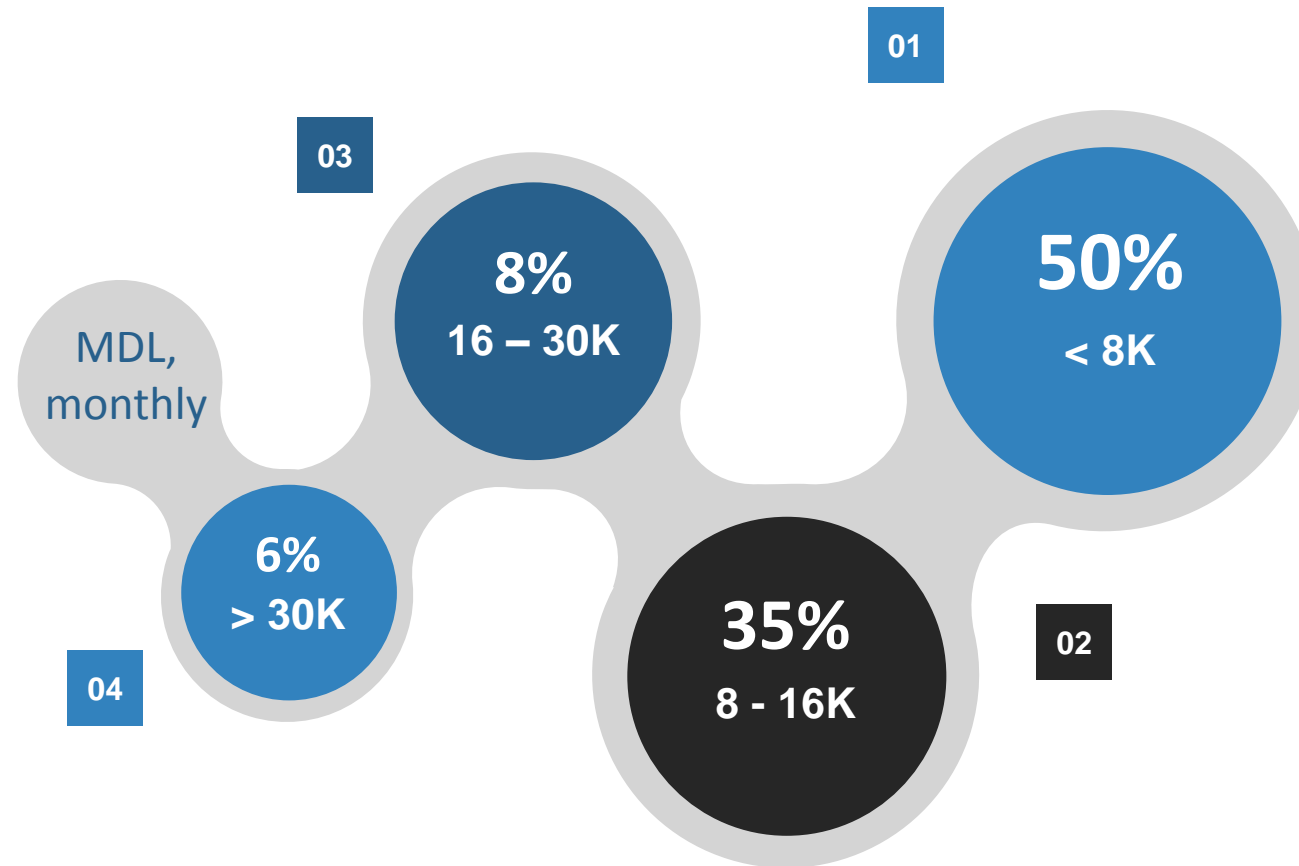
Chisinau

South

UTA Gagauzia



Household Net Income



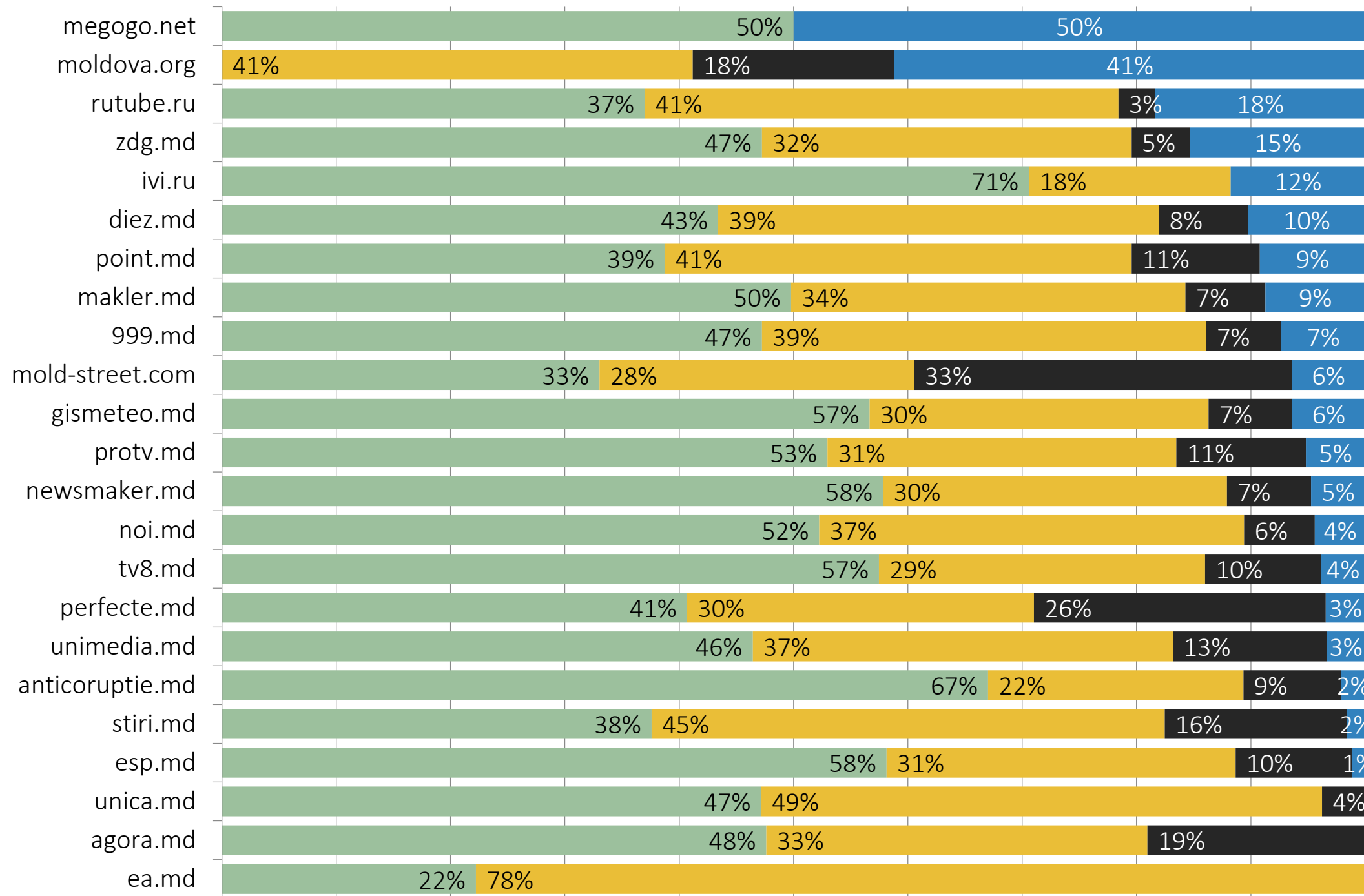
Regions

< 8K

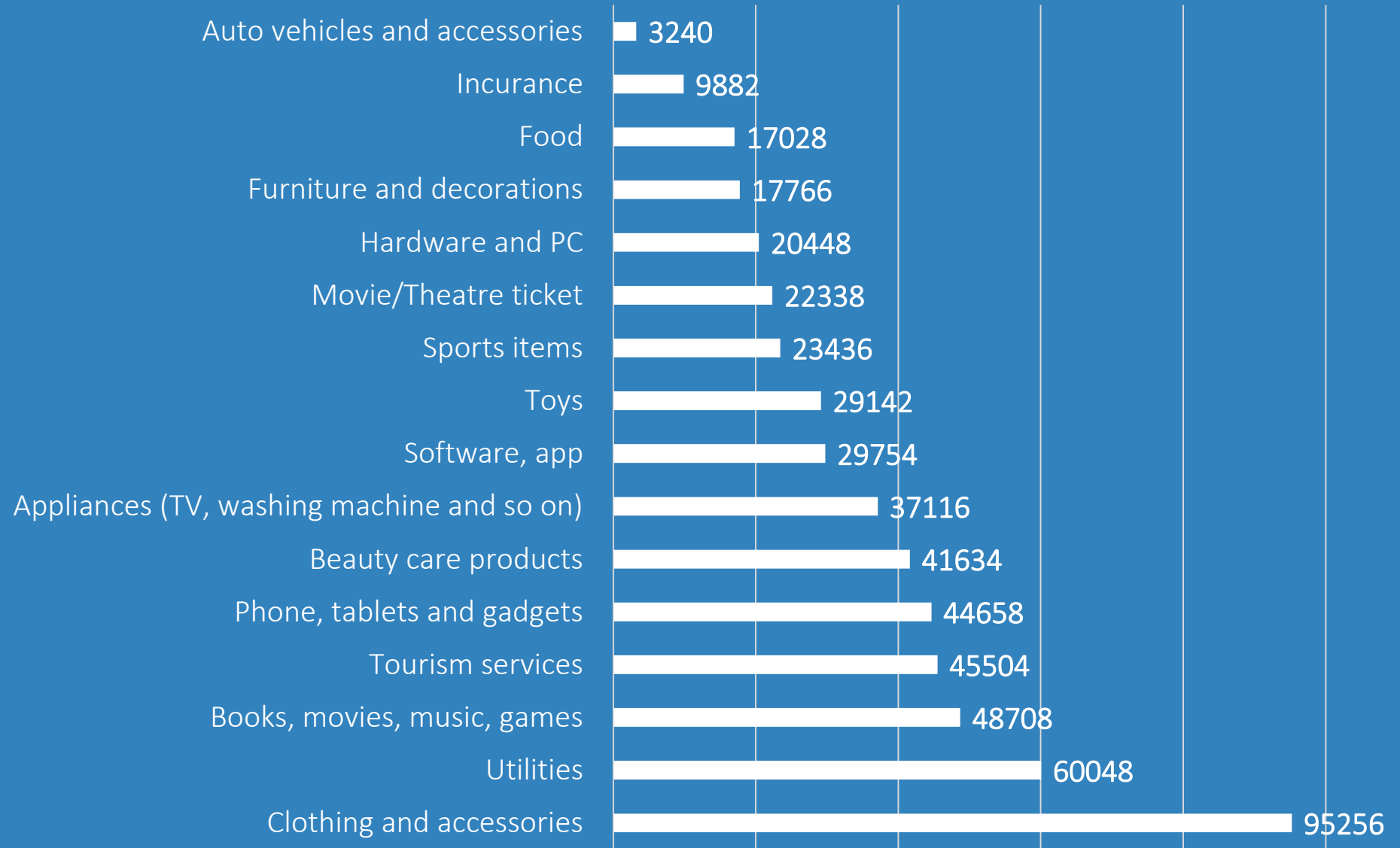
8K – 16K

16K – 30K

> 30K



Categories of goods or services purchased online



april 2023, users