



10.2024

BATI
BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI

 GEMIOUS

ONLINE AUDIENCE STUDY MOLDOVA

Agencies



BATI

BIROUL DE AUDIT AL TIRAJELOR
SI INTERNETULUI



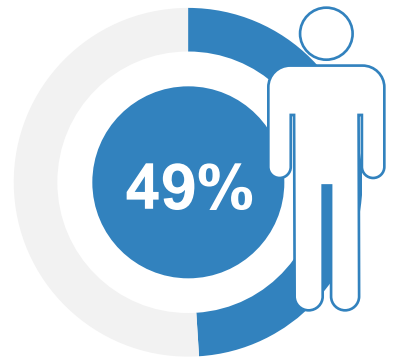
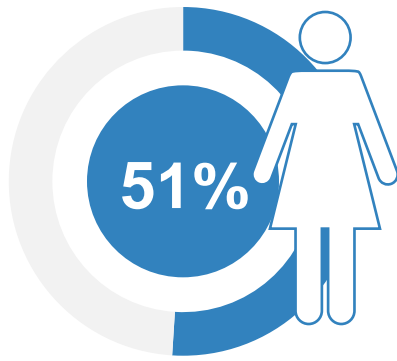
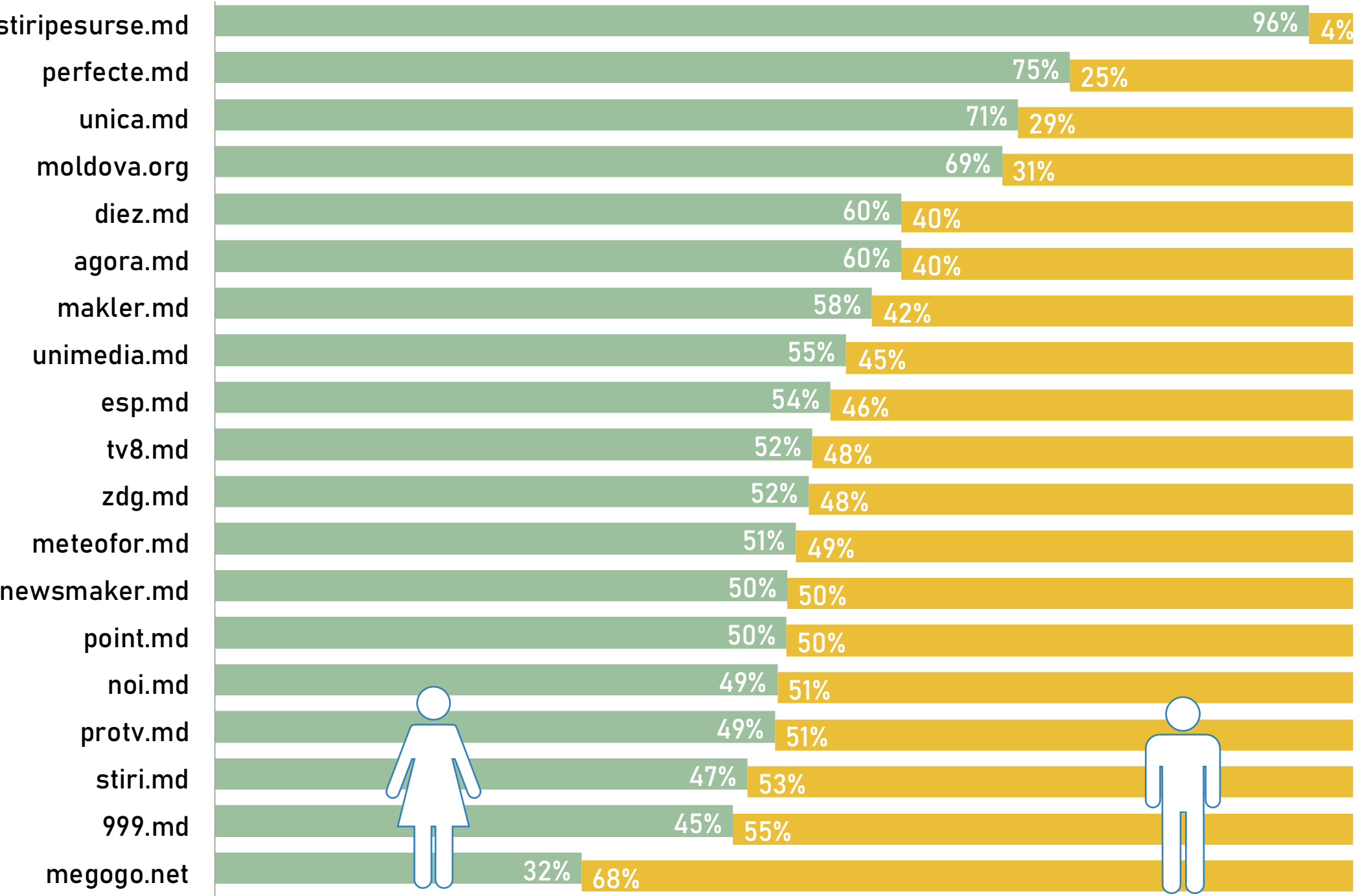
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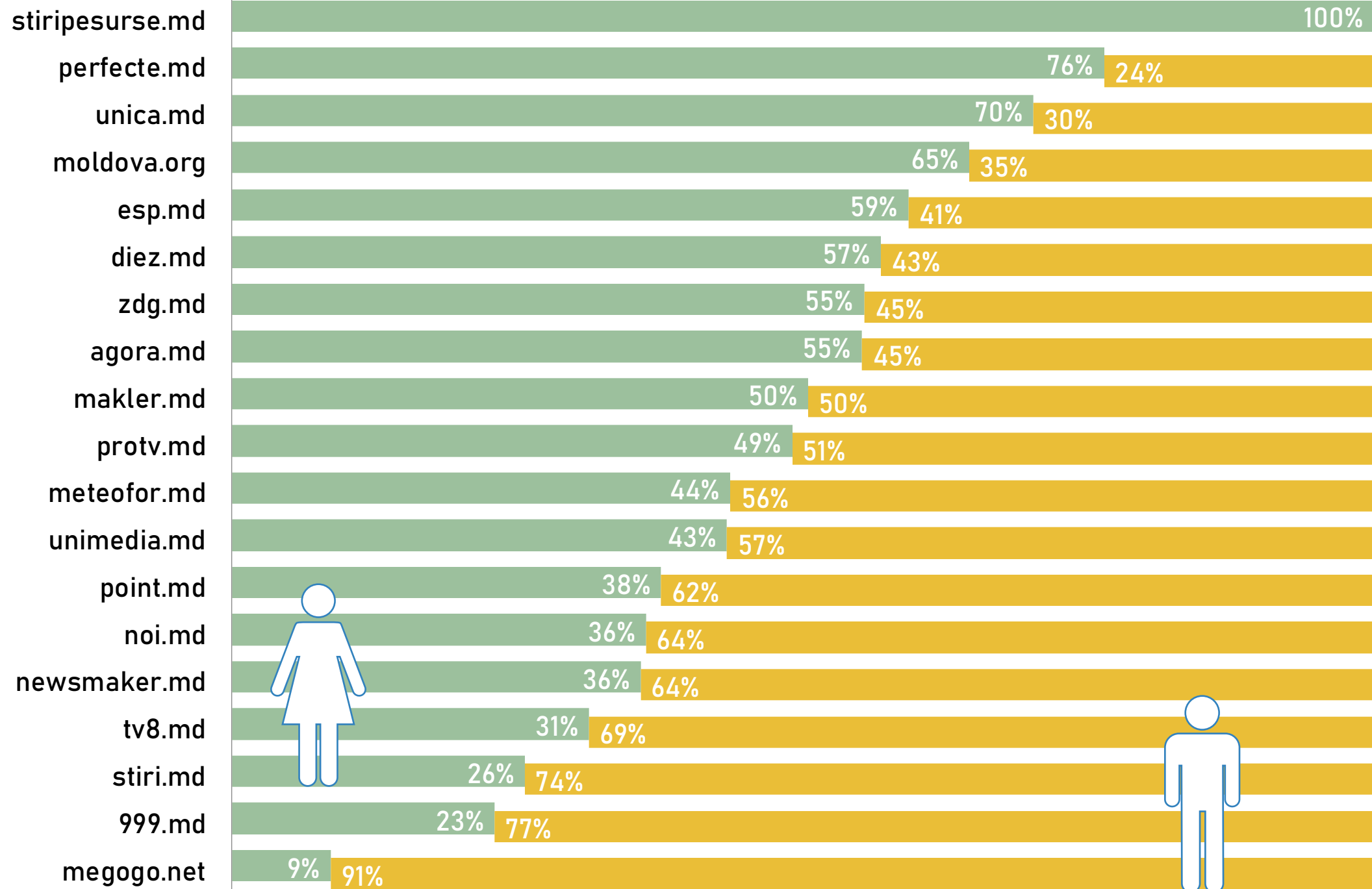
Internet users in Moldova

1.379mln

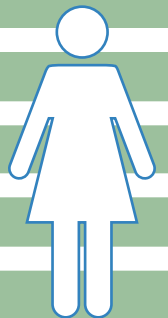
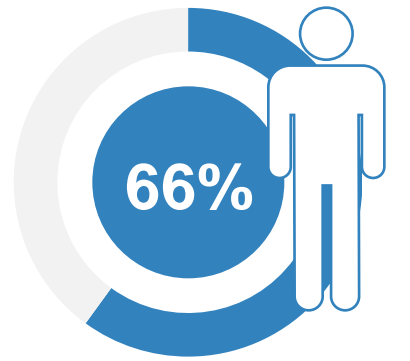
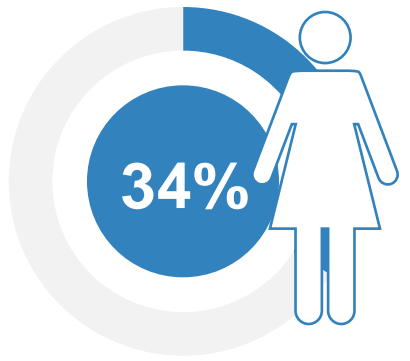
with daily use frequency
October 2024

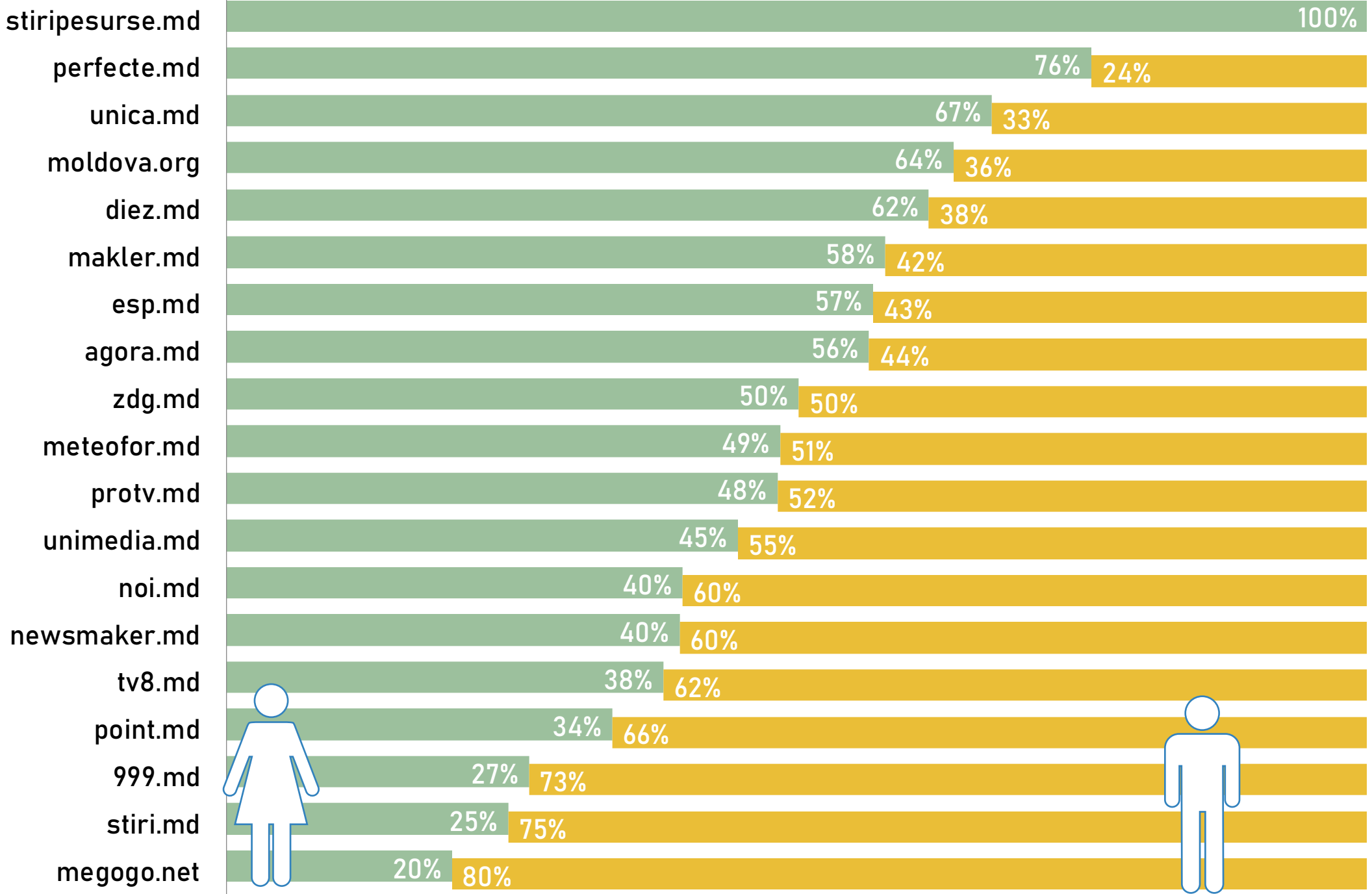
**AUDIENCE
COMPOSITION
GENDER**



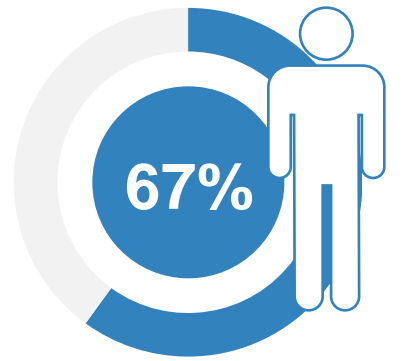
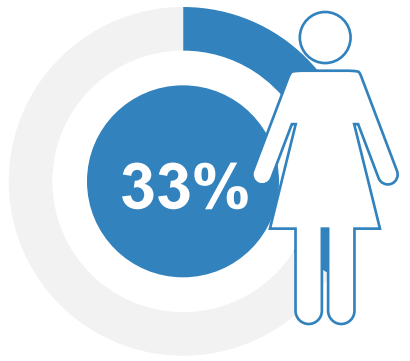


**TIME
COMPOSITION
GENDER**



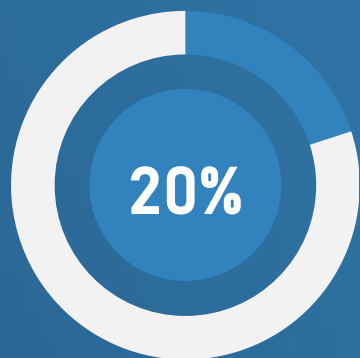


**VIEWS
COMPOSITION
GENDER**

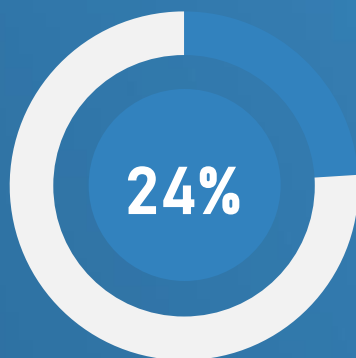


Age

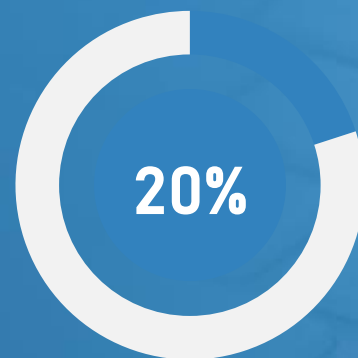
AUDIENCE COMPOSITION



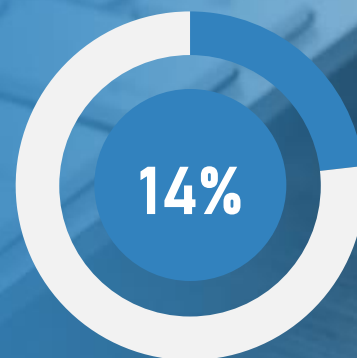
15 - 24



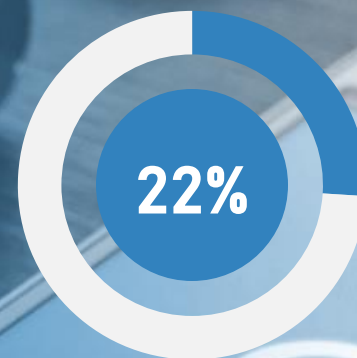
25 - 34



35 - 44

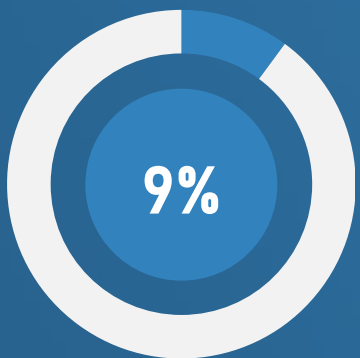


45 - 54

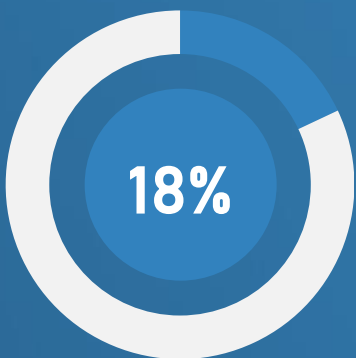


55+

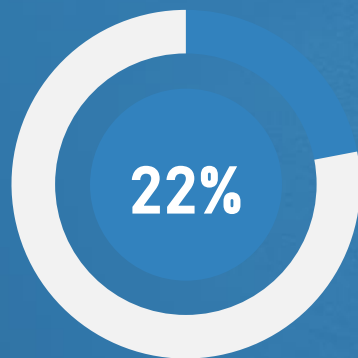
TIME COMPOSITION



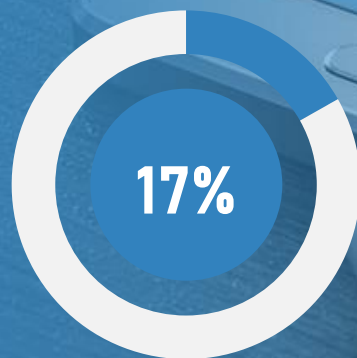
9%



18%



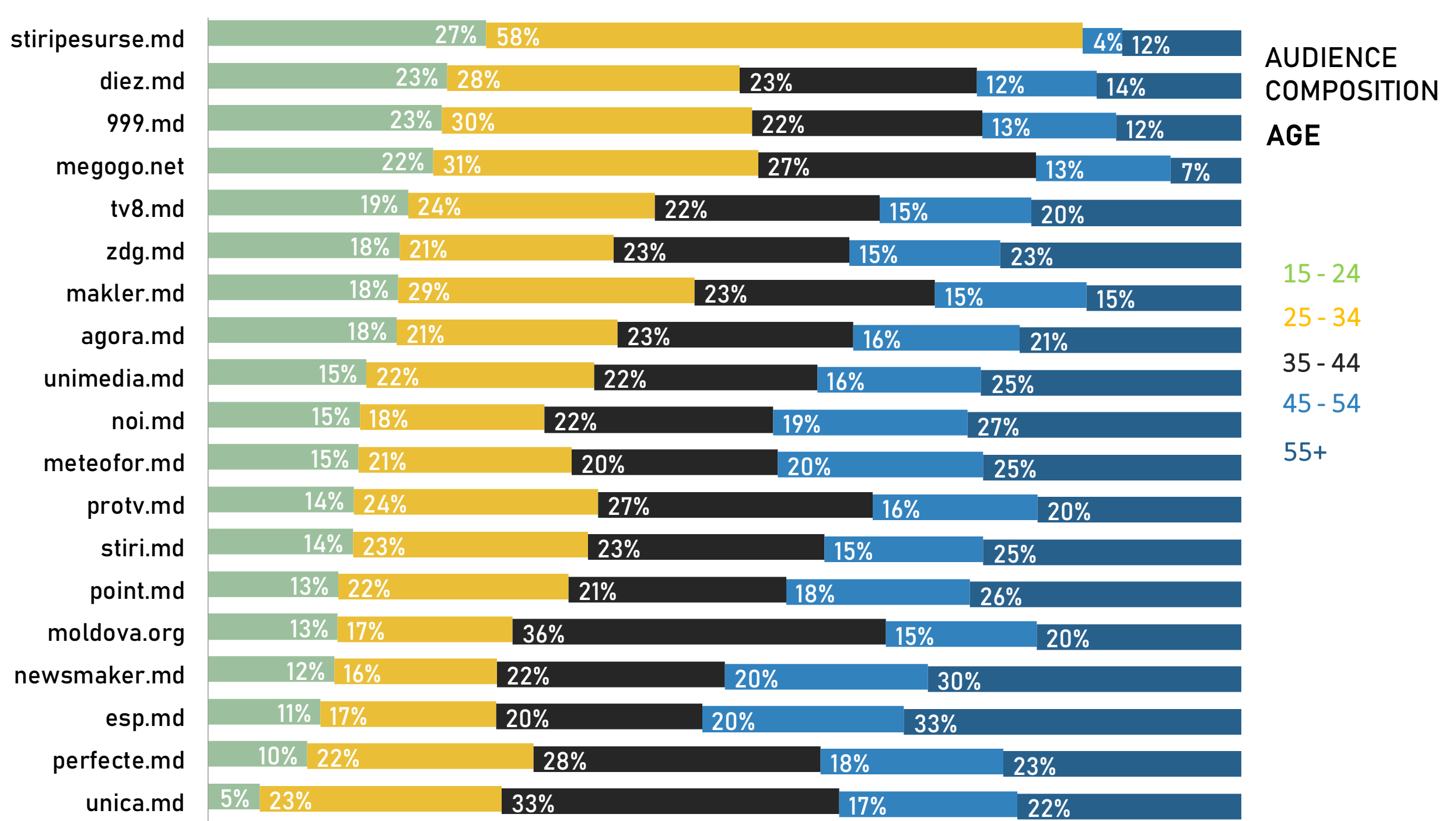
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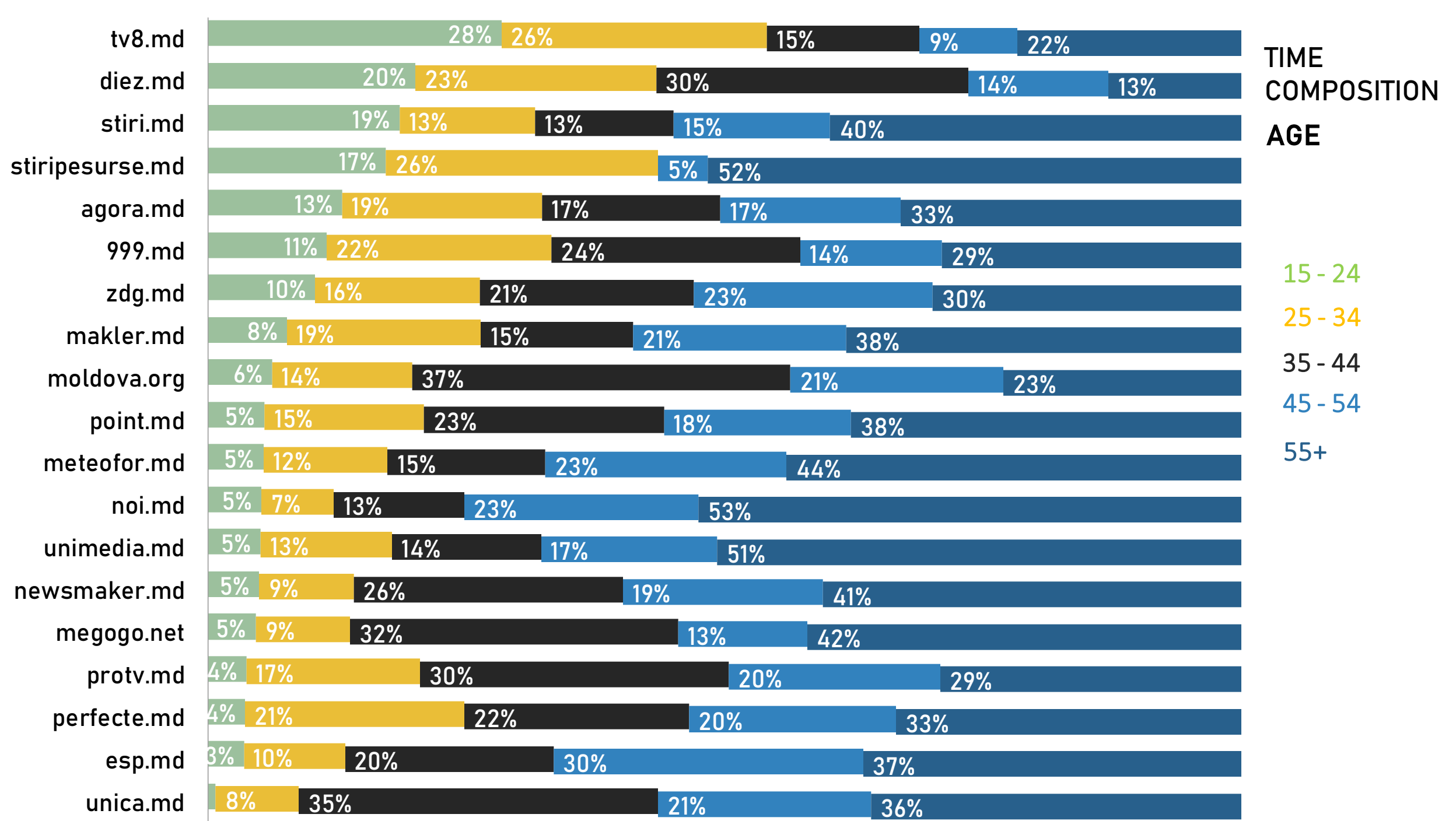


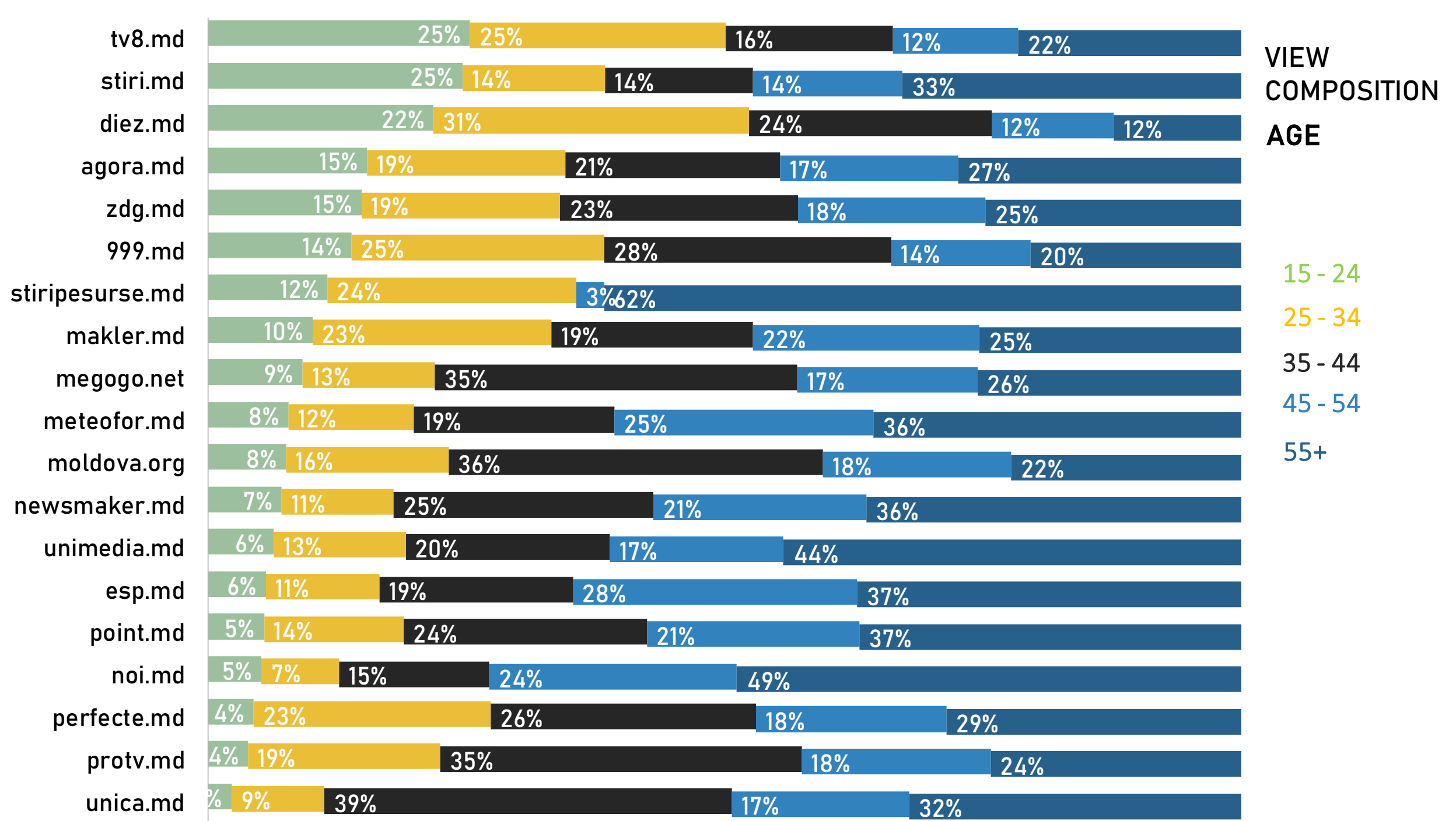
17%



35%

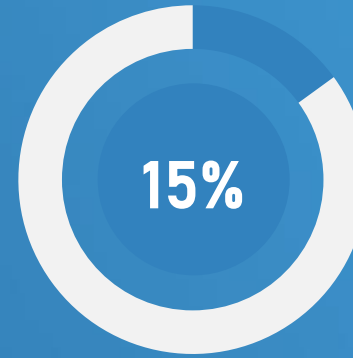




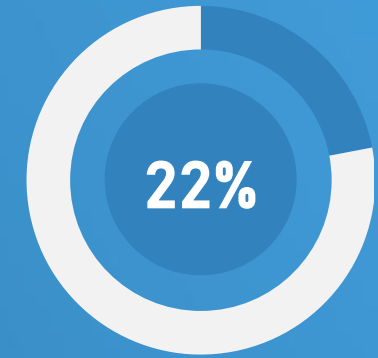


Education

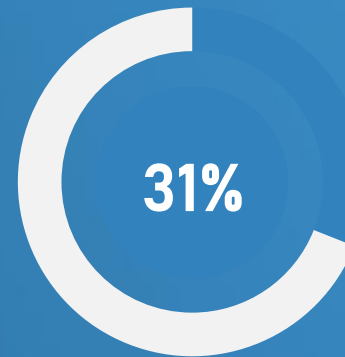
AUDIENCE COMPOSITION



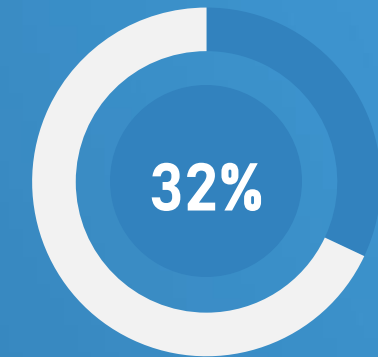
Elementary



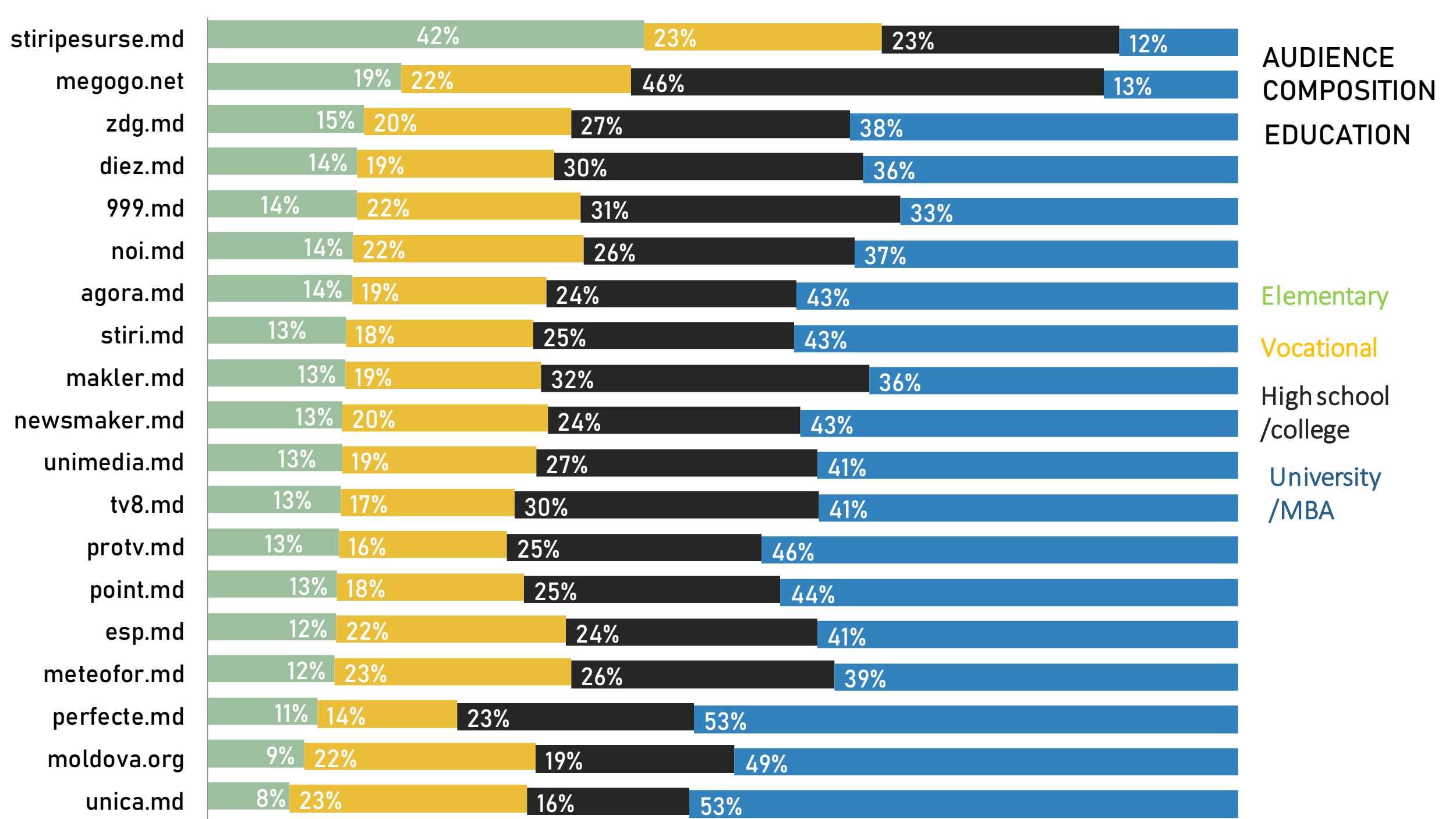
Vocational

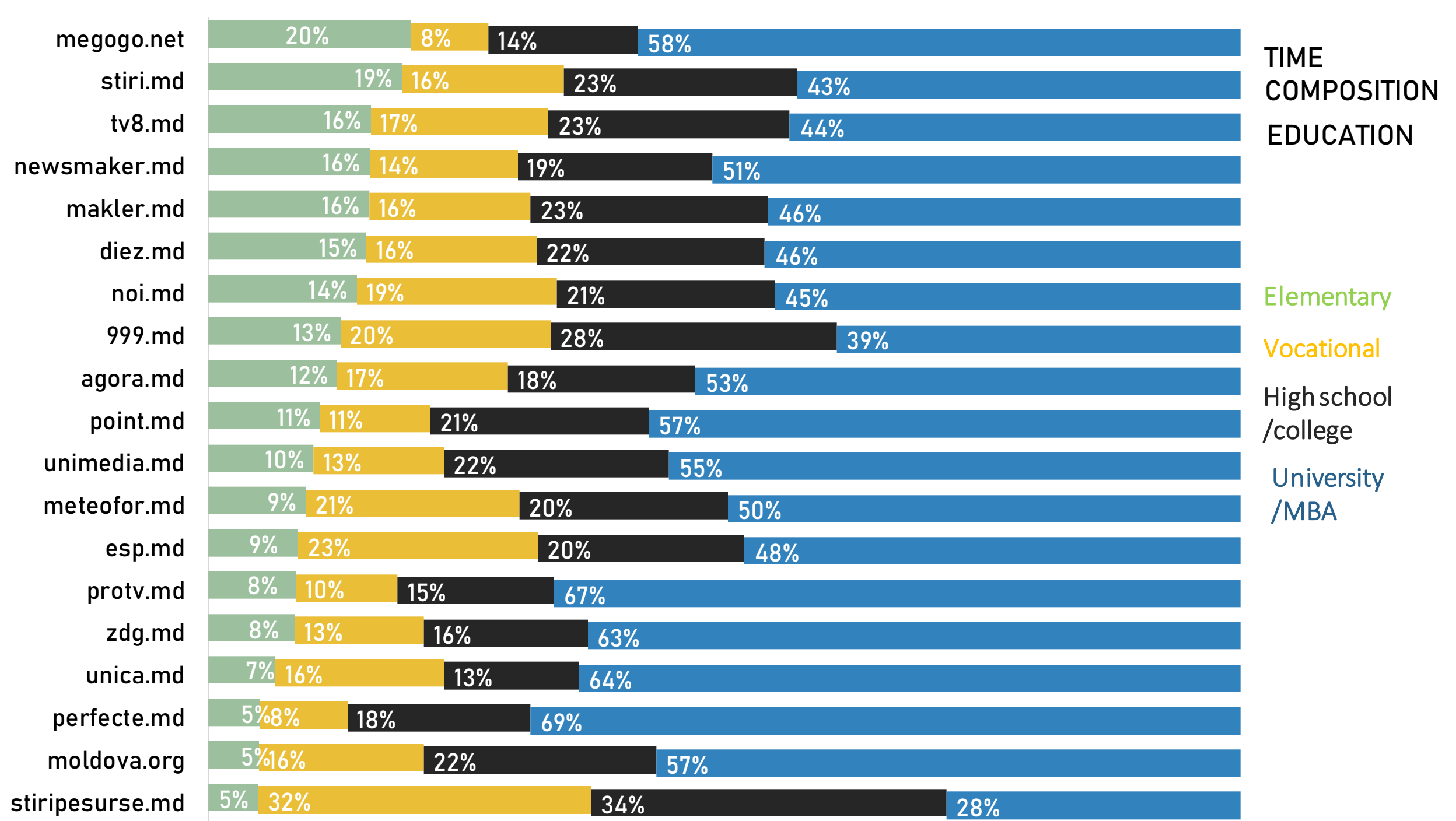


High / post -
high / college



University / post
graduate studies





VIEW
COMPOSITION

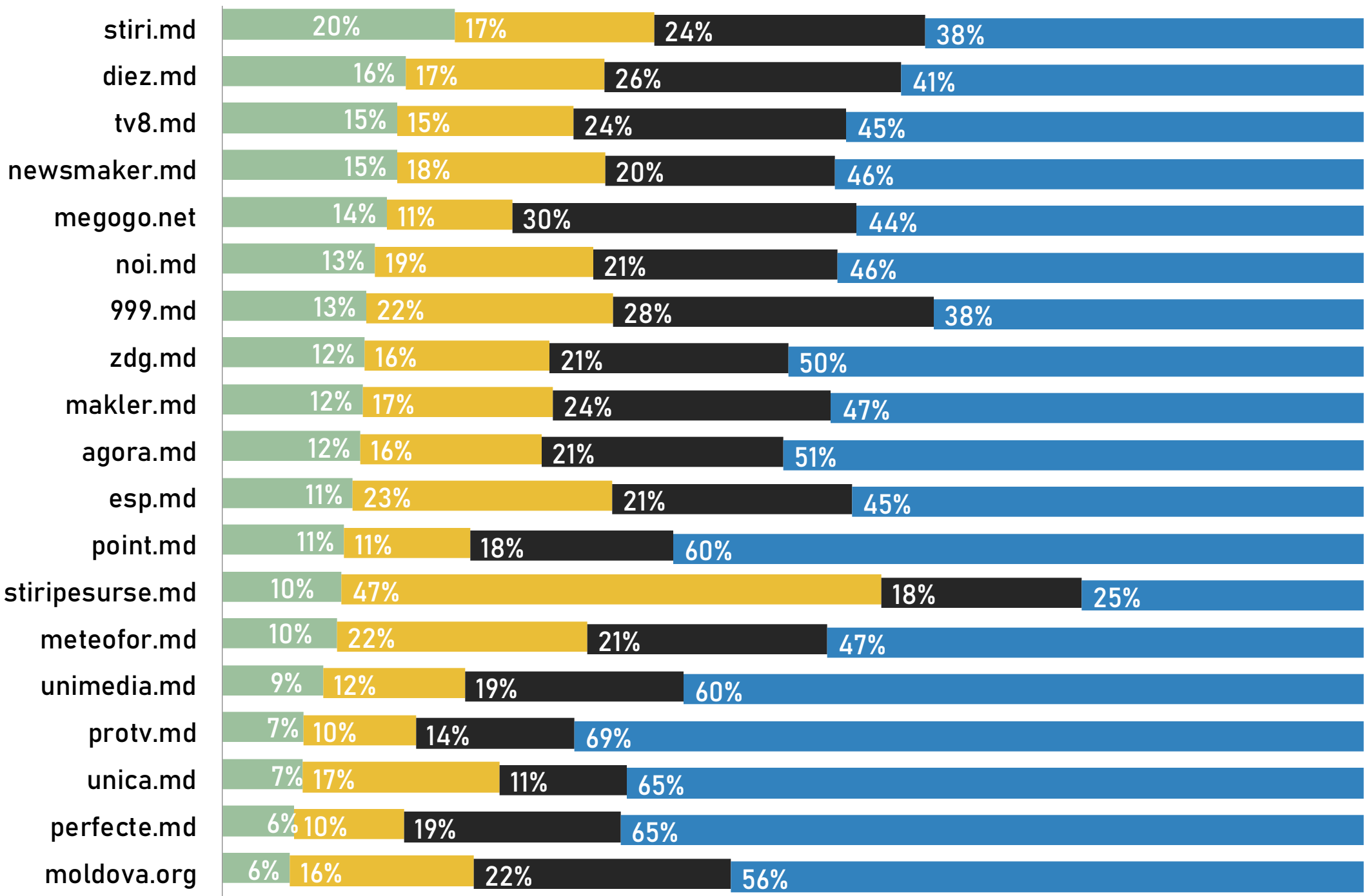
EDUCATION

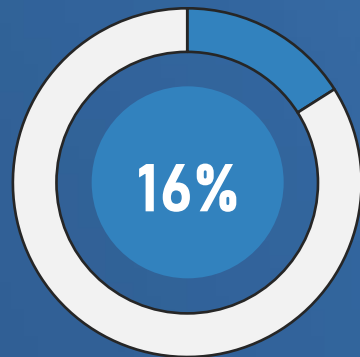
Elementary

Vocational

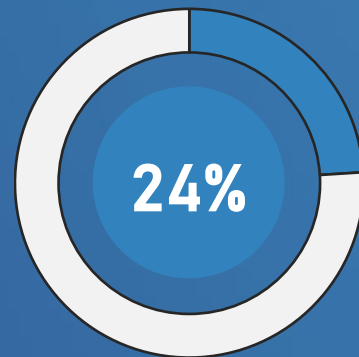
Highschool
/college

University
/MBA

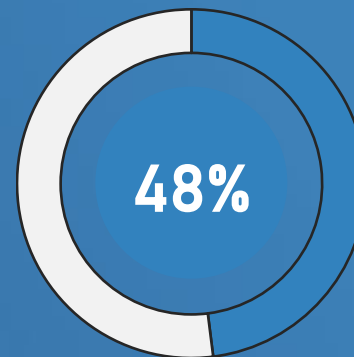




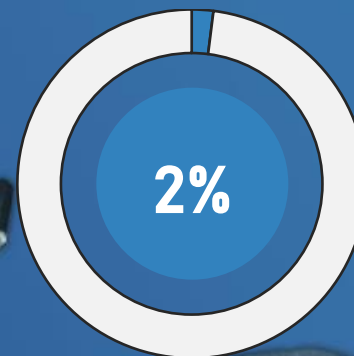
Student,
Schooler



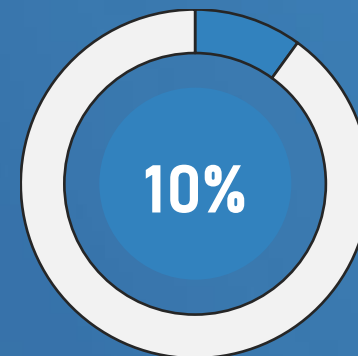
Pensioner, Housewife,
Unemployed



Specialist, Manager,
Technical



Middle Level
Manager



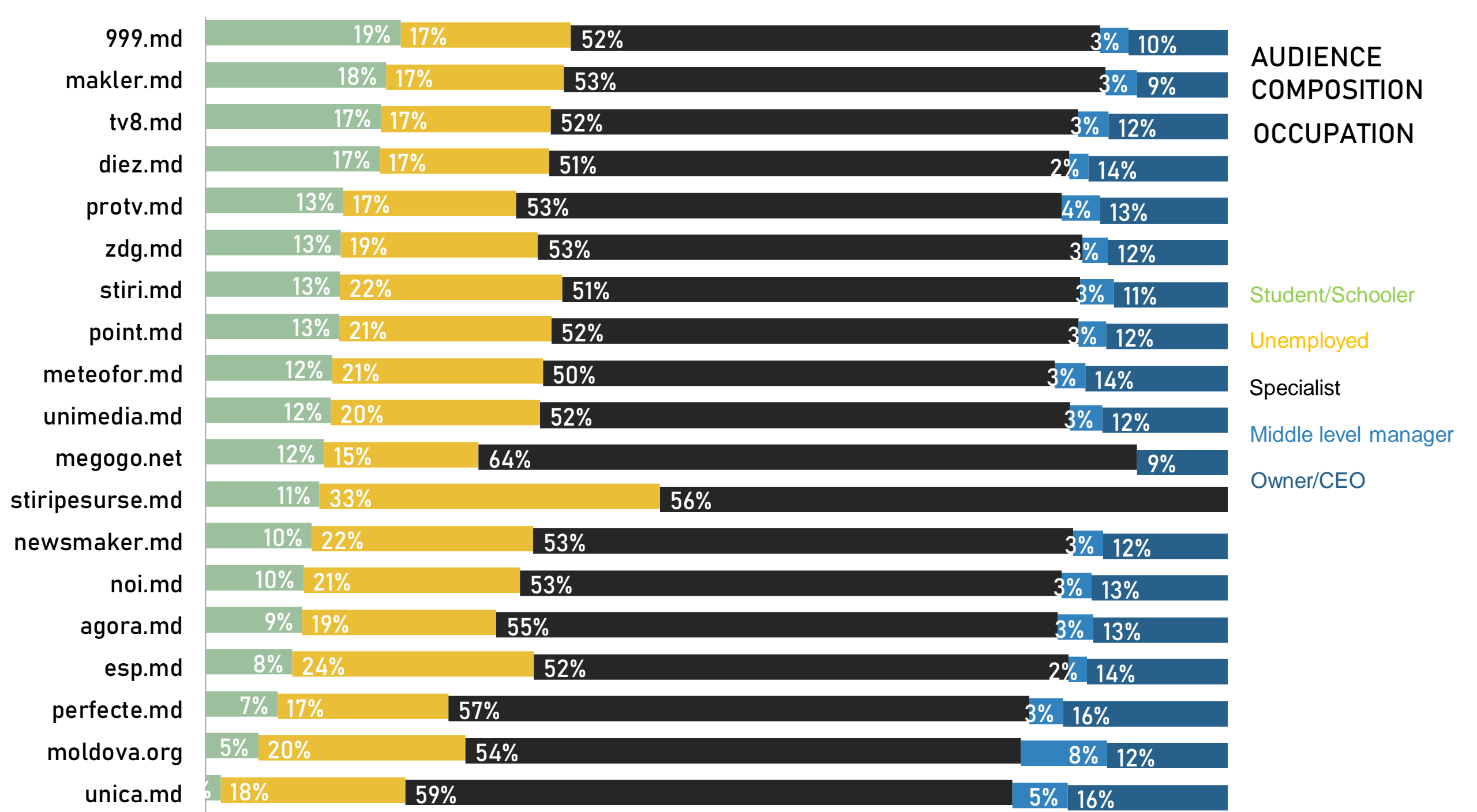
Owner/CEO

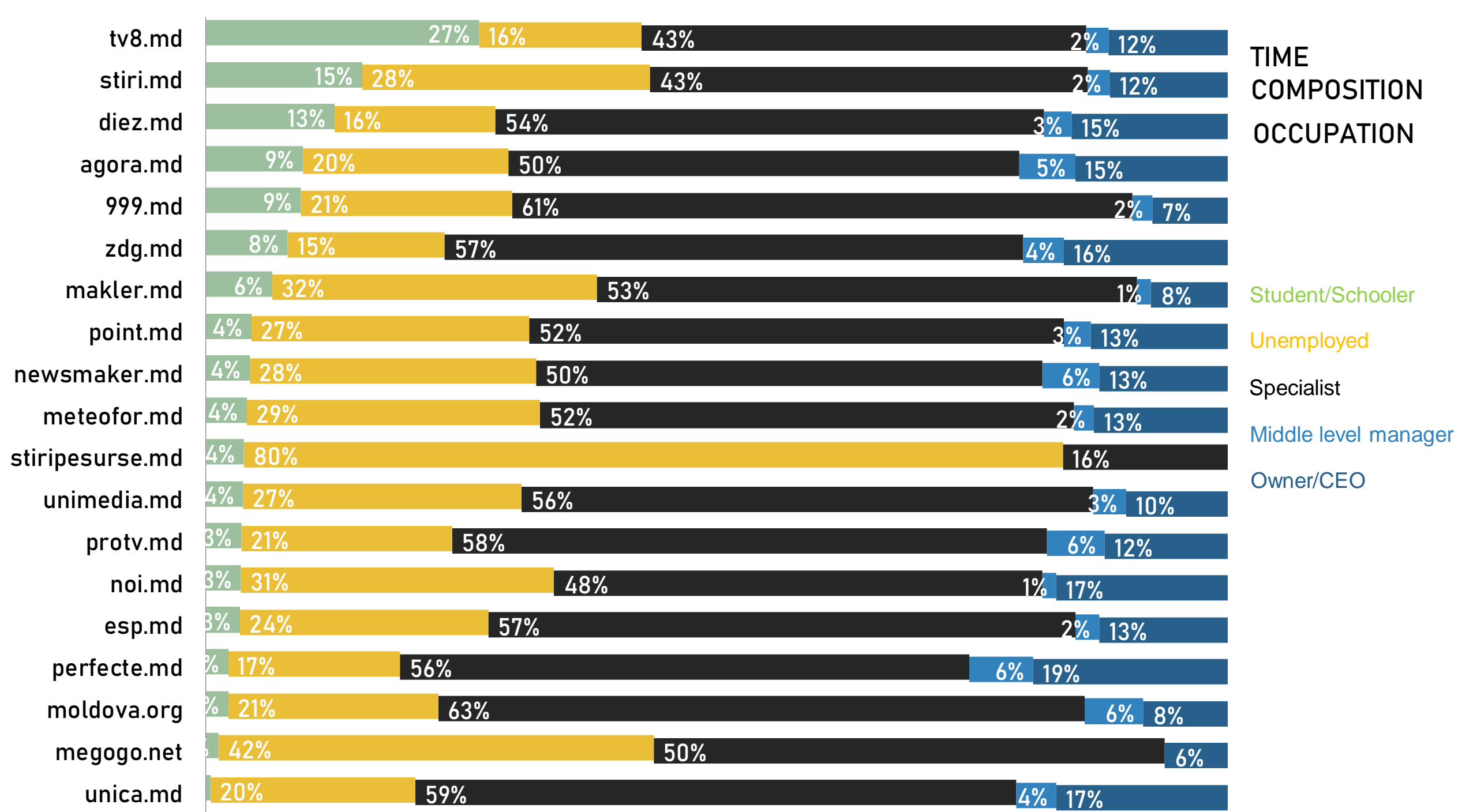
BIROUL DE AUDIT AL TIRAJELOR SI INTERNETULUI

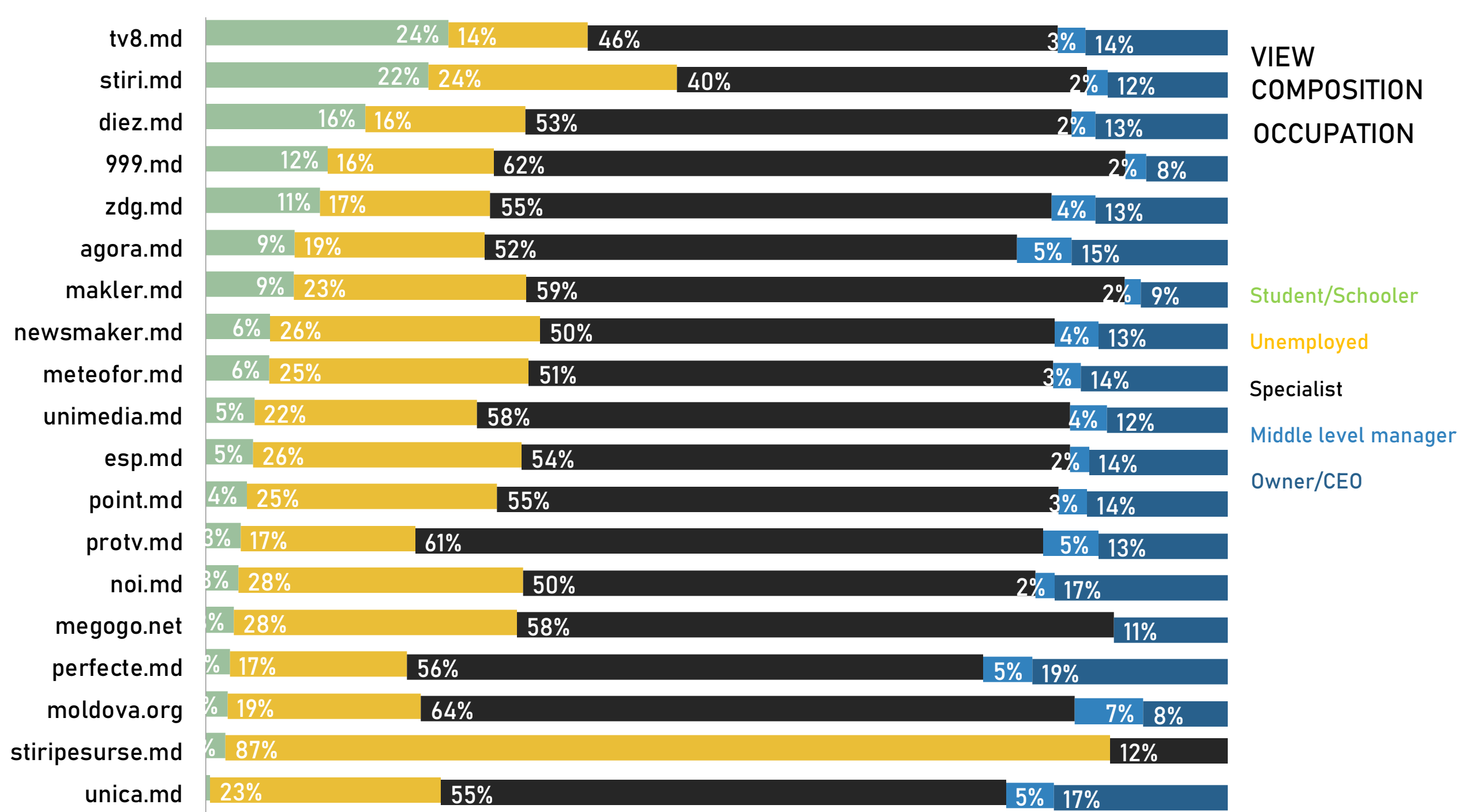
GEMIU S

Occupation

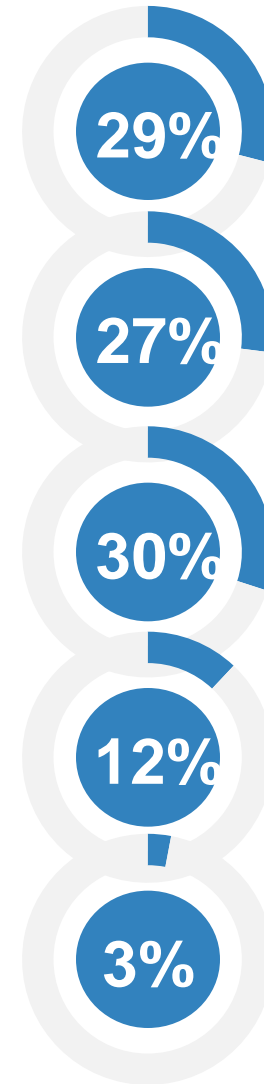
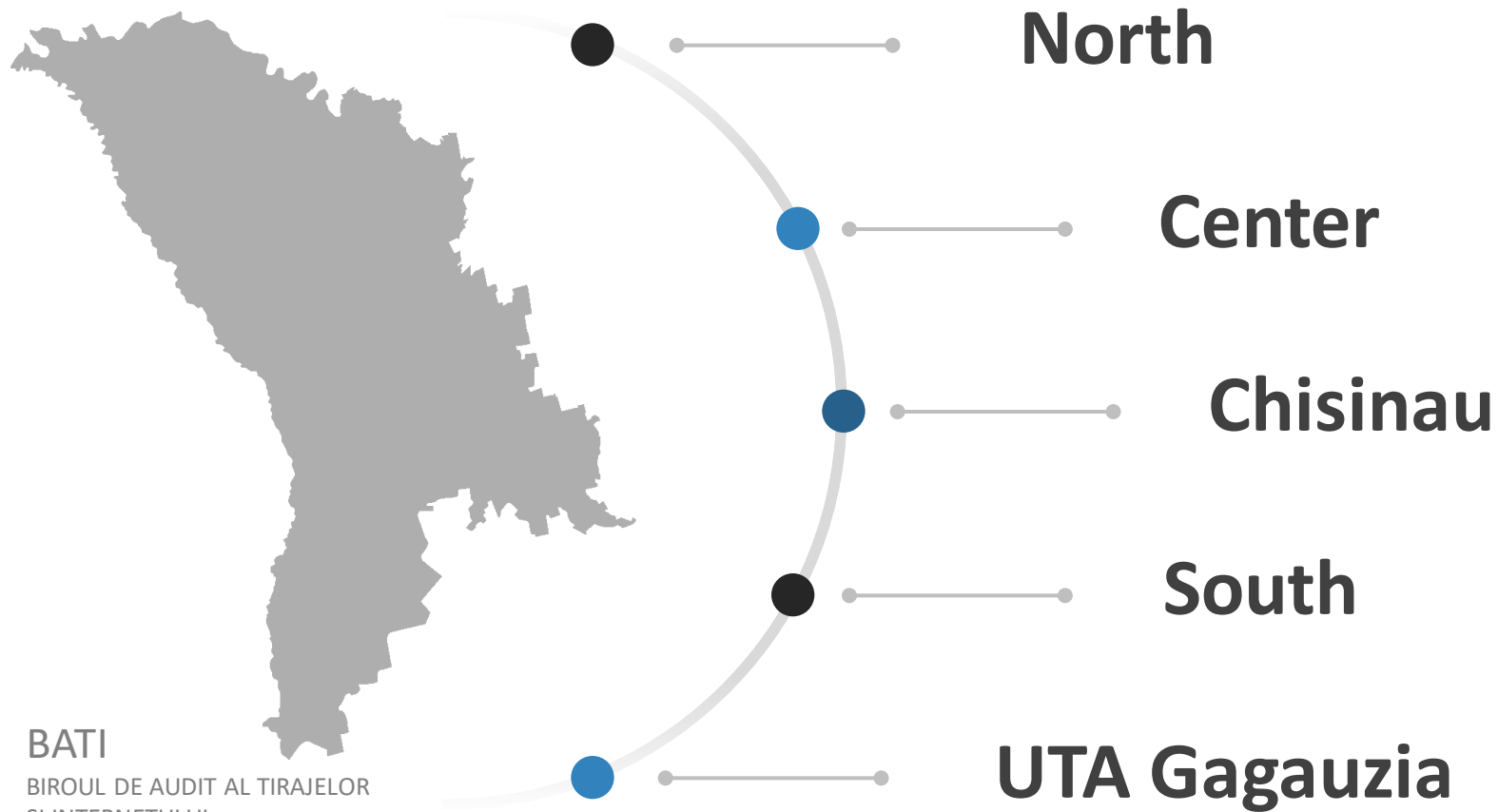
AUDIENCE COMPOSITION

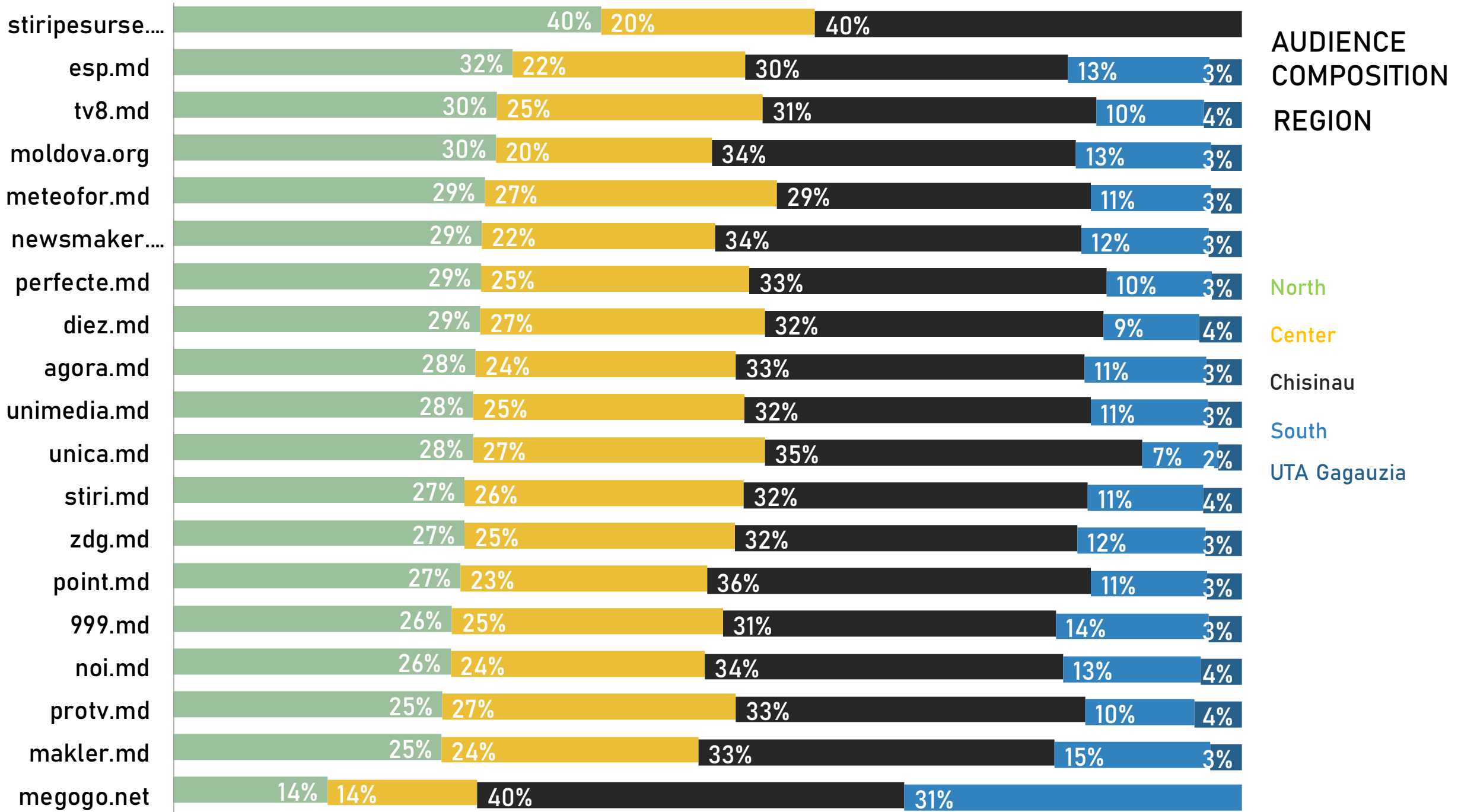


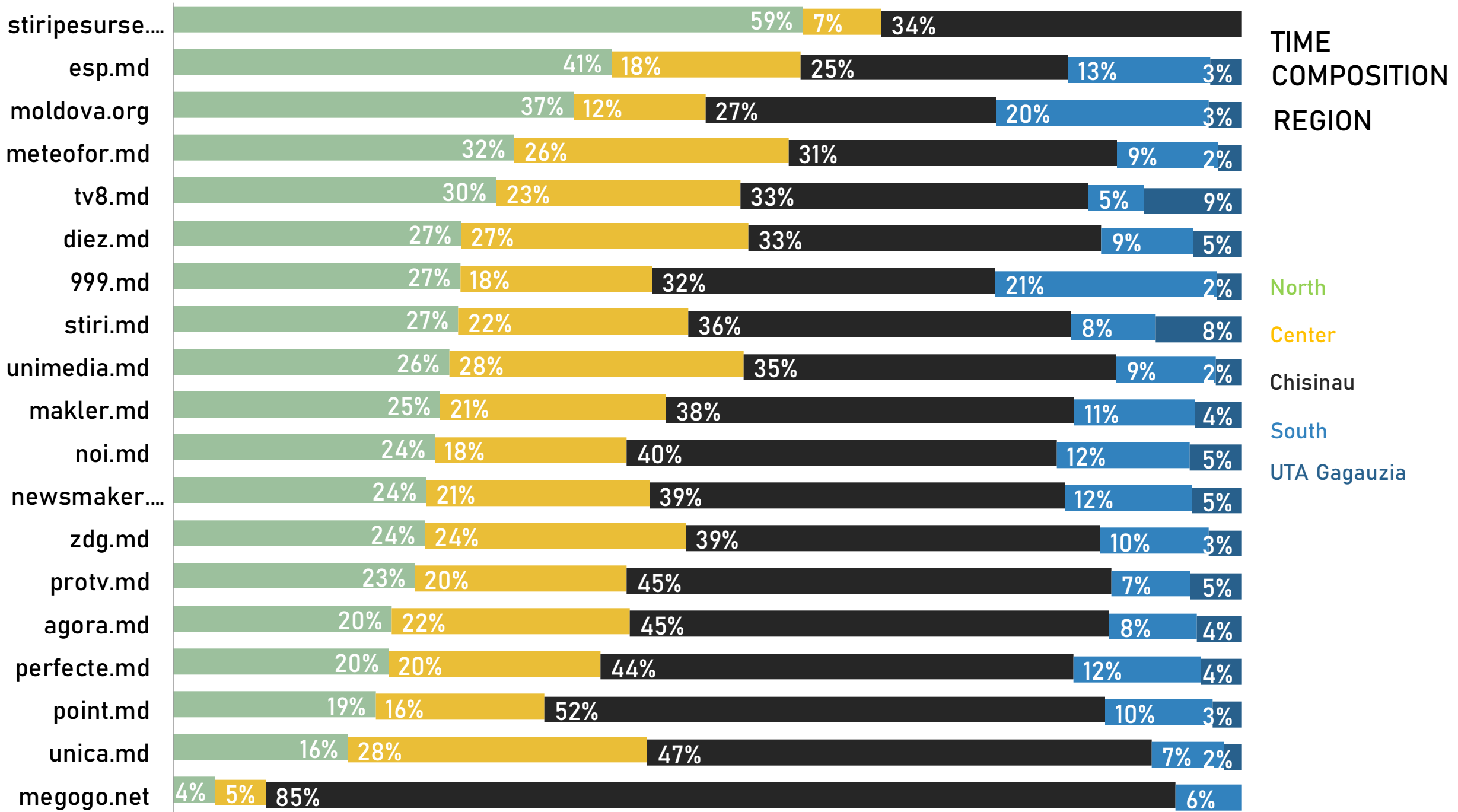


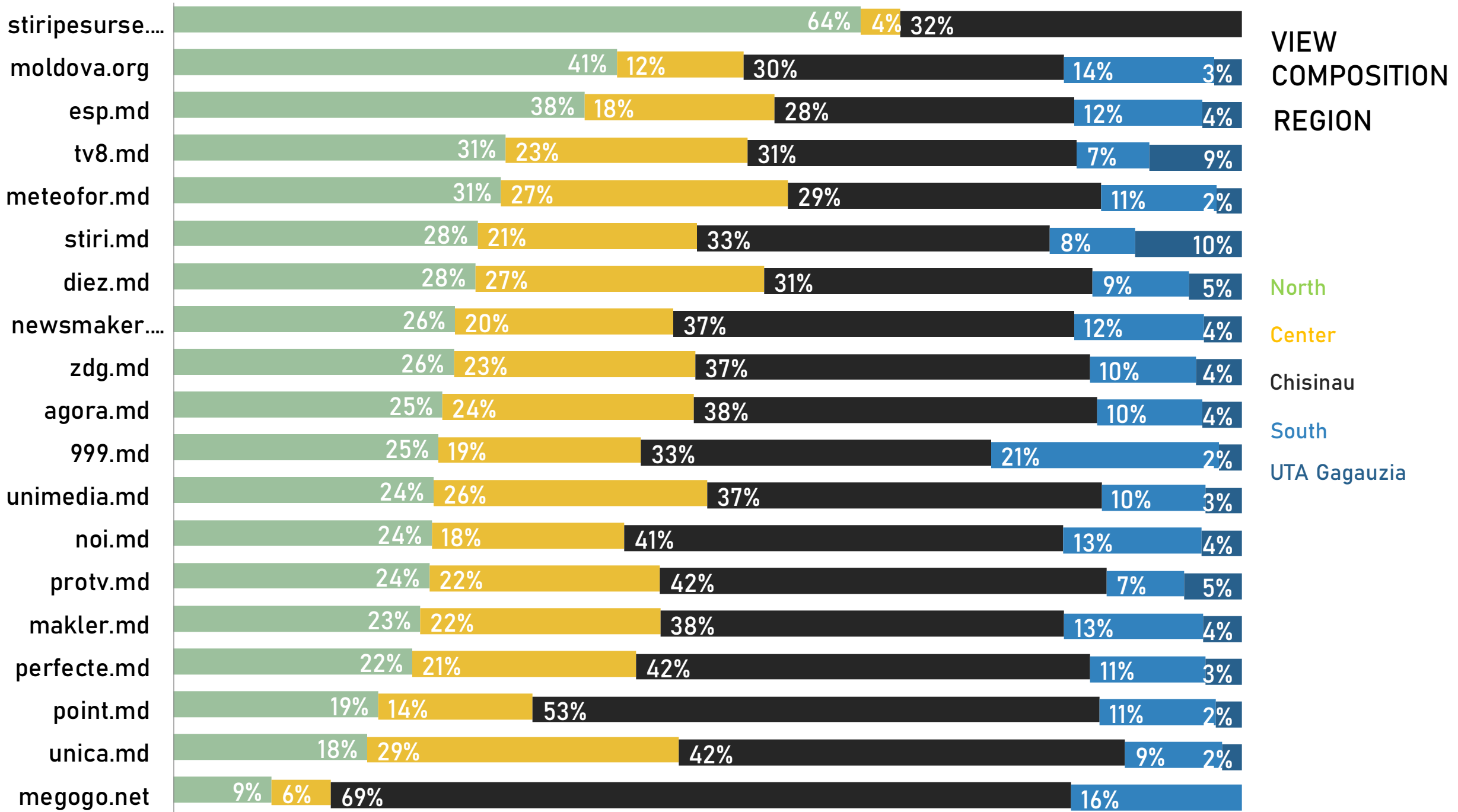


Regions of living

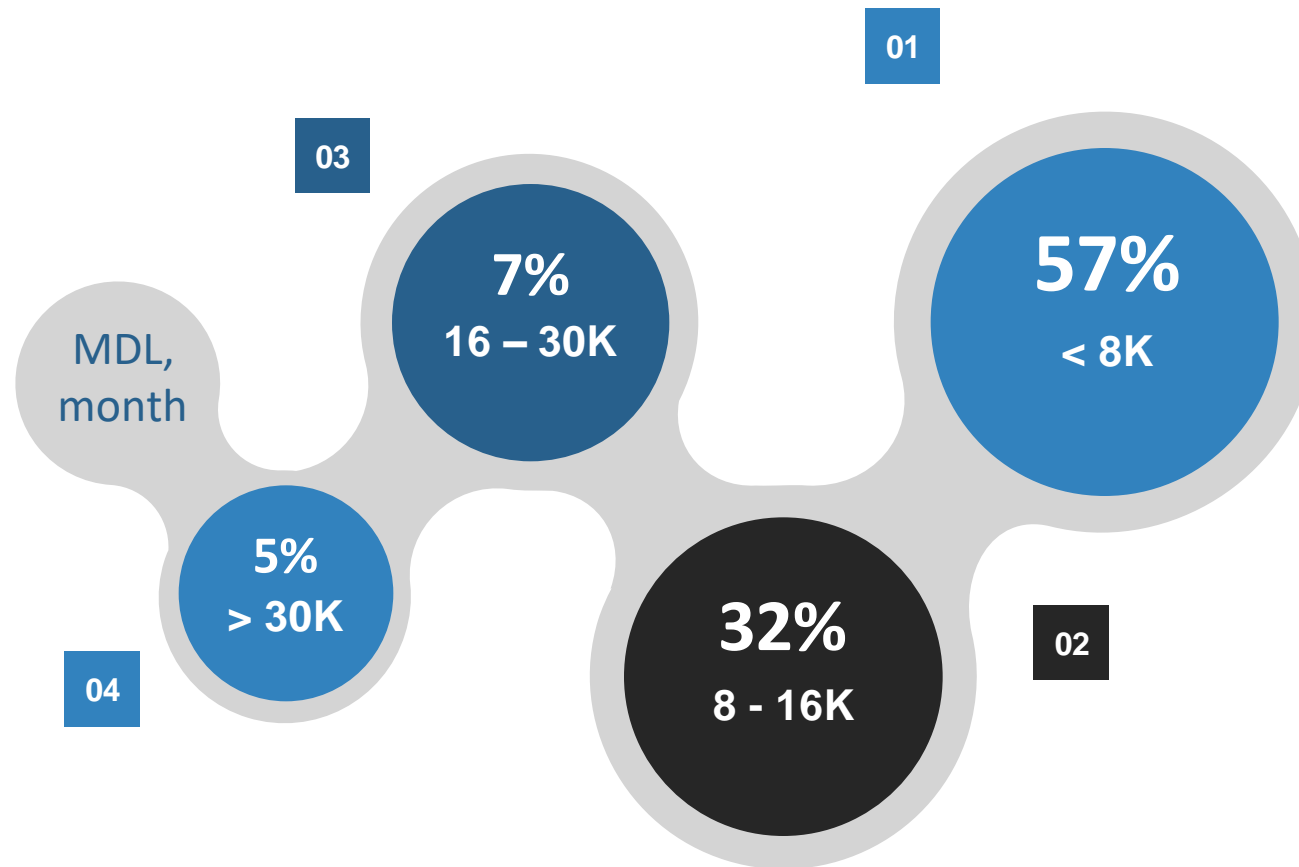


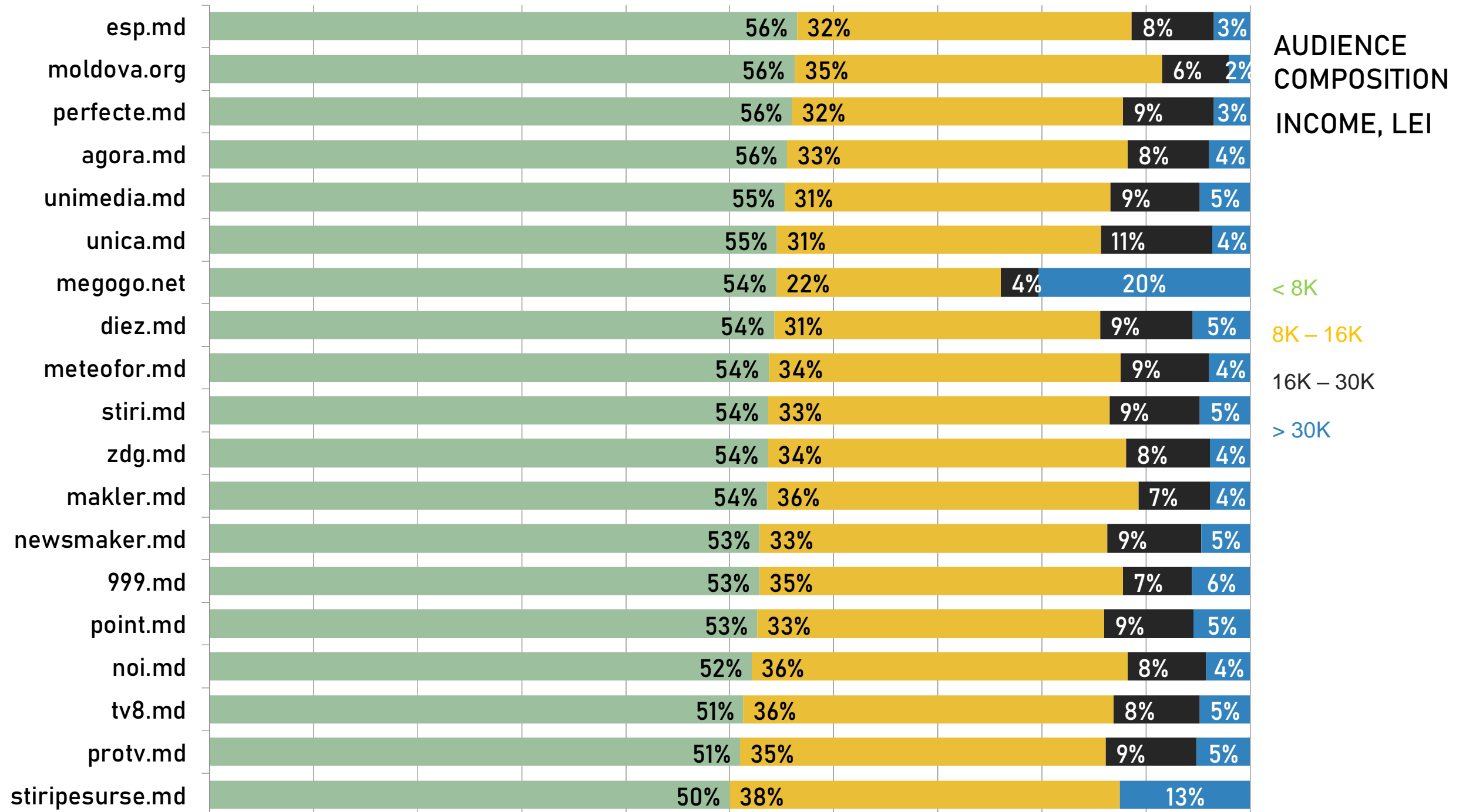






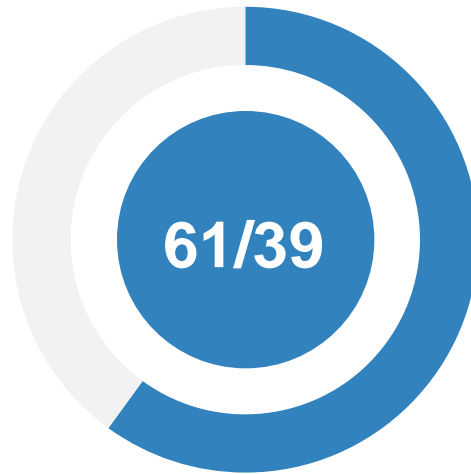
Household net income





Rural vs Urban

online audience



61% URBAN
39% RURAL



