

Iunie 2026

Studiul de Audienta Online – Moldova

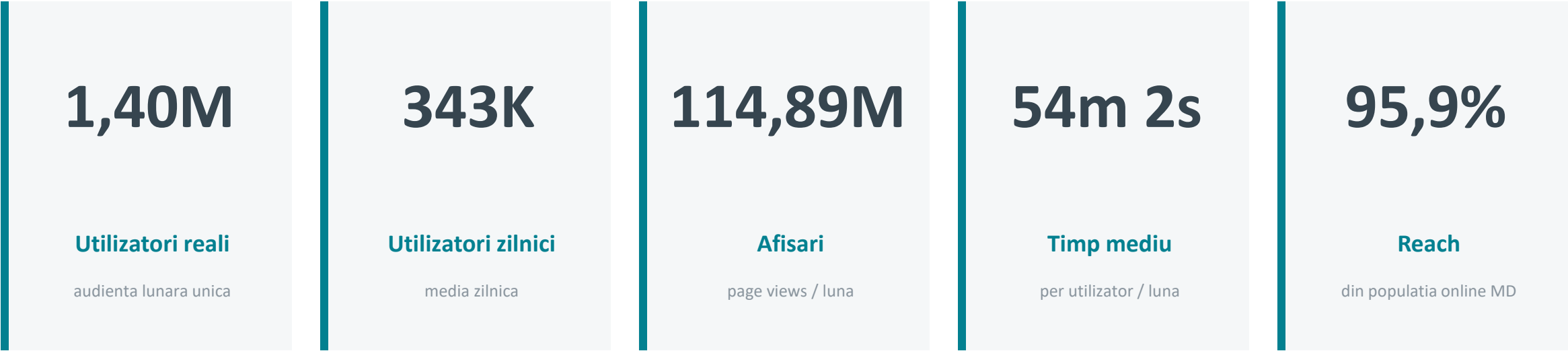
Raport lunar pentru piata de media si publicitate din Republica Moldova

BATI – Biroul de Audit al Tirajelor si Internetului

Date: gemiusAudience - Moldova

Overview

Audienta online agregata - iunie 2026



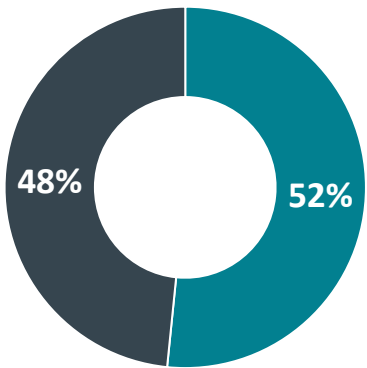
Datele insumeaza 25 site-uri din panelul gemiusAudience Moldova in iunie 2026. Timpul mediu petrecut per utilizator este de 54m 2s; reach-ul de 95,9% indica faptul ca practic toata populatia online din Republica Moldova interactioneaza lunar cu cel putin un site masurat.

Gen

Compozitia agregata - iunie 2026

Audienta

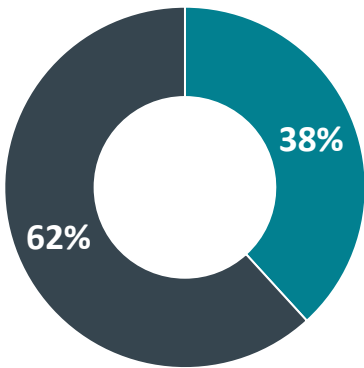
% din utilizatori unici



Feminin: 51,6% - Masculin: 48,4%

Timp petrecut

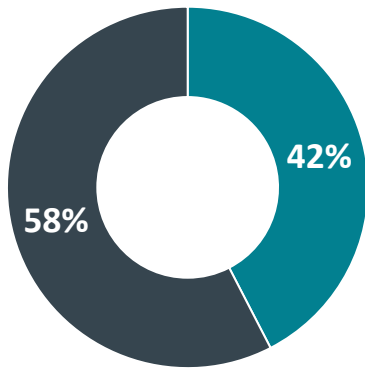
% din timp total



Feminin: 38,2% - Masculin: 61,8%

Afisari (page views)

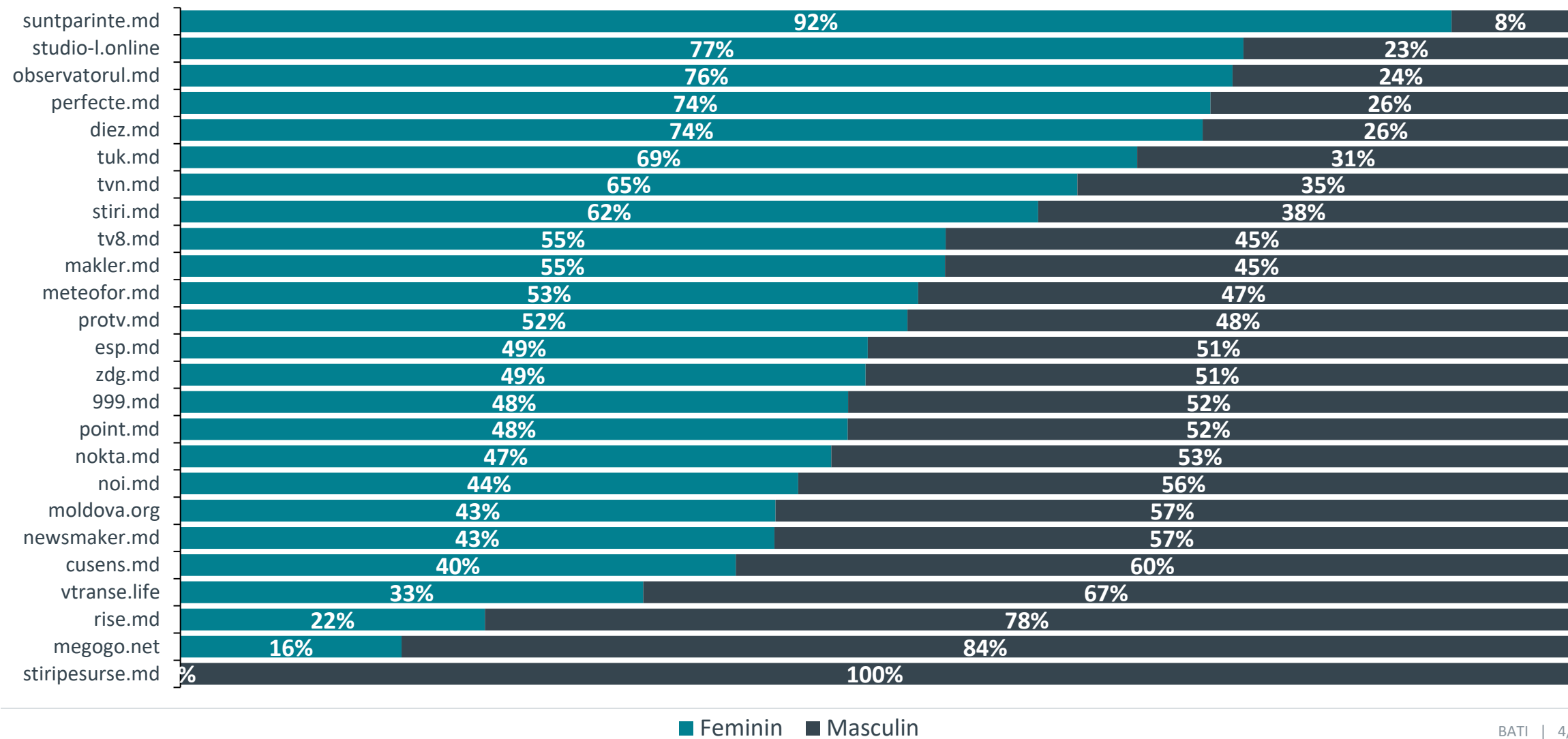
% din page views totale



Feminin: 42,4% - Masculin: 57,6%

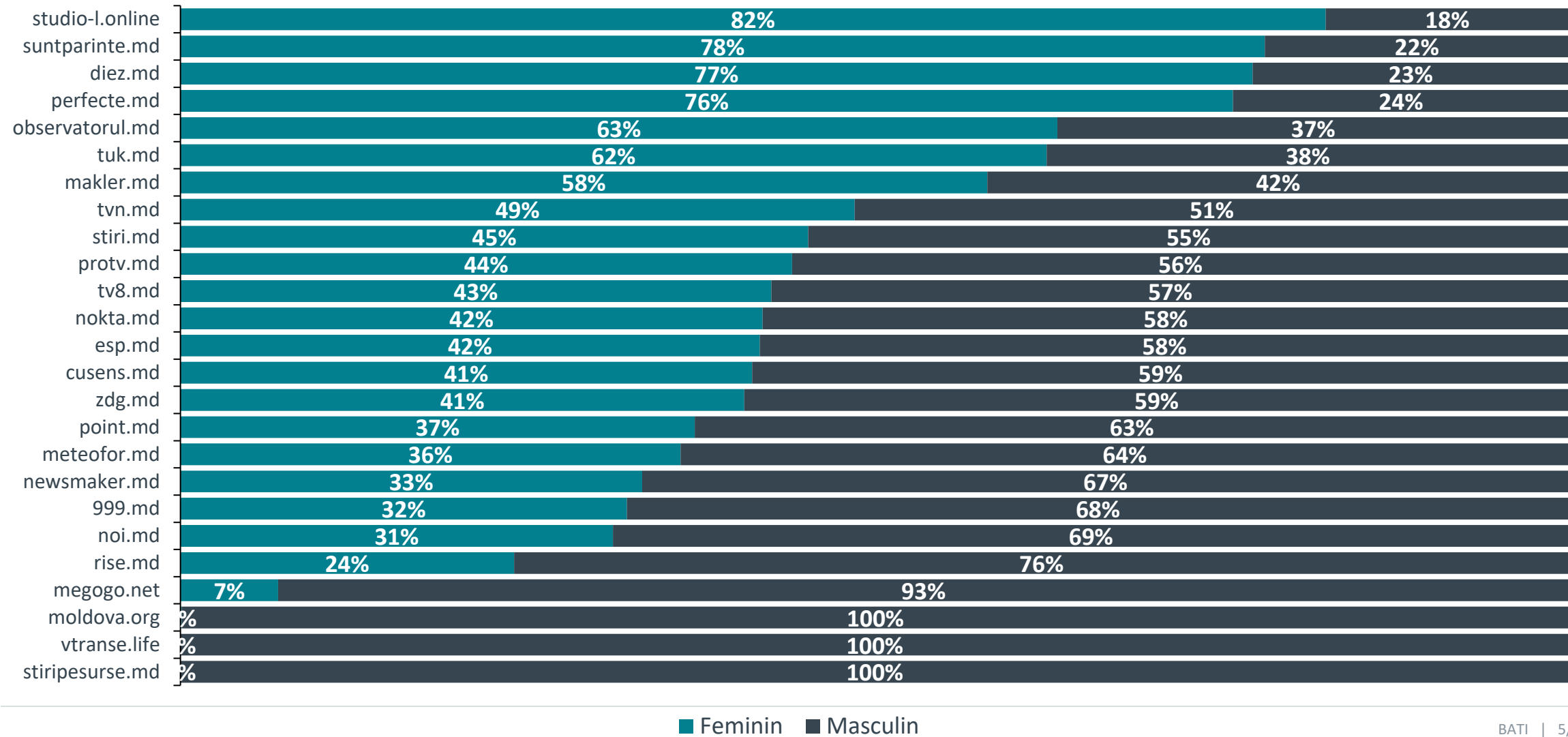
Gen

Compozitia audientei



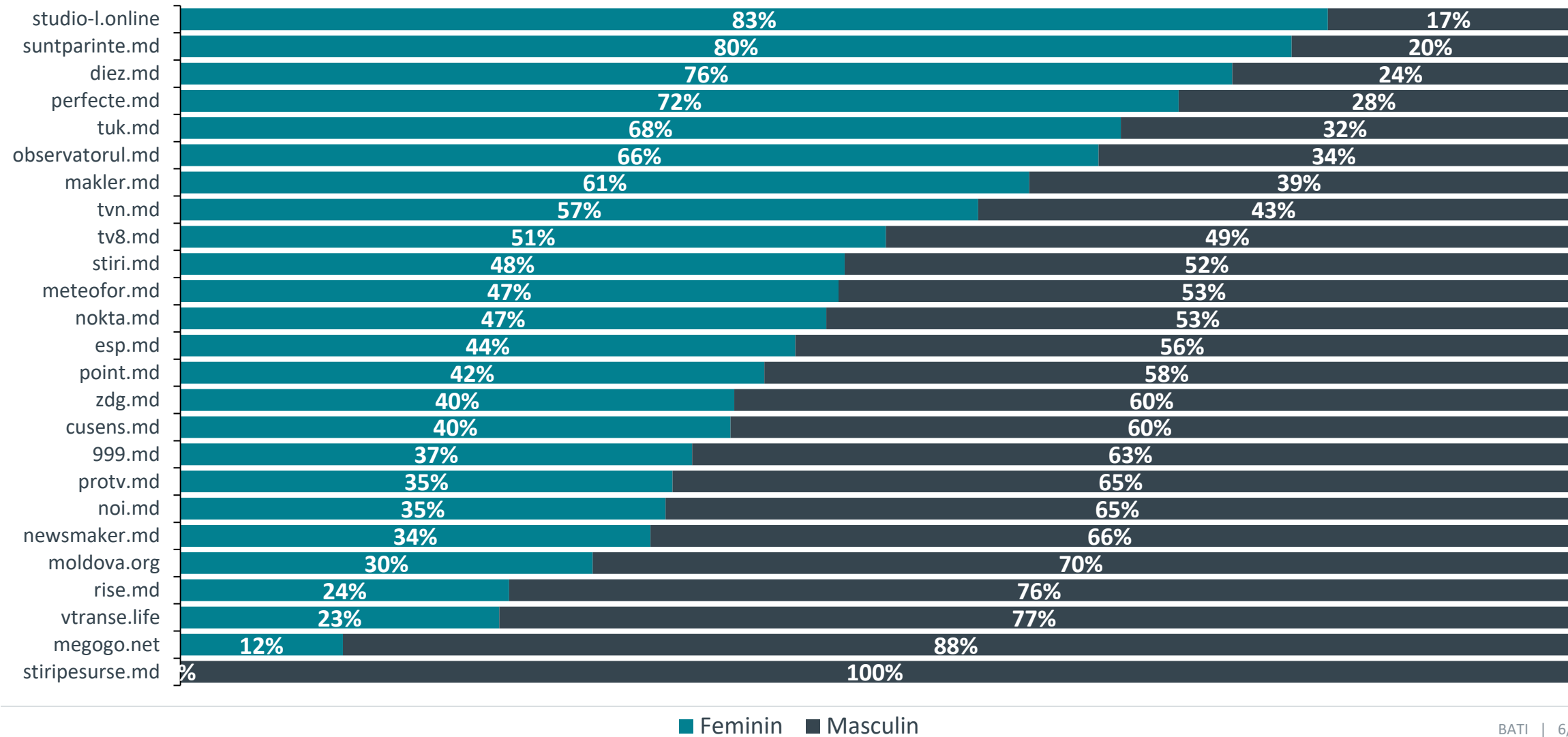
Gen

Compozitia timpului petrecut



Gen

Compozitia afisarilor

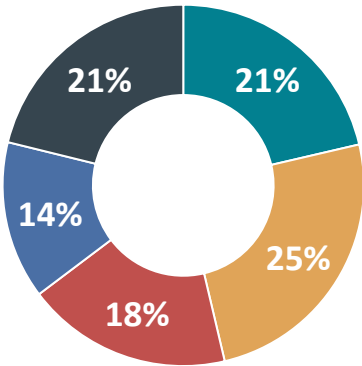


Varsta

Compozitia agregata - iunie 2026

Audienta

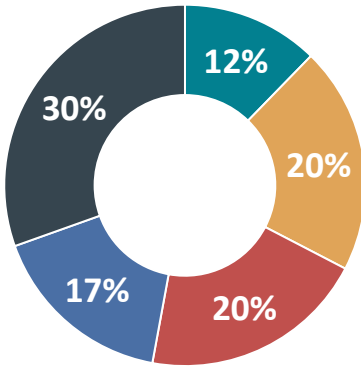
% din utilizatori unici



15-24: 21,4% - 25-34: 25,0% - 35-44: 18,4%
45-54: 14,1% - 55+: 21,1%

Timp petrecut

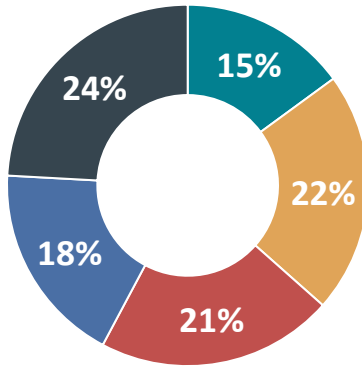
% din timp total



15-24: 12,3% - 25-34: 20,3% - 35-44: 20,3%
45-54: 16,7% - 55+: 30,4%

Afisari (page views)

% din page views totale

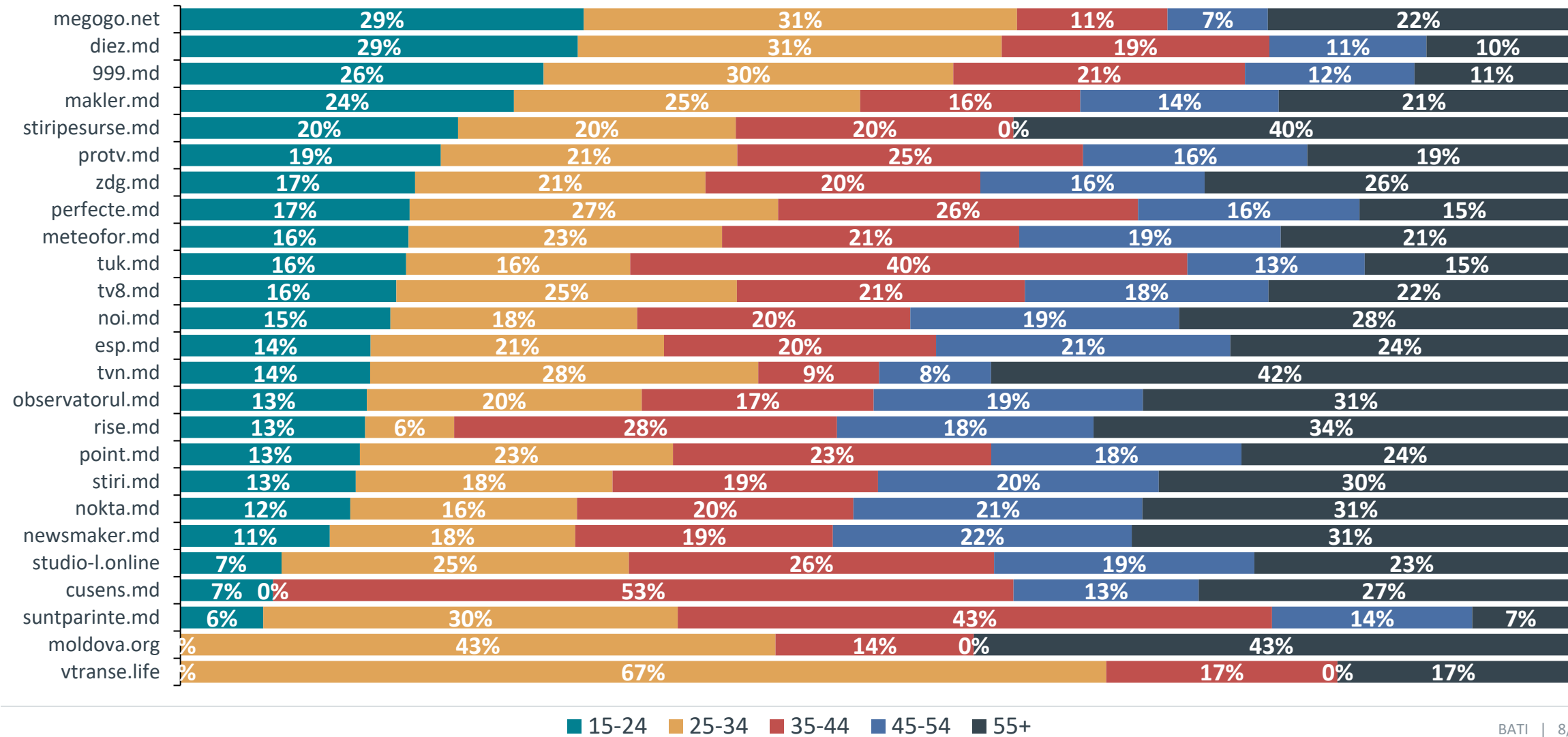


15-24: 14,9% - 25-34: 21,6% - 35-44: 21,2%
45-54: 18,1% - 55+: 24,1%

Procentele indica compozitia agregata pentru toate site-urile auditate.

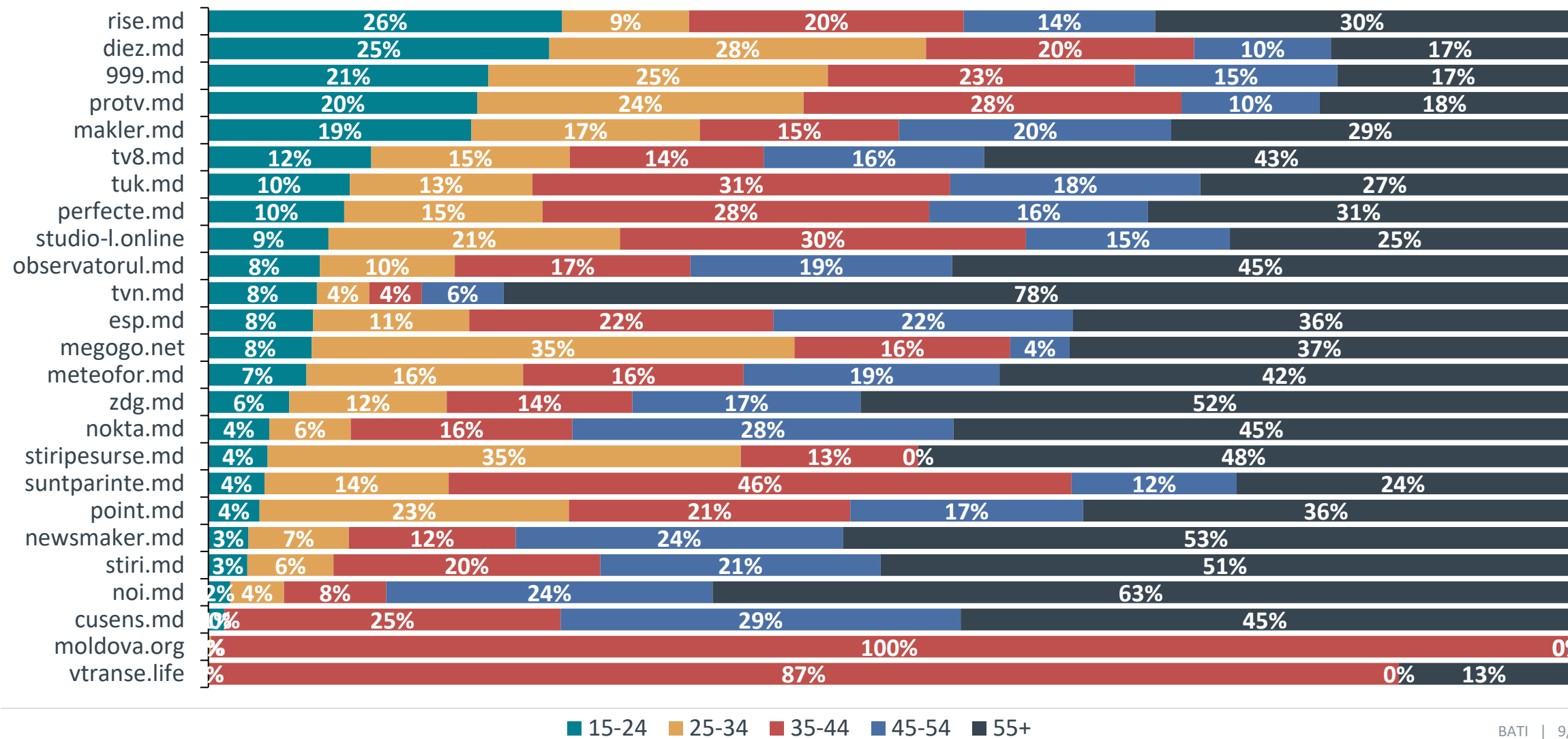
Varsta

Compozitia audientei



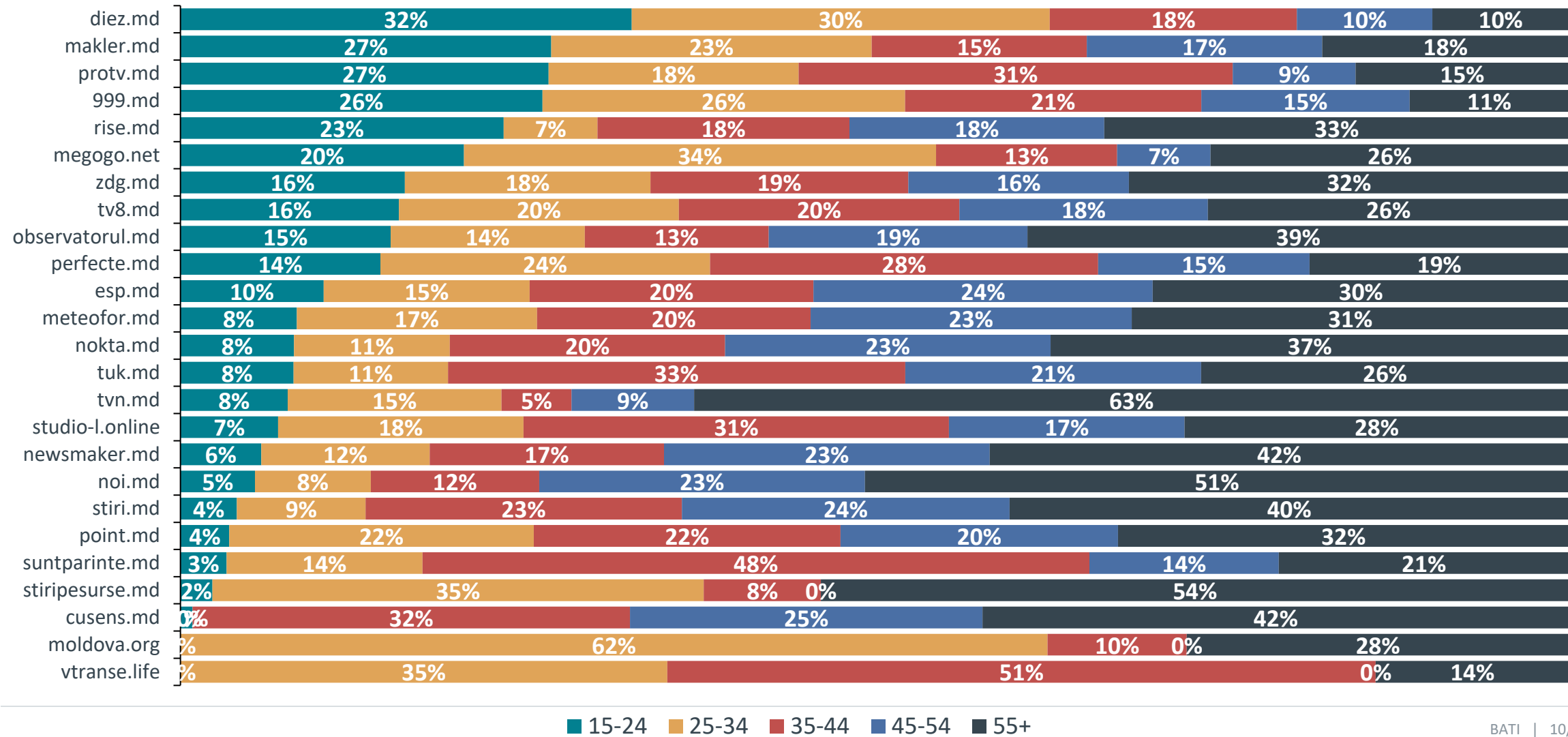
Varsta

Compozitia timpului petrecut



Varsta

Compozitia afisarilor

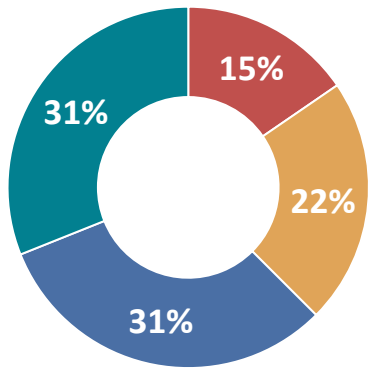


Educatie

Compozitia agregata - iunie 2026

Audienta

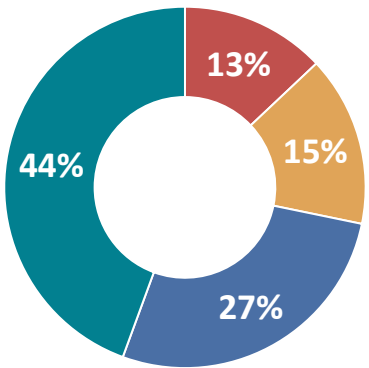
% din utilizatori unici



Primar: 15,4% - Profesional: 22,0%
Liceu / Colegiu: 31,5% - Superior: 31,1%

Timp petrecut

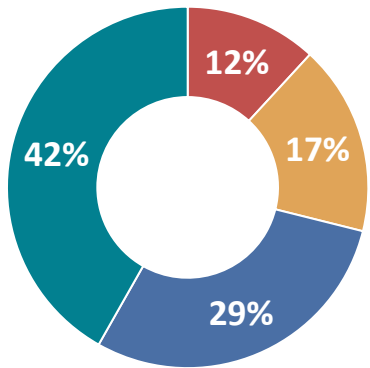
% din timp total



Primar: 13,0% - Profesional: 15,3%
Liceu / Colegiu: 27,4% - Superior: 44,4%

Afisari (page views)

% din page views totale

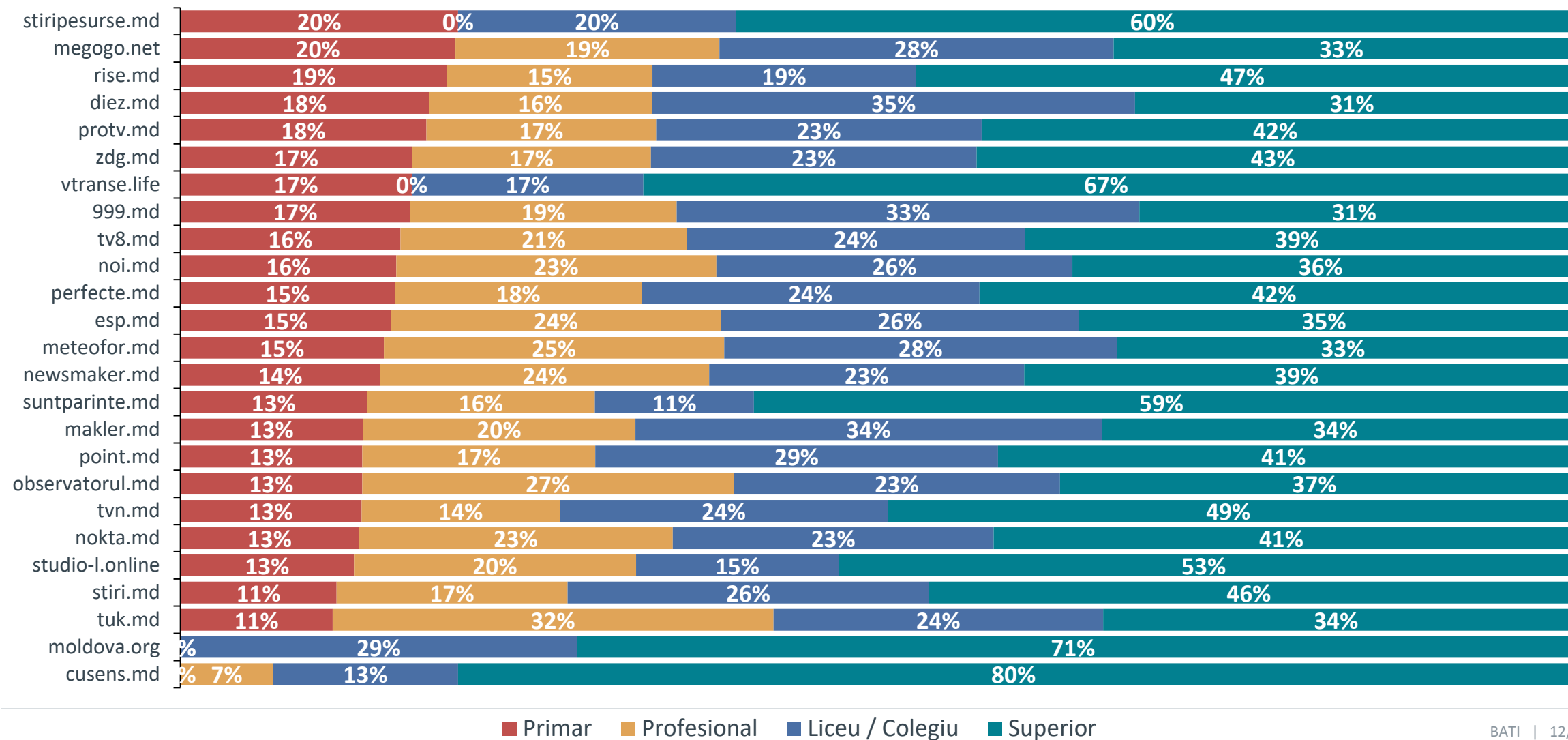


Primar: 11,8% - Profesional: 17,1%
Liceu / Colegiu: 29,3% - Superior: 41,8%

Procentele indica compozitia agregata pentru toate site-urile auditate.

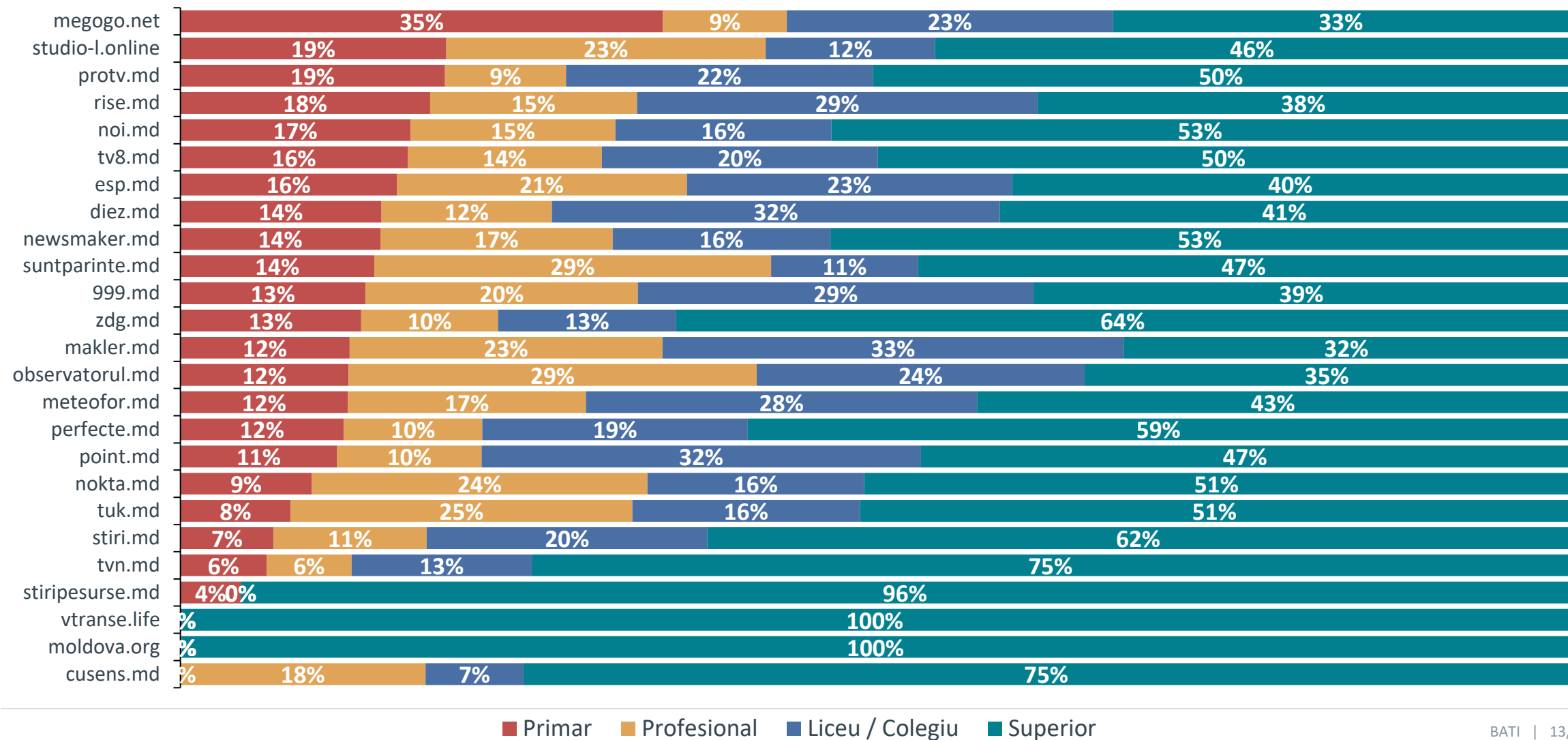
Educatie

Compozitia audientei



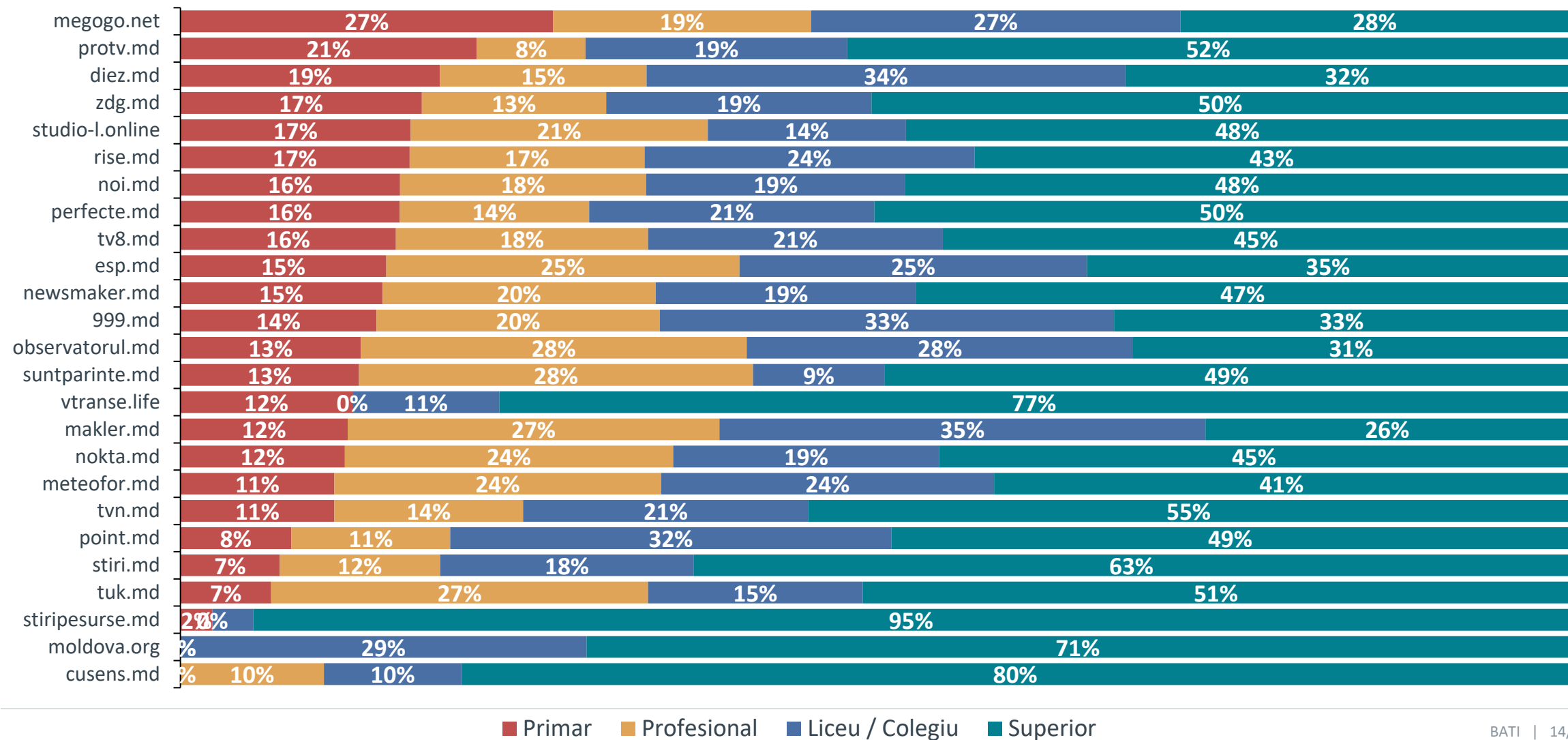
Educatie

Compozitia timpului petrecut



Educatie

Compozitia afisarilor

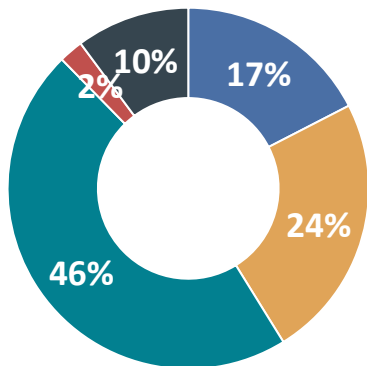


Ocupatie

Compozitia agregata - iunie 2026

Audienta

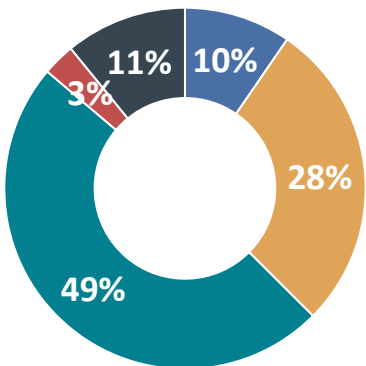
% din utilizatori unici



Elev / Student: 17,4% - Pensionar / Somer / Casnic: 23,7% - Specialist / Tehnic: 46,5%
Manager mediu: 2,2%
- Proprietar / Director: 10,2%

Timp petrecut

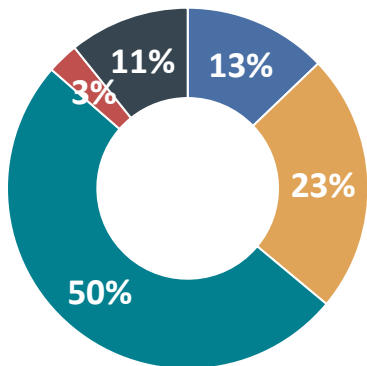
% din timp total



Elev / Student: 9,6% - Pensionar / Somer / Casnic: 27,9% - Specialist / Tehnic: 48,7%
Manager mediu: 2,9%
- Proprietar / Director: 10,9%

Afisari (page views)

% din page views totale

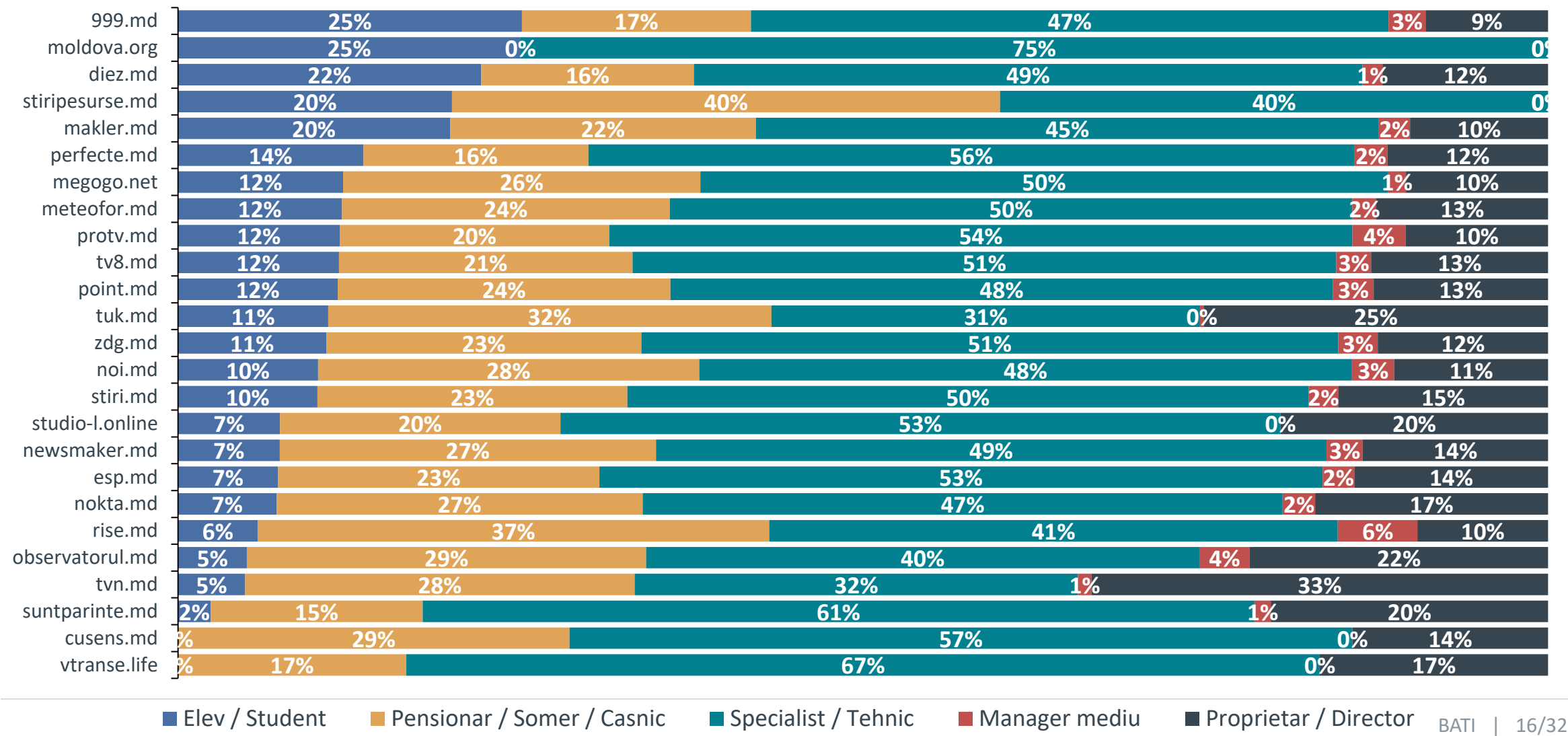


Elev / Student: 12,9% - Pensionar / Somer / Casnic: 23,2% - Specialist / Tehnic: 50,4%
Manager mediu: 2,8%
- Proprietar / Director: 10,8%

Procentele indica compozitia agregata pentru toate site-urile auditate.

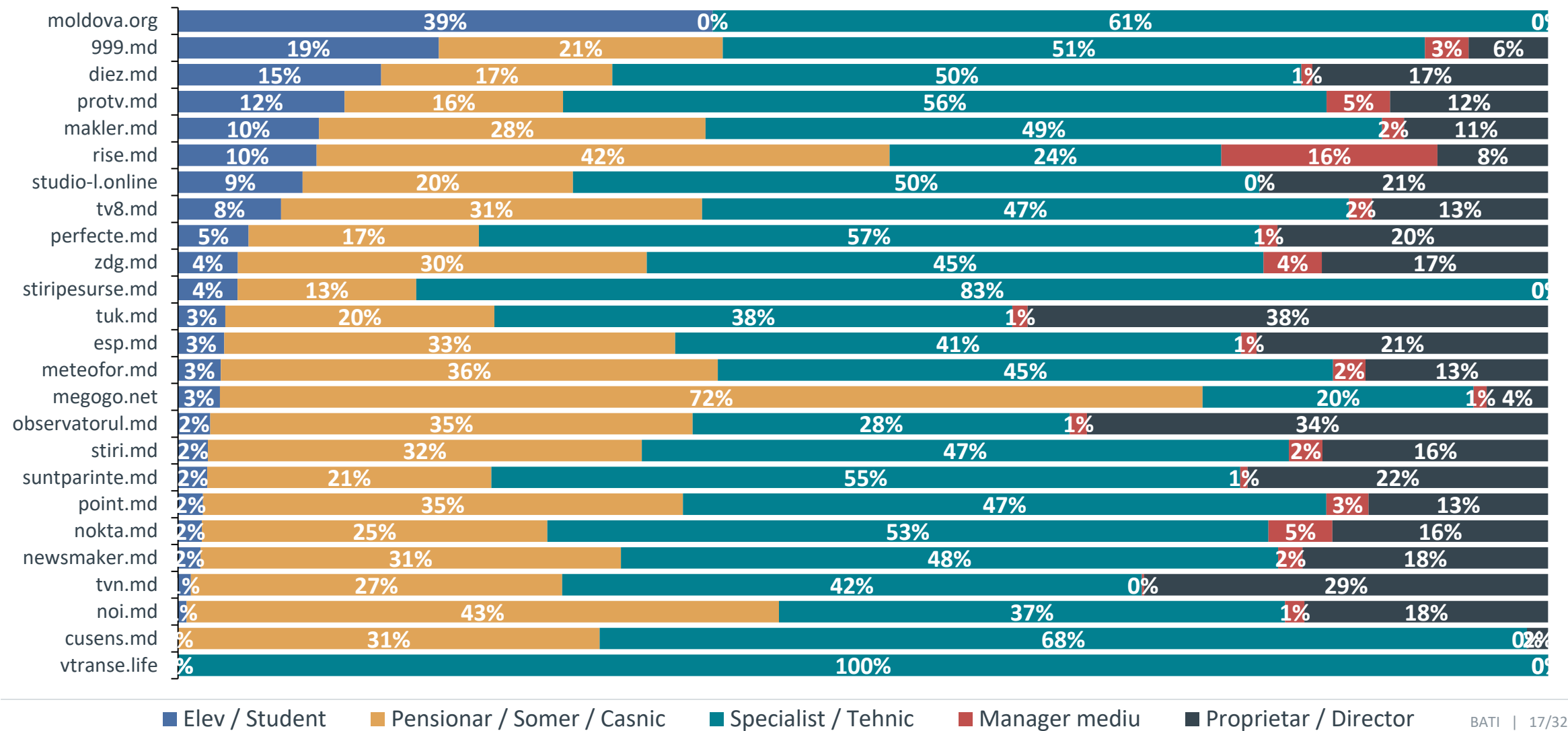
Ocupatie

Compozitia audientei



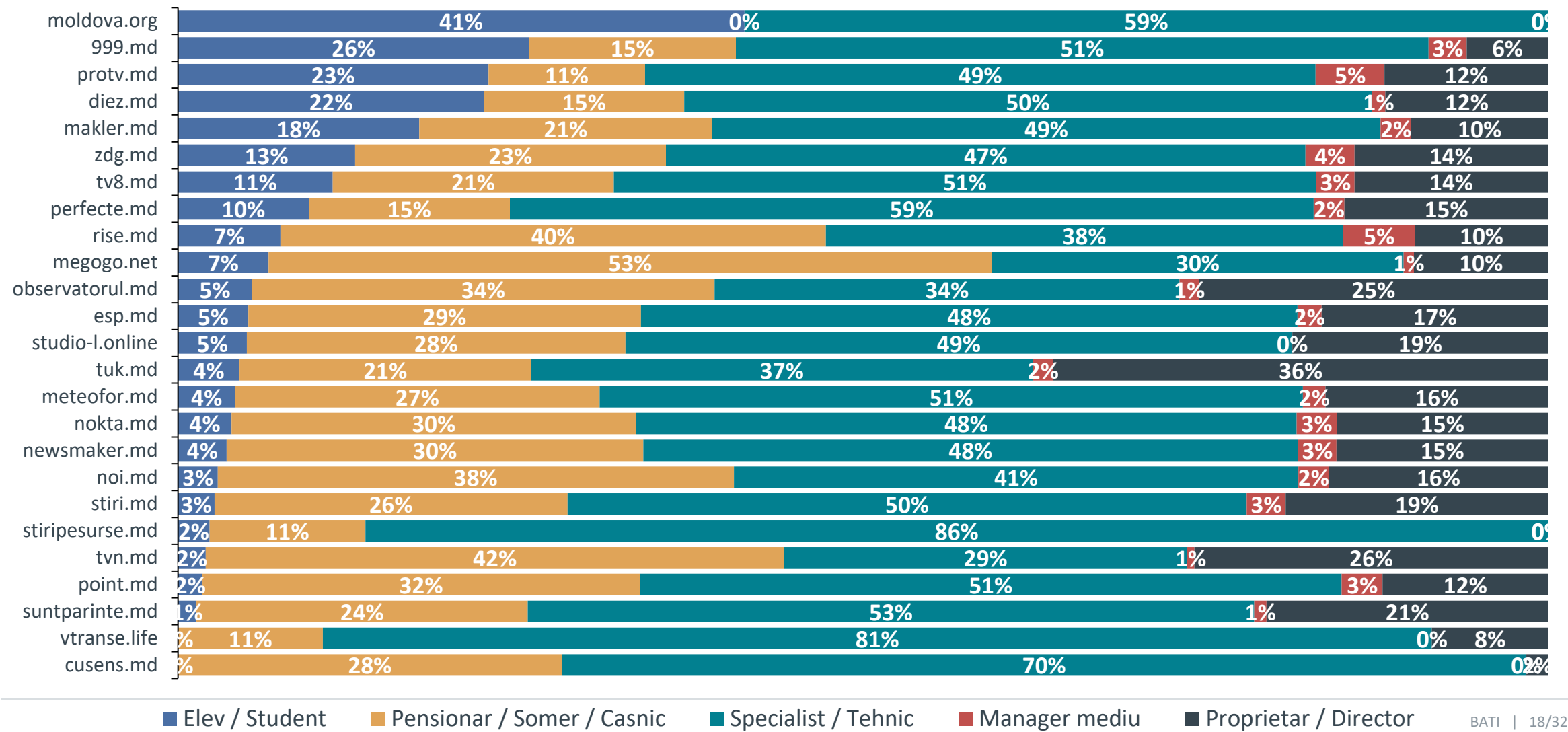
Ocupatie

Compozitia timpului petrecut



Ocupatie

Compozitia afisarilor

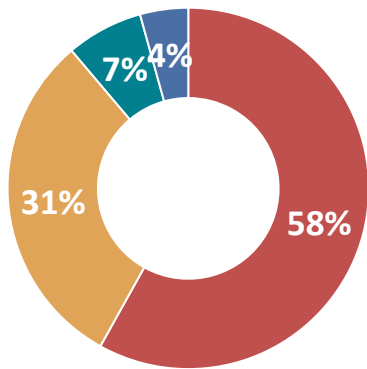


Venit

Compozitia agregata - iunie 2026

Audienta

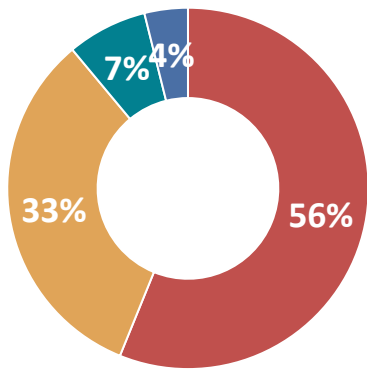
% din utilizatori unici



<8K lei: 58,1% - 8-16K lei: 30,7%
16-30K lei: 6,9% - >30K lei: 4,3%

Timp petrecut

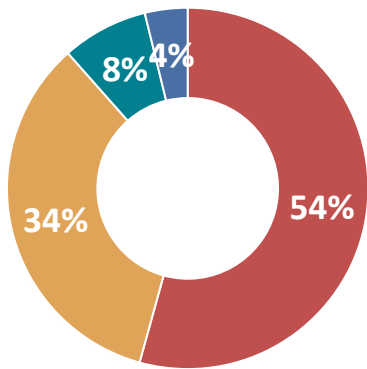
% din timp total



<8K lei: 56,1% - 8-16K lei: 32,8%
16-30K lei: 7,2% - >30K lei: 3,9%

Afisari (page views)

% din page views totale

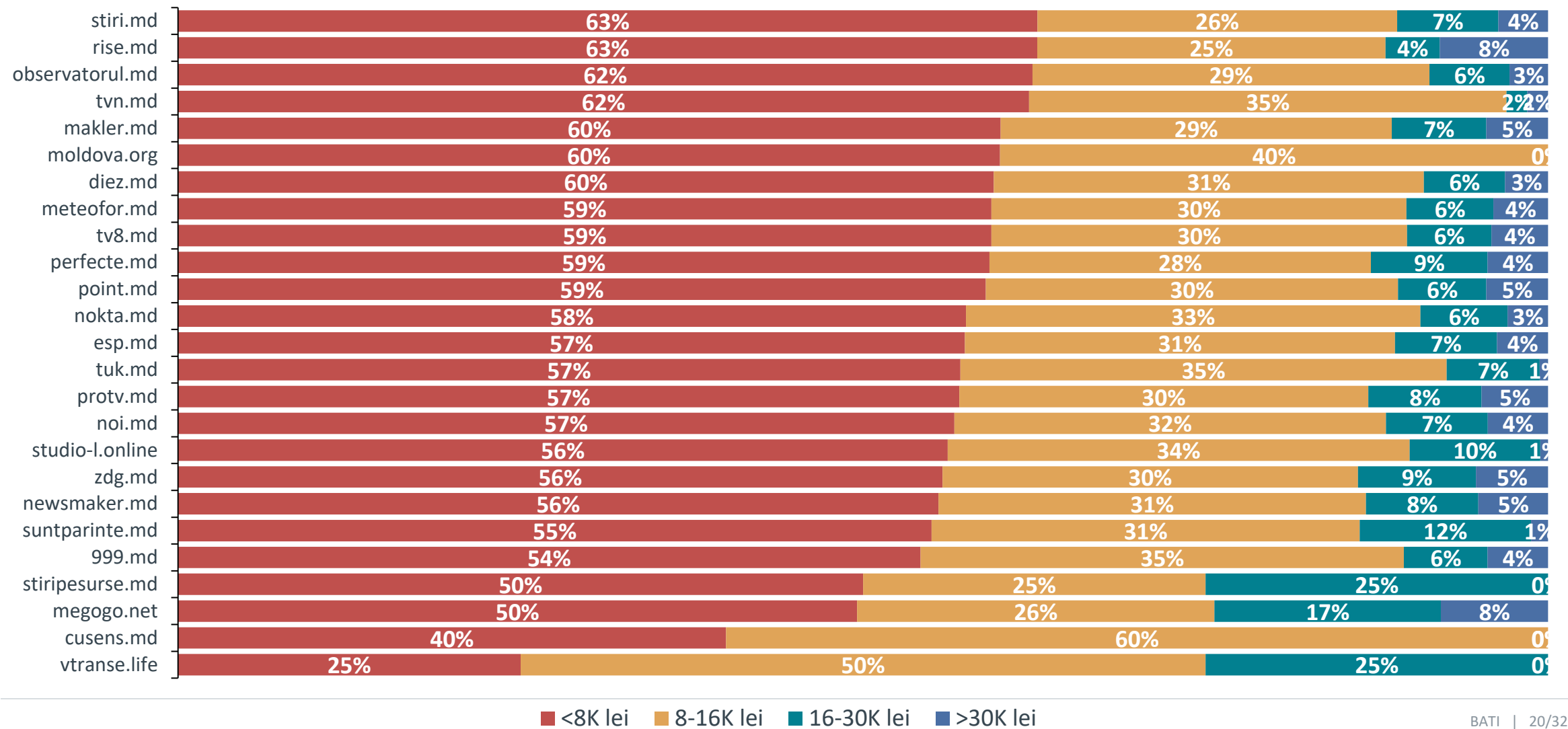


<8K lei: 54,3% - 8-16K lei: 34,2%
16-30K lei: 7,7% - >30K lei: 3,8%

Procentele indica compozitia agregata pentru toate site-urile auditate.

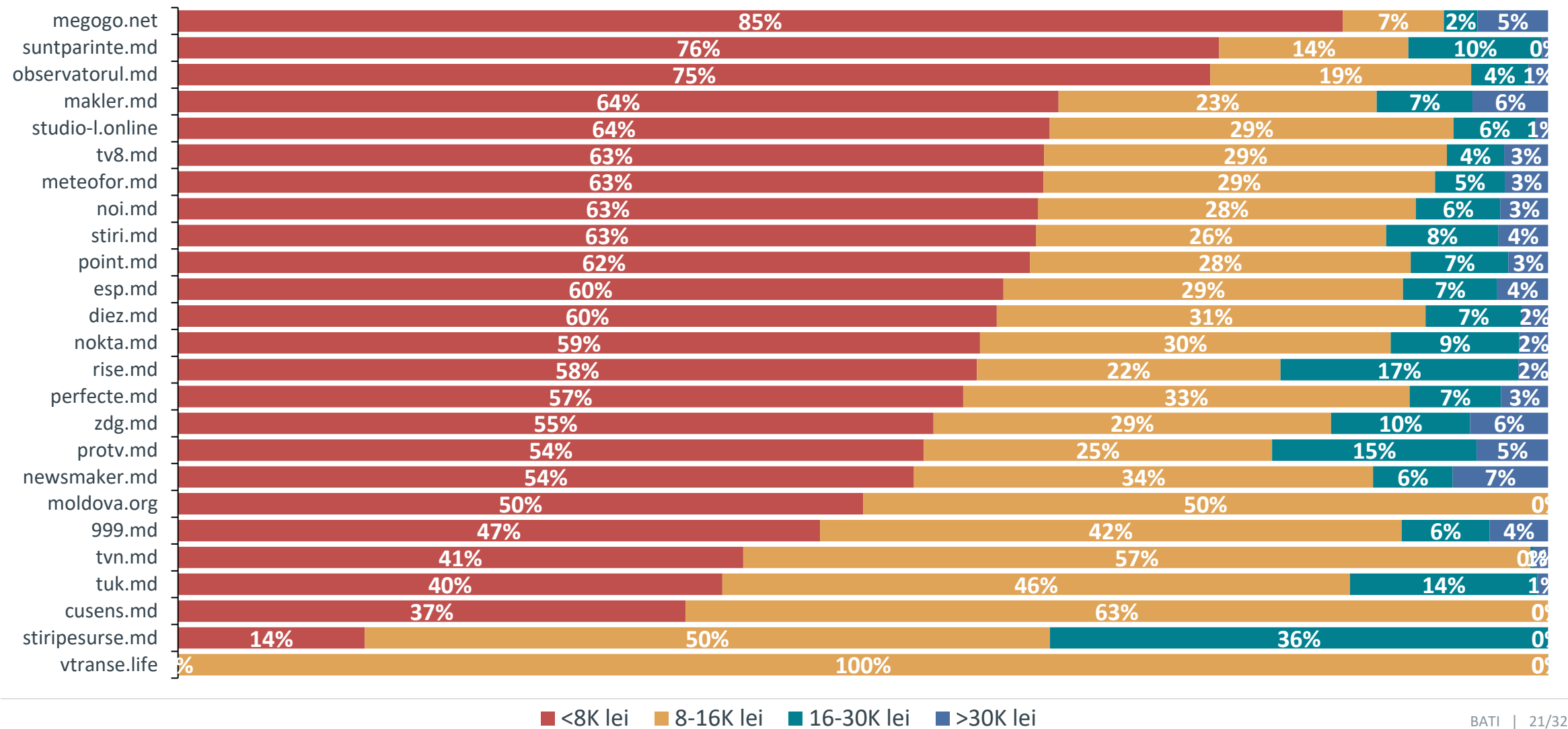
Venit

Compozitia audientei



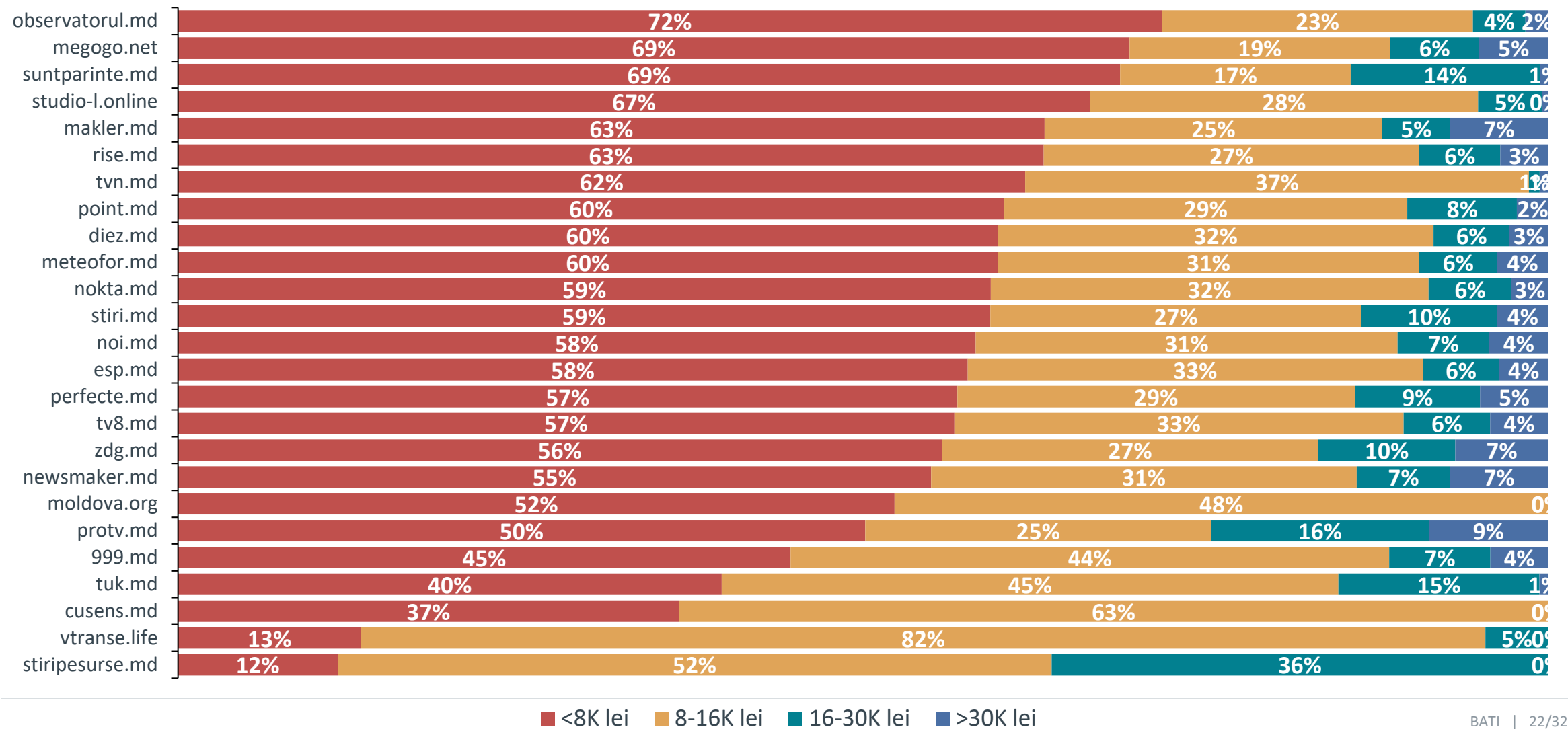
Venit

Compozitia timpului petrecut



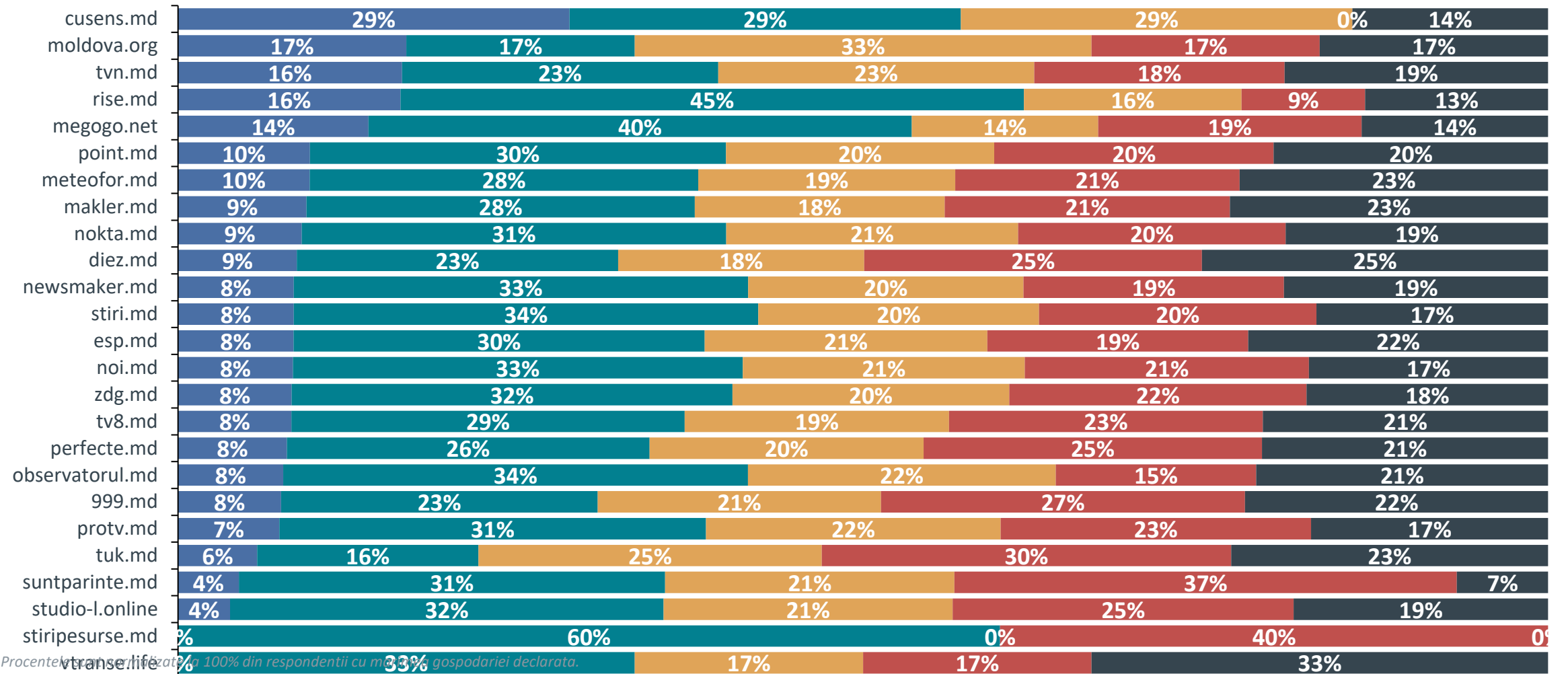
Venit

Compozitia afisarilor



Marimea gospodariei

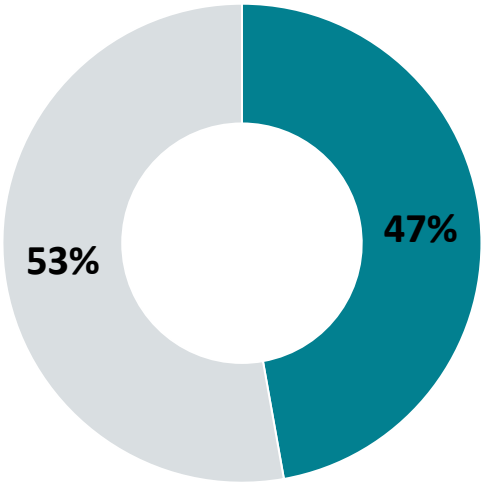
Compozitia audientei



Procentele sunt normalizate la 100% din respondentii cu marimea gospodariei declarata.

Copii in familie

Compozitia agregata - iunie 2026



Cu copii <15 ani: 47,2% - Fara copii: 52,8%

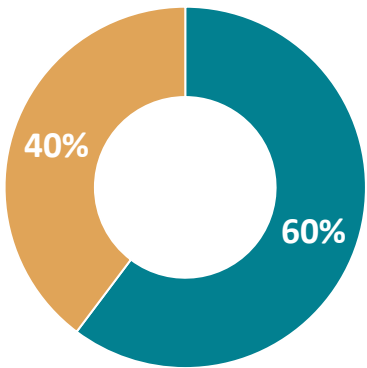
Schema raportare Copii in familie a fost modificata in aprilie 2026 (de la grupe de varsta multi-response la dihotomie cu/fara copii < 15 ani). Delta MoM nu este disponibila in aceasta editie.

Urban / Rural

Compozitia agregata - iunie 2026

Audienta

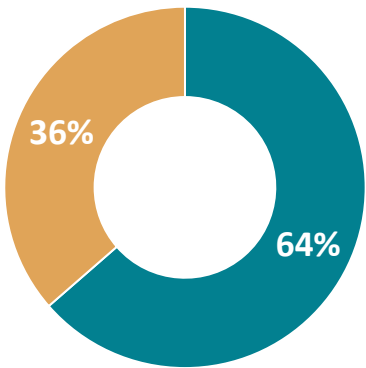
% din utilizatori unici



Urban: 60,3% - Rural: 39,7%

Timp petrecut

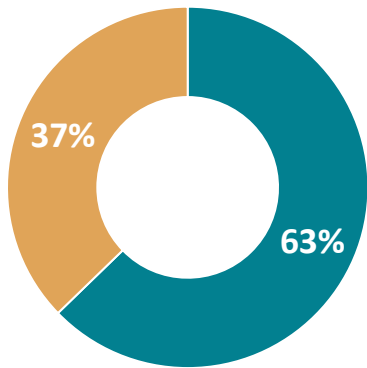
% din timp total



Urban: 63,6% - Rural: 36,4%

Afisari (page views)

% din page views totale

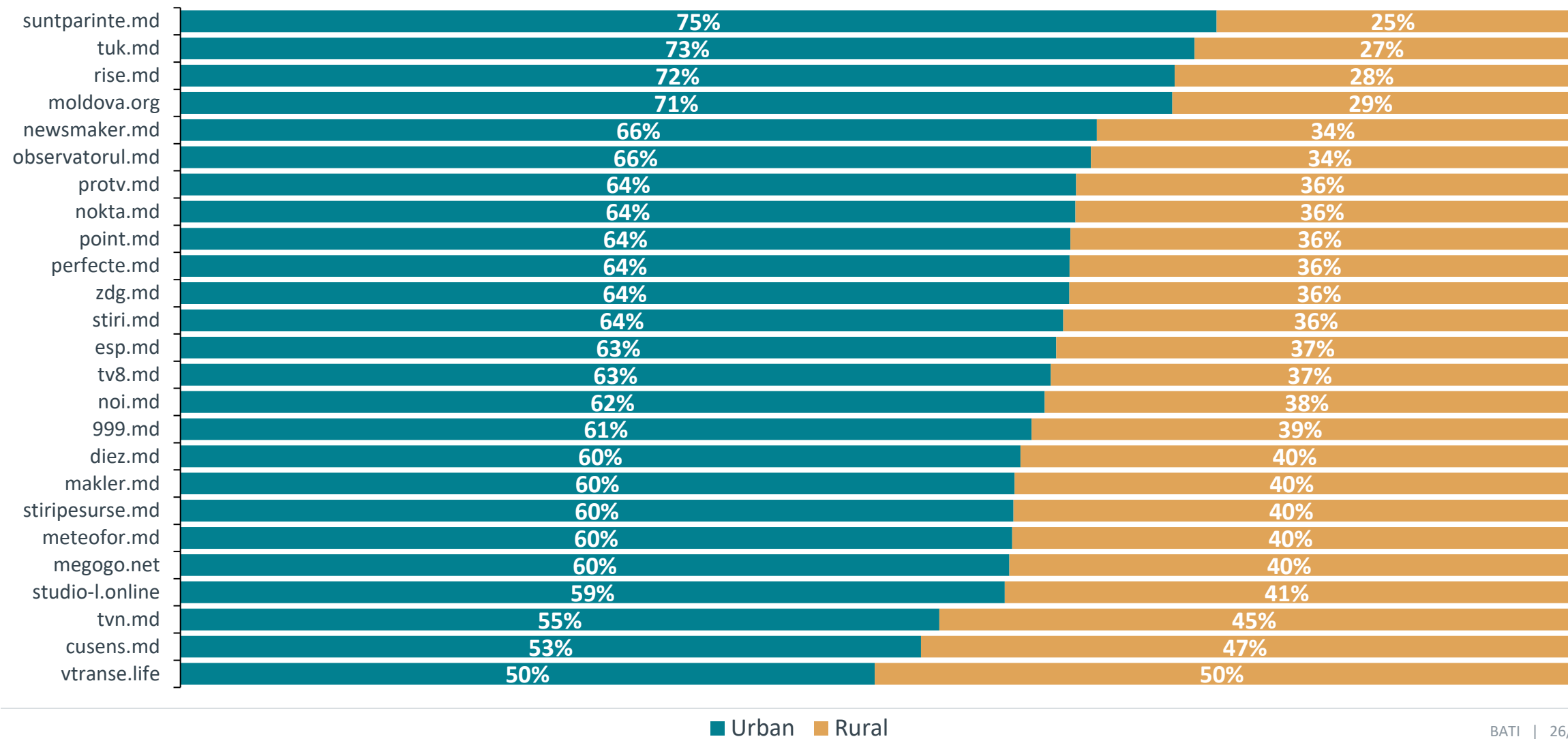


Urban: 62,8% - Rural: 37,2%

Procentele indica compozitia agregata pentru toate site-urile auditate.

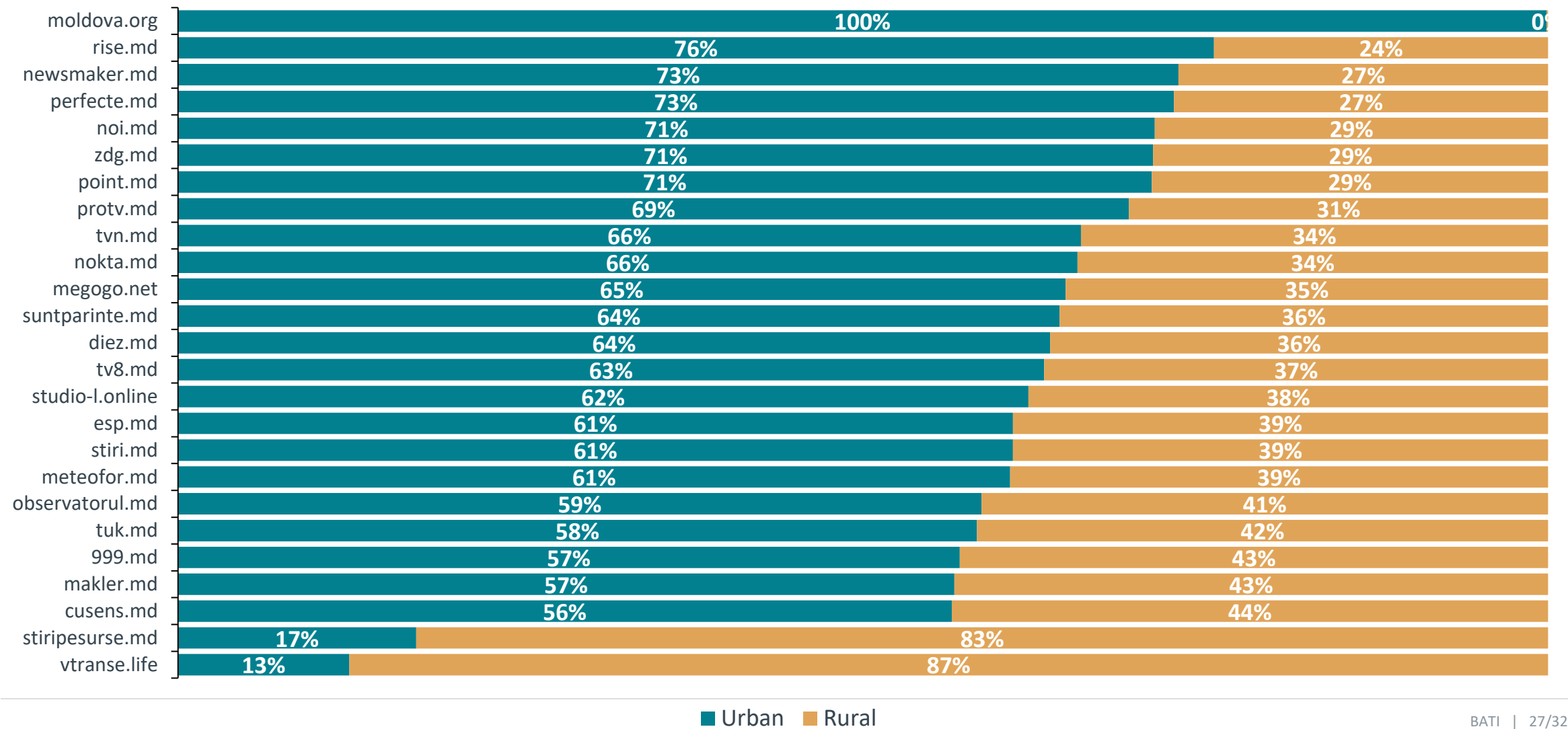
Urban / Rural

Compozitia audientei



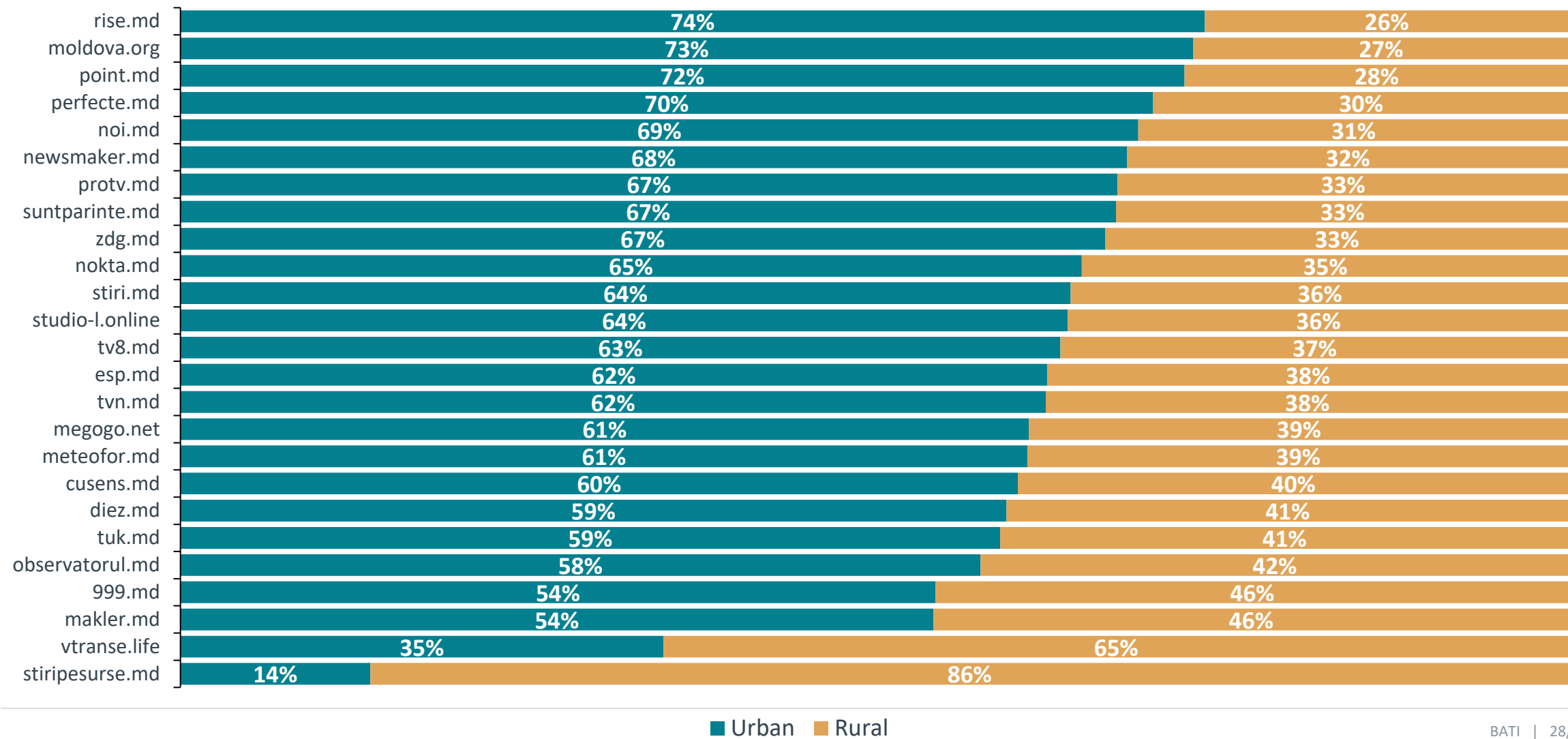
Urban / Rural

Compozitia timpului petrecut



Urban / Rural

Compozitia afisarilor

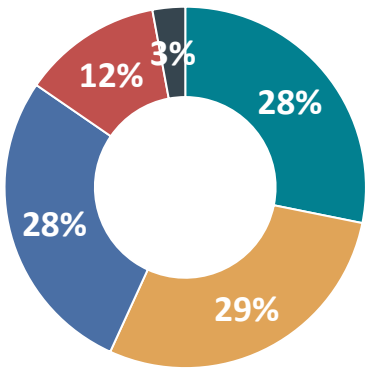


Regiuni

Compozitia agregata - iunie 2026

Audienta

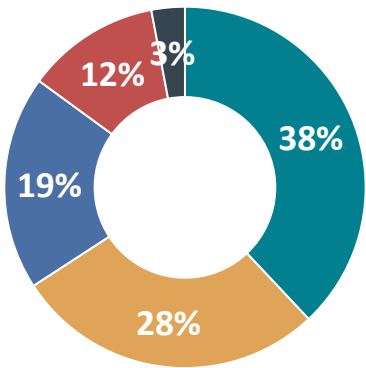
% din utilizatori unici



Chisinau: 28,2% - Nord: 28,7% - Centru: 27,8%
Sud: 12,5% - UTA Gagauzia: 2,9%

Timp petrecut

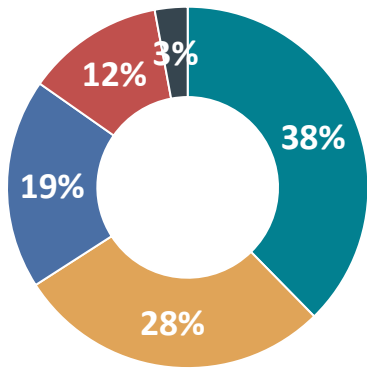
% din timp total



Chisinau: 38,0% - Nord: 27,8% - Centru: 19,2%
Sud: 12,0% - UTA Gagauzia: 3,0%

Afisari (page views)

% din page views totale

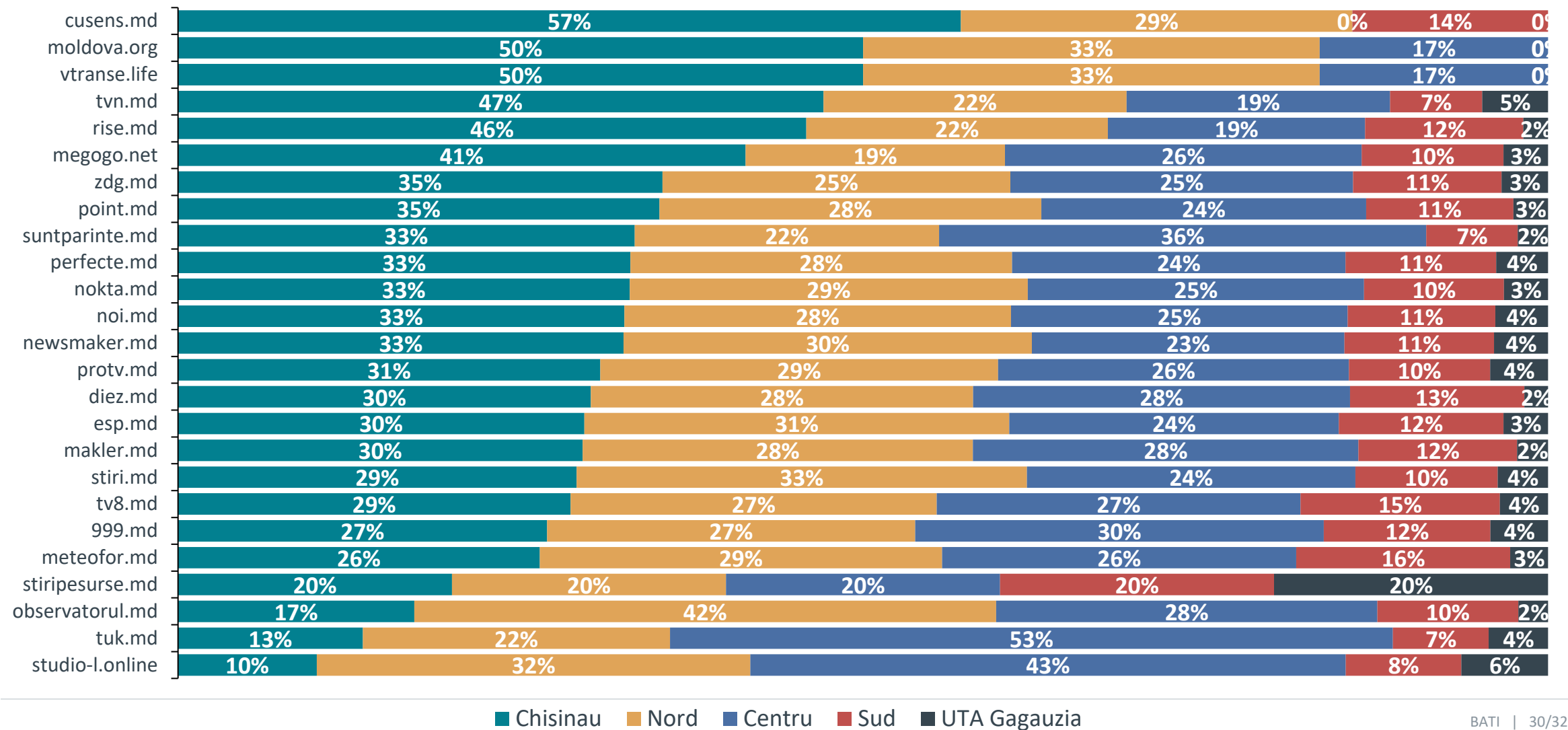


Chisinau: 37,7% - Nord: 28,3% - Centru: 18,8%
Sud: 12,3% - UTA Gagauzia: 2,9%

Procentele indica compozitia agregata pentru toate site-urile auditate.

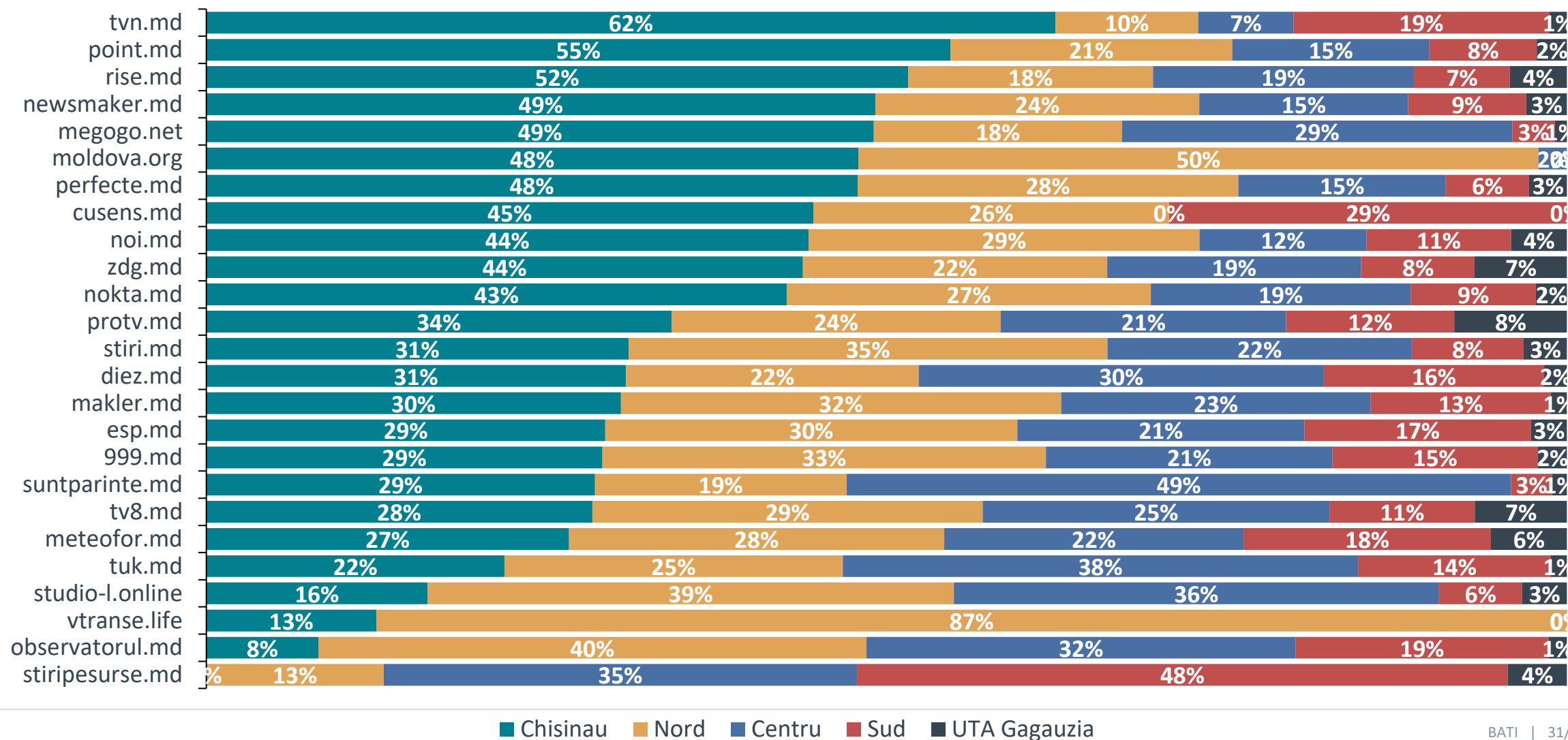
Regiuni

Compozitia audientei



Regiuni

Compozitia timpului petrecut



Regiuni

Compozitia afisarilor

