

Septembrie 2026

Studiul de Audienta Online – Moldova

Raport lunar pentru piata de media si publicitate din Republica Moldova

Overview

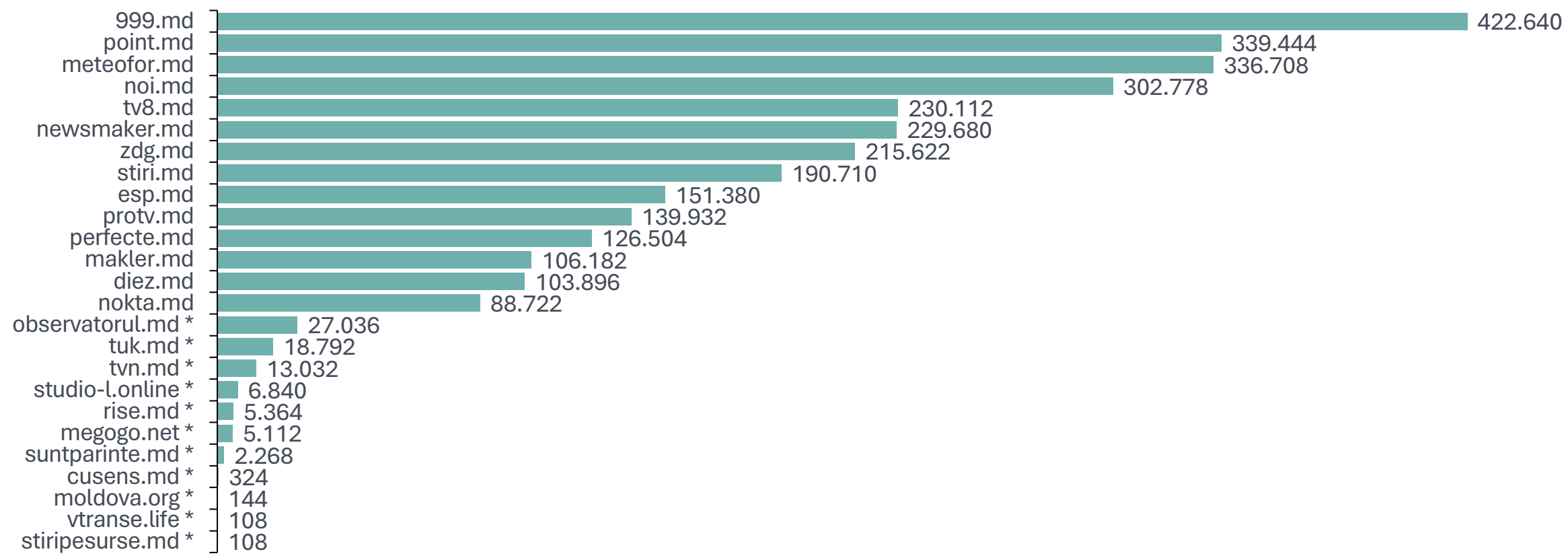
Audienta online agregata - septembrie 2026



Datele insumeaza 25 site-uri din panelul gemiusAudience Moldova in septembrie 2026. Timpul mediu petrecut per utilizator este de 45m 13s. Cifrele reflecta traficul agregat masurat pe toate site-urile auditate.

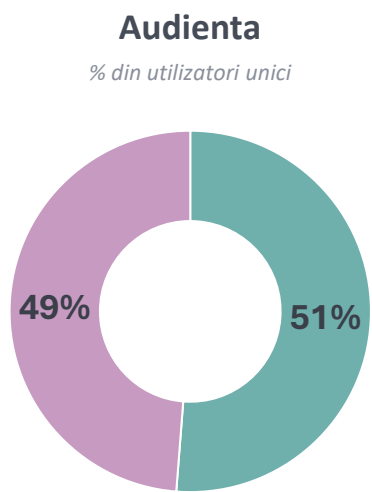
Top site-uri

Clasament dupa utilizatori reali - septembrie 2026

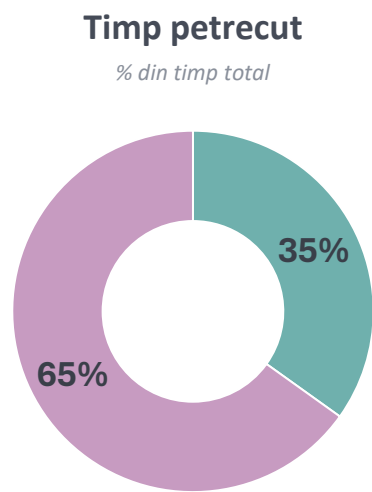


Gen

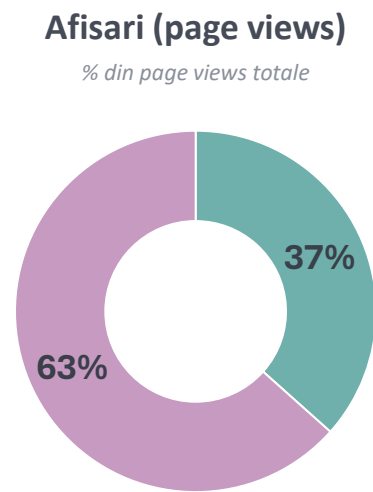
Compozitia agregata - septembrie 2026



Feminin: 51,2% - Masculin: 48,8%



Feminin: 34,9% - Masculin: 65,1%

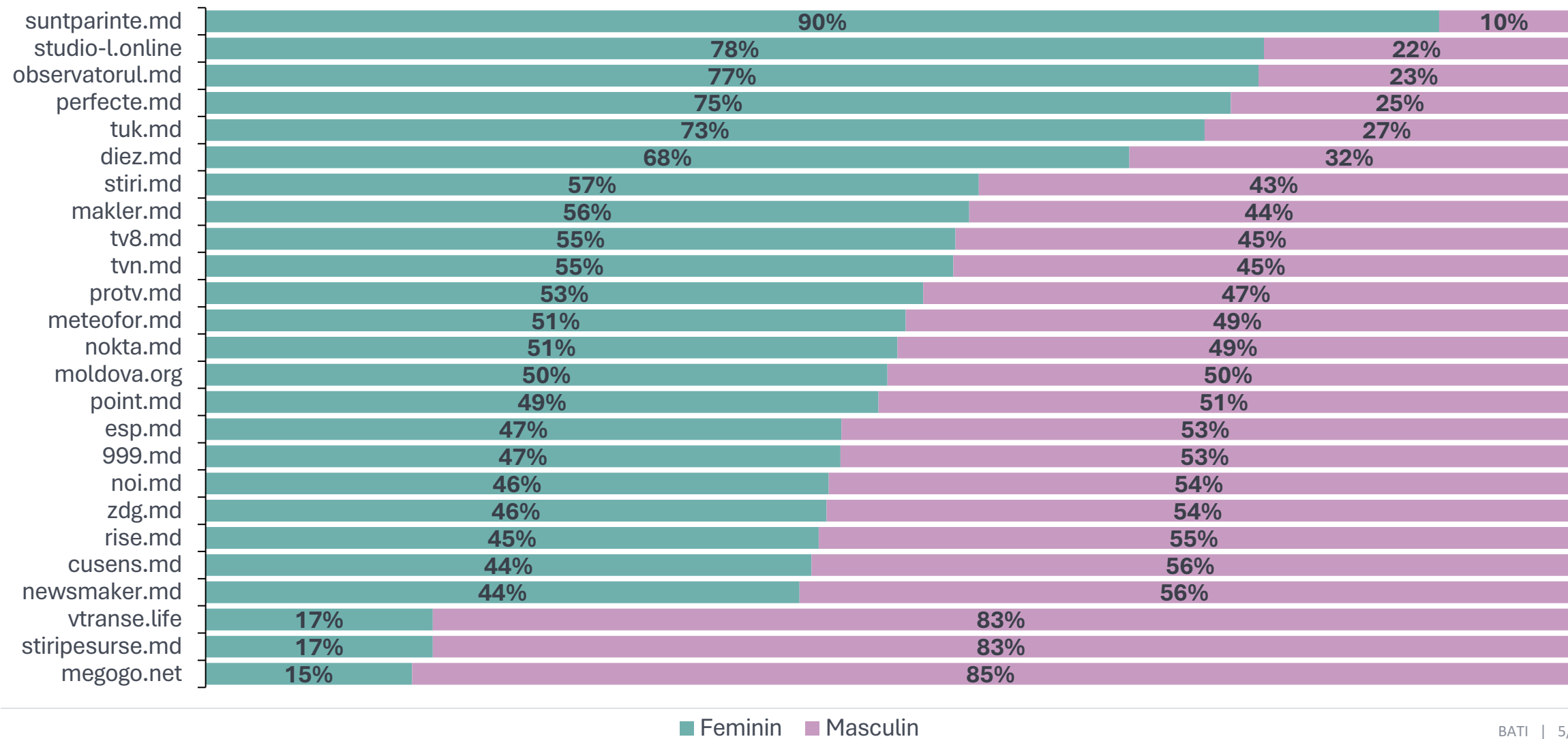


Feminin: 36,6% - Masculin: 63,4%

Procentele indica compozitia agregata pentru toate site-urile auditate.

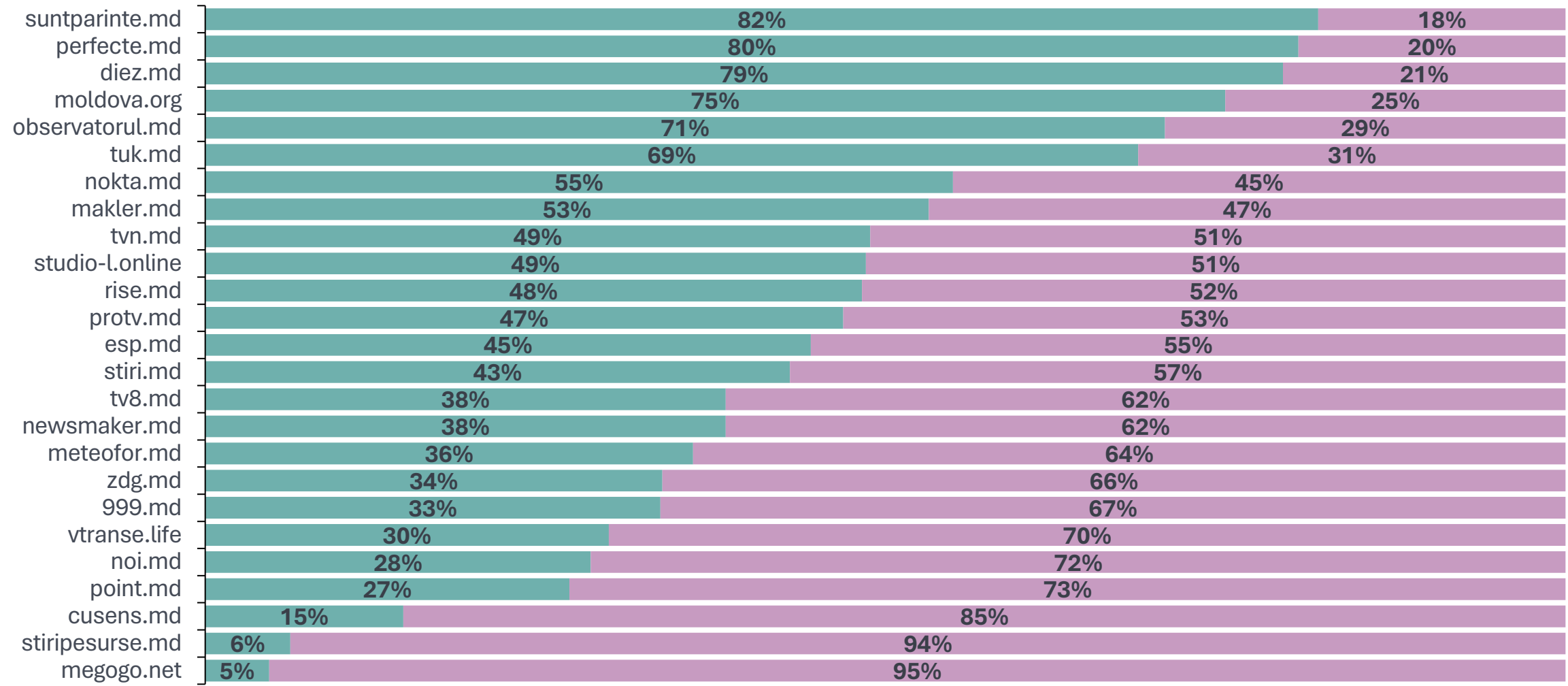
Gen

Compozitia audientei



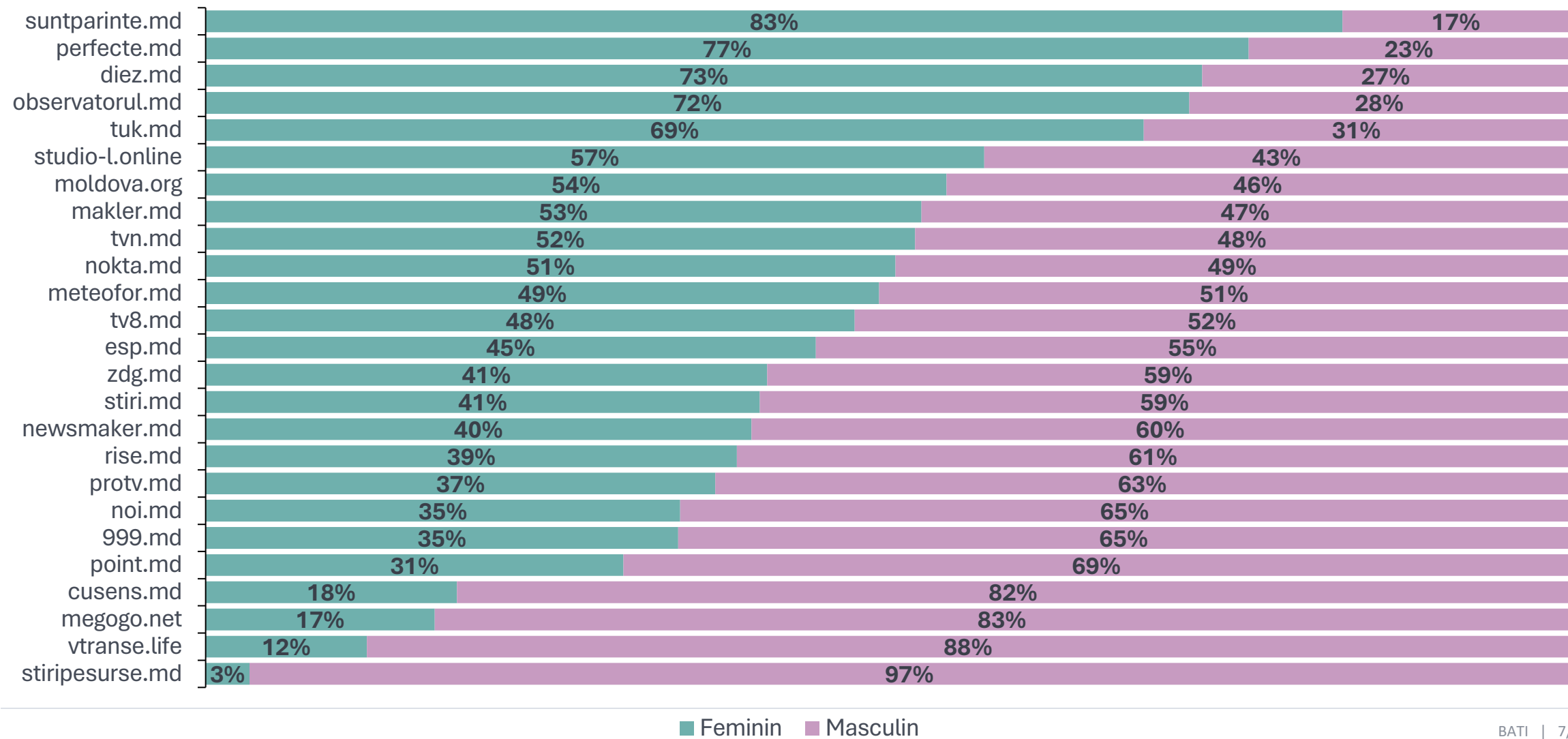
Gen

Compozitia timpului petrecut



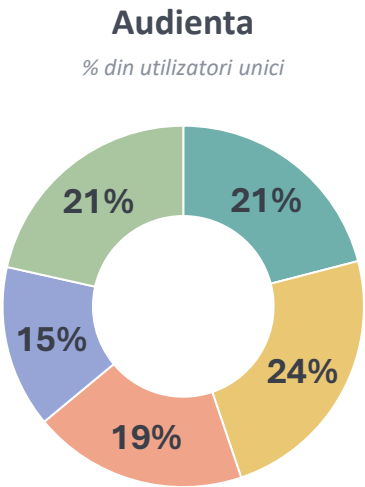
Gen

Compozitia afisarilor

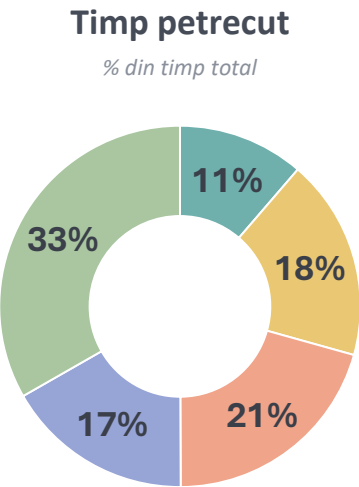


Varsta

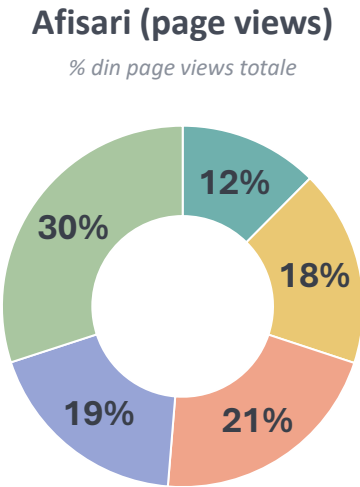
Compozitia agregata - septembrie 2026



- 15-24: 21,0%
- 25-34: 23,8%
- 35-44: 19,2%
- 45-54: 14,5%
- 55+: 21,5%



- 15-24: 11,3%
- 25-34: 18,0%
- 35-44: 20,6%
- 45-54: 16,8%
- 55+: 33,3%

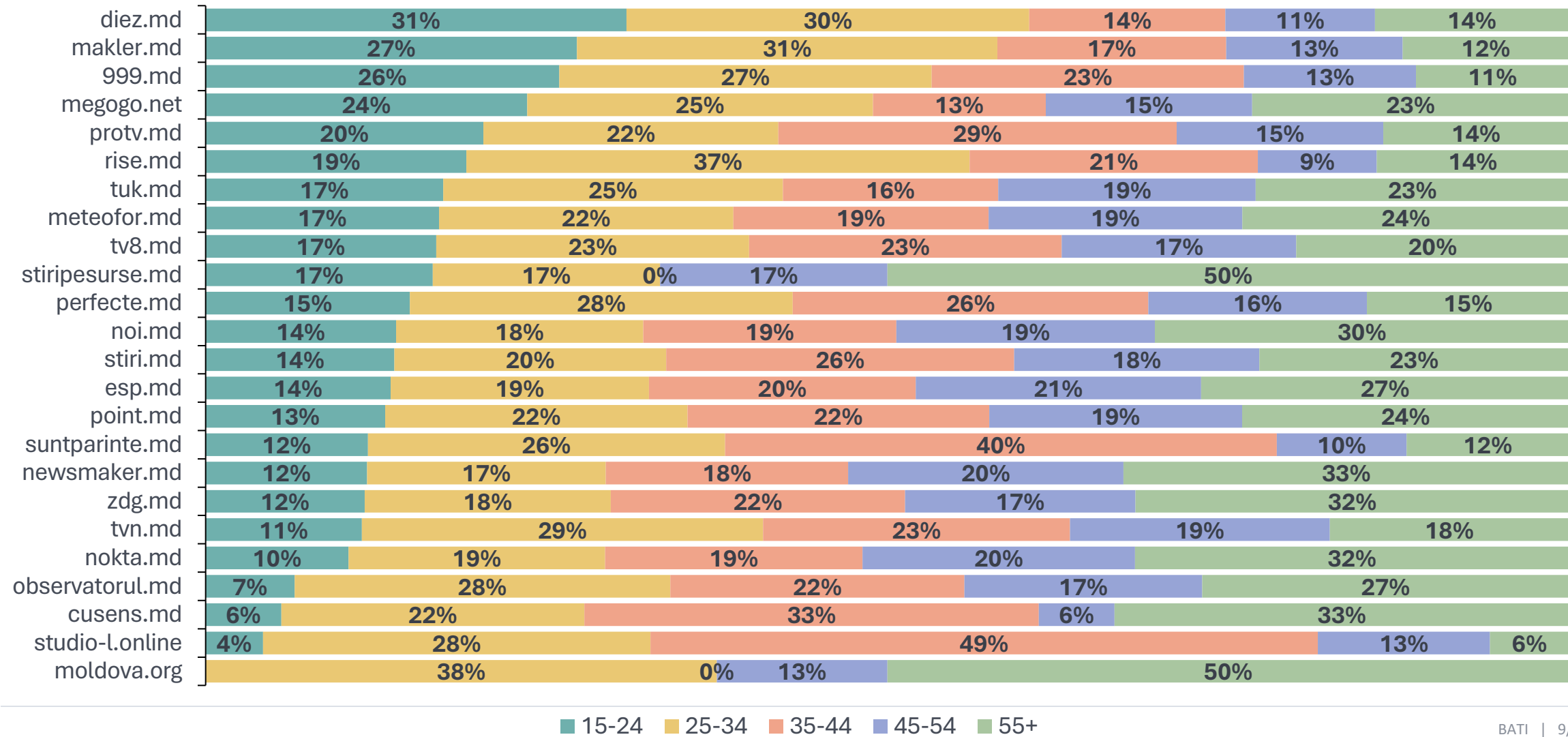


- 15-24: 12,5%
- 25-34: 17,6%
- 35-44: 21,2%
- 45-54: 18,7%
- 55+: 30,0%

Procentele indica compozitia agregata pentru toate site-urile auditate.

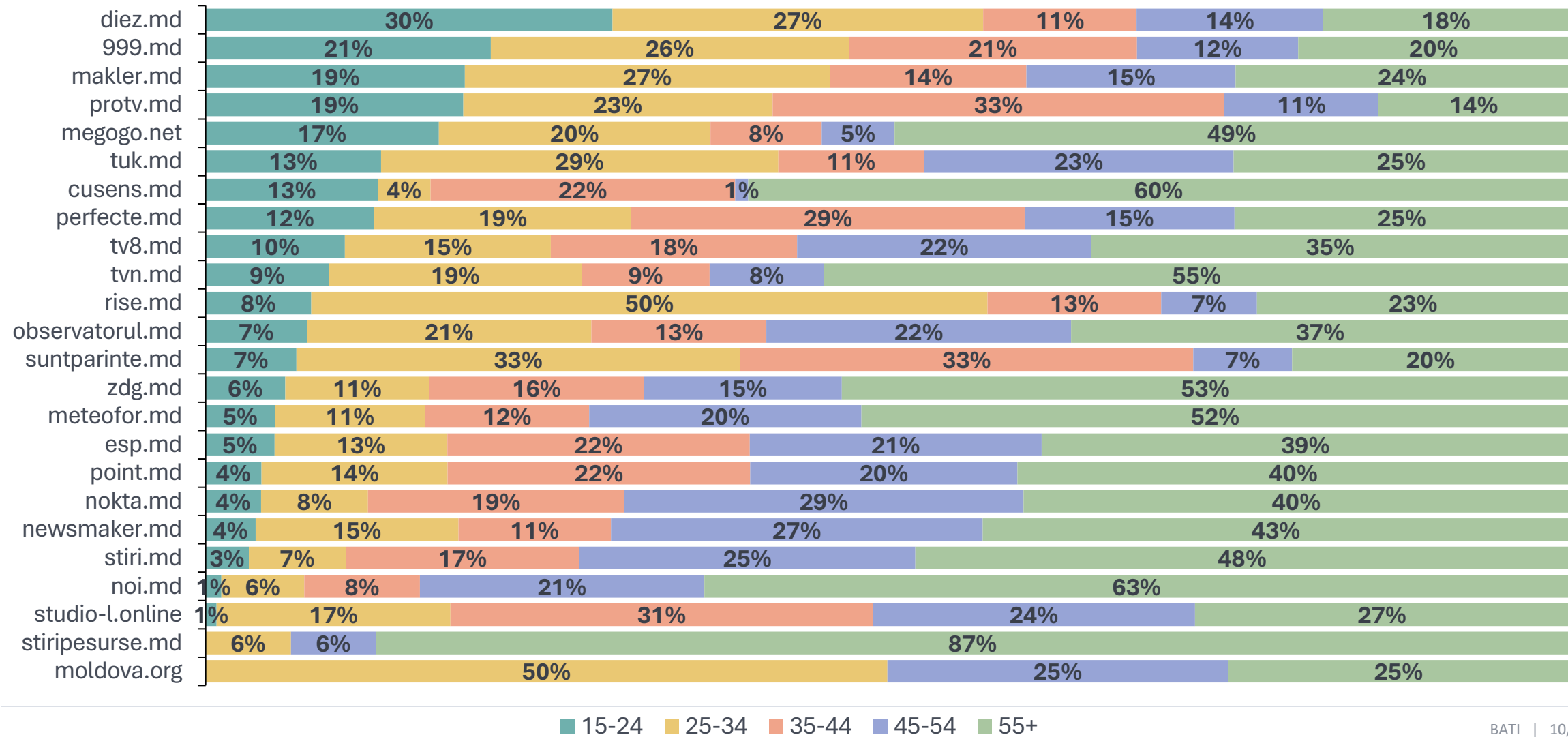
Varsta

Compozitia audientei



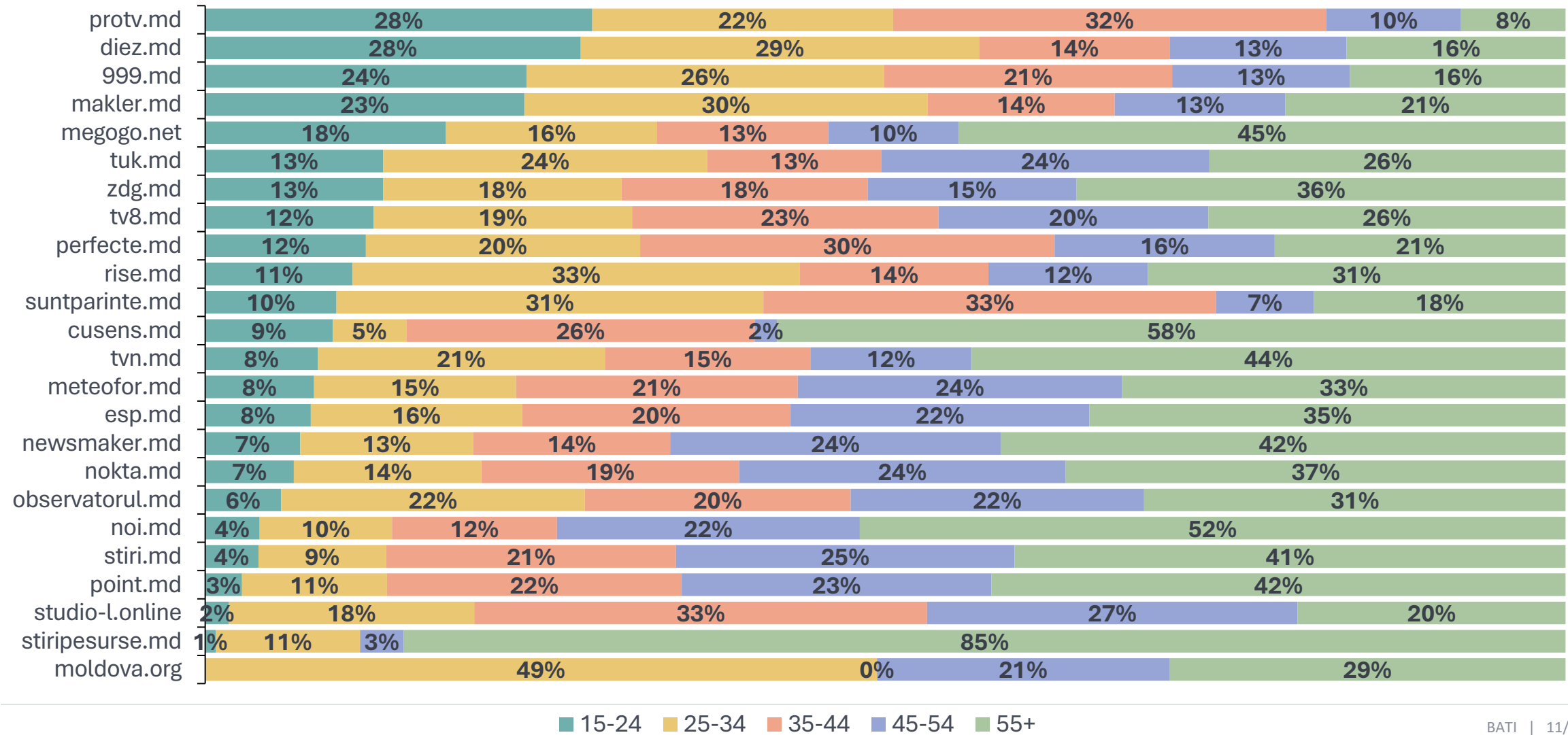
Varsta

Compozitia timpului petrecut



Varsta

Compozitia afisarilor

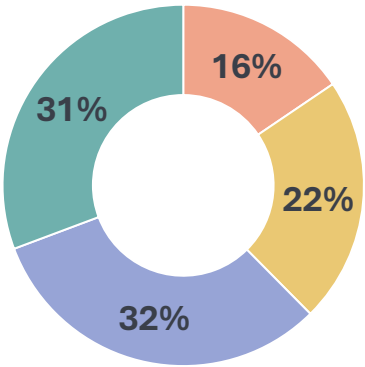


Educatie

Compozitia agregata - septembrie 2026

Audienta

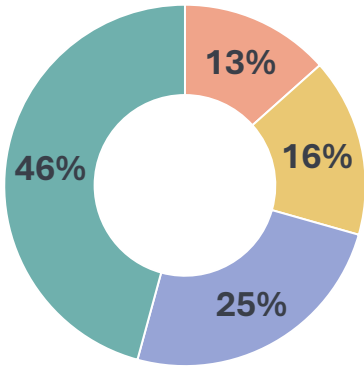
% din utilizatori unici



Primar: 15,5% - Profesional: 22,1%
Liceu / Colegiu: 31,7% - Superior: 30,7%

Timp petrecut

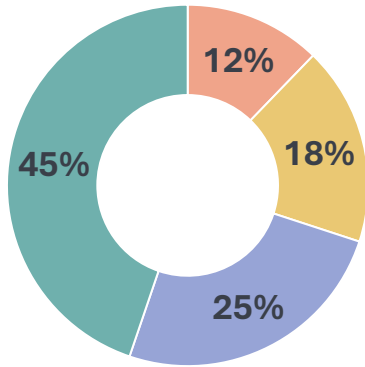
% din timp total



Primar: 13,4% - Profesional: 16,0%
Liceu / Colegiu: 24,8% - Superior: 45,8%

Afisari (page views)

% din page views totale

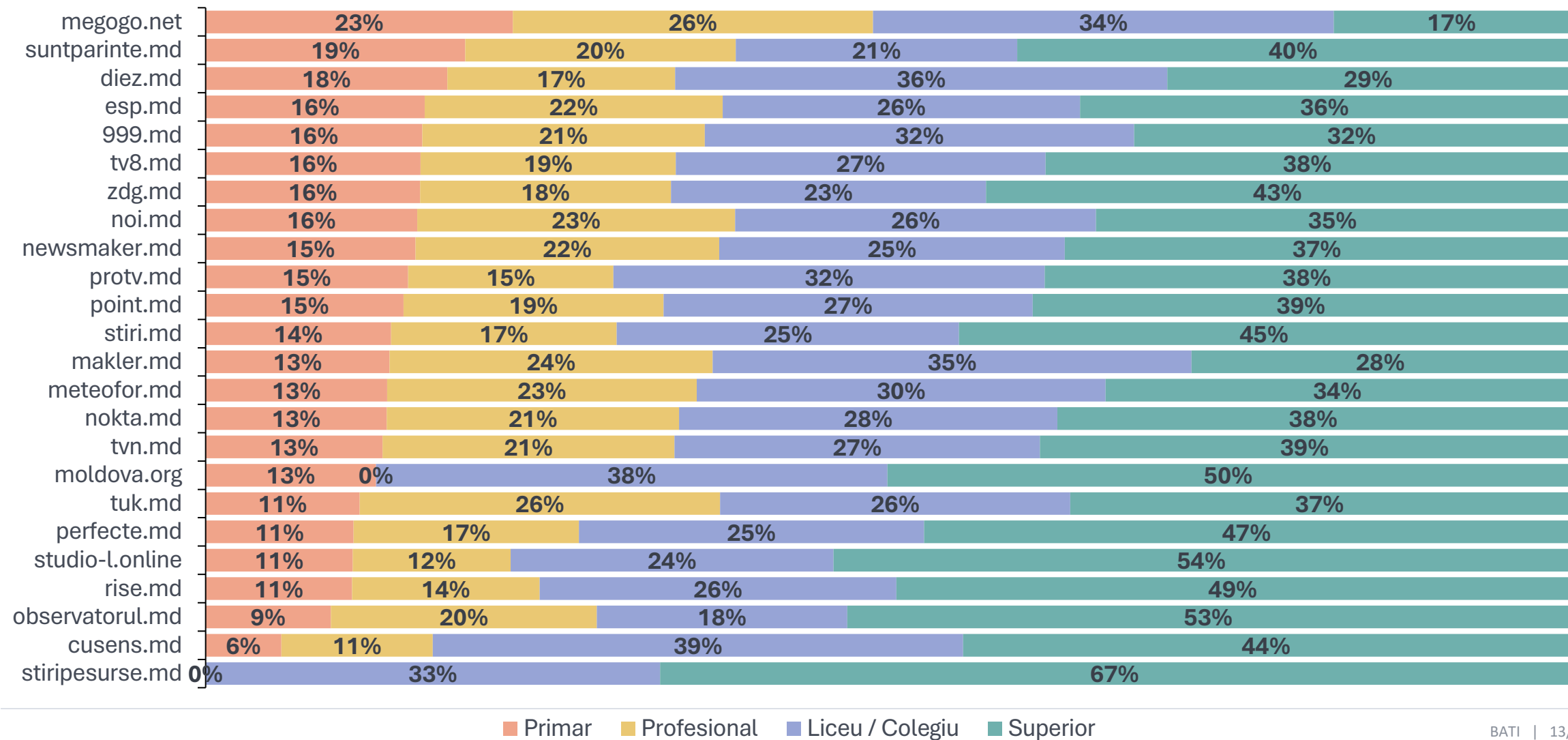


Primar: 12,2% - Profesional: 17,8%
Liceu / Colegiu: 25,2% - Superior: 44,8%

Procentele indica compozitia agregata pentru toate site-urile auditate.

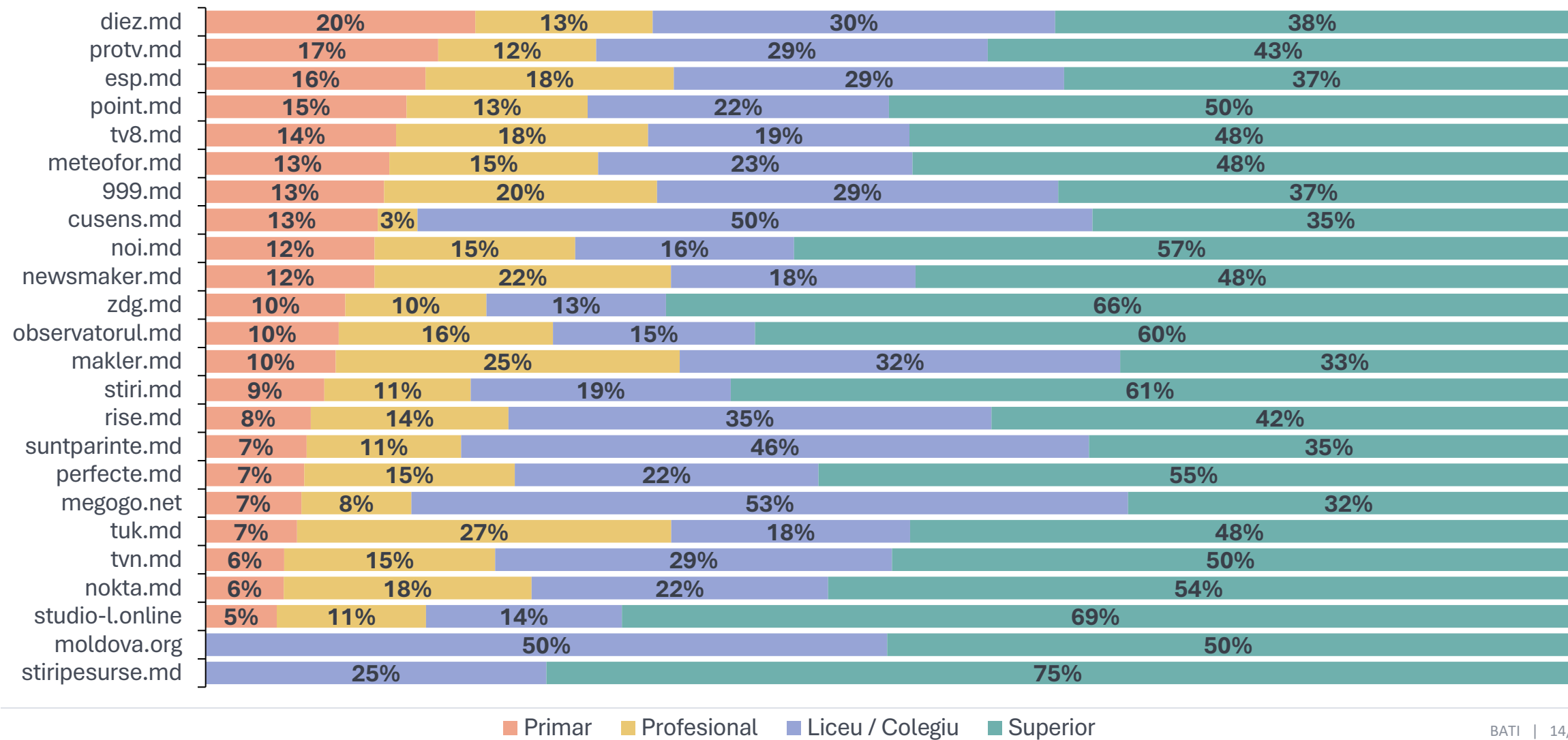
Educatie

Compozitia audientei



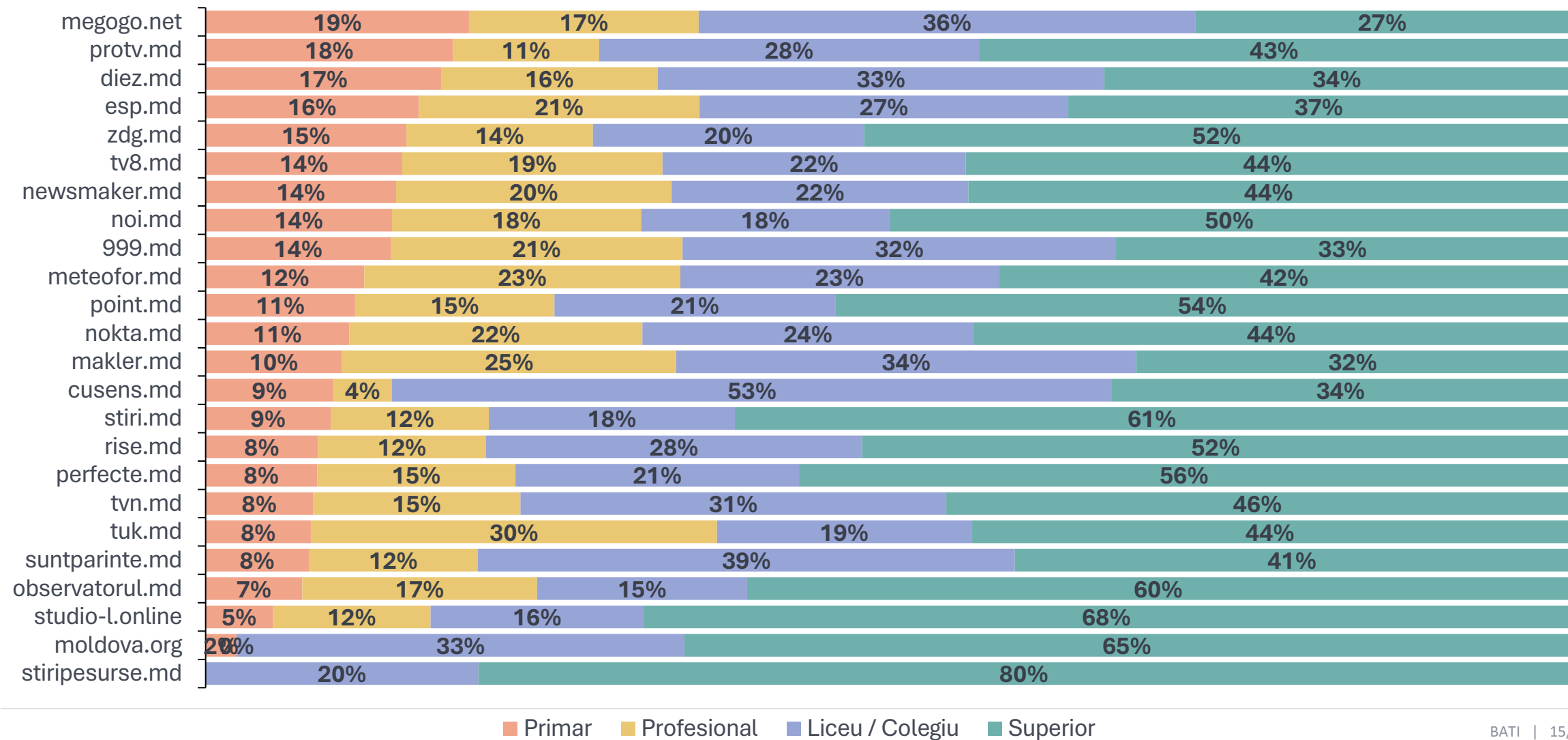
Educatie

Compozitia timpului petrecut



Educatie

Compozitia afisarilor

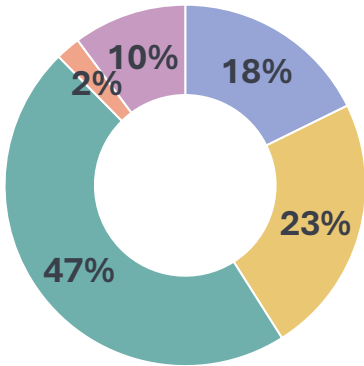


Ocupatie

Compozitia agregata - septembrie 2026

Audienta

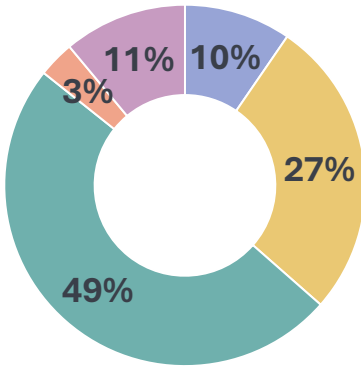
% din utilizatori unici



- Elev / Student: 17,7%
- Pensionar / Somer / Casnic: 23,3%
- Specialist / Tehnic: 46,6%
- Manager mediu: 2,2%
- Proprietar / Director: 10,1%

Timp petrecut

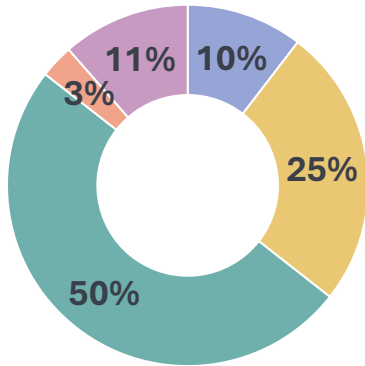
% din timp total



- Elev / Student: 9,6%
- Pensionar / Somer / Casnic: 26,9%
- Specialist / Tehnic: 49,2%
- Manager mediu: 3,2%
- Proprietar / Director: 11,1%

Afisari (page views)

% din page views totale

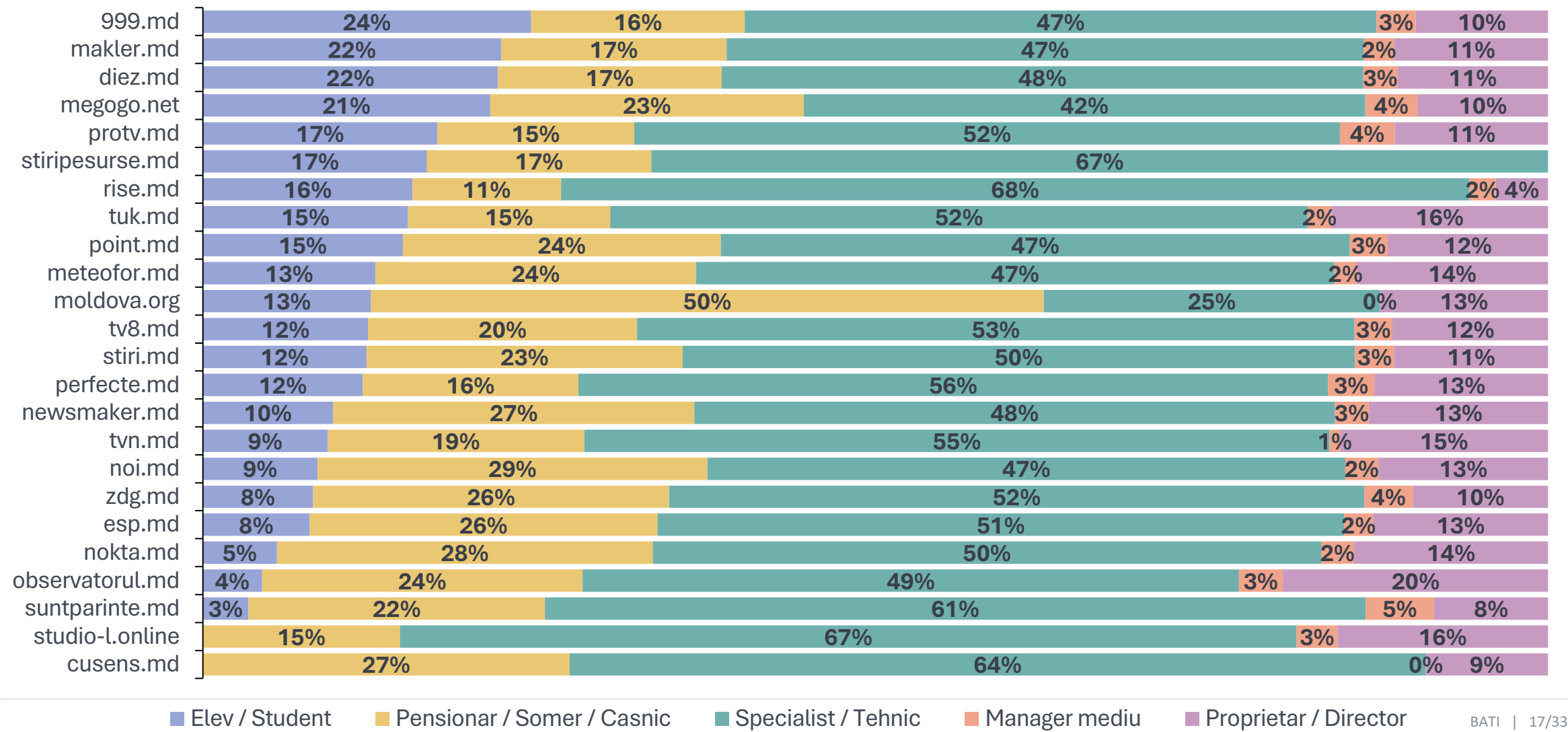


- Elev / Student: 10,4%
- Pensionar / Somer / Casnic: 25,1%
- Specialist / Tehnic: 50,0%
- Manager mediu: 3,0%
- Proprietar / Director: 11,4%

Procentele indica compozitia agregata pentru toate site-urile auditate.

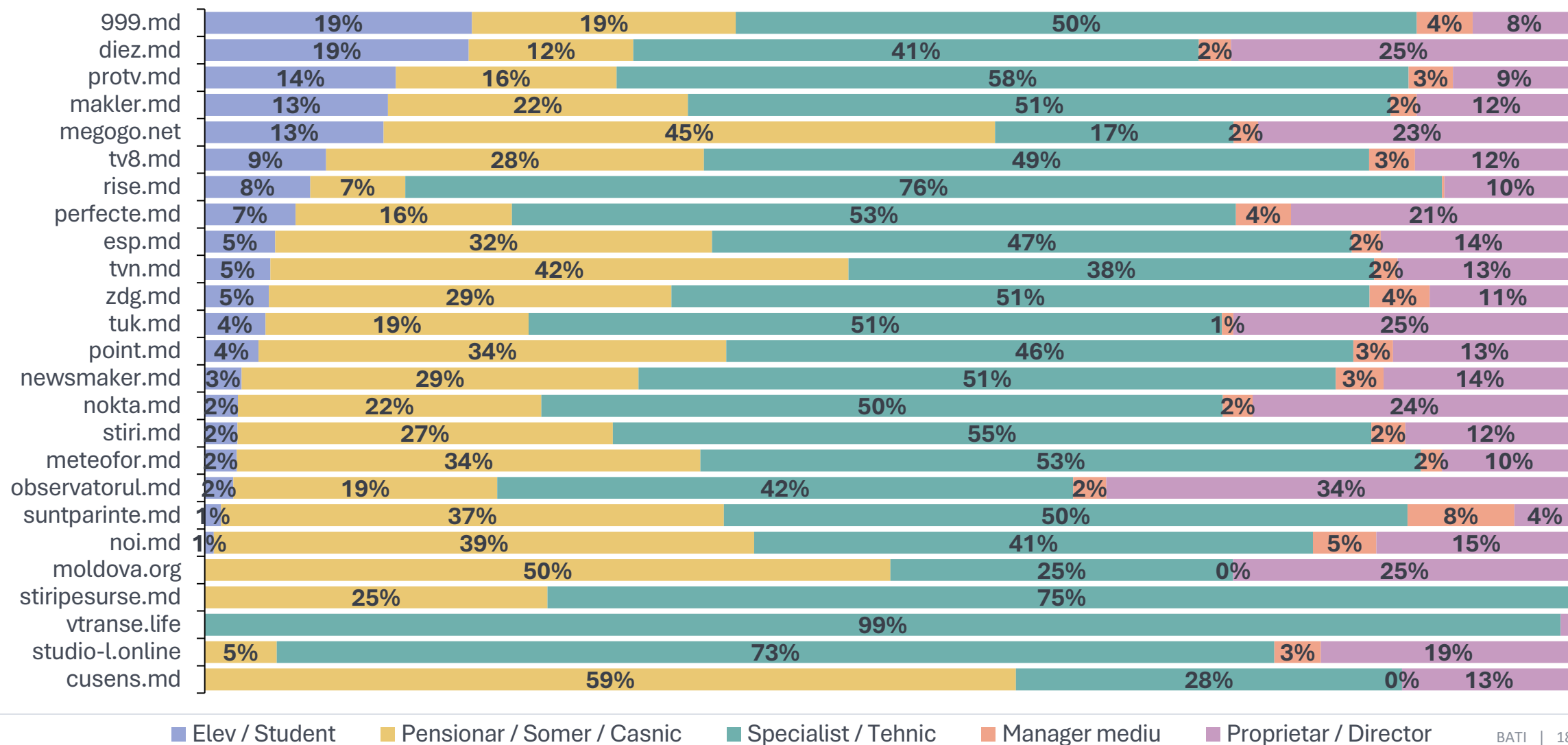
Ocupatie

Compozitia audientei



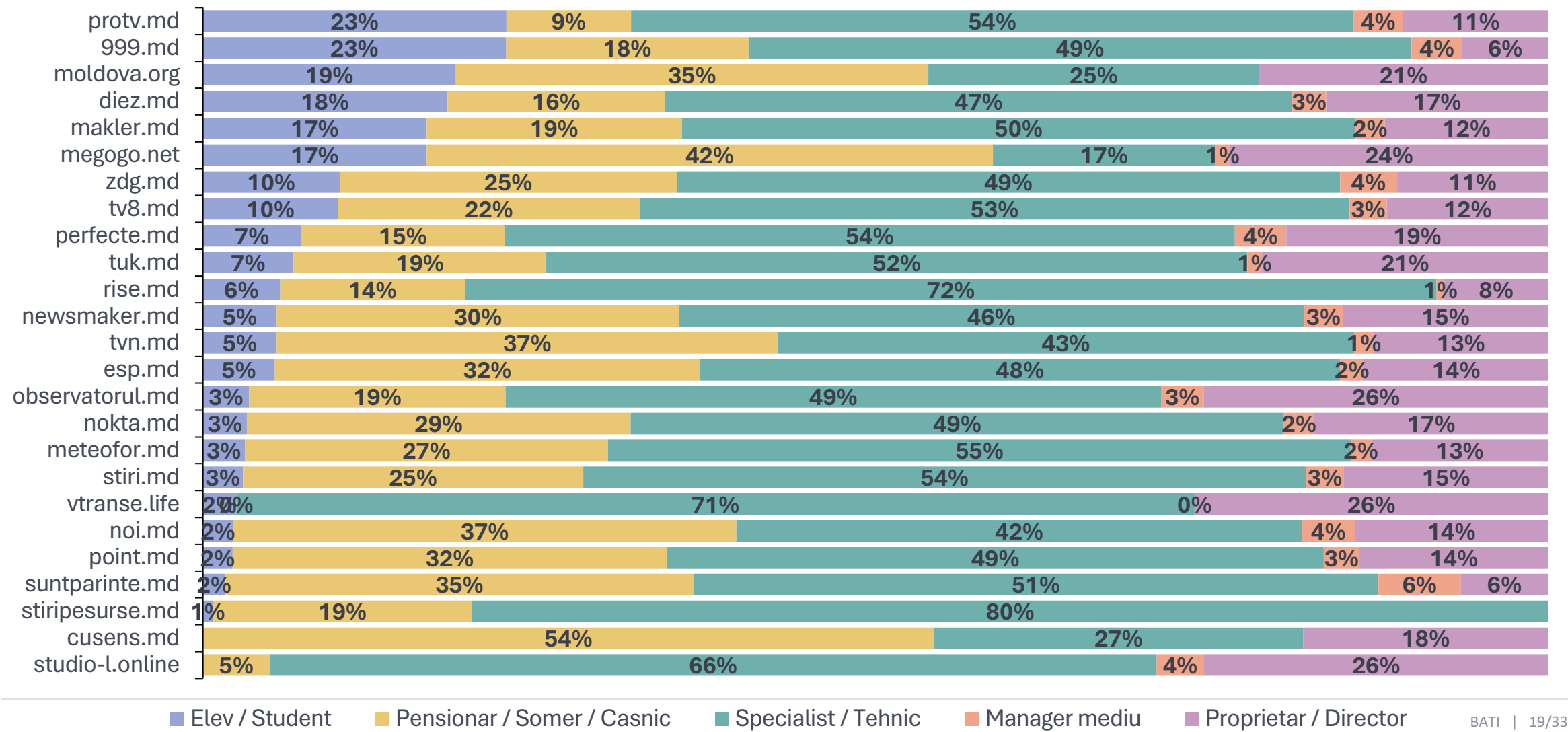
Ocupatie

Compozitia timpului petrecut



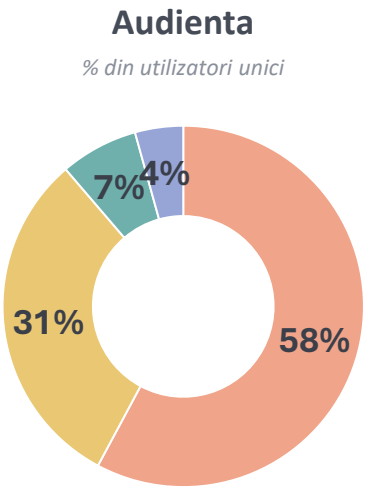
Ocupatie

Compozitia afisarilor

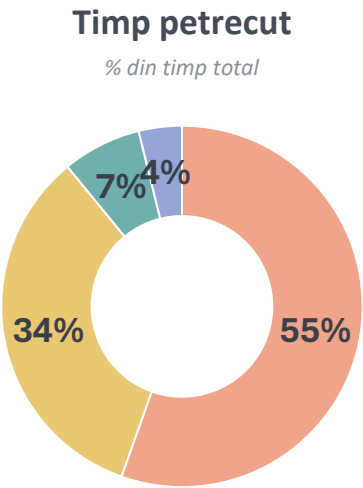


Venit

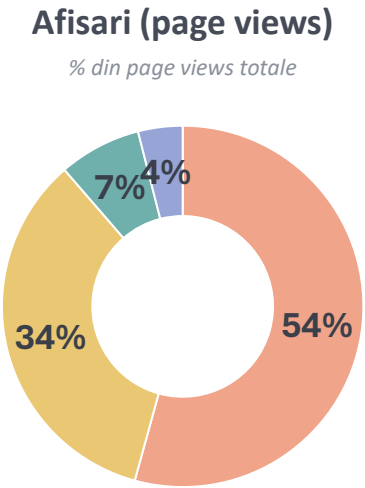
Compozitia agregata - septembrie 2026



<8K lei: 57,8%
- 8-16K lei: 30,9%
16-30K lei: 7,0%
- >30K lei: 4,3%



<8K lei: 55,4%
- 8-16K lei: 33,6%
16-30K lei: 7,1%
- >30K lei: 3,9%

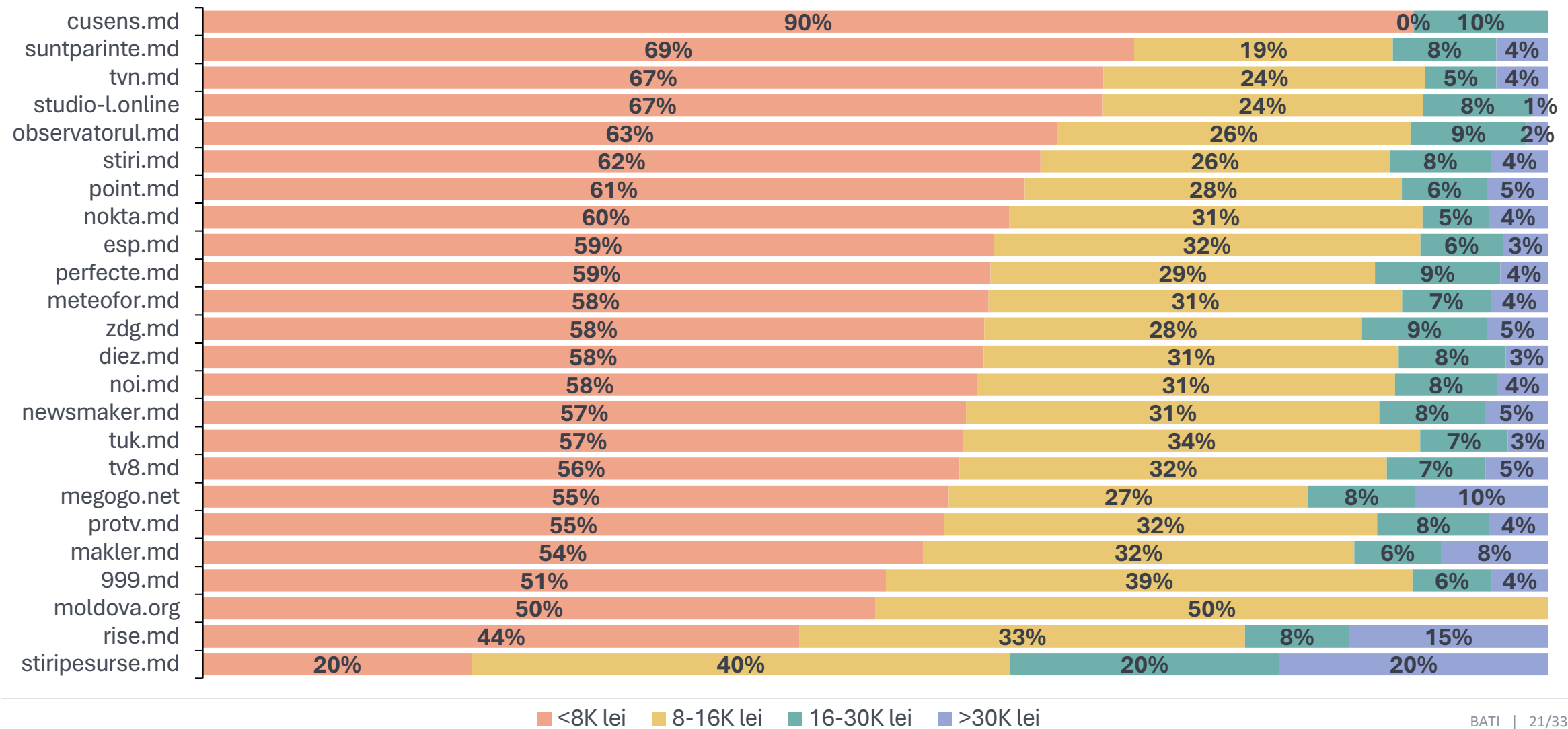


<8K lei: 54,3%
- 8-16K lei: 34,4%
16-30K lei: 7,4%
- >30K lei: 4,0%

Procentele indica compozitia agregata pentru toate site-urile auditate.

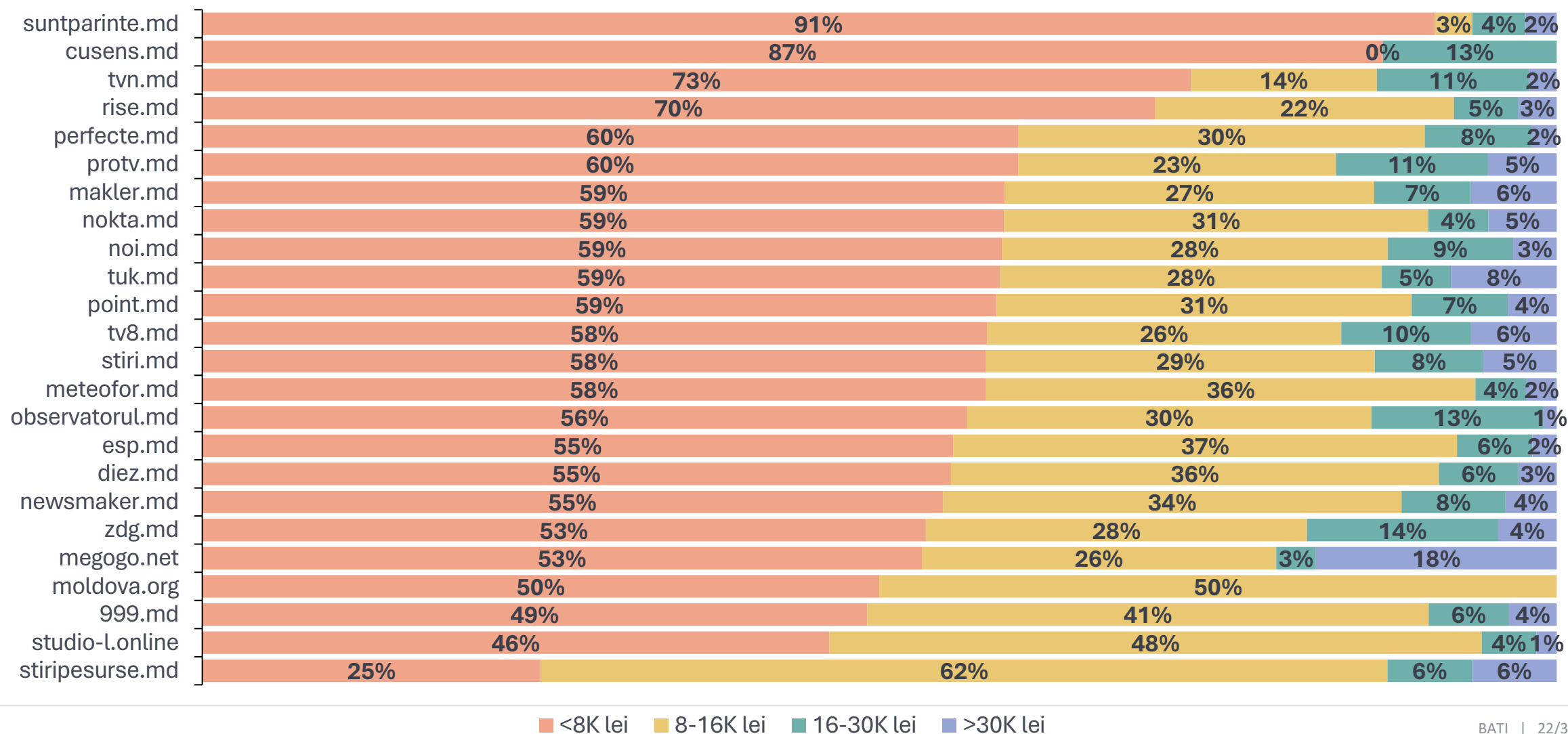
Venit

Compozitia audientei



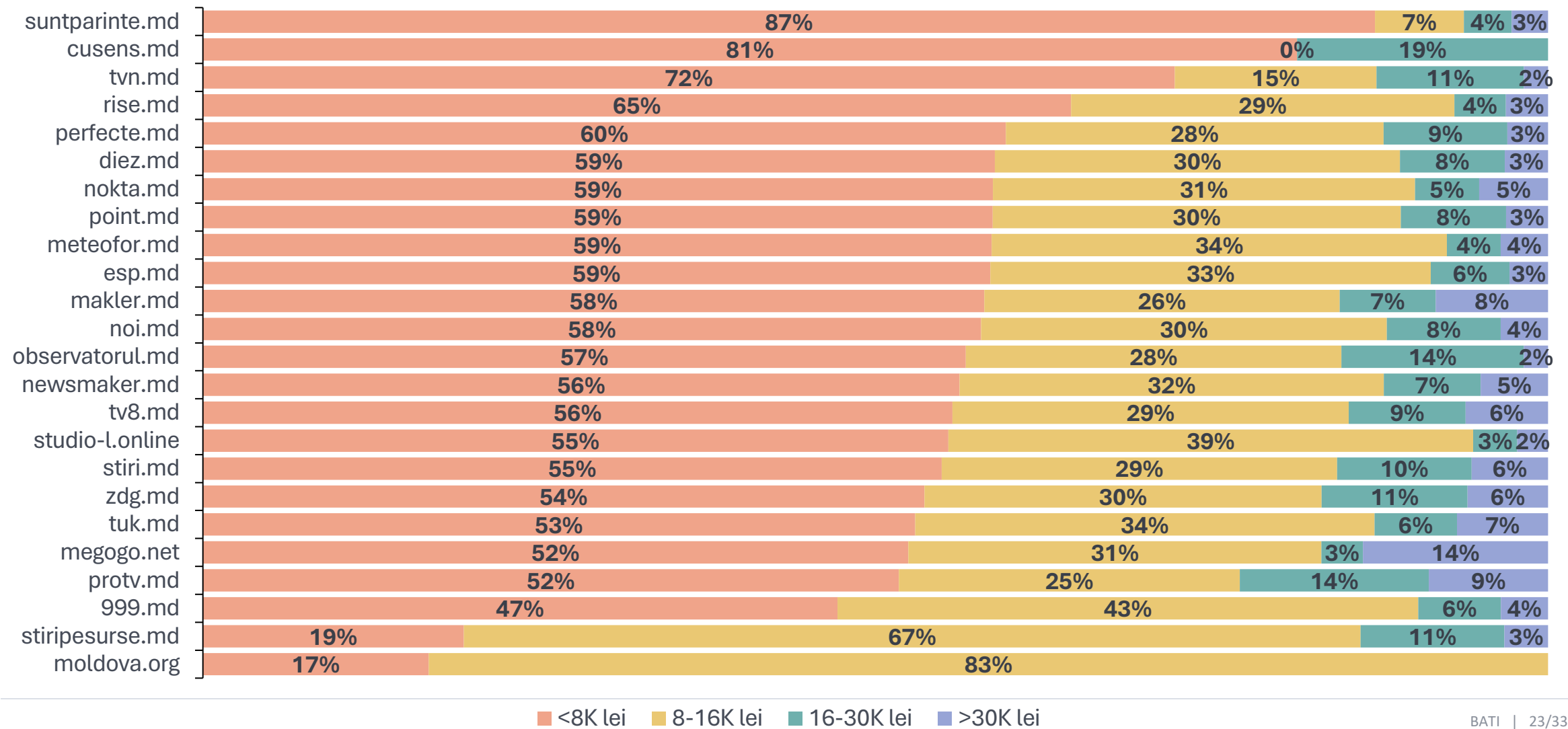
Venit

Compozitia timpului petrecut



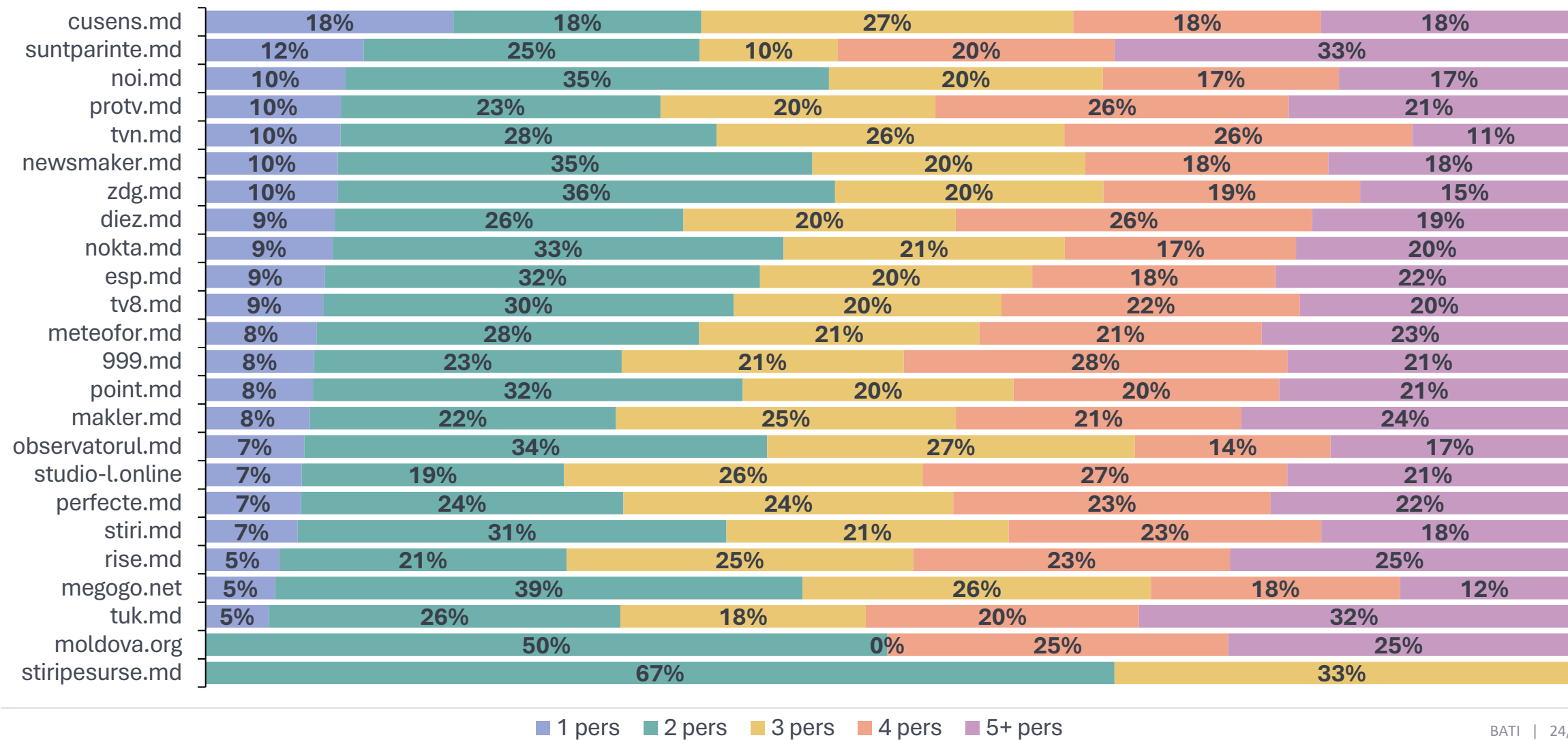
Venit

Compozitia afisarilor



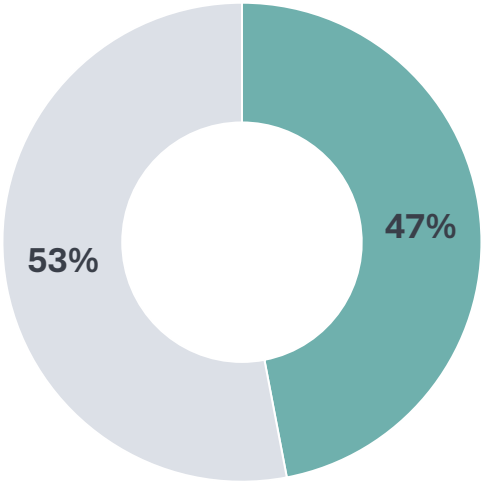
Marimea gospodariei

Compozitia audientei



Copii in familie

Compozitia agregata - septembrie 2026



Cu copii <15 ani: 47,0% - Fara copii: 53,0%

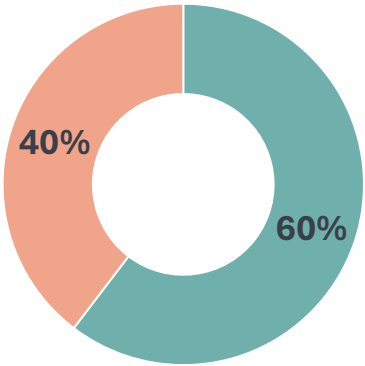
Schema raportare Copii in familie: dihotomie cu/fara copii < 15 ani. Procentele indica compozitia agregata pentru toate site-urile auditate.

Urban / Rural

Compozitia agregata - septembrie 2026

Audienta

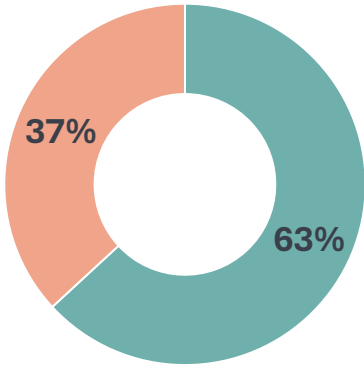
% din utilizatori unici



Urban: 60,4% - Rural: 39,6%

Timp petrecut

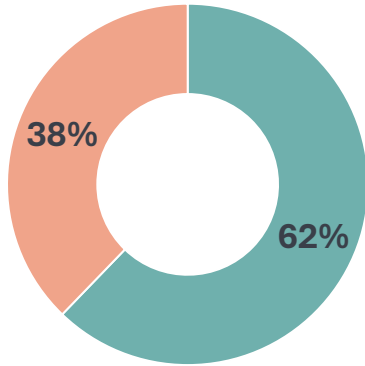
% din timp total



Urban: 63,1% - Rural: 36,9%

Afisari (page views)

% din page views totale

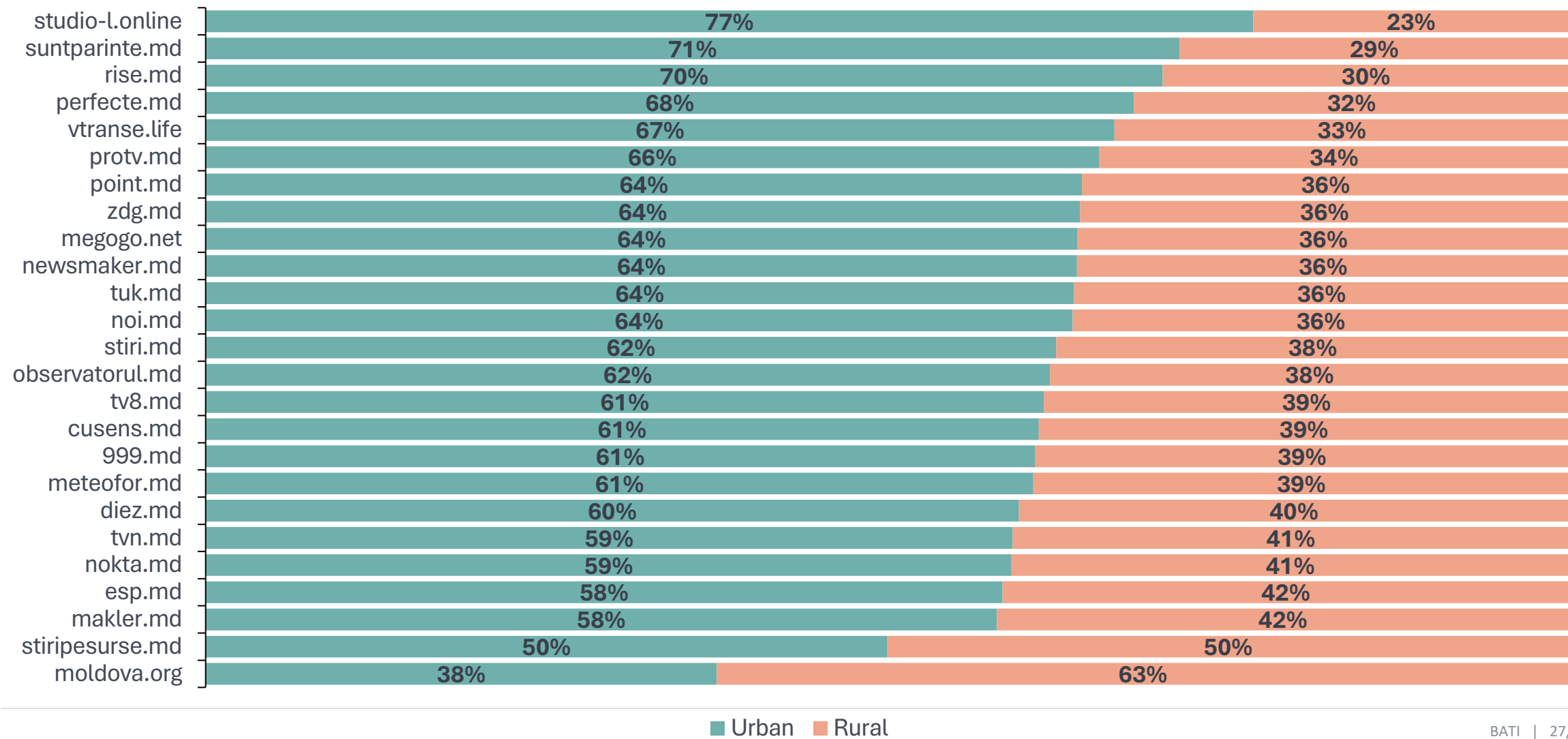


Urban: 62,2% - Rural: 37,8%

Procentele indica compozitia agregata pentru toate site-urile auditate.

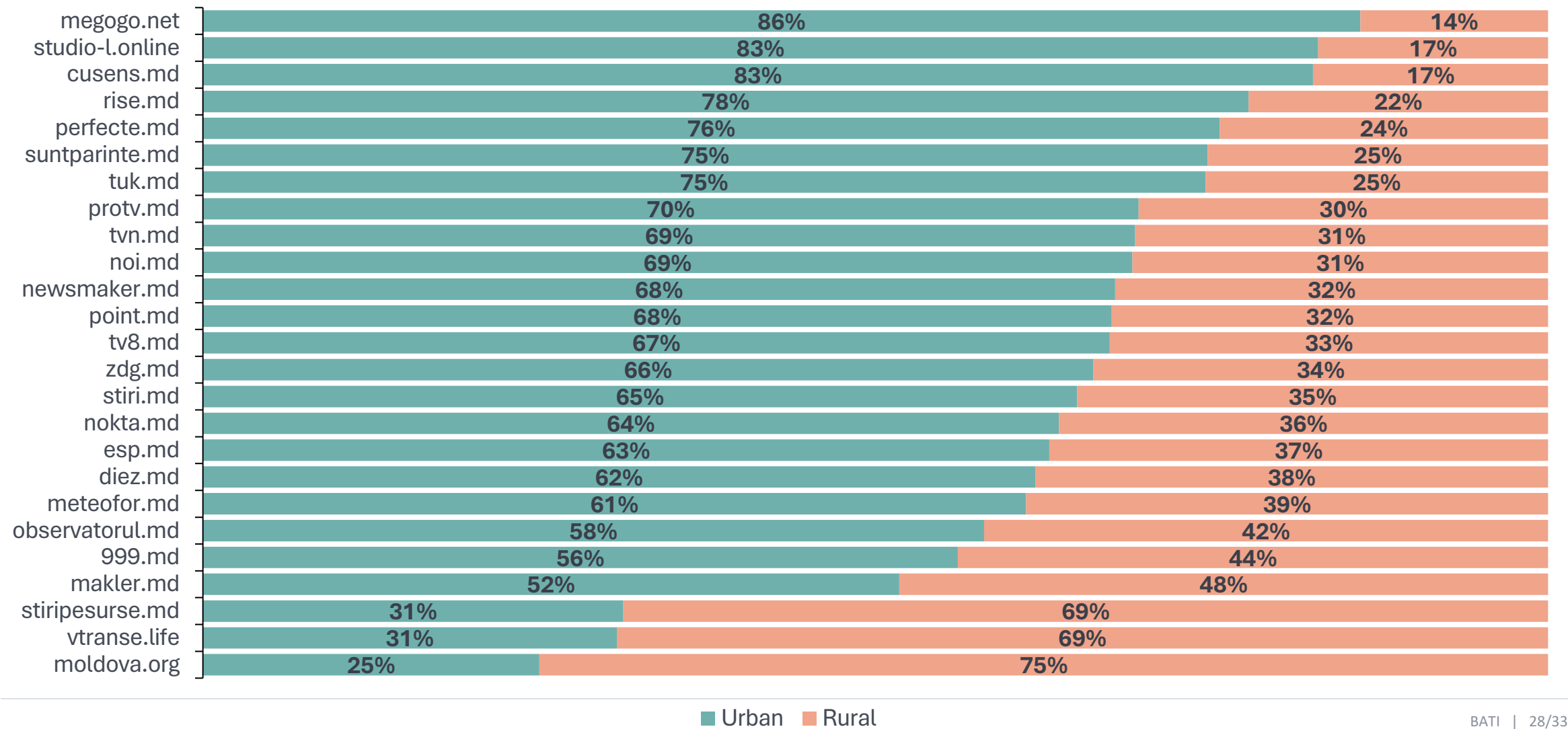
Urban / Rural

Compozitia audientei



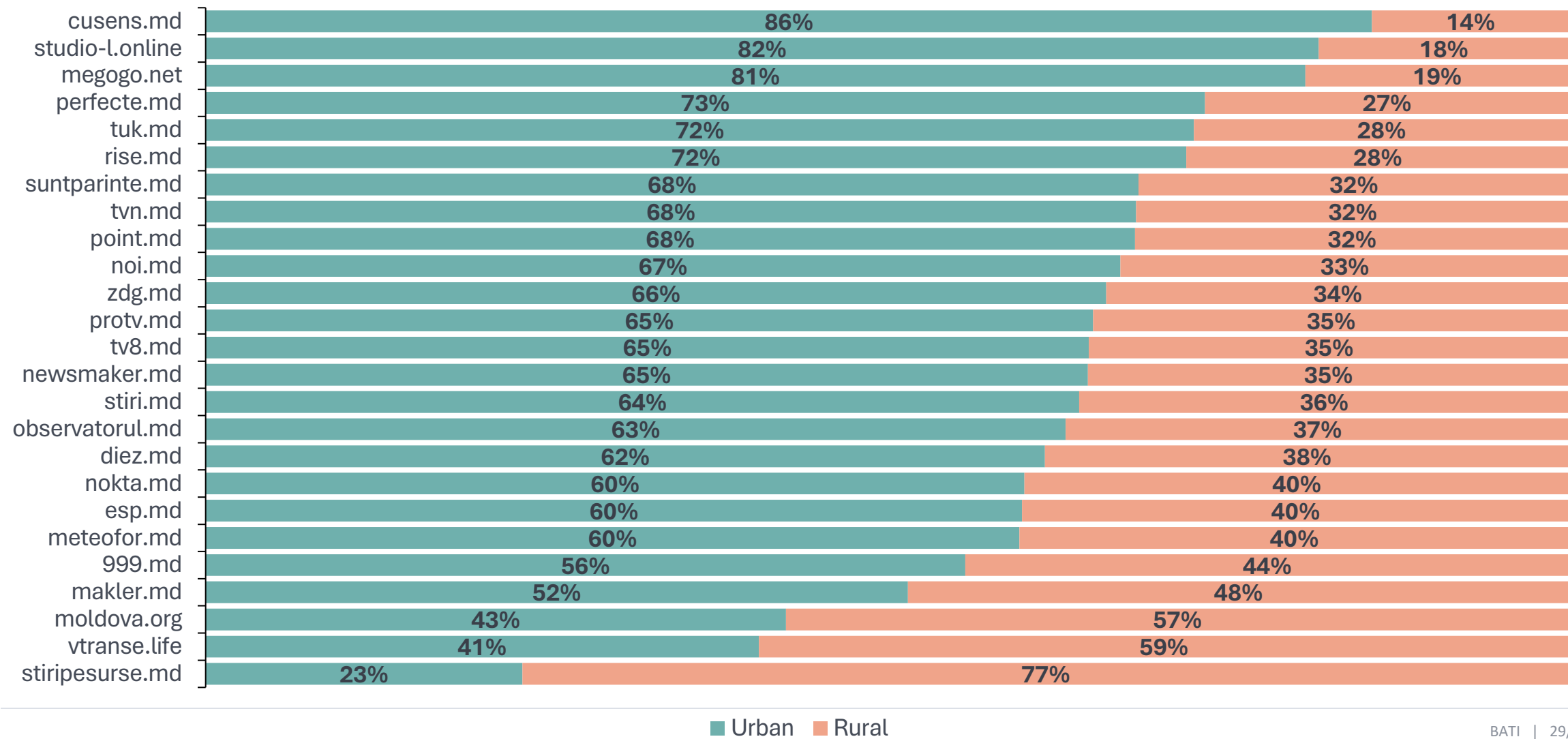
Urban / Rural

Compozitia timpului petrecut



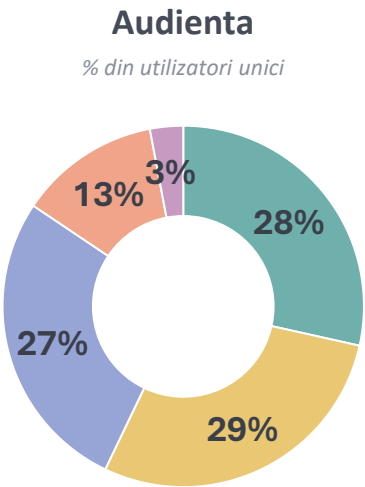
Urban / Rural

Compozitia afisarilor

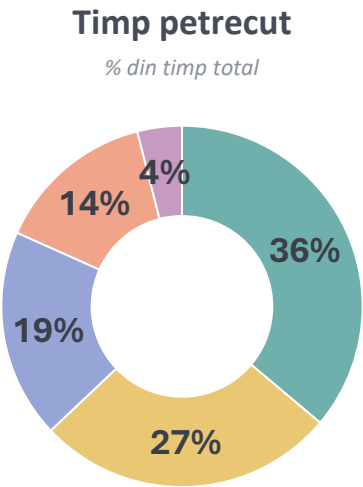


Regiuni

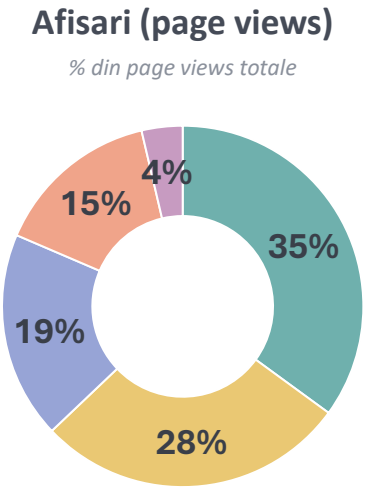
Compozitia agregata - septembrie 2026



Chisinau: 28,5%
- Nord: 28,6%
- Centru: 27,3%
Sud: 12,6%
- UTA Gagauzia: 3,0%



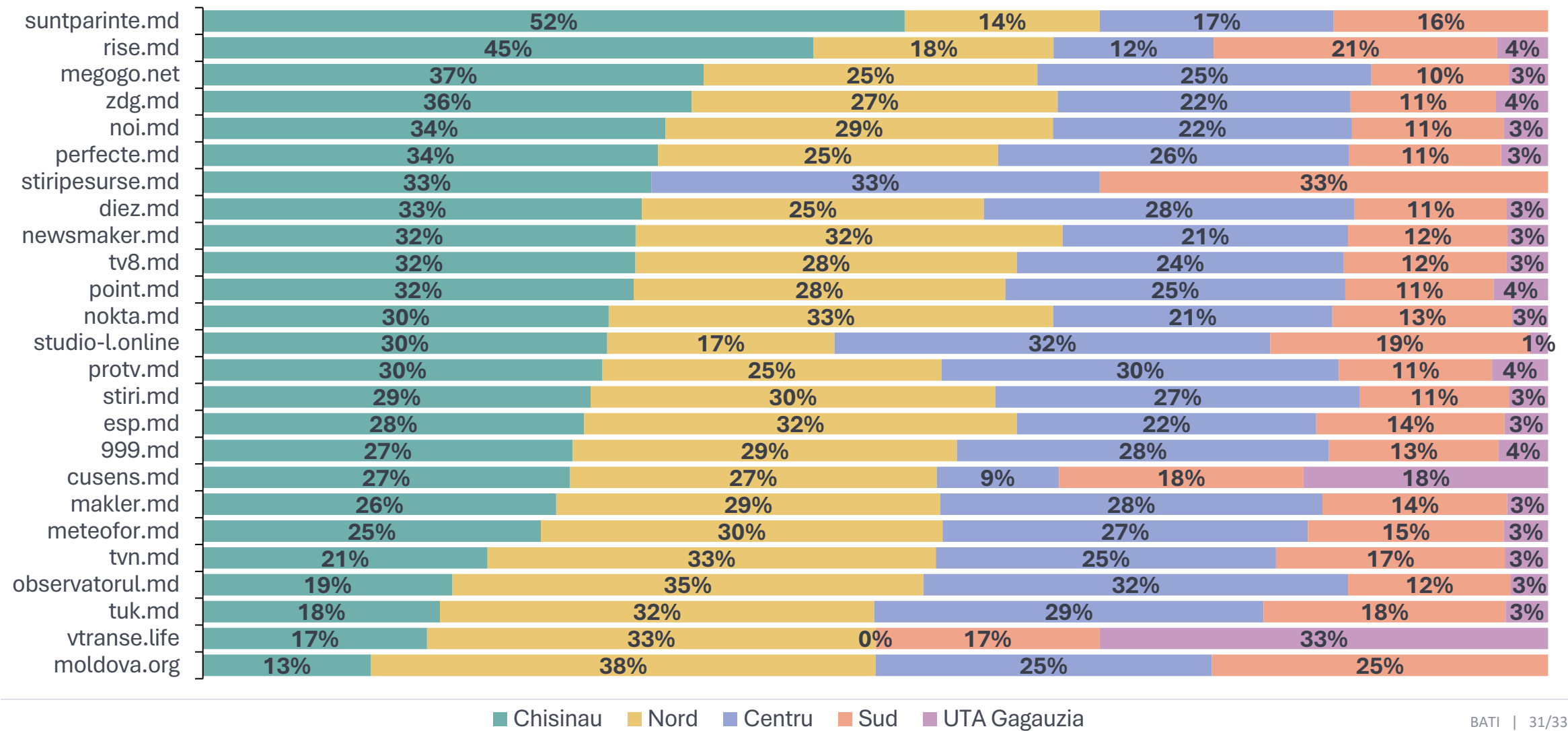
Chisinau: 36,1%
- Nord: 26,8%
- Centru: 18,7%
Sud: 14,3%
- UTA Gagauzia: 4,0%



Chisinau: 35,0%
- Nord: 27,9%
- Centru: 18,5%
Sud: 14,9%
- UTA Gagauzia: 3,7%

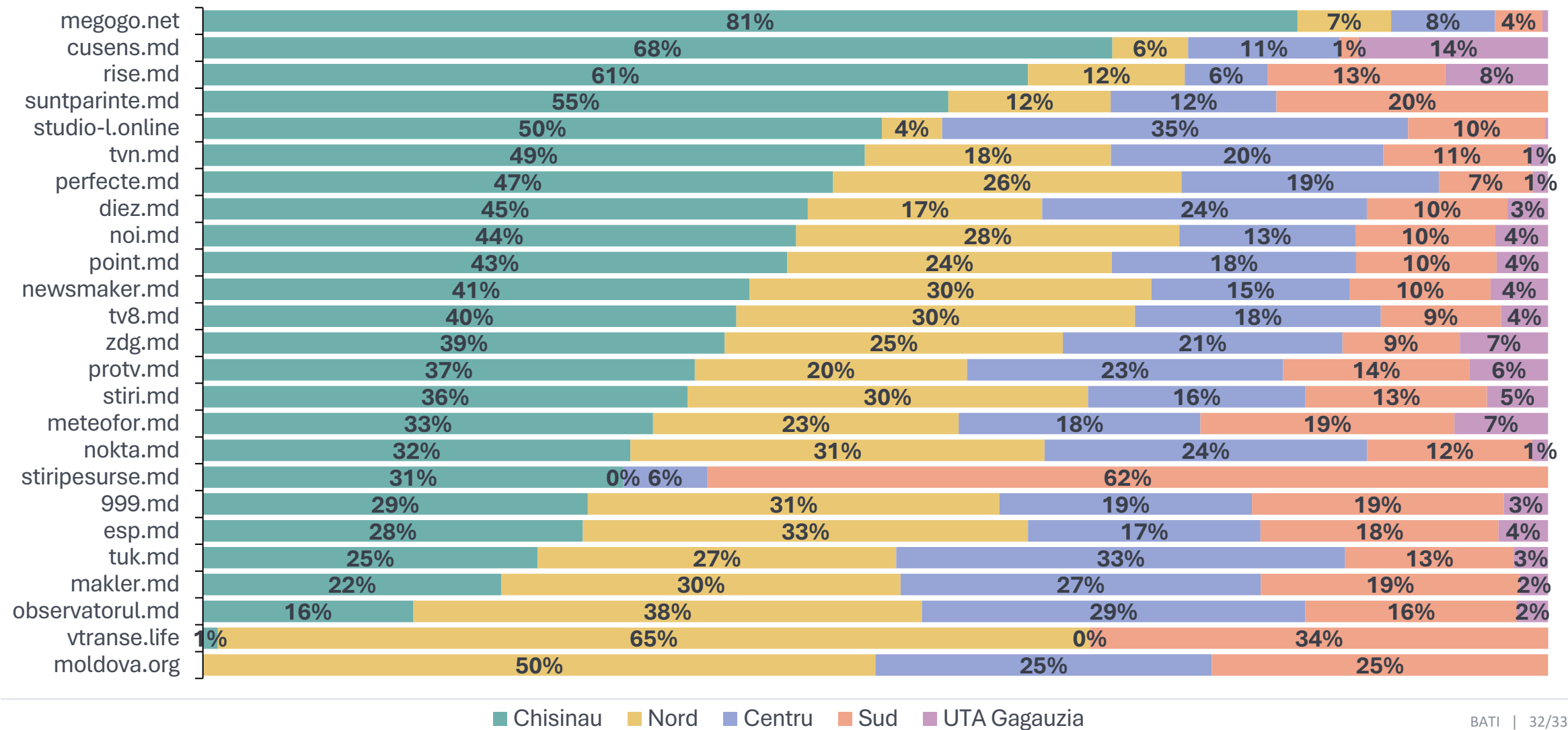
Regiuni

Compozitia audientei



Regiuni

Compozitia timpului petrecut



Regiuni

Compozitia afisarilor

