

Iulie 2026

Studiul de Audienta Online – Moldova

Raport lunar pentru piata de media si publicitate din Republica Moldova

Audienta online agregata - iulie 2026

1,44M

Utilizatori reali

audienta lunara unica

123,48M

Afisari

page views / luna

21,35M

Vizite

sesiuni / luna

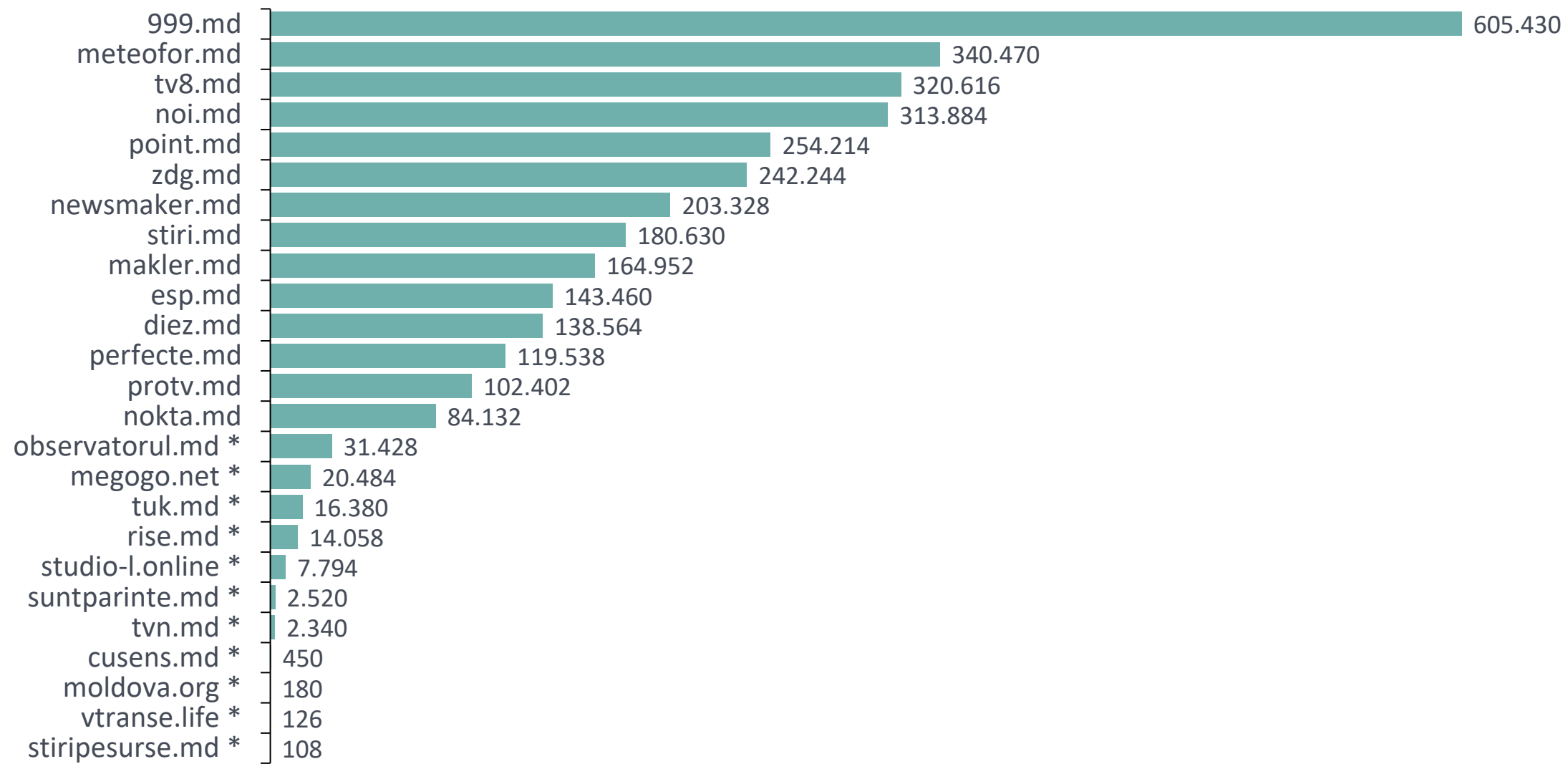
58m 1s

Timp mediu

per utilizator / luna

Datele insumeaza 25 site-uri din panelul gemiusAudience Moldova in iulie 2026. Timpul mediu petrecut per utilizator este de 58m 1s. Cifrele reflecta traficul agregat masurat pe toate site-urile auditate.

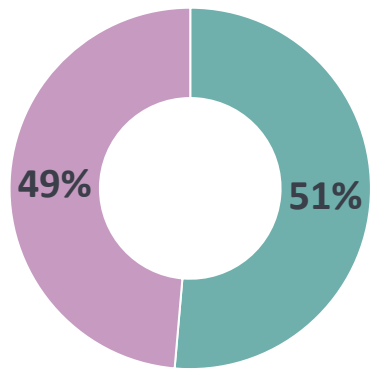
Clasament dupa utilizatori reali - iulie 2026



Cifrele indica utilizatorii reali din iulie 2026. Asterisc (*) = esantion sub pragul statistic gemiusAudience .

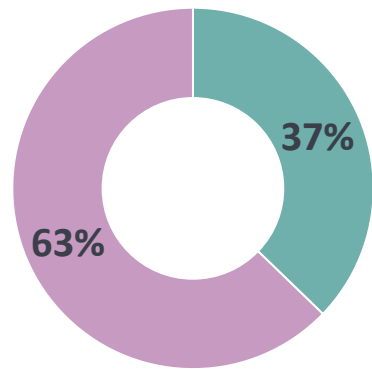
Gen

Audienta
% din utilizatori unici



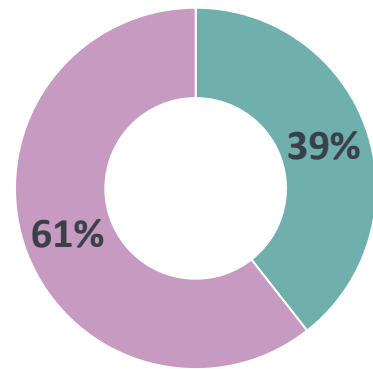
Feminin: 51,4% - Masculin: 48,6%

Timp petrecut
% din timp total



Feminin: 37,2% - Masculin: 62,8%

Afisari (page views)
% din page views totale

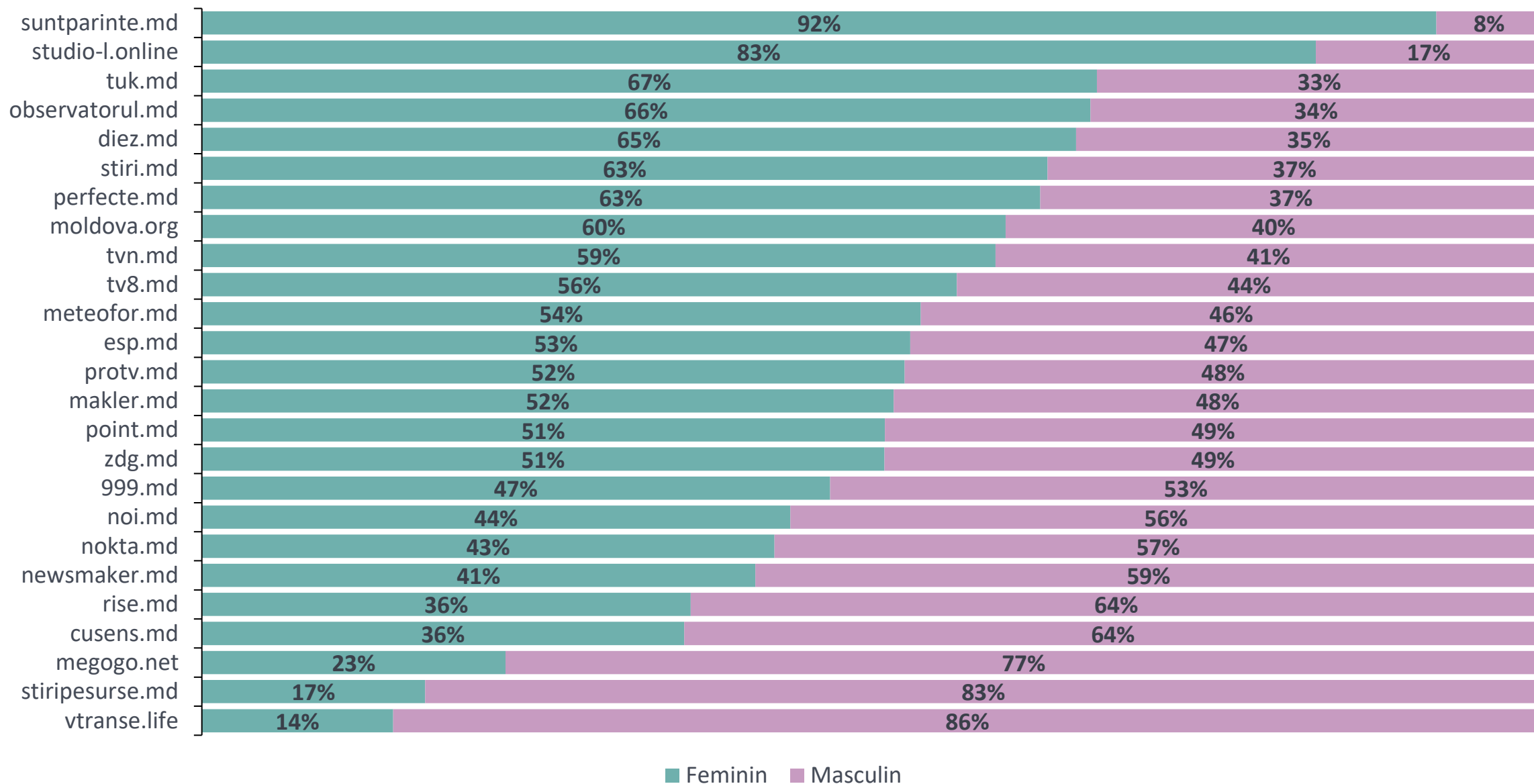


Feminin: 39,4% - Masculin: 60,6%

Procentele indica compozitia agregata pentru toate site-urile auditate.

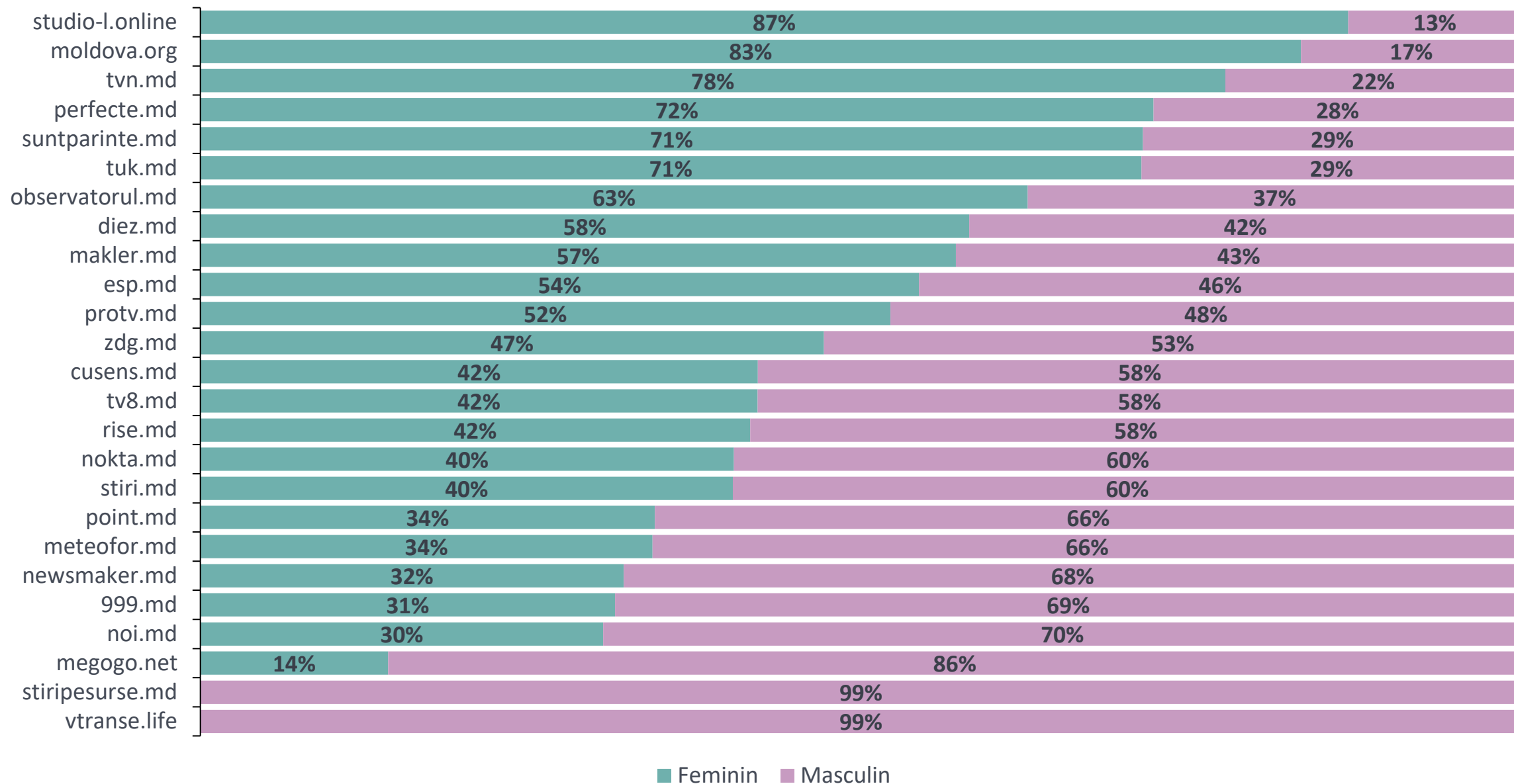
Gen

Compozitia audientei



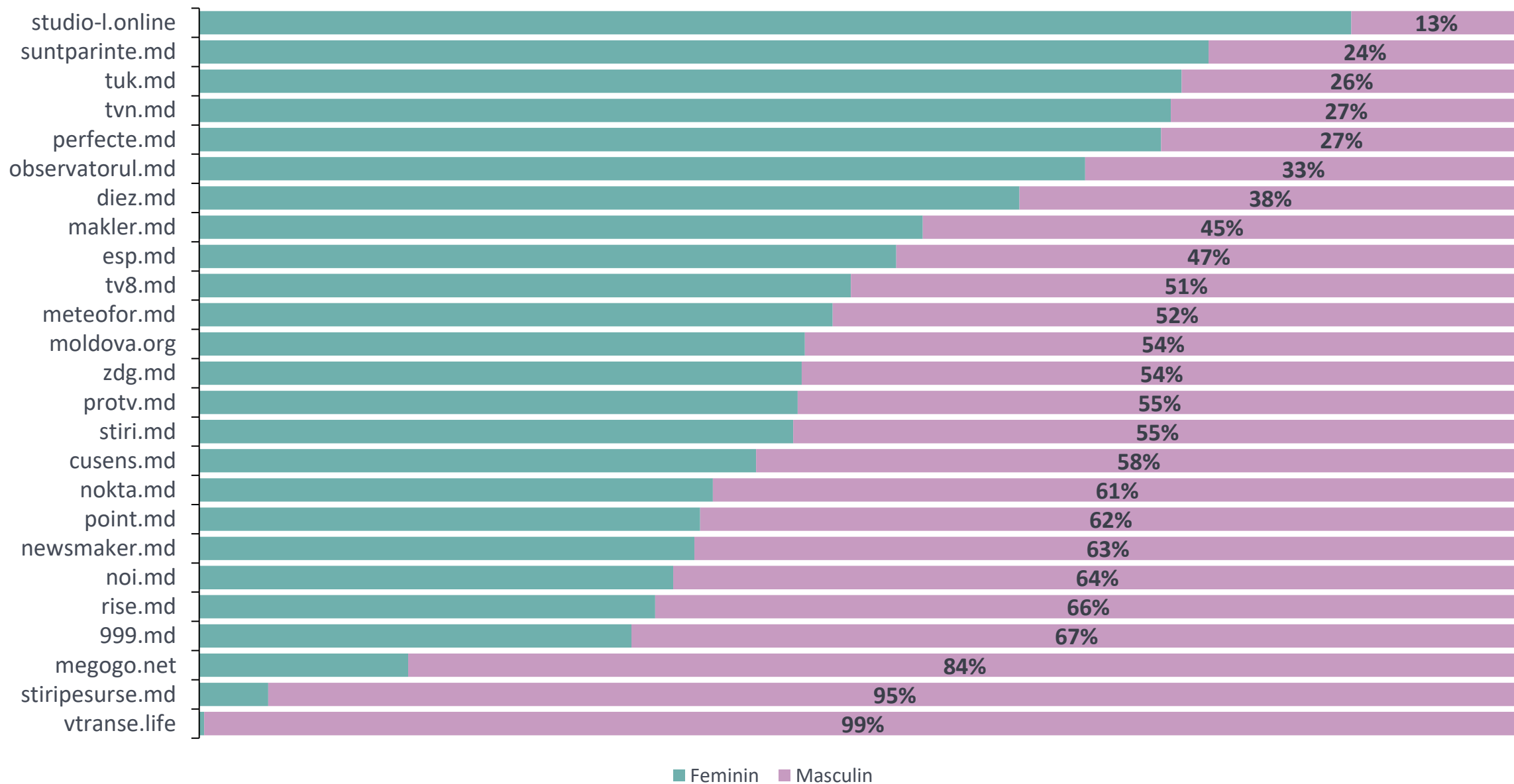
Gen

Compozitia timpului petrecut



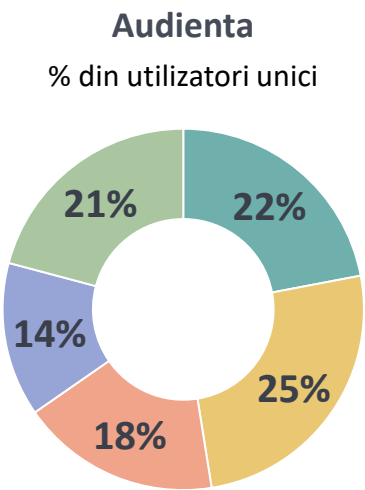
Gen

Compozitia afisarilor

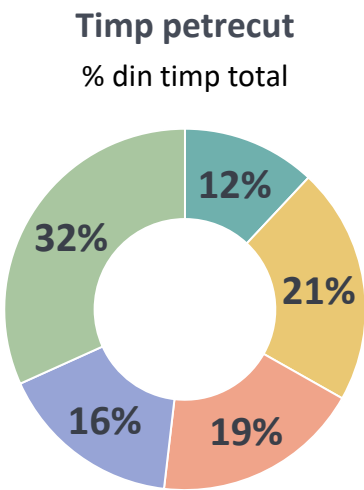


Varsta

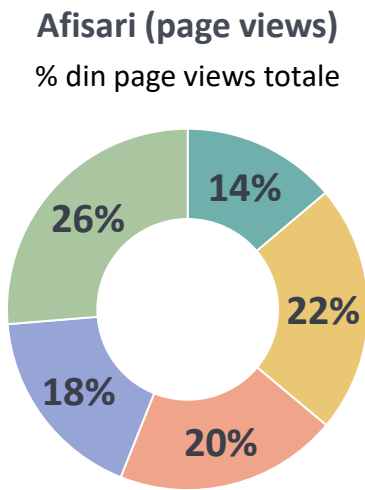
Compozitia agregata - iulie 2026



15-24: 22,0%
25-34: 25,5%
35-44: 17,9%
45-54: 13,8%
55+: 20,9%

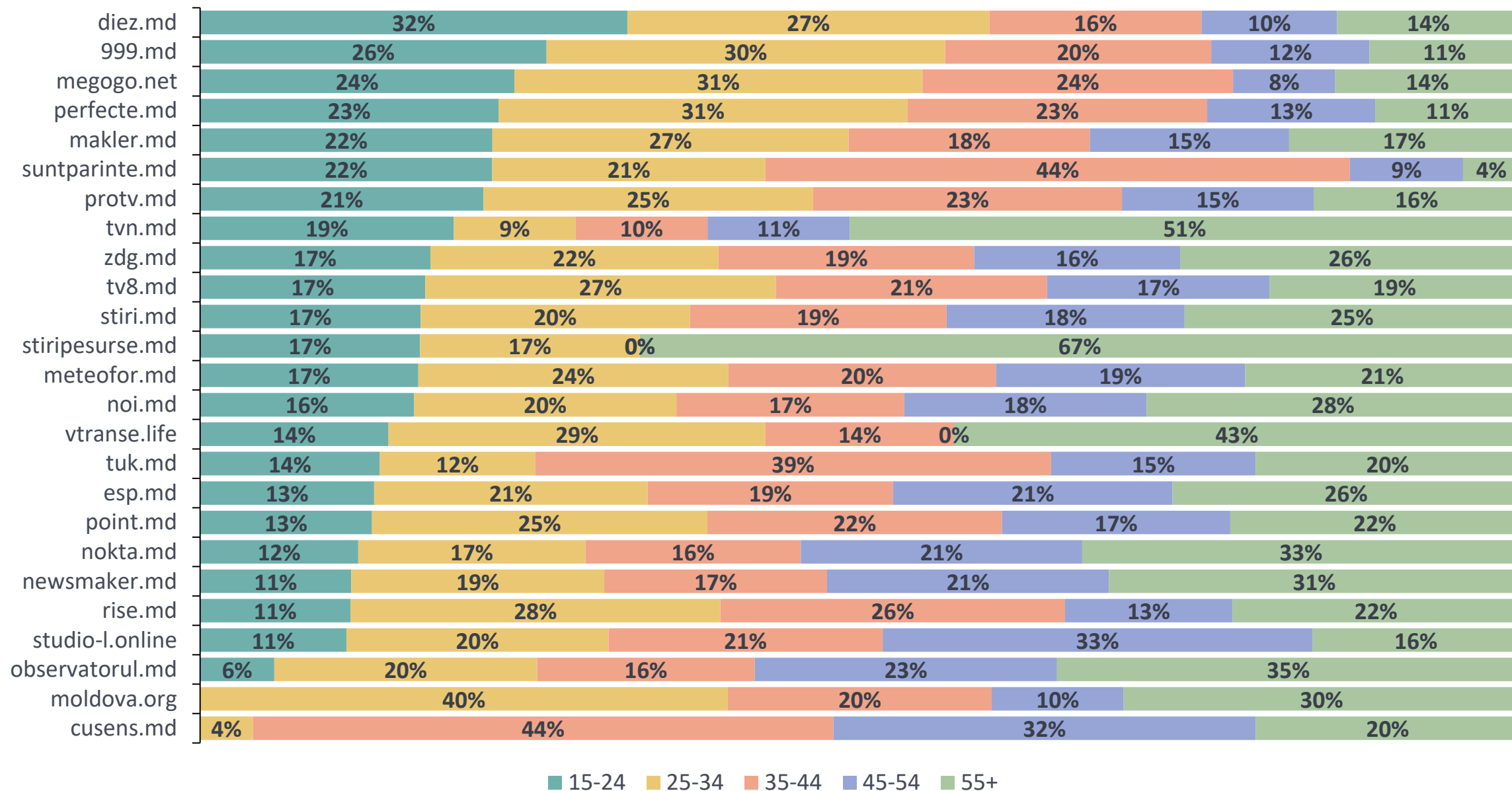


15-24: 12,0%
25-34: 21,2%
35-44: 18,7%
45-54: 16,4%
55+: 31,7%

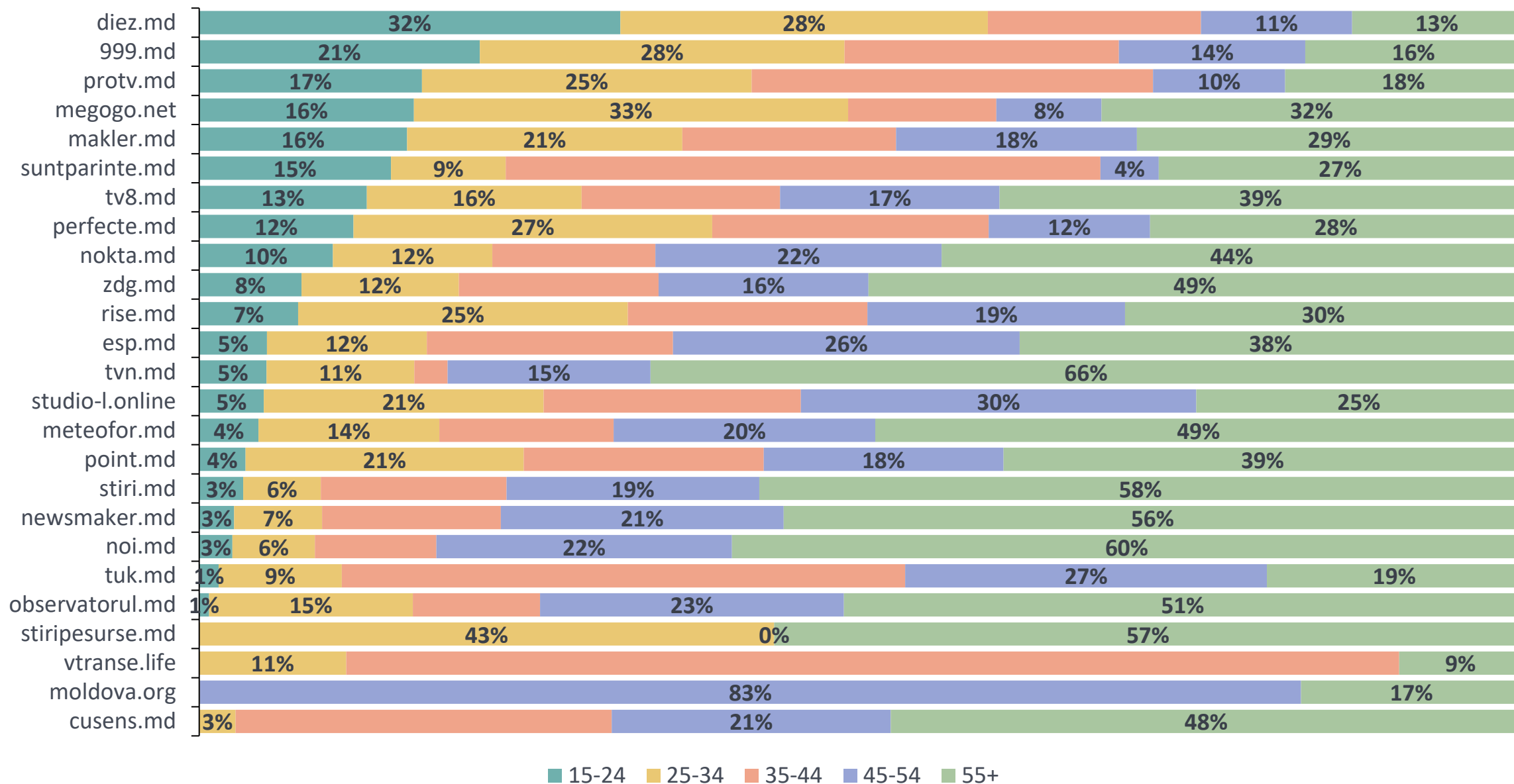


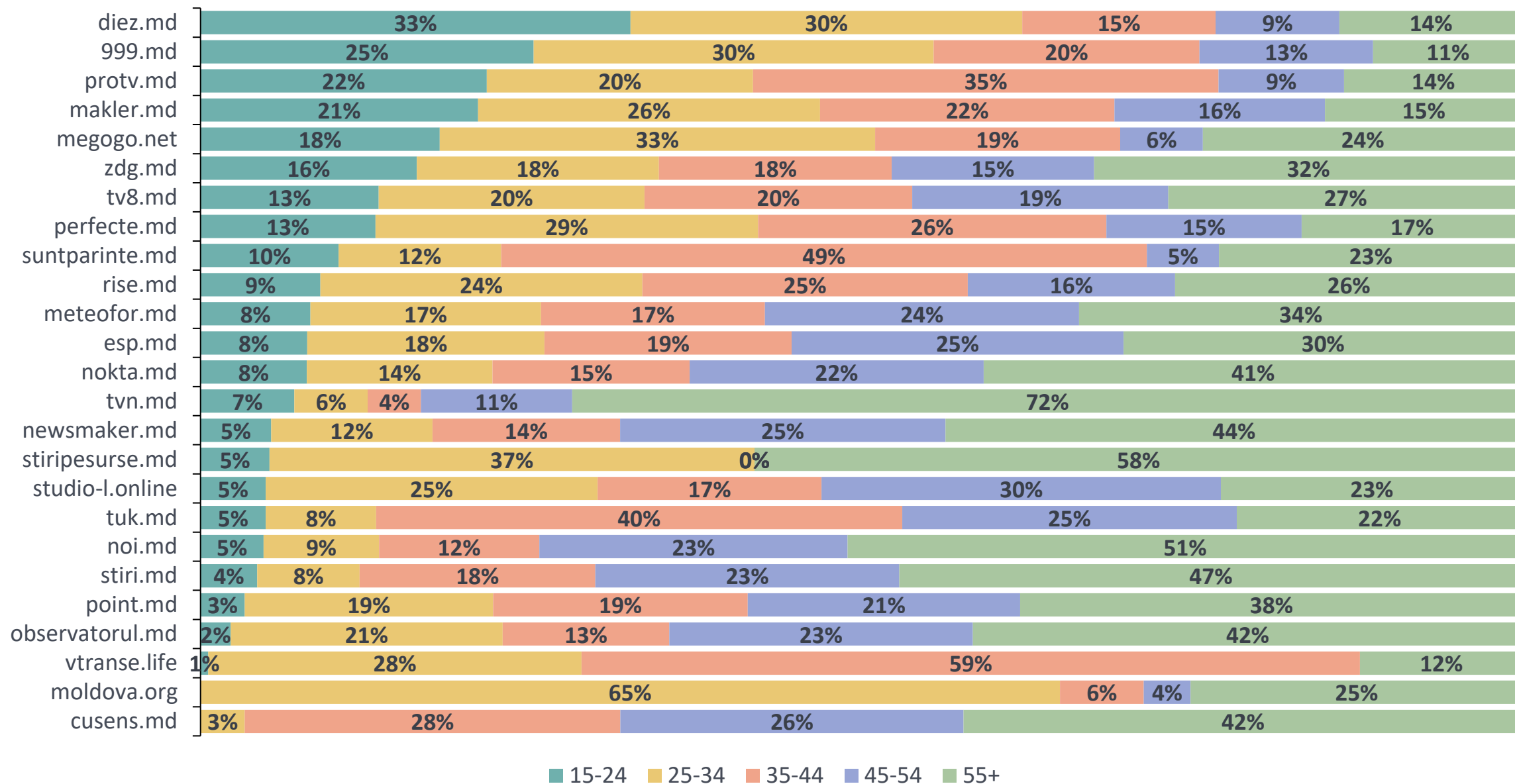
15-24: 13,8%
25-34: 22,2%
35-44: 20,0%
45-54: 17,7%
55+: 26,3%

Procentele indica compozitia agregata pentru toate site-urile auditate.



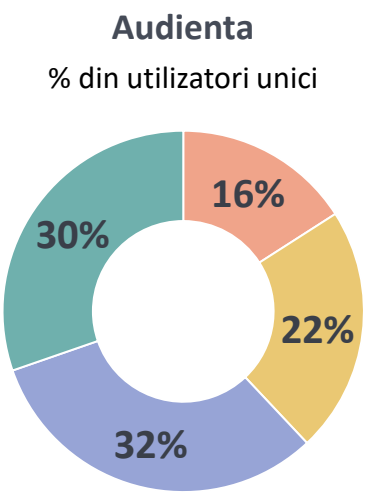
Compozitia timpului petrecut



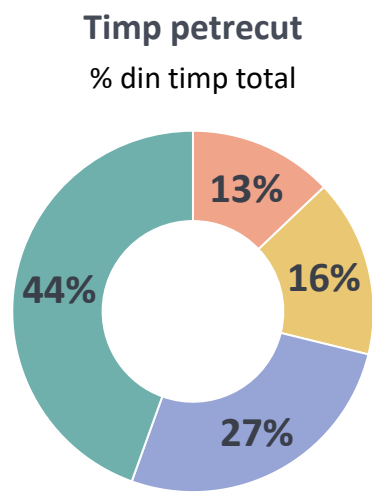


Educatie

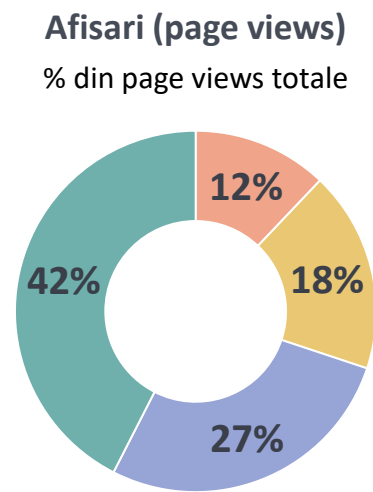
Compozitia agregata - iulie 2026



Primar: 15,9%
Profesional: 22,1%
Liceu / Colegiu: 31,7%
Superior: 30,3%



Primar: 12,9%
Profesional: 15,9%
Liceu / Colegiu: 26,7%
Superior: 44,5%

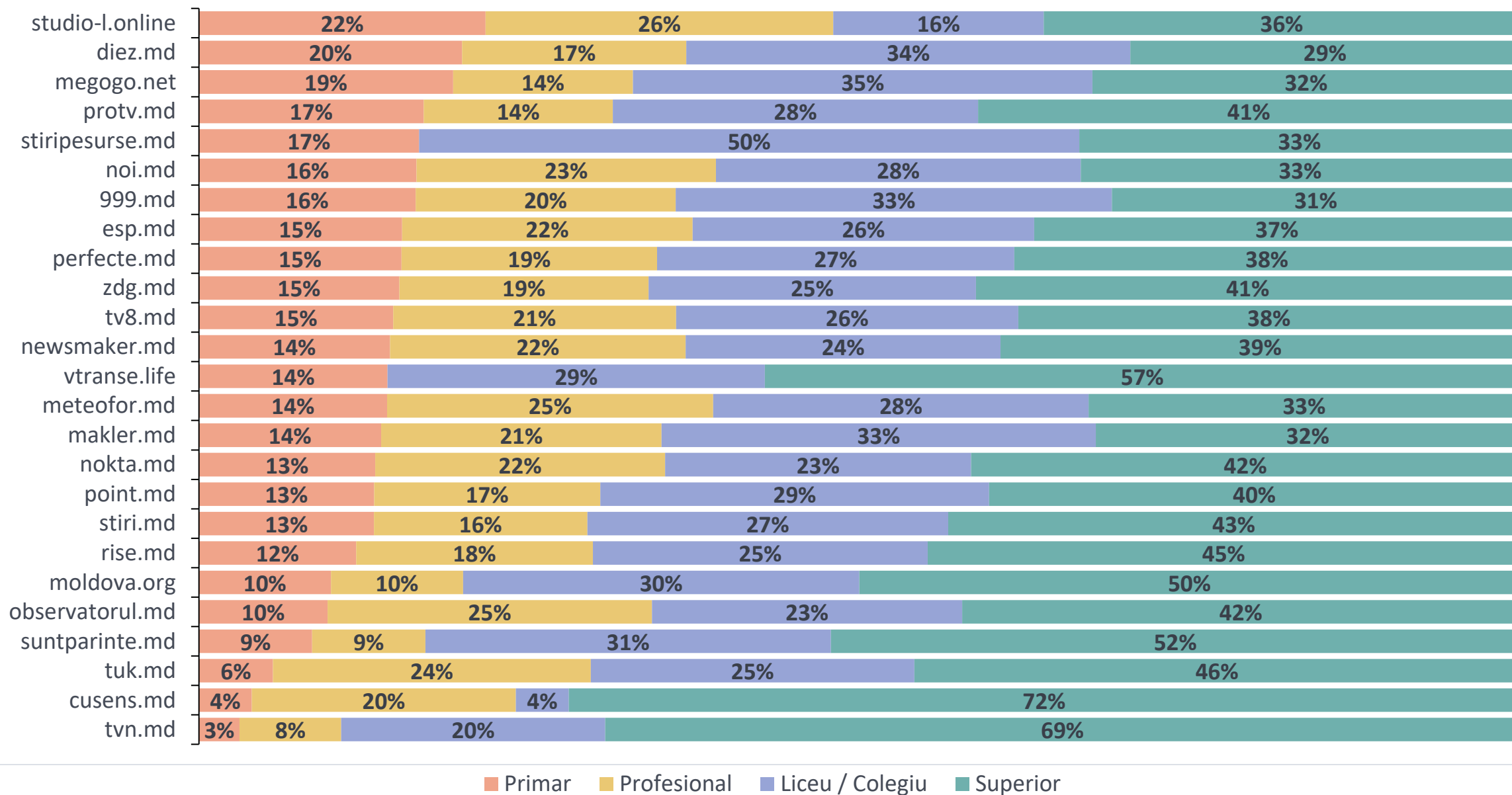


Primar: 12,1%
Profesional: 18,0%
Liceu / Colegiu: 27,4%
Superior: 42,5%

Procentele indica compozitia agregata pentru toate site-urile auditate.

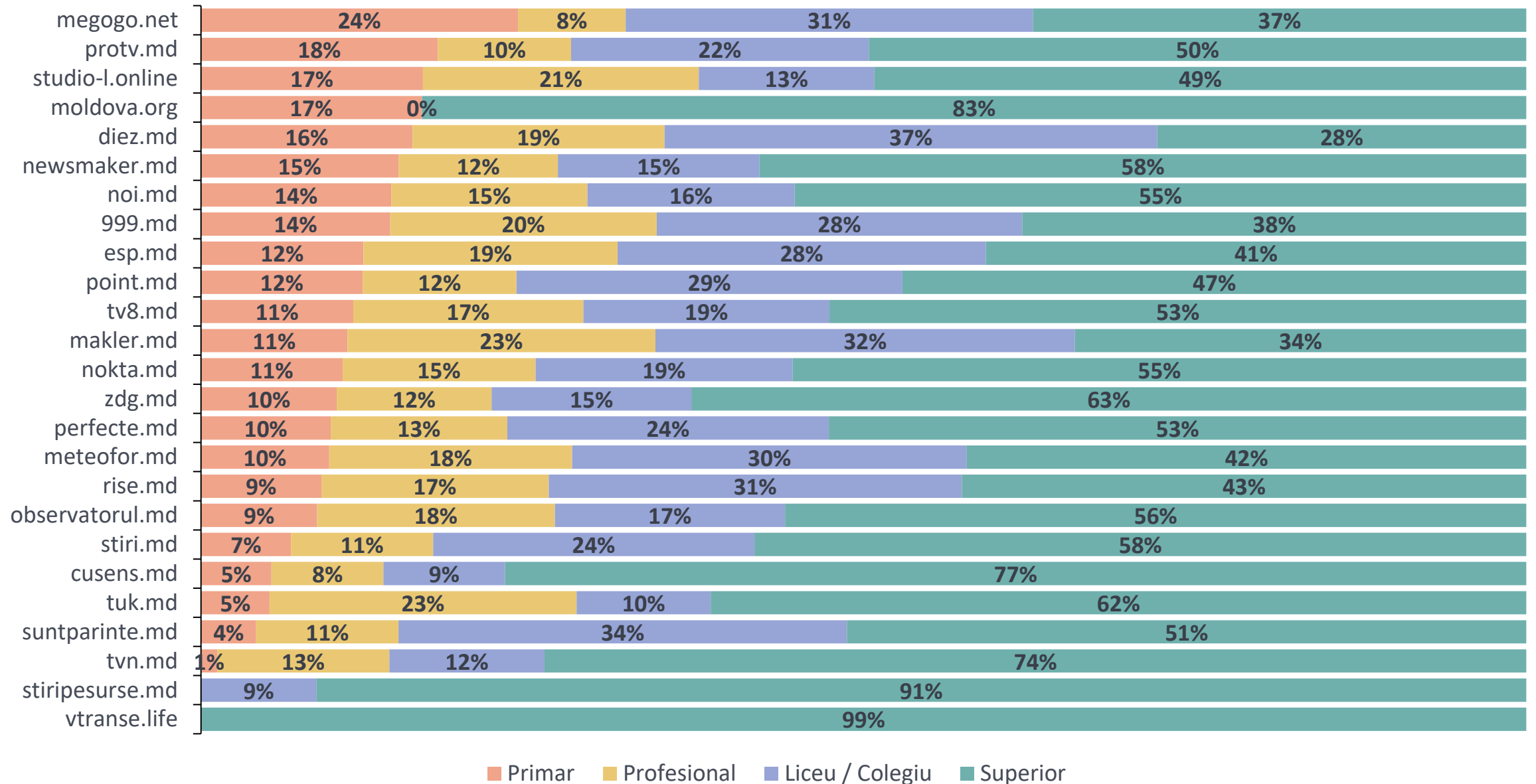
Educatie

Compozitia audientei



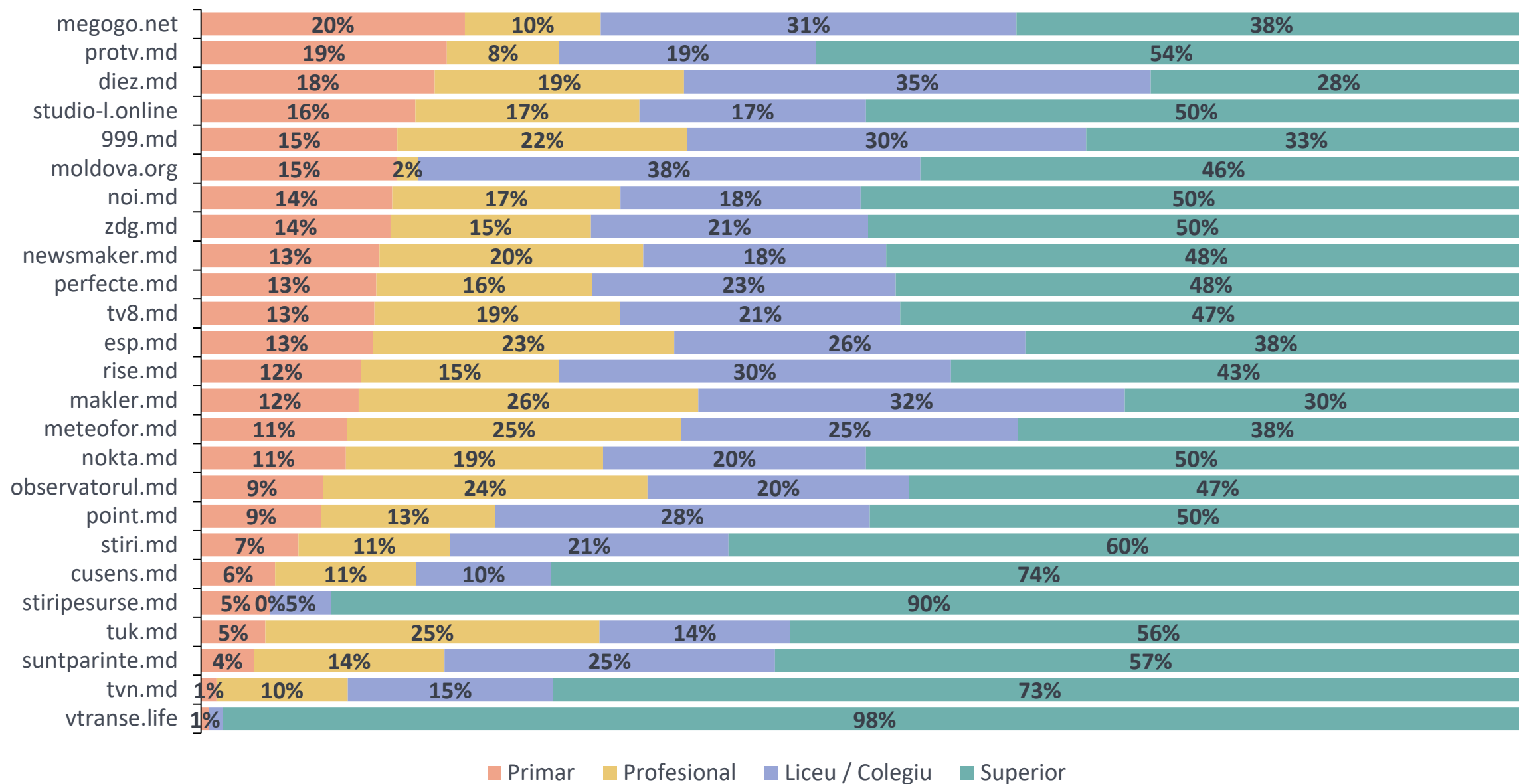
Educatie

Compozitia timpului petrecut



Educatie

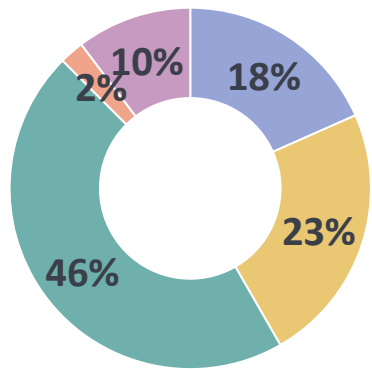
Compozitia afisarilor



Ocupatie

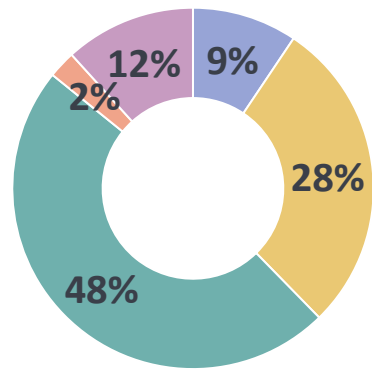
Compozitia agregata - iulie 2026

Audienta
% din utilizatori unici



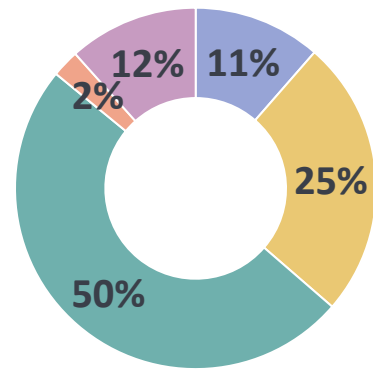
Elev / Student: 18,4%
Pensionar / Somer / Casnic: 23,3%
Specialist / Tehnic: 45,8%
Manager mediu: 2,2%
Proprietar / Director: 10,3%

Timp petrecut
% din timp total



Elev / Student: 9,4%
Pensionar / Somer / Casnic: 28,3%
Specialist / Tehnic: 48,1%
Manager mediu: 2,5%
Proprietar / Director: 11,7%

Afisari (page views)
% din page views totale

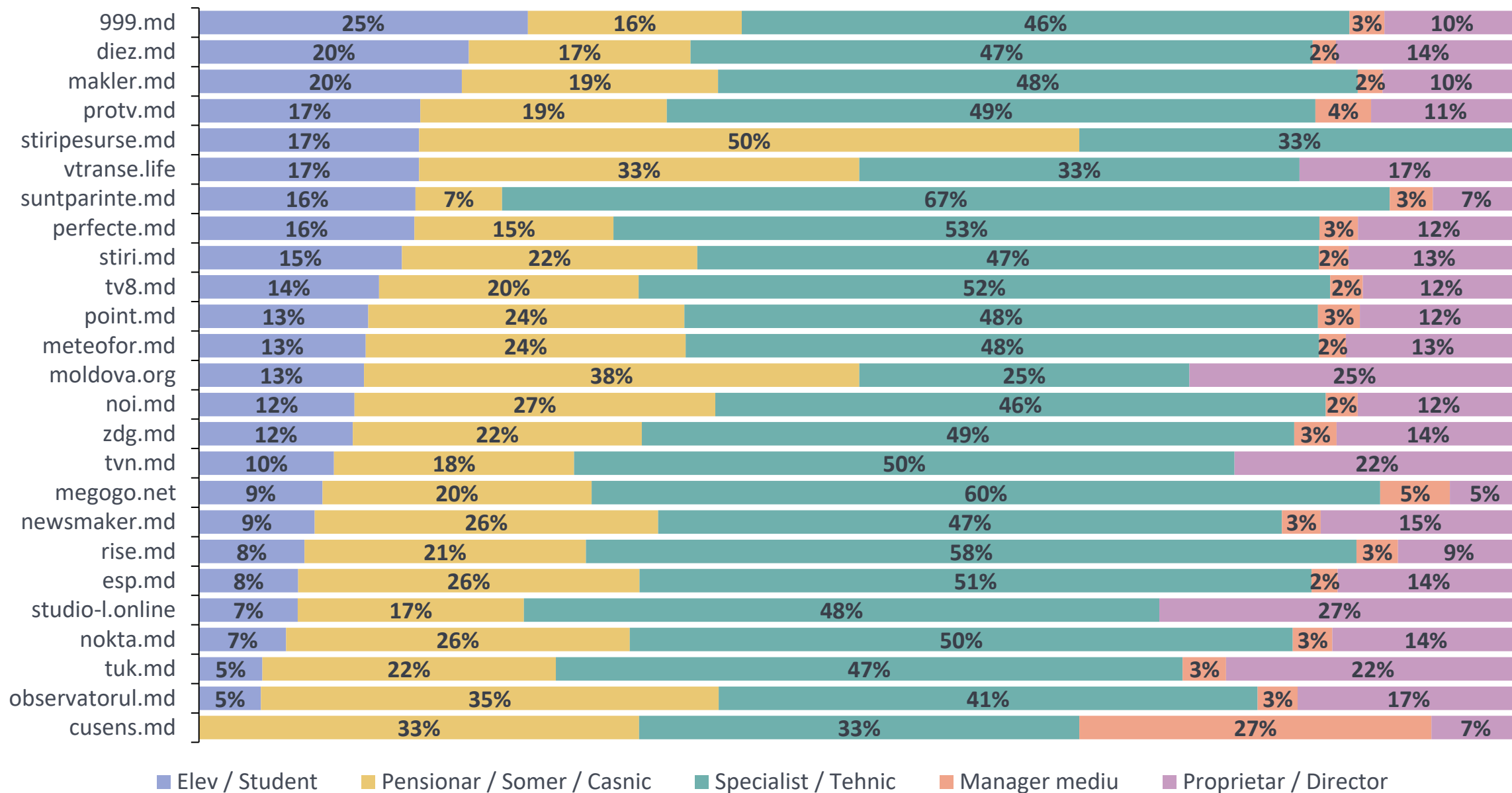


Elev / Student: 11,4%
Pensionar / Somer / Casnic: 24,9%
Specialist / Tehnic: 49,6%
Manager mediu: 2,4%
Proprietar / Director: 11,6%

Procentele indica compozitia agregata pentru toate site-urile auditate.

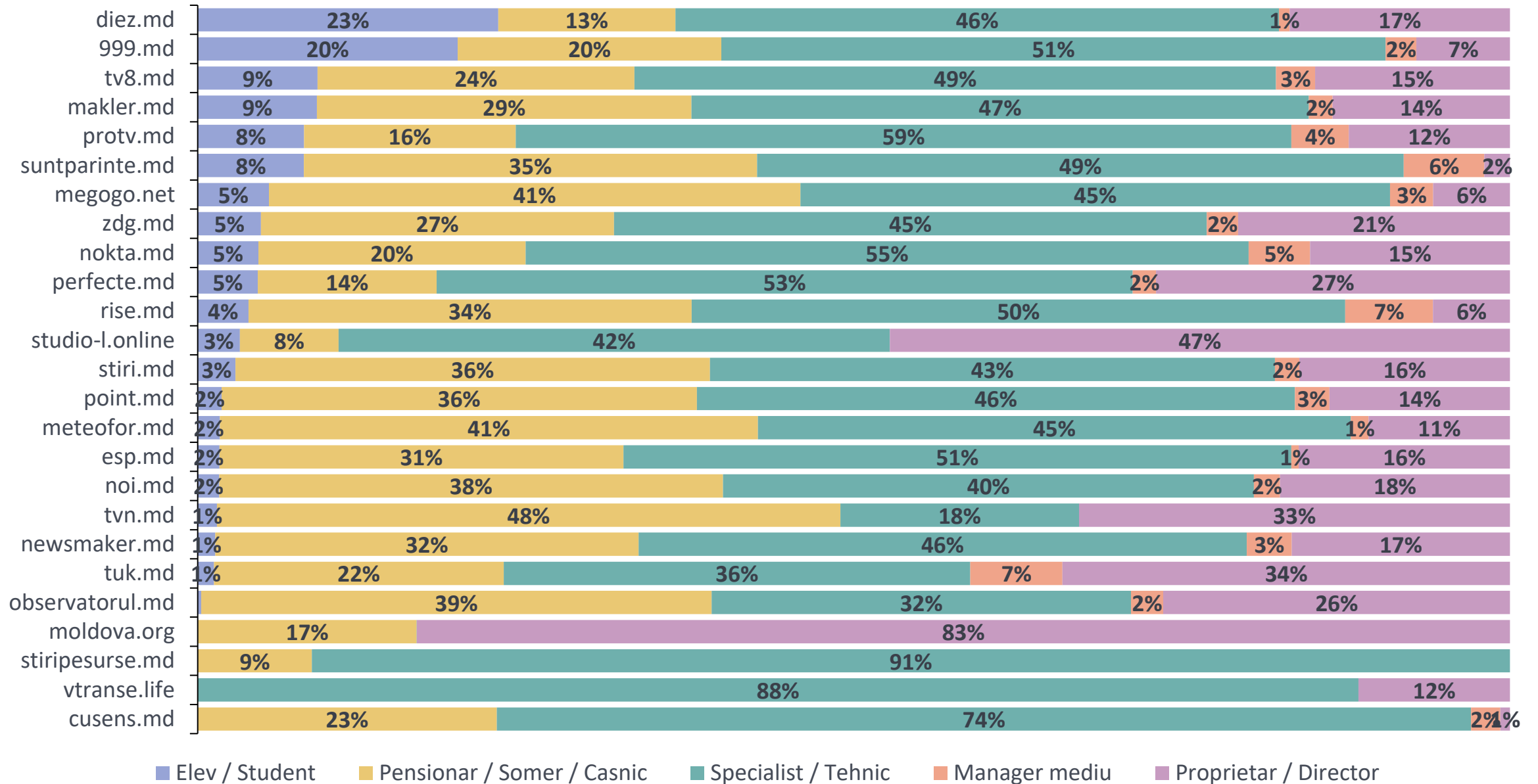
Ocupatie

Compozitia audientei



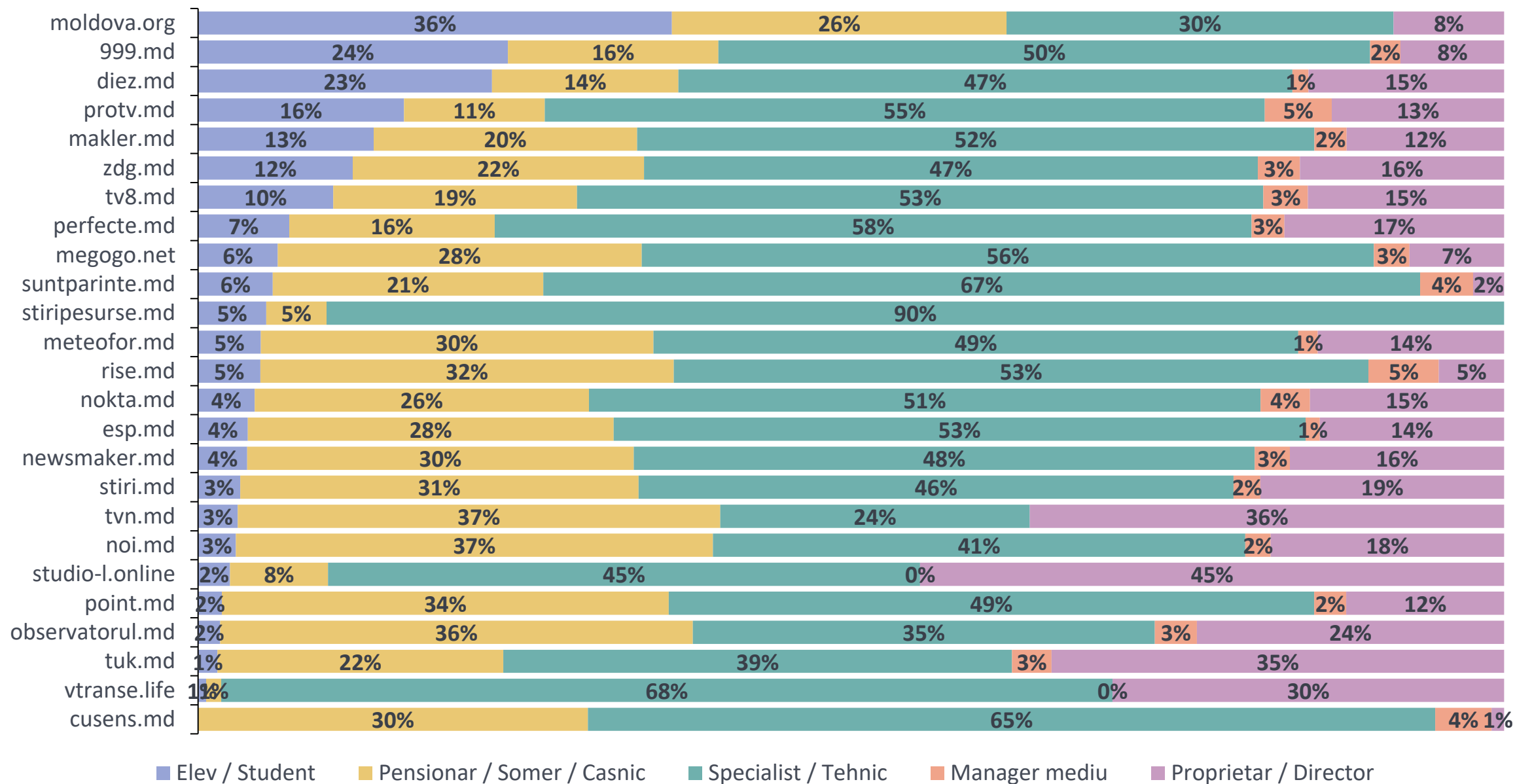
Ocupatie

Compozitia timpului petrecut



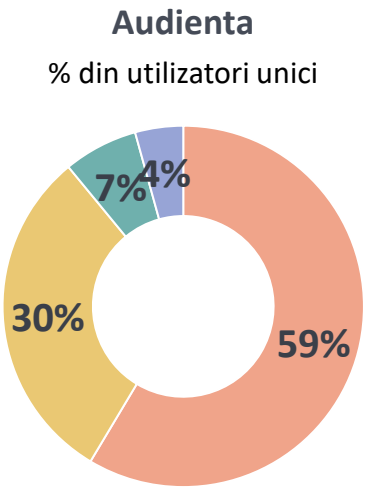
Ocupatie

Compozitia afisarilor

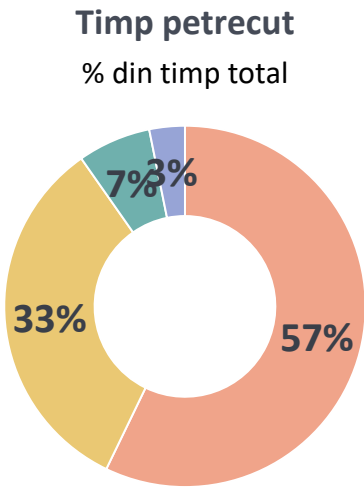


Venit

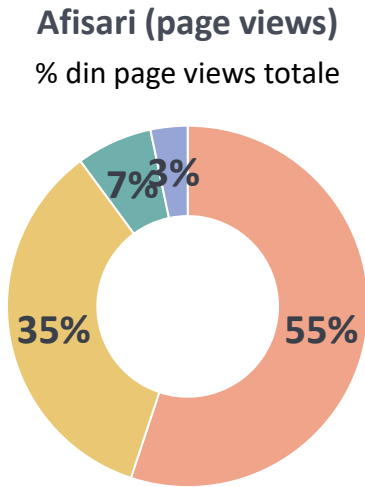
Compozitia agregata - iulie 2026



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

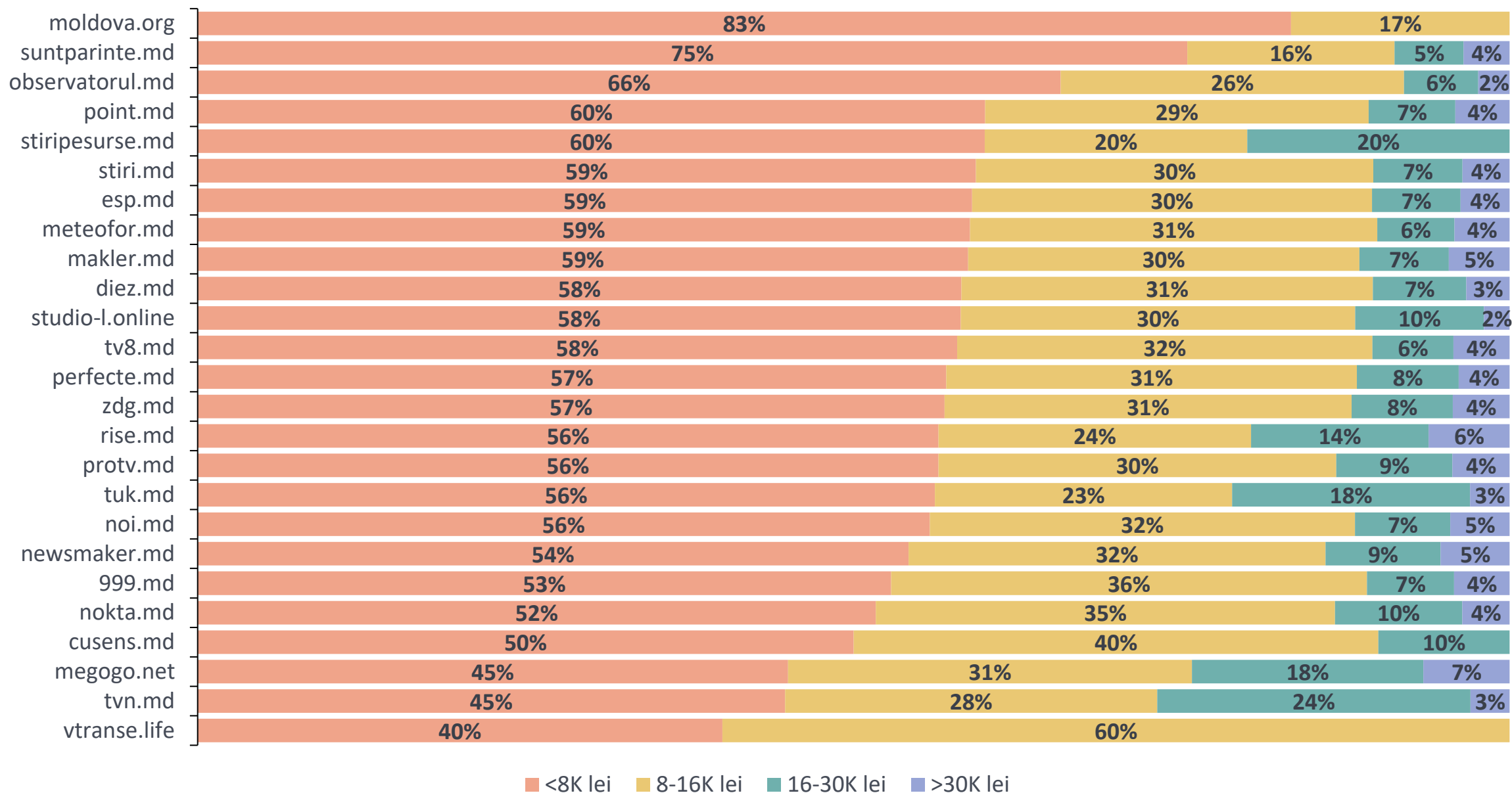


<8K lei: 57,2%
8-16K lei: 33,1%
16-30K lei: 6,6%
>30K lei: 3,2%

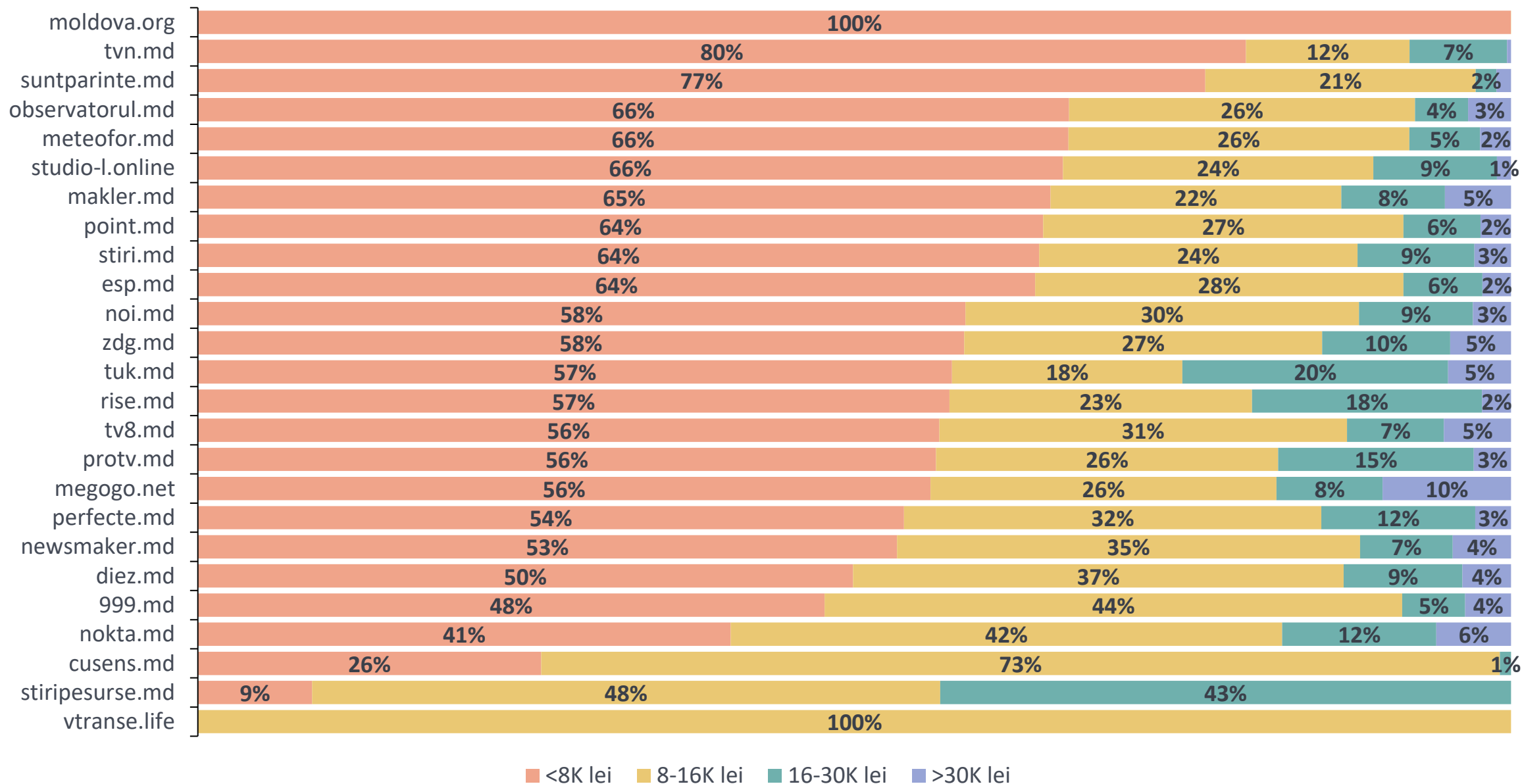


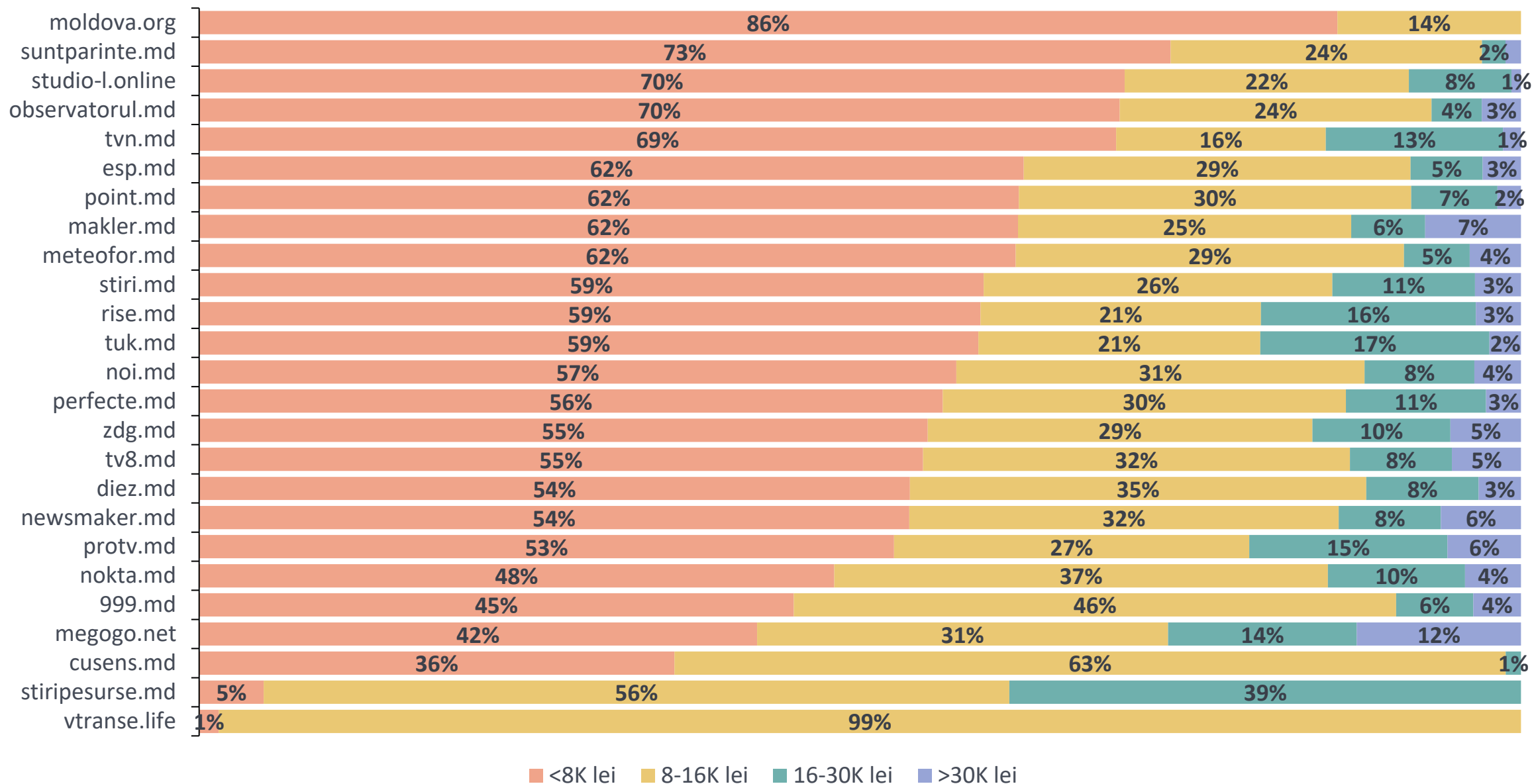
<8K lei: 55,1%
8-16K lei: 34,8%
16-30K lei: 6,8%
>30K lei: 3,3%

Procentele indica compozitia agregata pentru toate site-urile auditate.



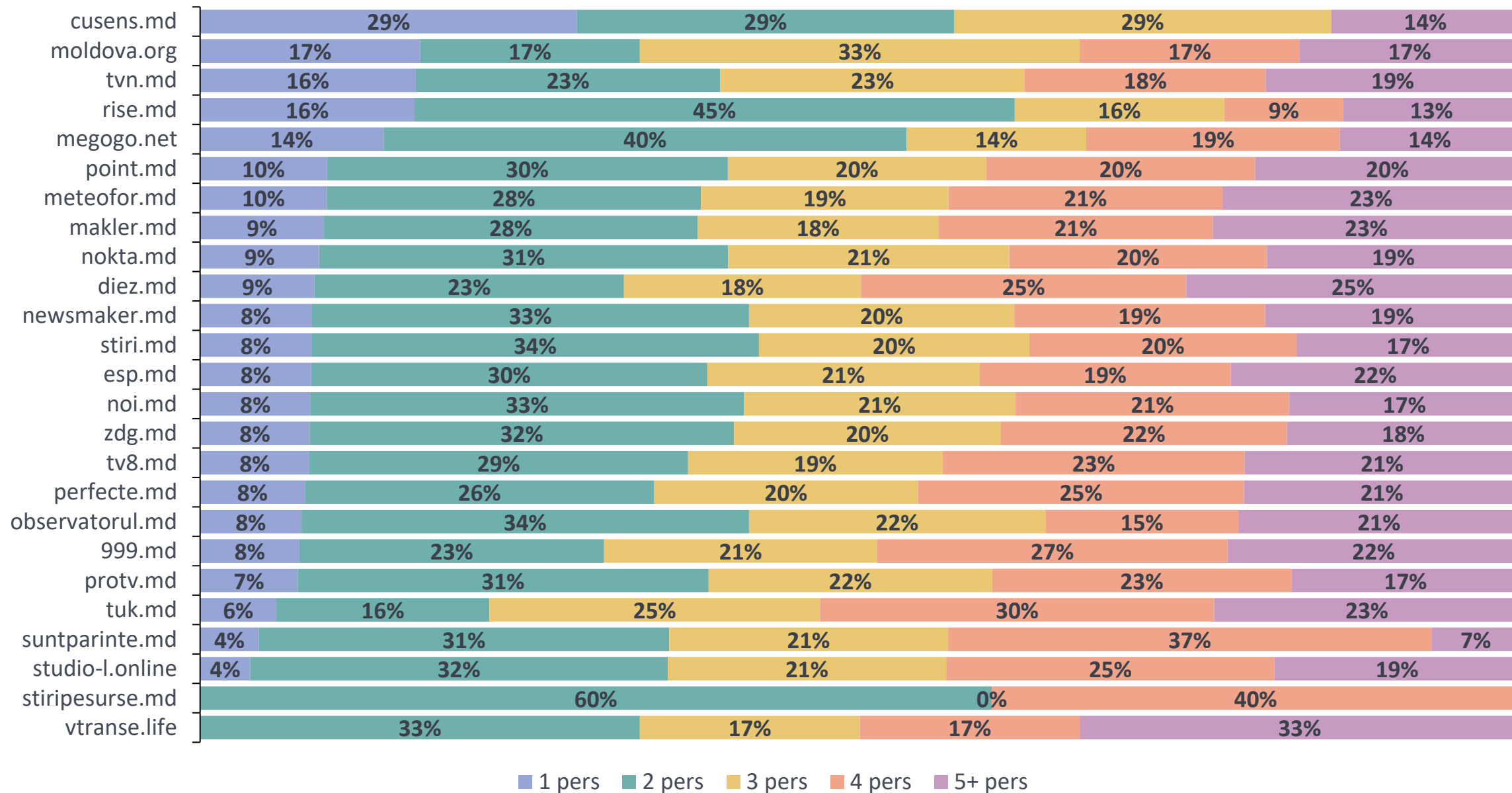
Compozitia timpului petrecut





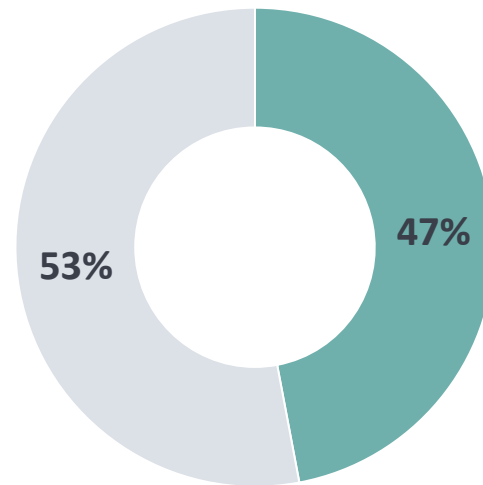
Marimea gospodariei

Compozitia audientei



Copii in familie

Compozitia agregata - iulie 2026



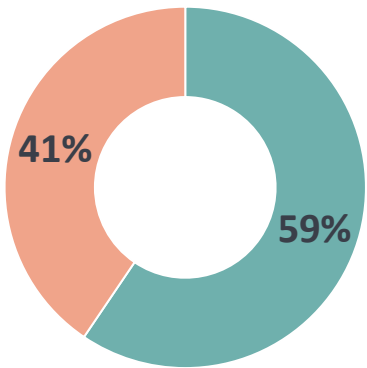
Cu copii <15 ani: 47,0%
Fara copii: 53,0%

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

Urban / Rural

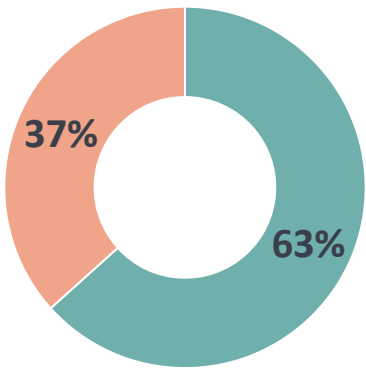
Compozitia agregata - iulie 2026

Audienta
% din utilizatori unici



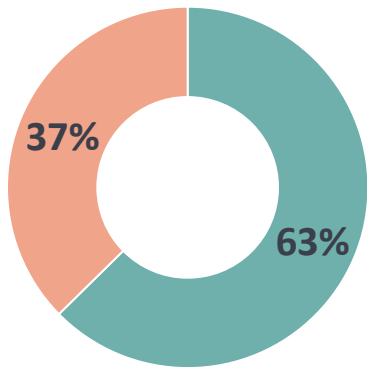
Urban: 59,5%
Rural: 40,5%

Timp petrecut
% din timp total



Urban: 63,3%
Rural: 36,7%

Afisari (page views)
% din page views totale

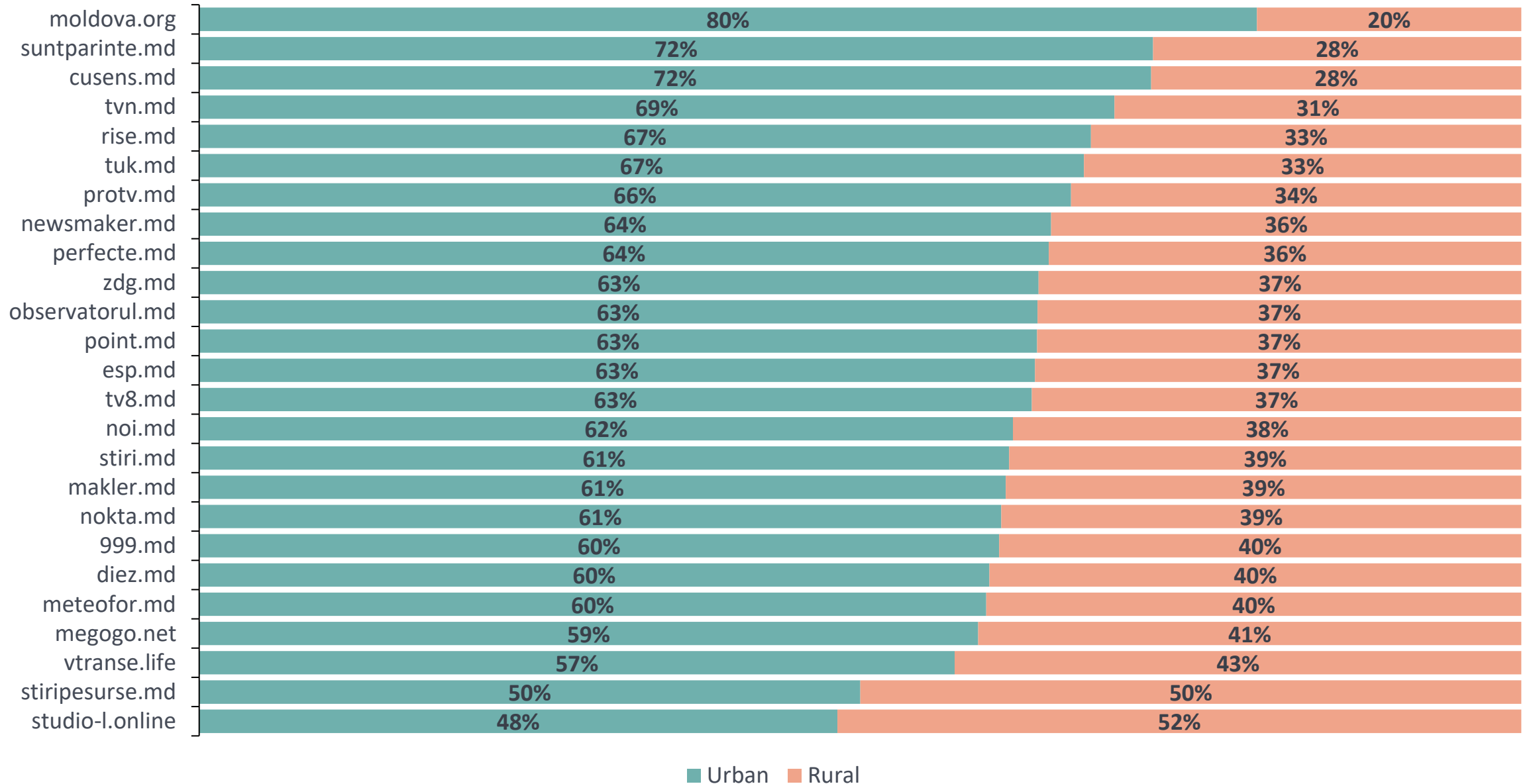


Urban: 62,6%
Rural: 37,4%

Procentele indica compozitia agregata pentru toate site-urile auditate.

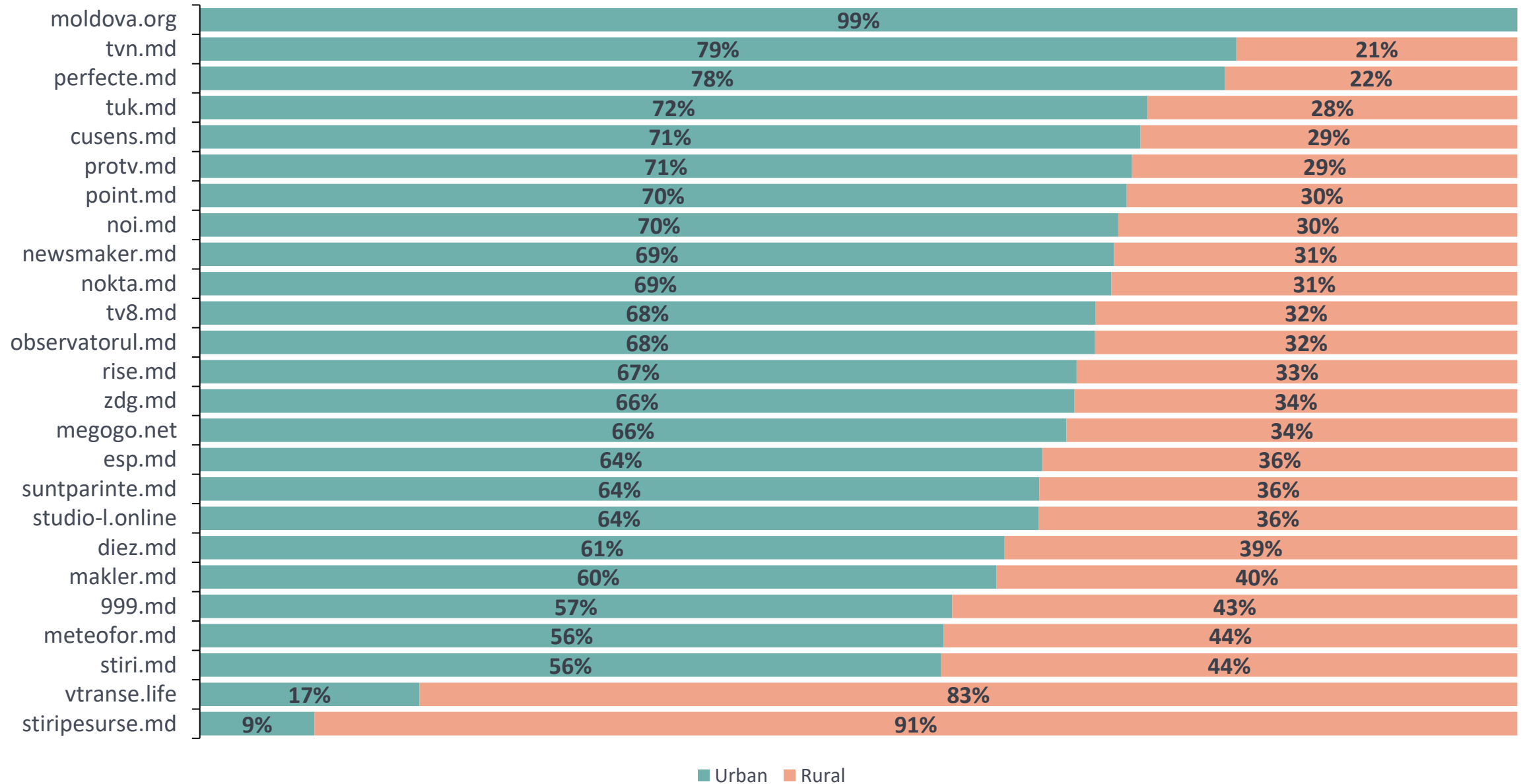
Urban / Rural

Compozitia audientei



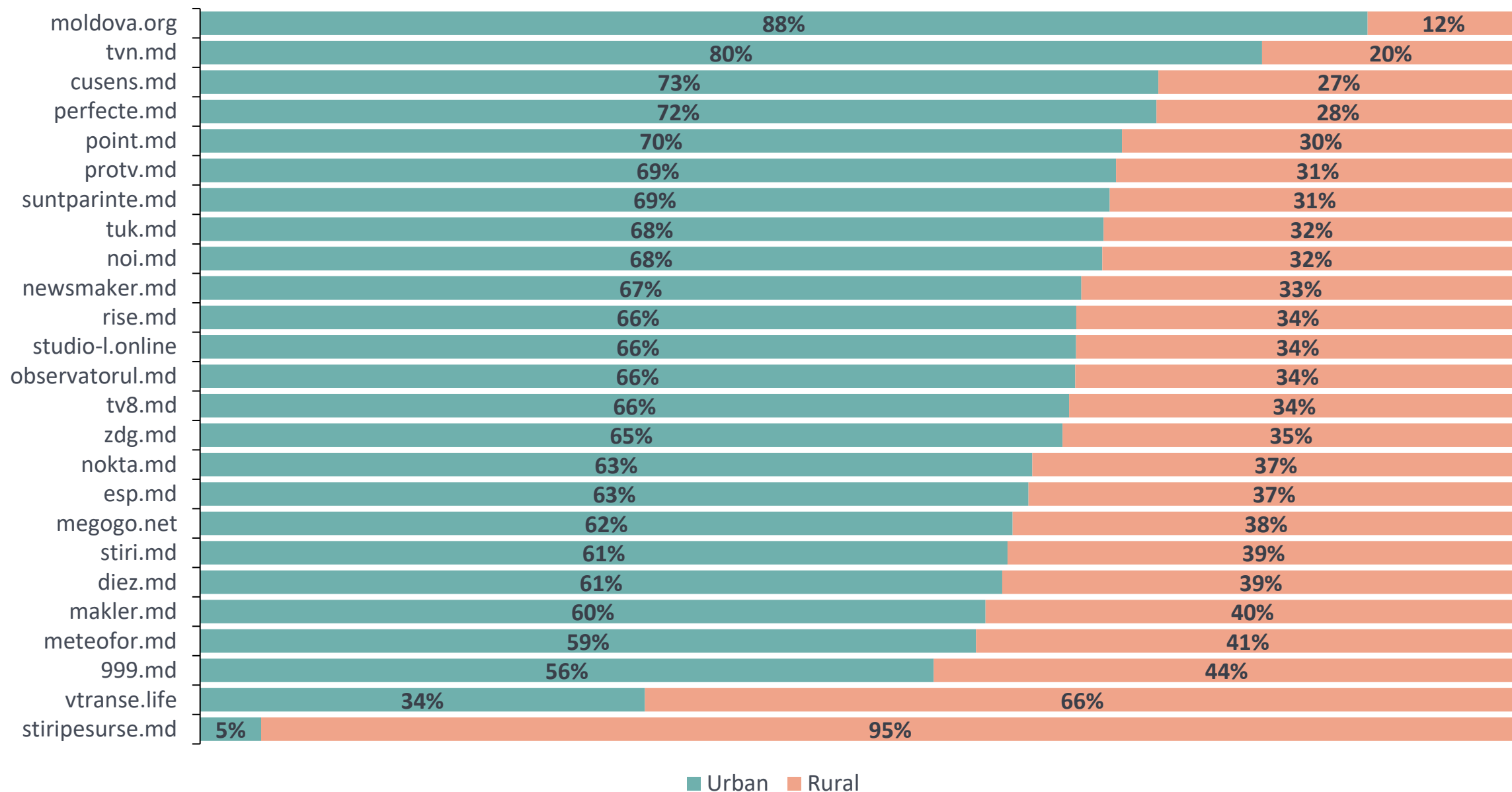
Urban / Rural

Compozitia timpului petrecut



Urban / Rural

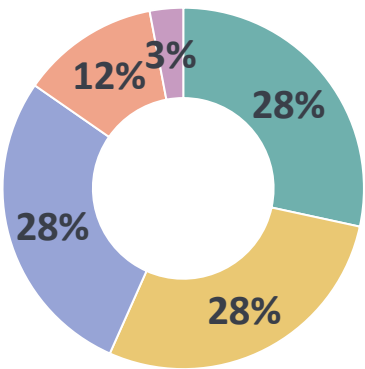
Compozitia afisarilor



Regiuni

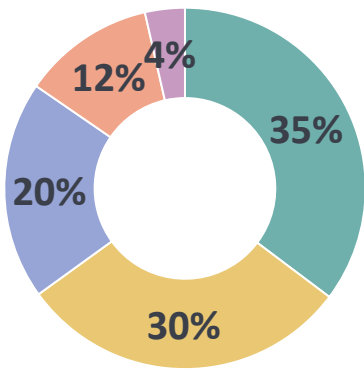
Compozitia agregata - iulie 2026

Audienta
% din utilizatori unici



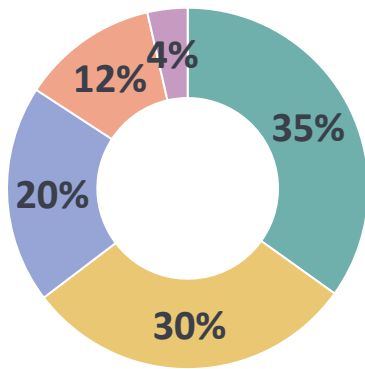
Chisinau: 28,4%
Nord: 28,3%
Centru: 28,0%
Sud: 12,4%
UTA Gagauzia: 3,0%

Timp petrecut
% din timp total



Chisinau: 35,3%
Nord: 29,8%
Centru: 19,6%
Sud: 11,8%
UTA Gagauzia: 3,6%

Afisari (page views)
% din page views totale

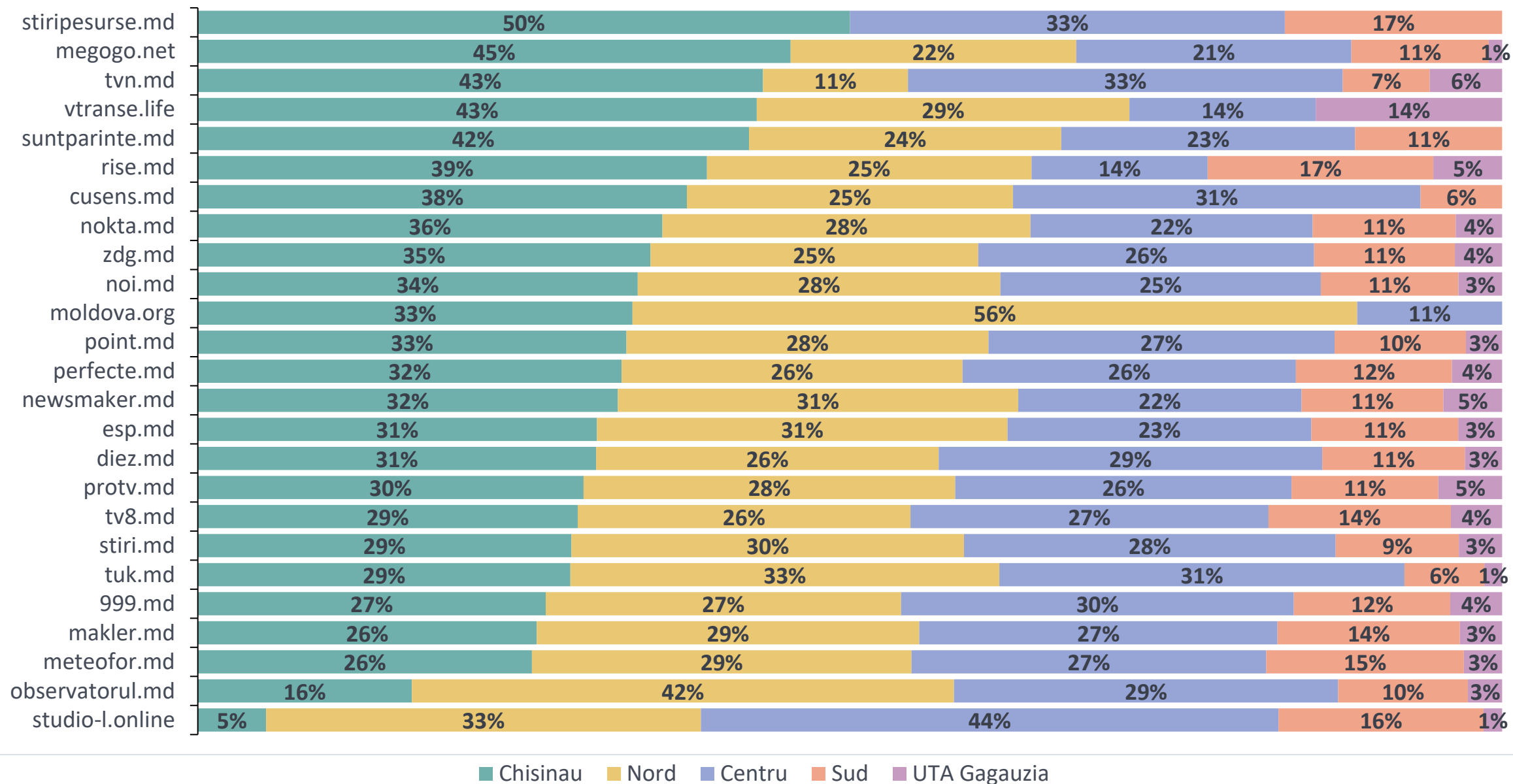


Chisinau: 34,9%
Nord: 29,8%
Centru: 19,5%
Sud: 12,2%
UTA Gagauzia: 3,6%

Procentele indica compozitia agregata pentru toate site-urile auditate.

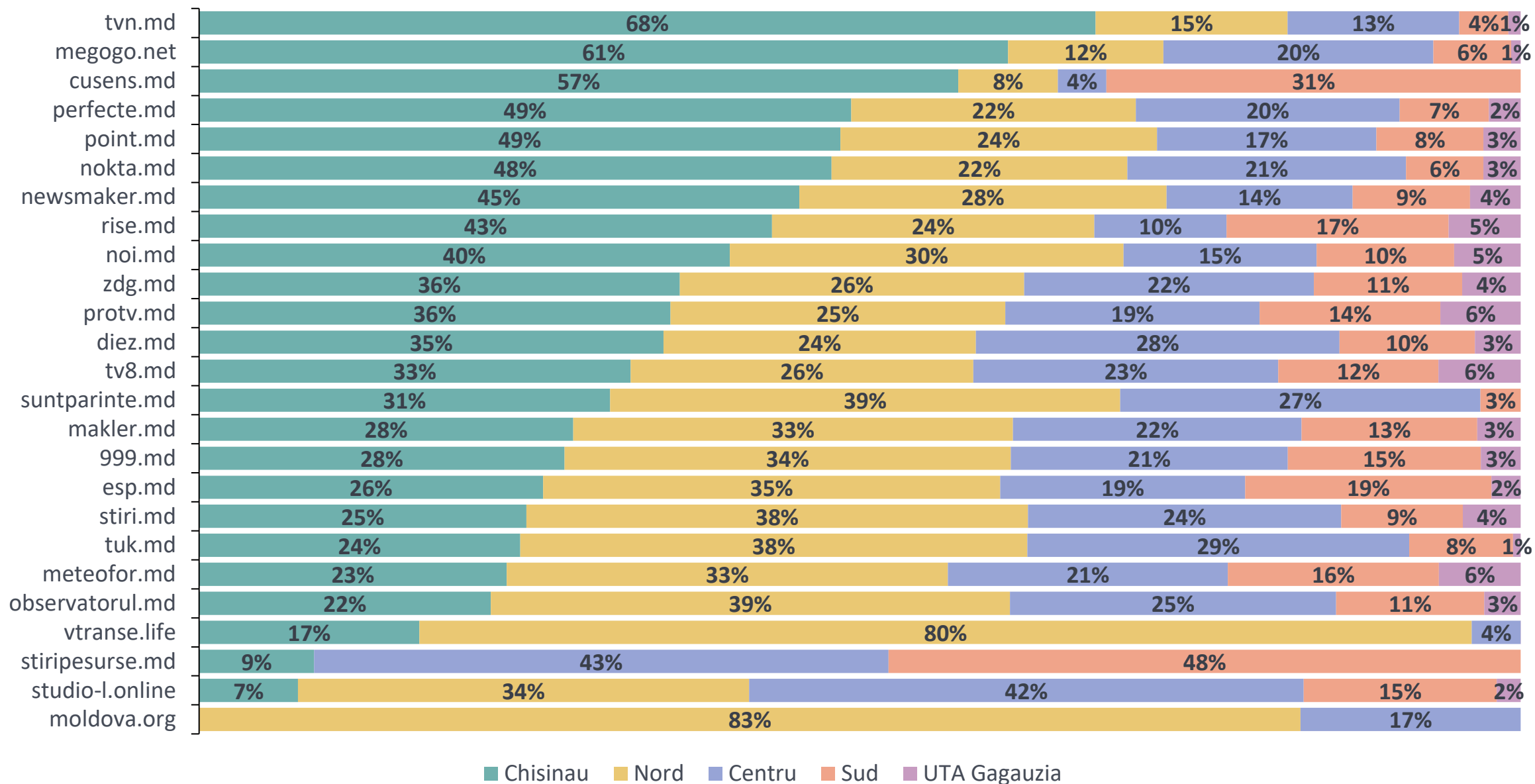
Regiuni

Compozitia audientei



Regiuni

Compozitia timpului petrecut



Regiuni

Compozitia afisarilor

