

Martie 2026

Studiul de Audienta Online – Moldova

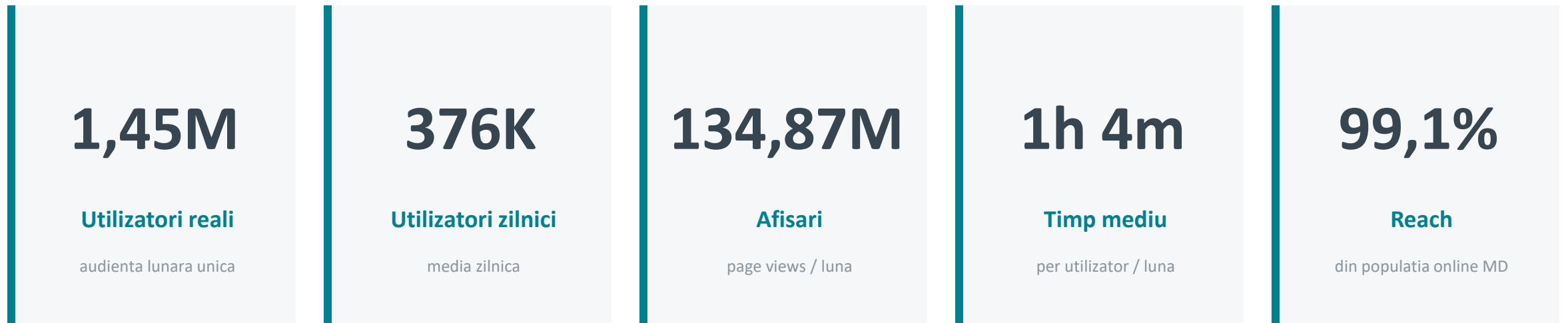
Raport lunar pentru piata de media si publicitate din Republica Moldova

BATI – Biroul de Audit al Tirajelor si Internetului

Date: gemiusAudience – Moldova

Overview

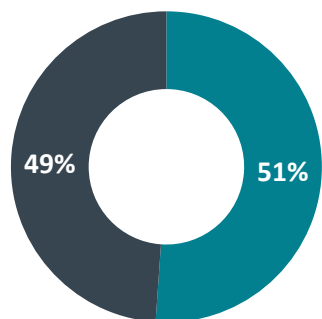
Audienta online agregata · martie 2026



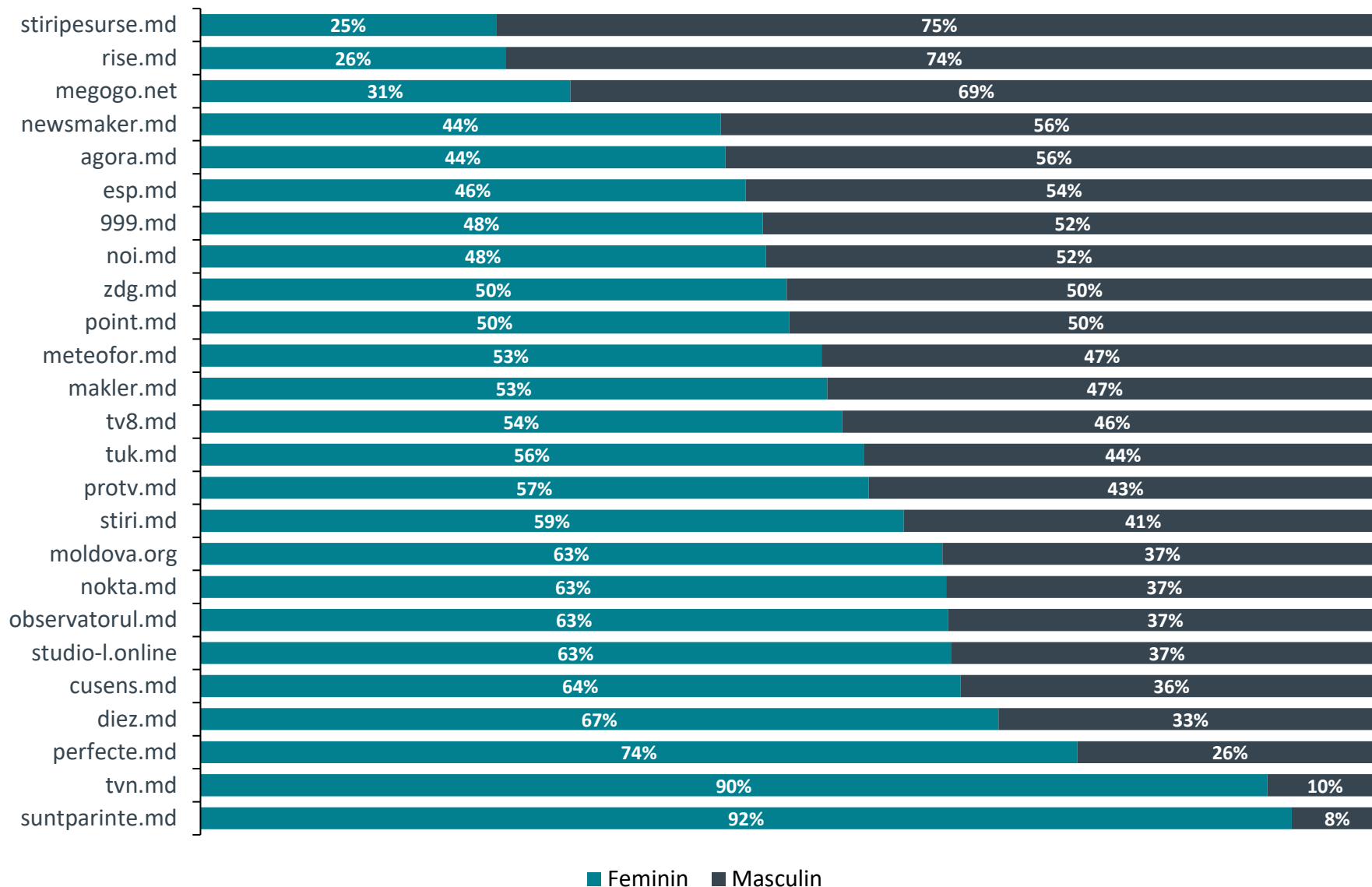
Datele insumeaza 26 site-uri auditate BATI in martie 2026, Timpul mediu petrecut per utilizator este de 1h 4m 38s; reach-ul de 99,1% indica faptul ca practic toata populatia online din Republica Moldova interactioneaza lunar cu cel putin un site din panelul BATI.

Gen

Compozitia audientei online

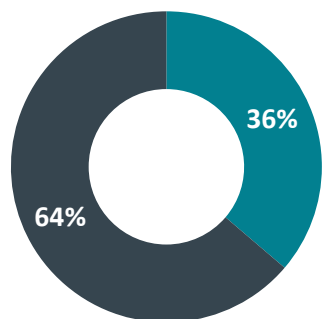


51% feminin | 49% masculin

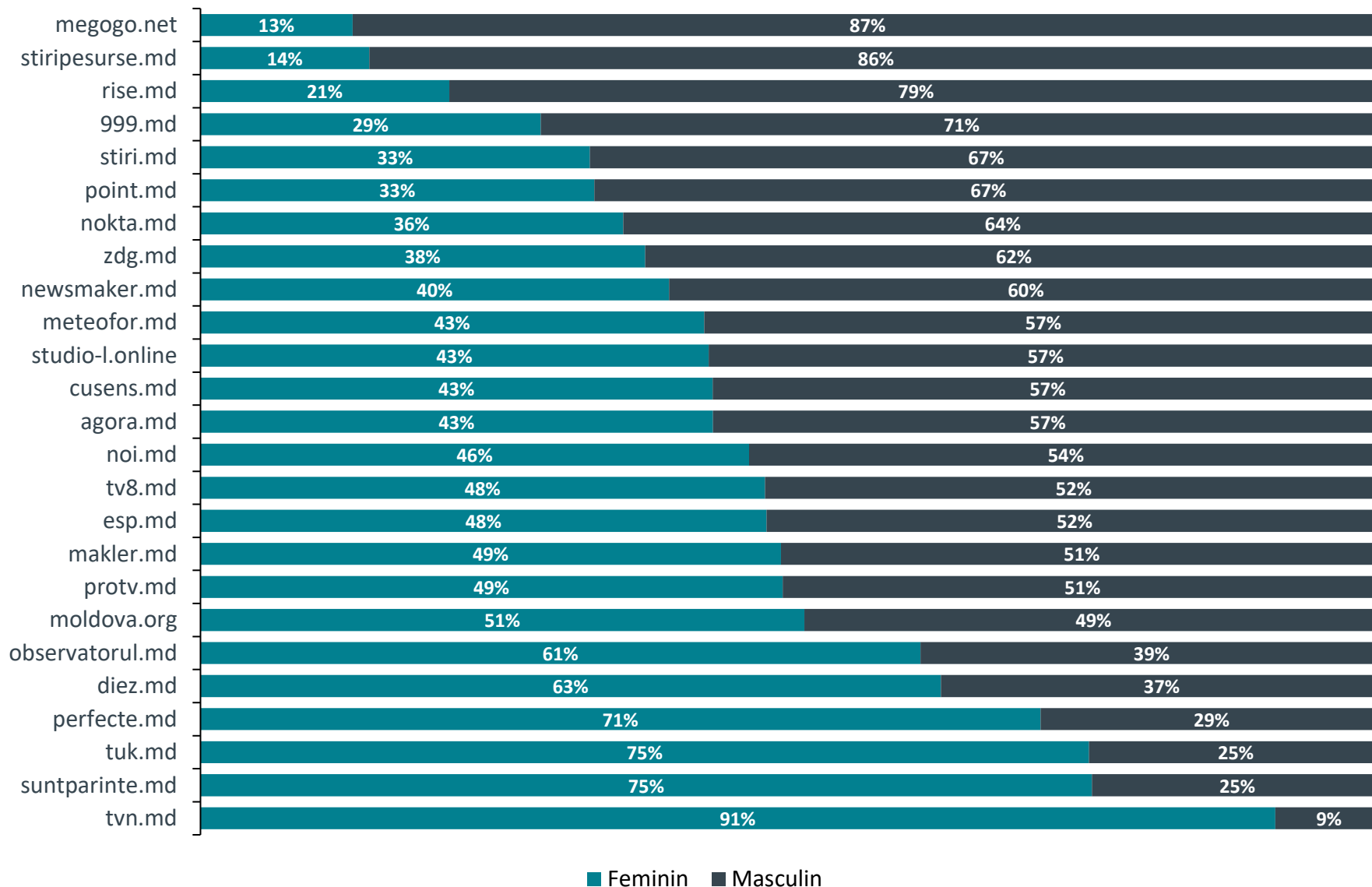


Gen

Compozitia timpului petrecut

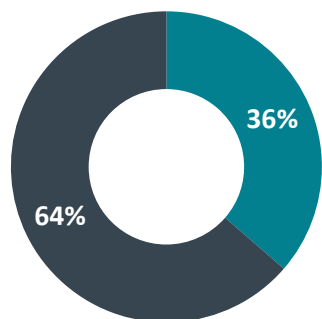


36% feminin | 64% masculin

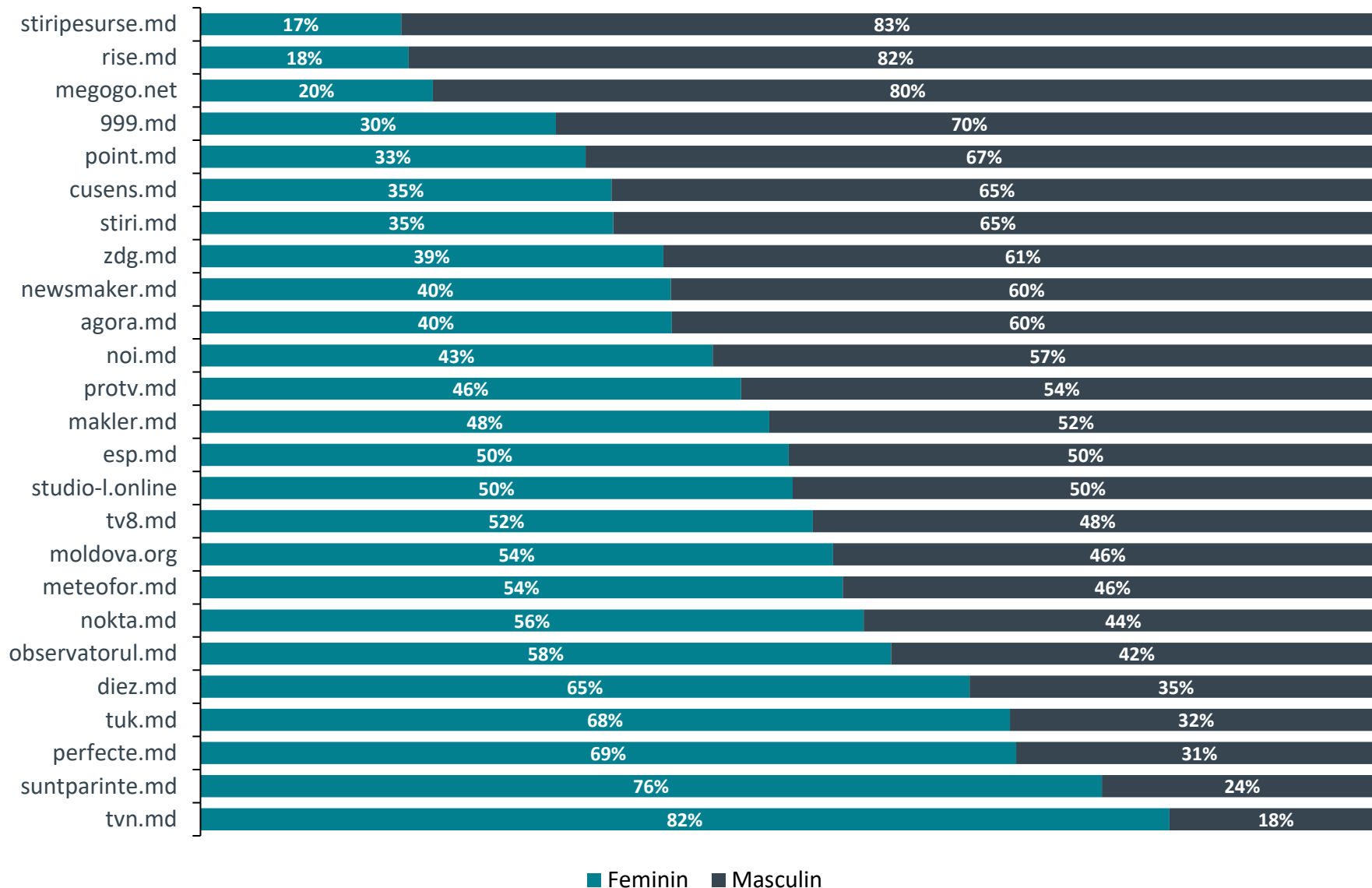


Gen

Compozitia afisarilor

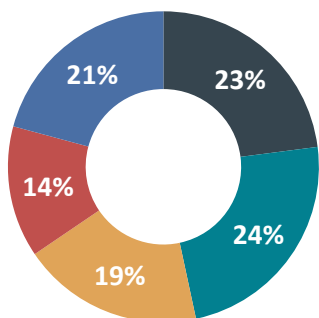


36% feminin | 64% masculin

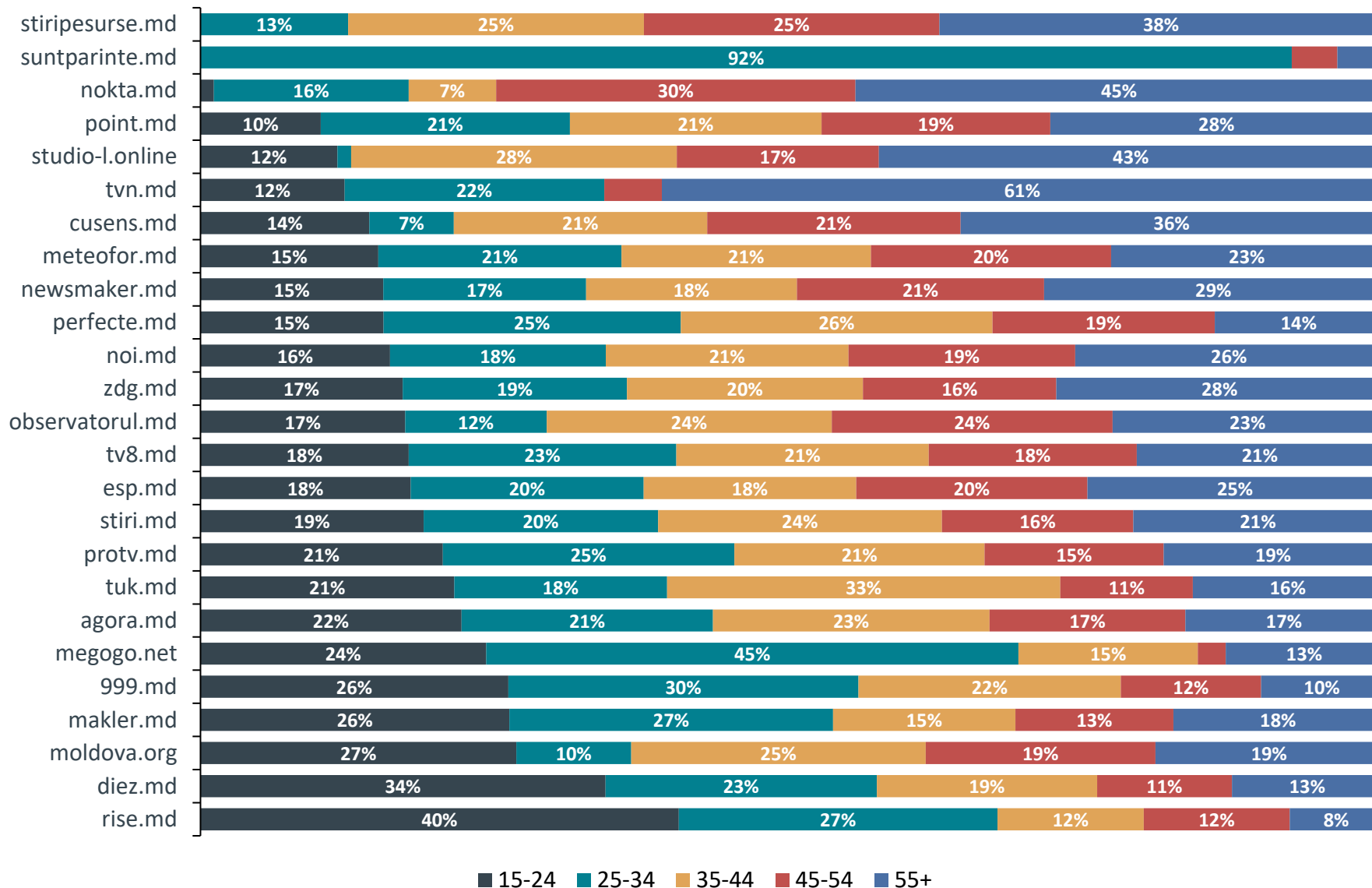


Varsta

Compozitia audientei online

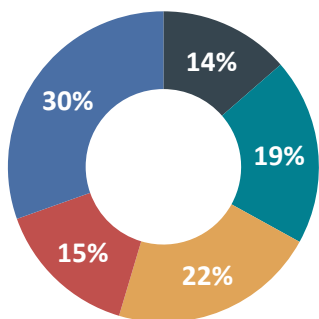


15-24 23% · 25-34 24% · 35-44 19%
45-54 14% · 55+ 21%

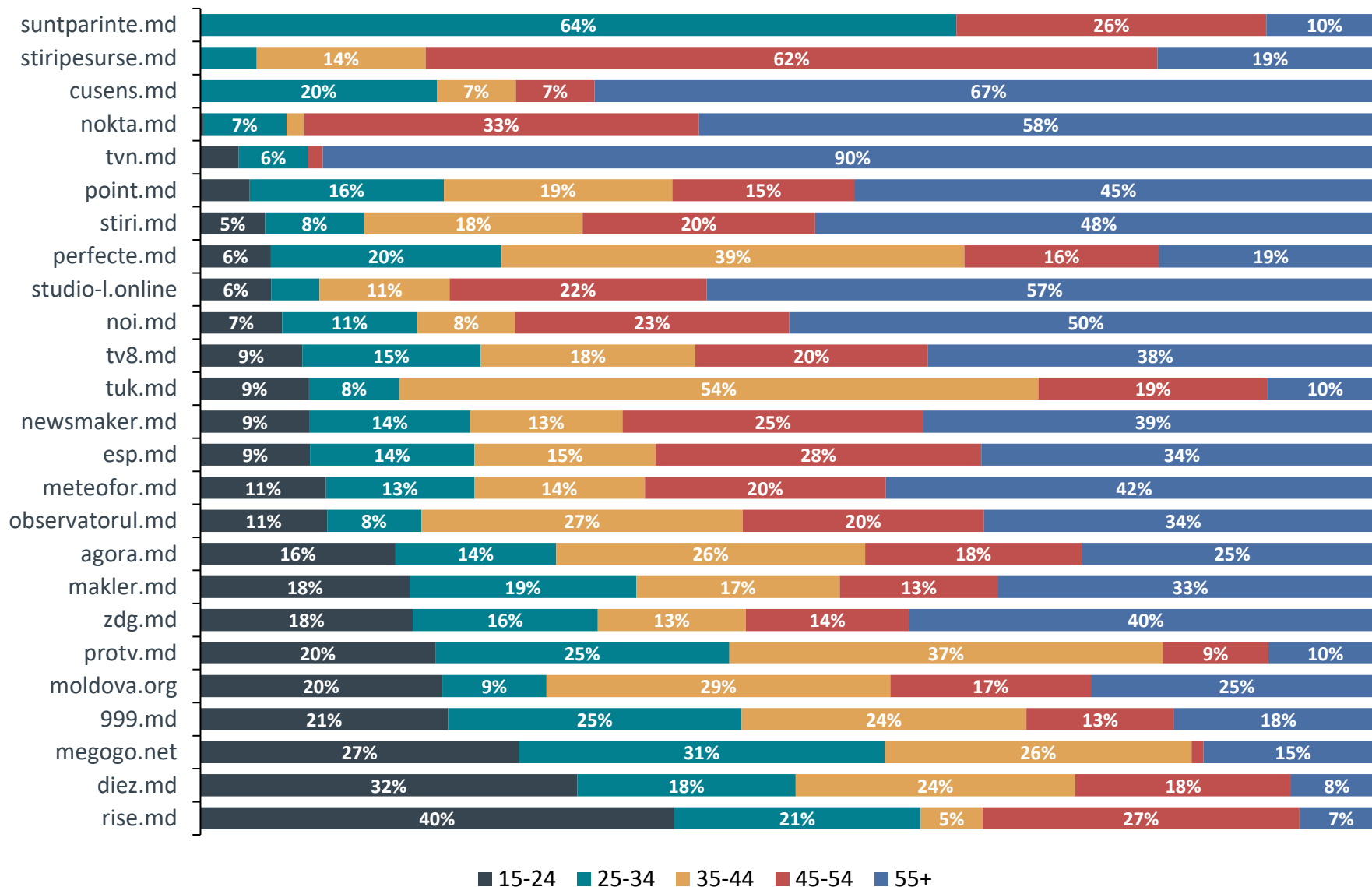


Varsta

Compozitia timpului petrecut

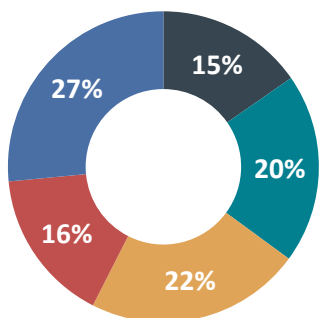


15-24 14% · 25-34 19% · 35-44 22%
45-54 15% · 55+ 30%

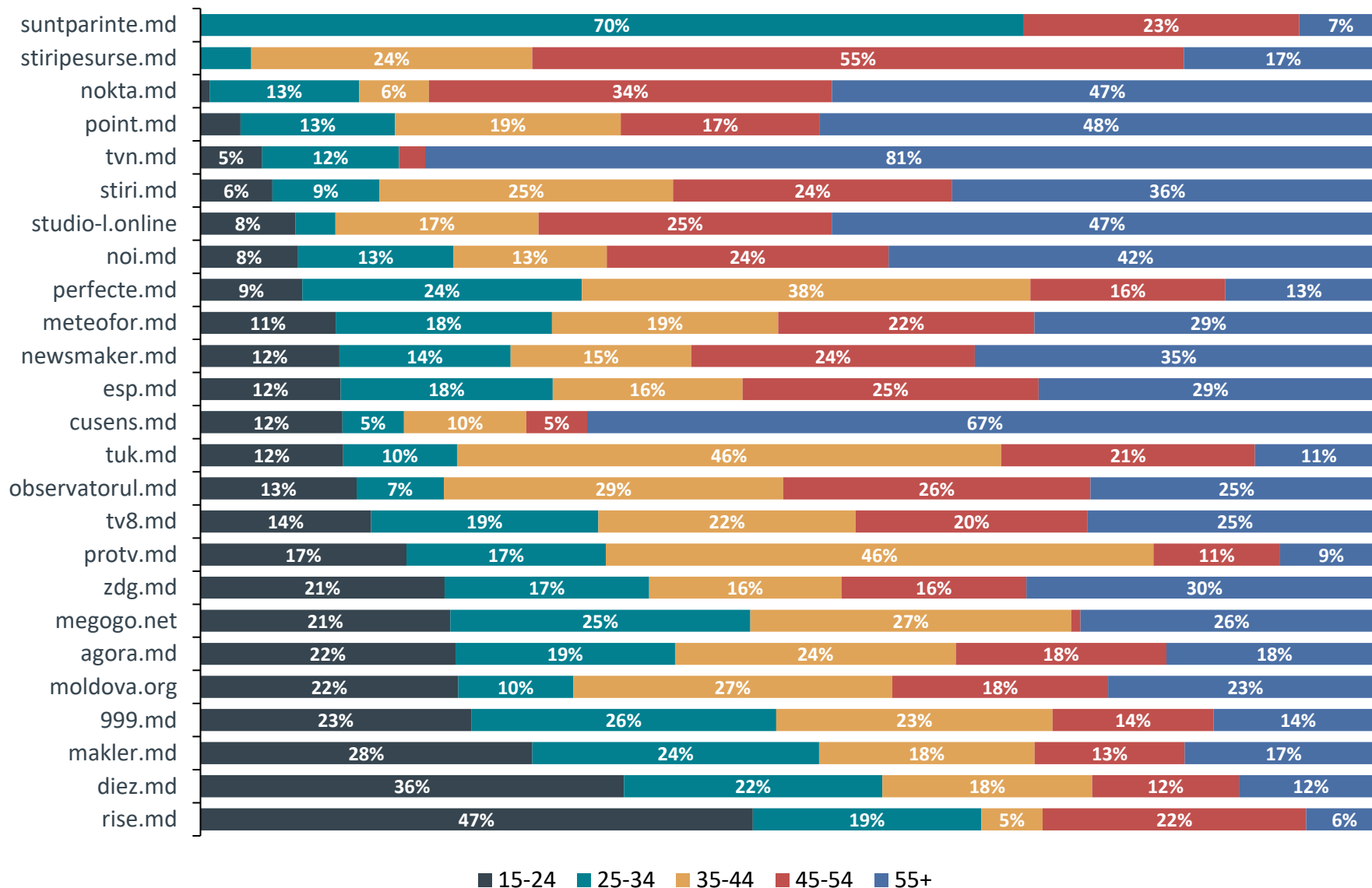


Varsta

Compozitia afisarilor

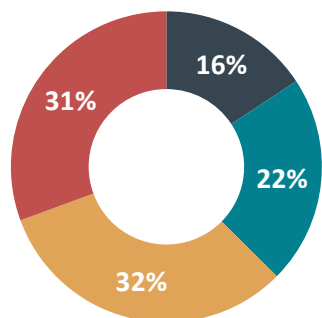


15-24 15% · 25-34 20% · 35-44 22%
45-54 16% · 55+ 27%

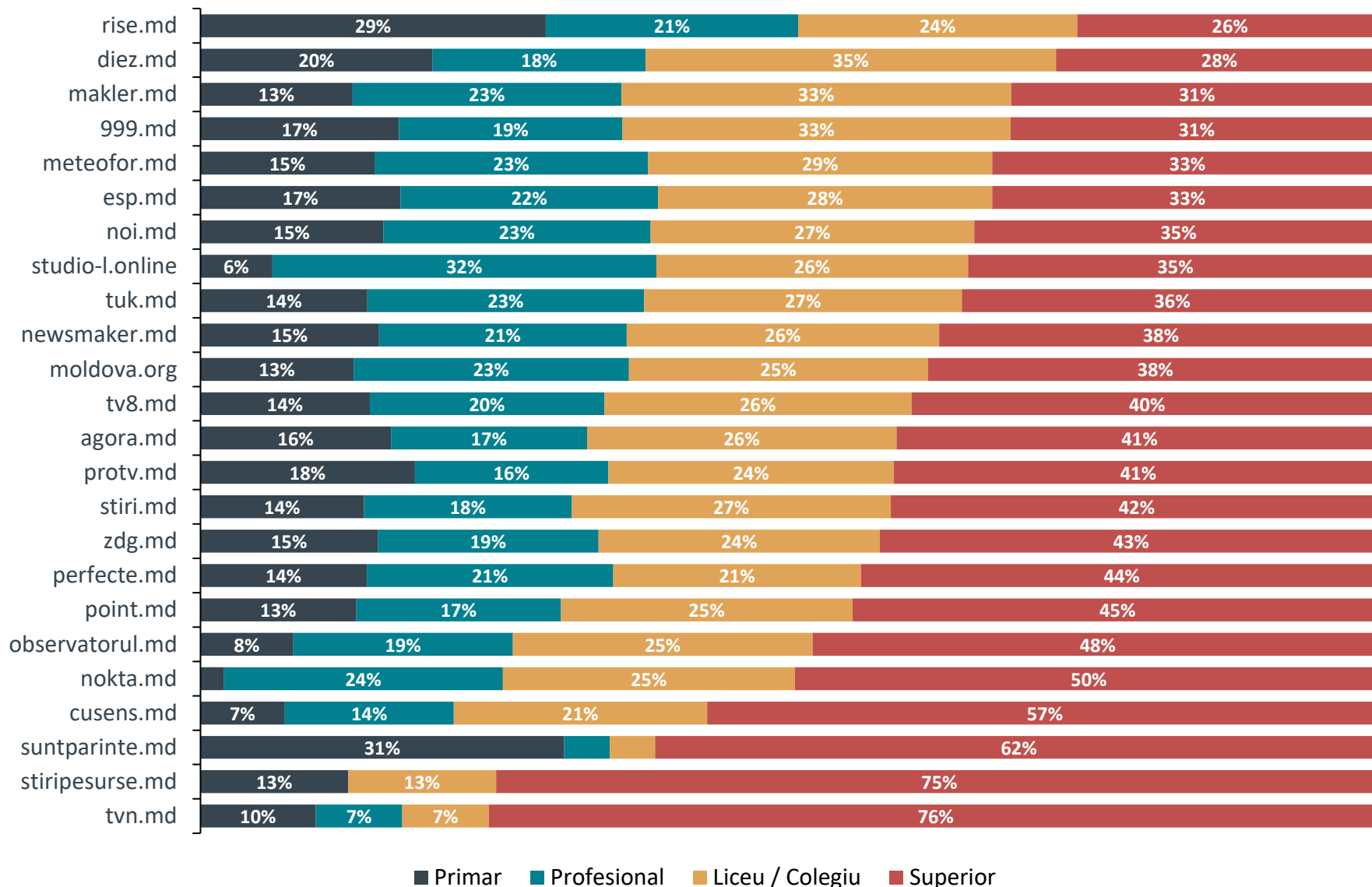


Educatie

Compozitia audientei online

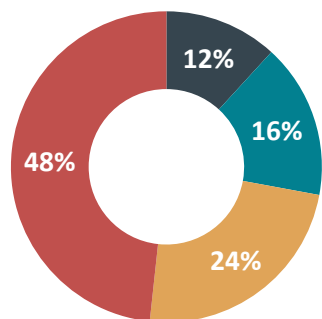


Primar 16% · Profesional 22%
Liceu / Colegiu 32% · Superior 31%

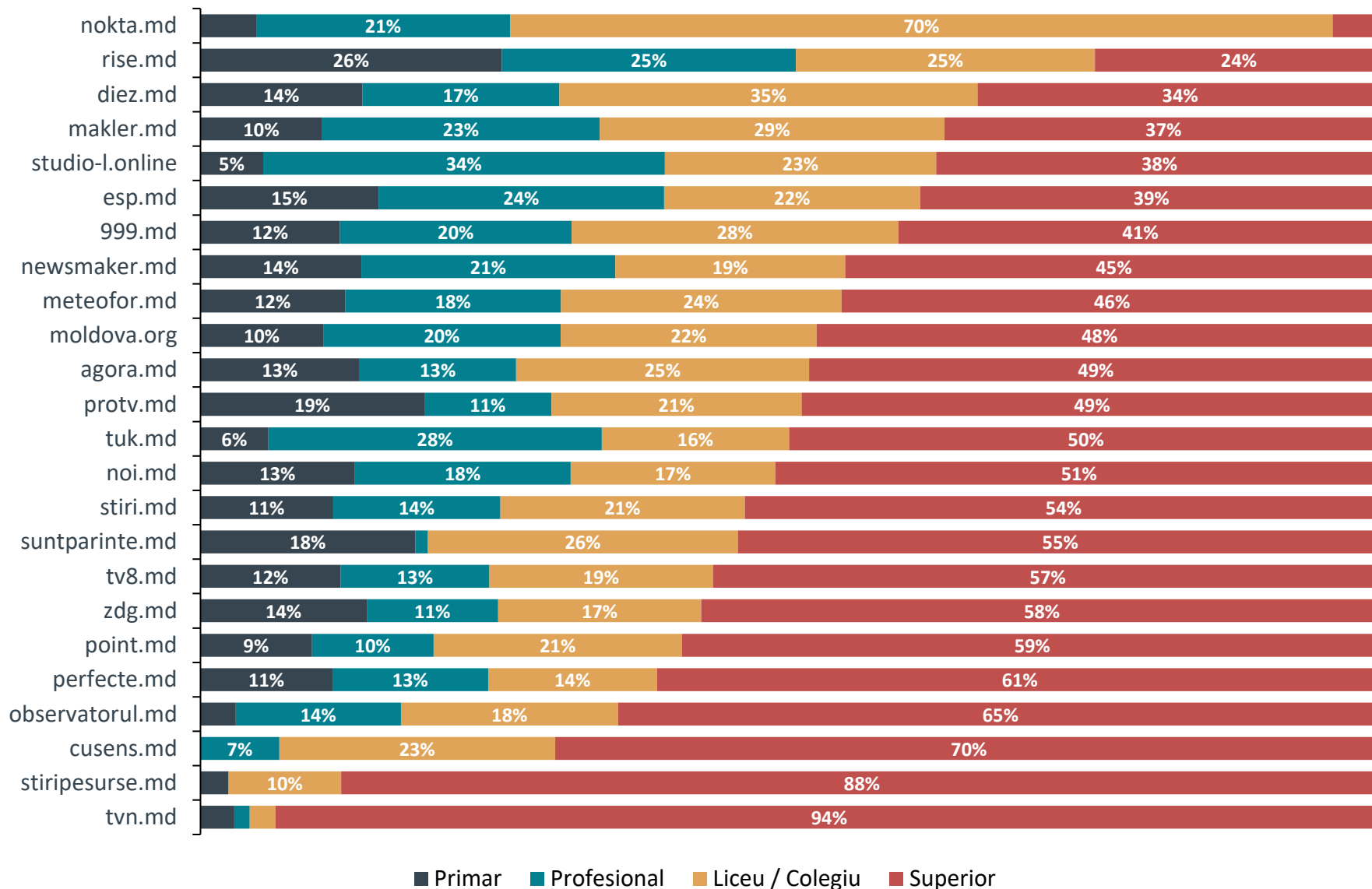


Educatie

Compozitia timpului petrecut

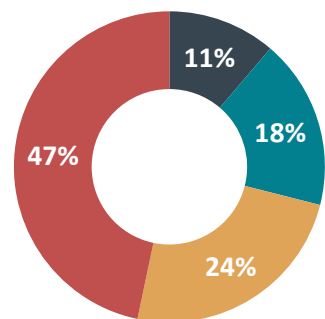


Primar 12% · Profesional 16%
Liceu / Colegiu 24% · Superior 48%

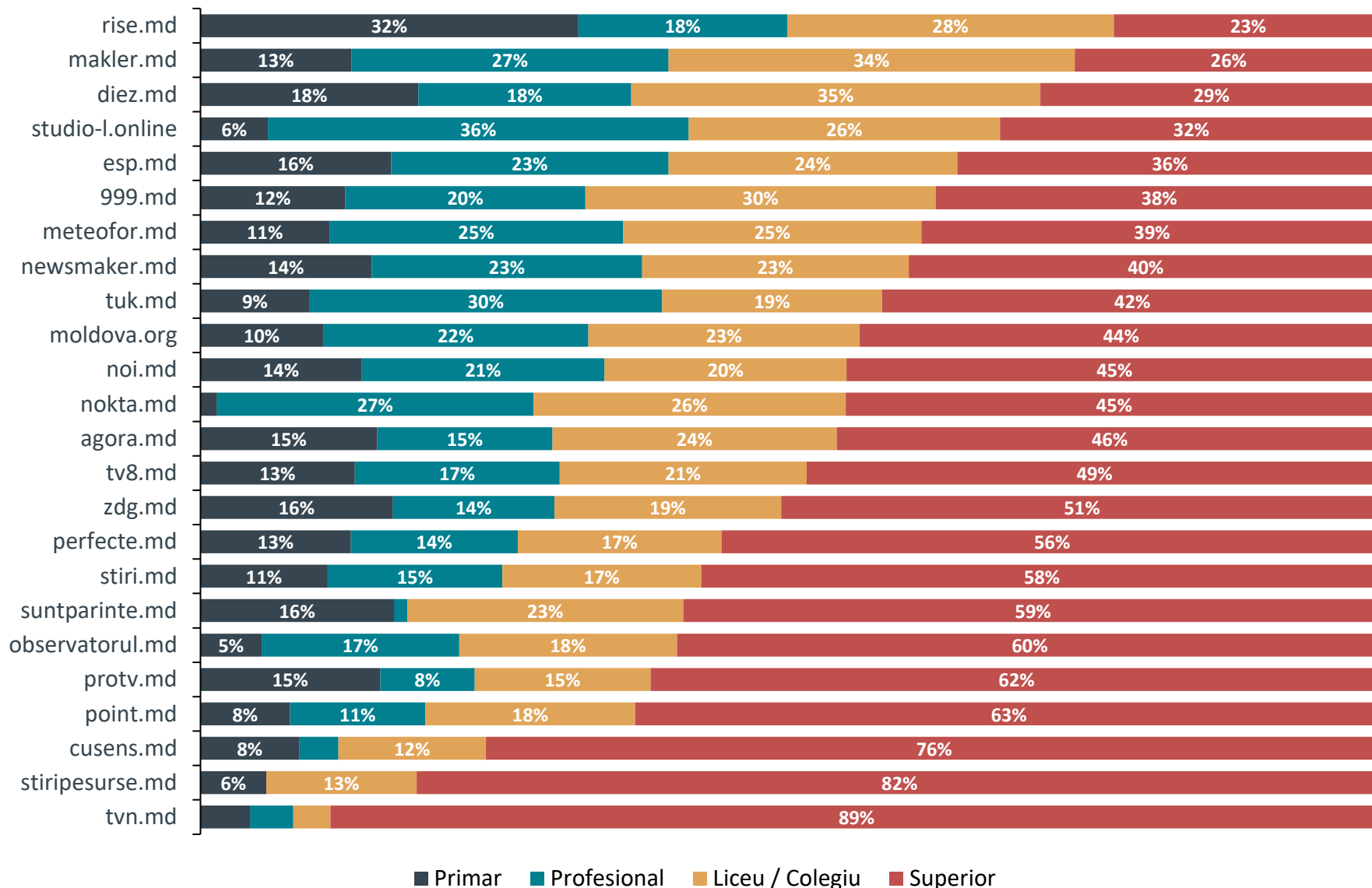


Educatie

Compozitia afisarilor

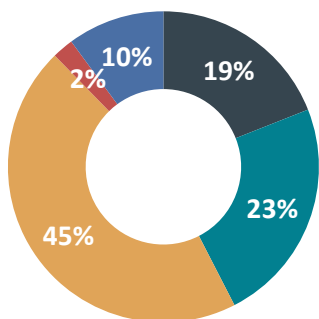


Primar 11% · Profesional 18%
Liceu / Colegiu 24% · Superior 47%

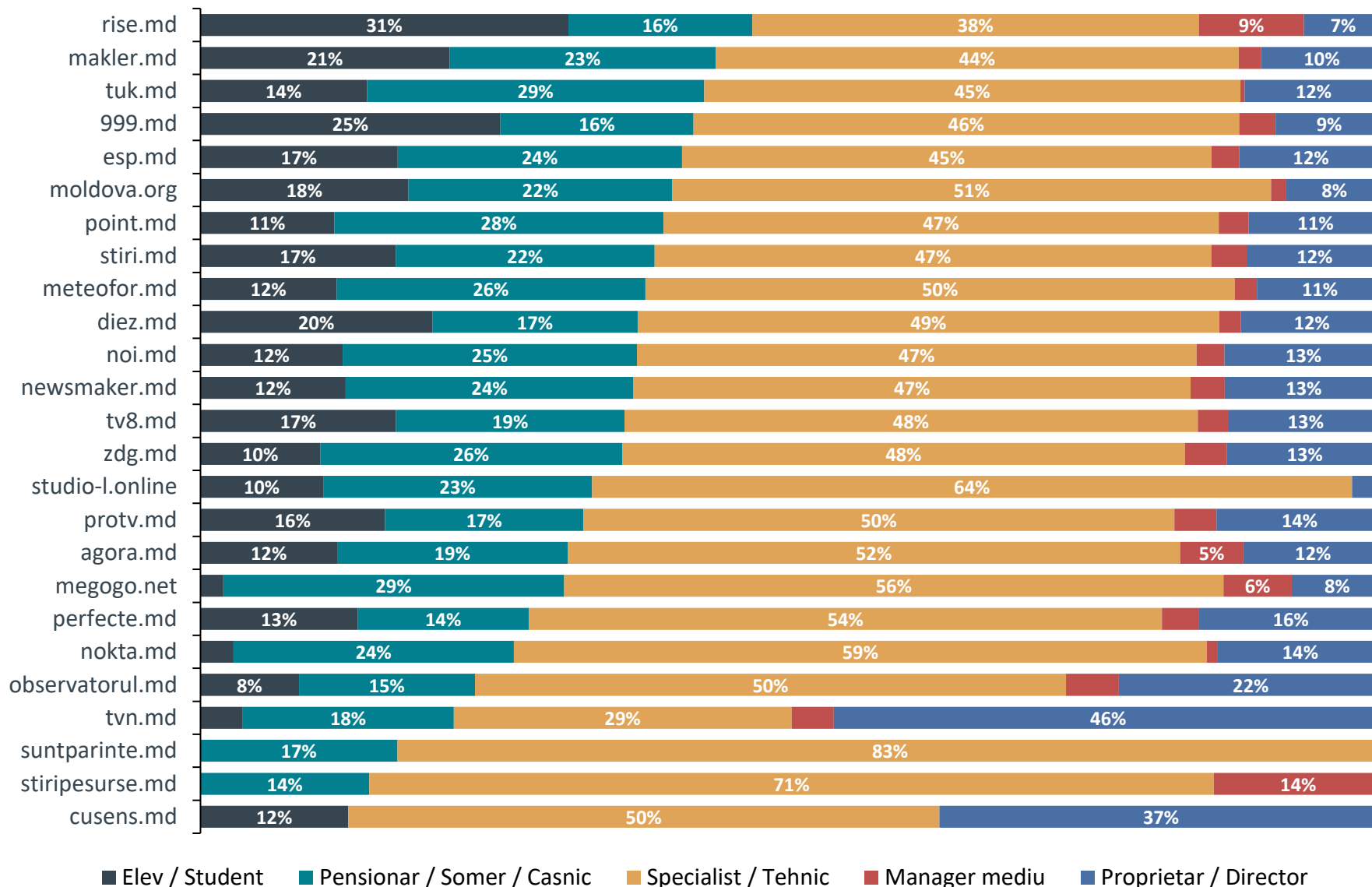


Ocupatie

Compozitia audientei online

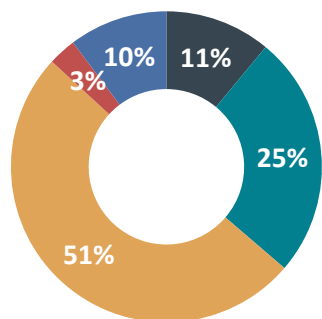


Elev / Student 19% · Pensionar / Somer / Casnic 23% · Specialist / Tehnic 45%
 Manager mediu 2% · Proprietar / Director 10%

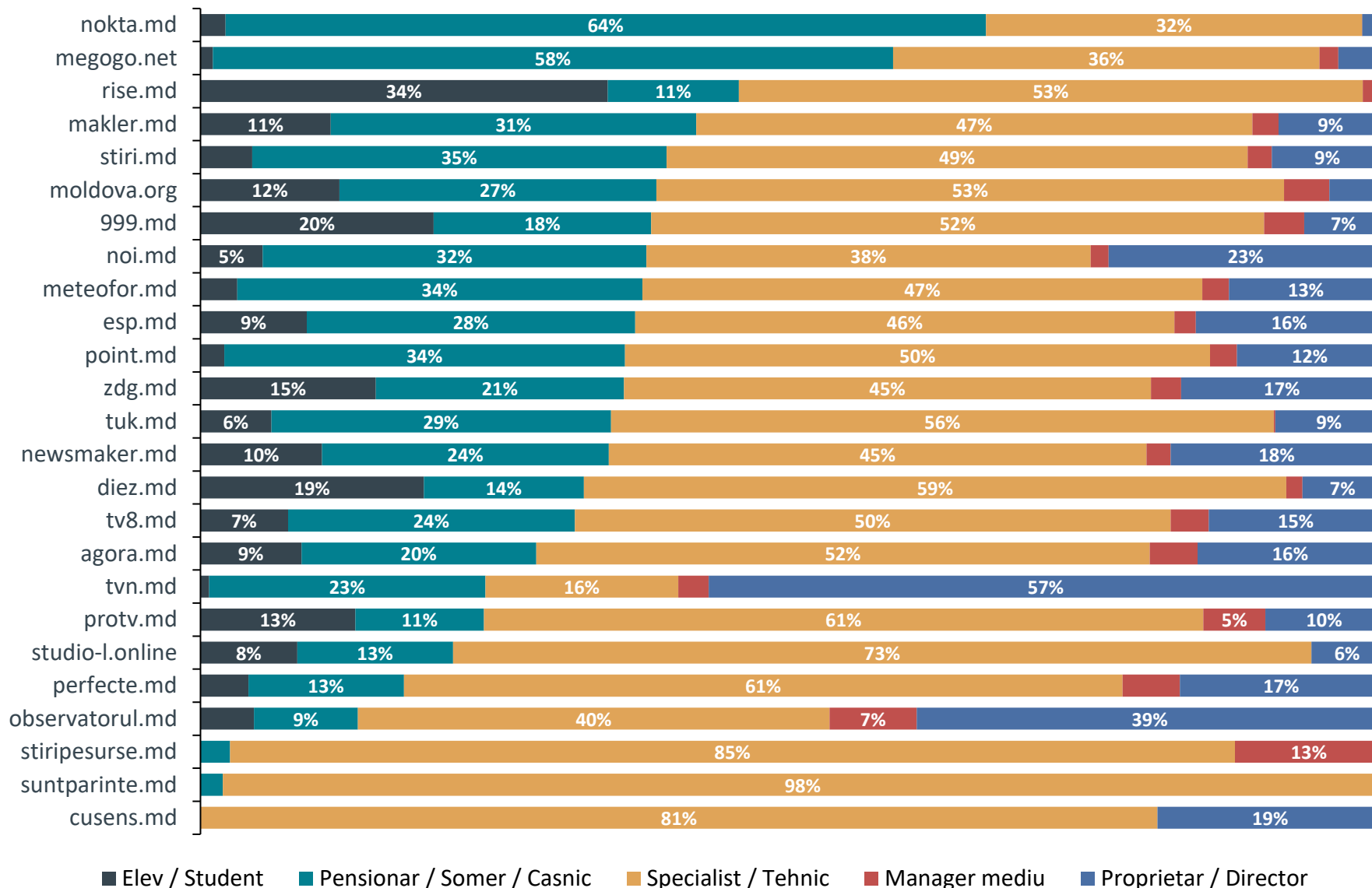


Ocupatie

Compozitia timpului petrecut

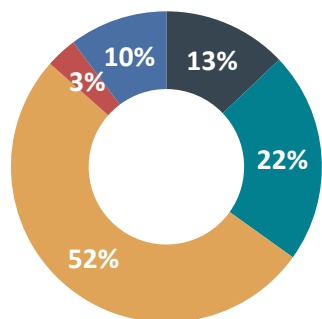


Elev / Student 11% · Pensionar / Somer / Casnic 25% · Specialist / Tehnic 51%
 Manager mediu 3% · Proprietar / Director 10%

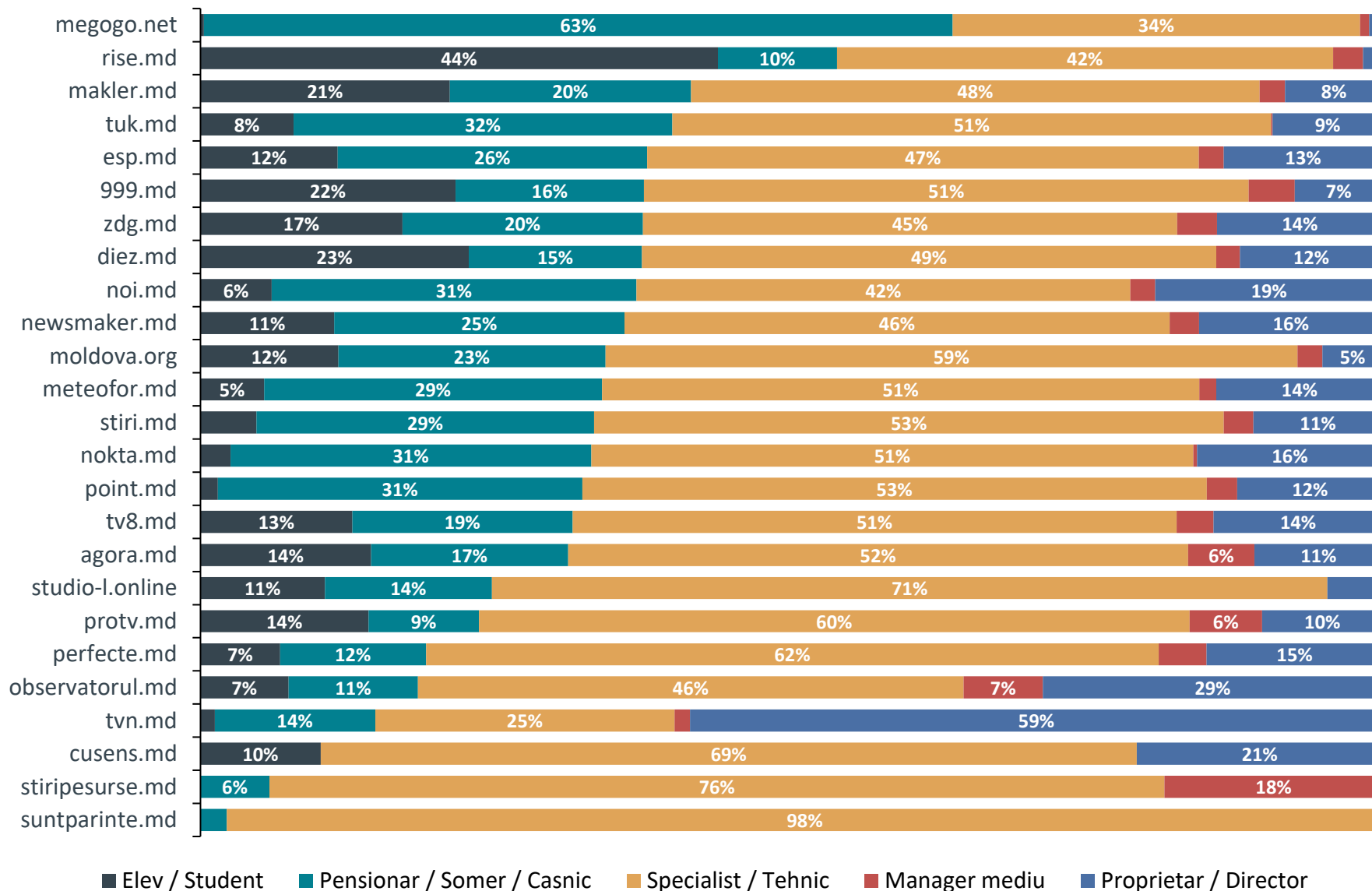


Ocupatie

Compozitia afisarilor

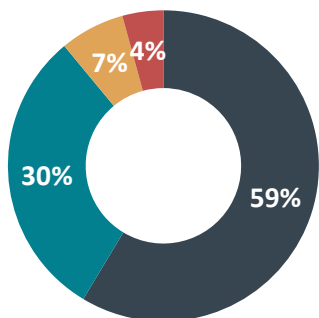


Elev / Student 13% · Pensionar / Somer / Casnic 22% · Specialist / Tehnic 52%
 Manager mediu 3% · Proprietar / Director 10%

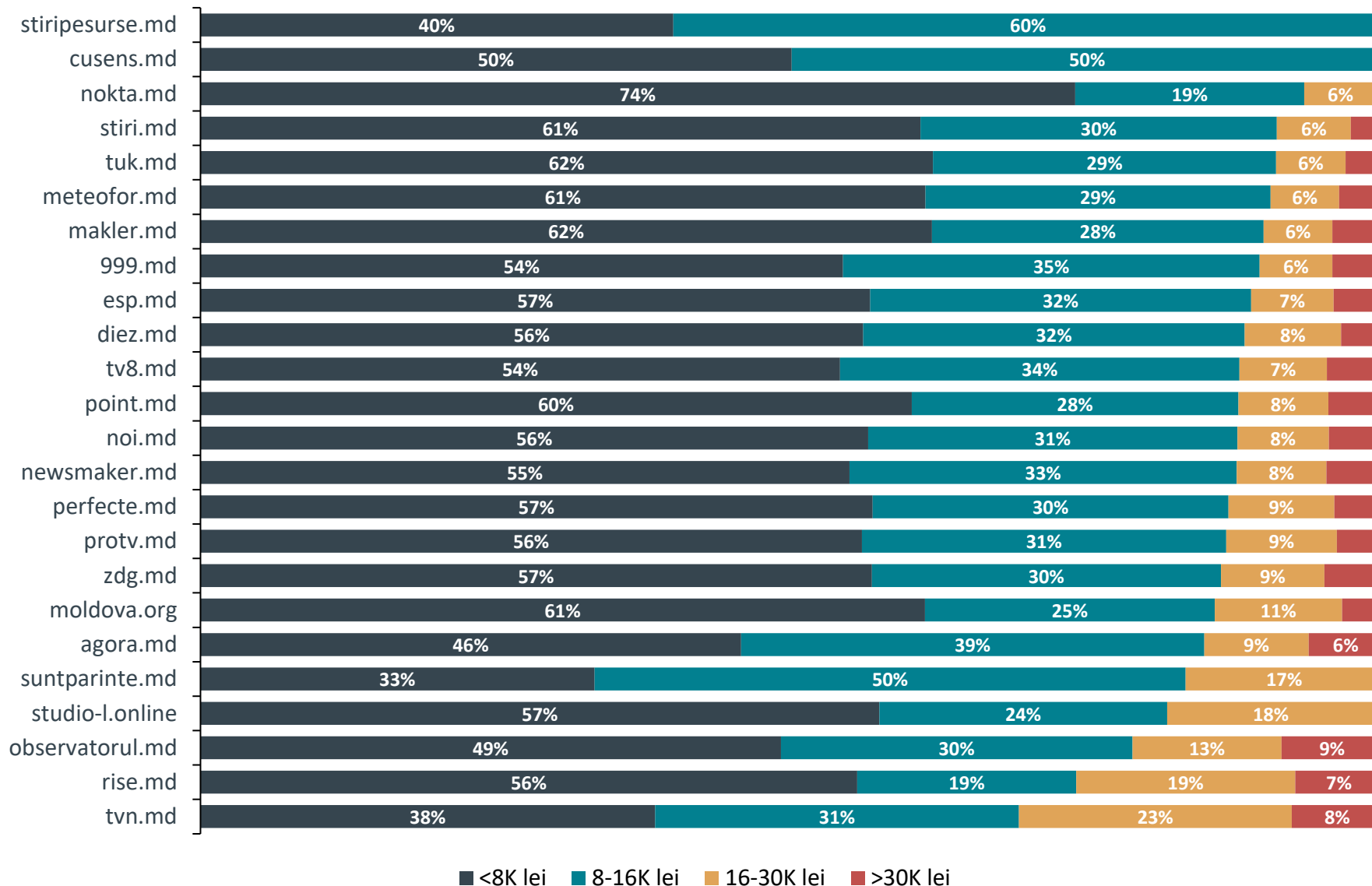


Venit

Compozitia audientei online

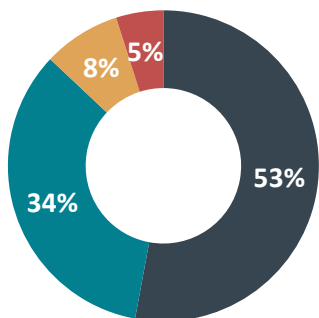


<8K lei 59% · 8-16K lei 30%
16-30K lei 7% · >30K lei 4%

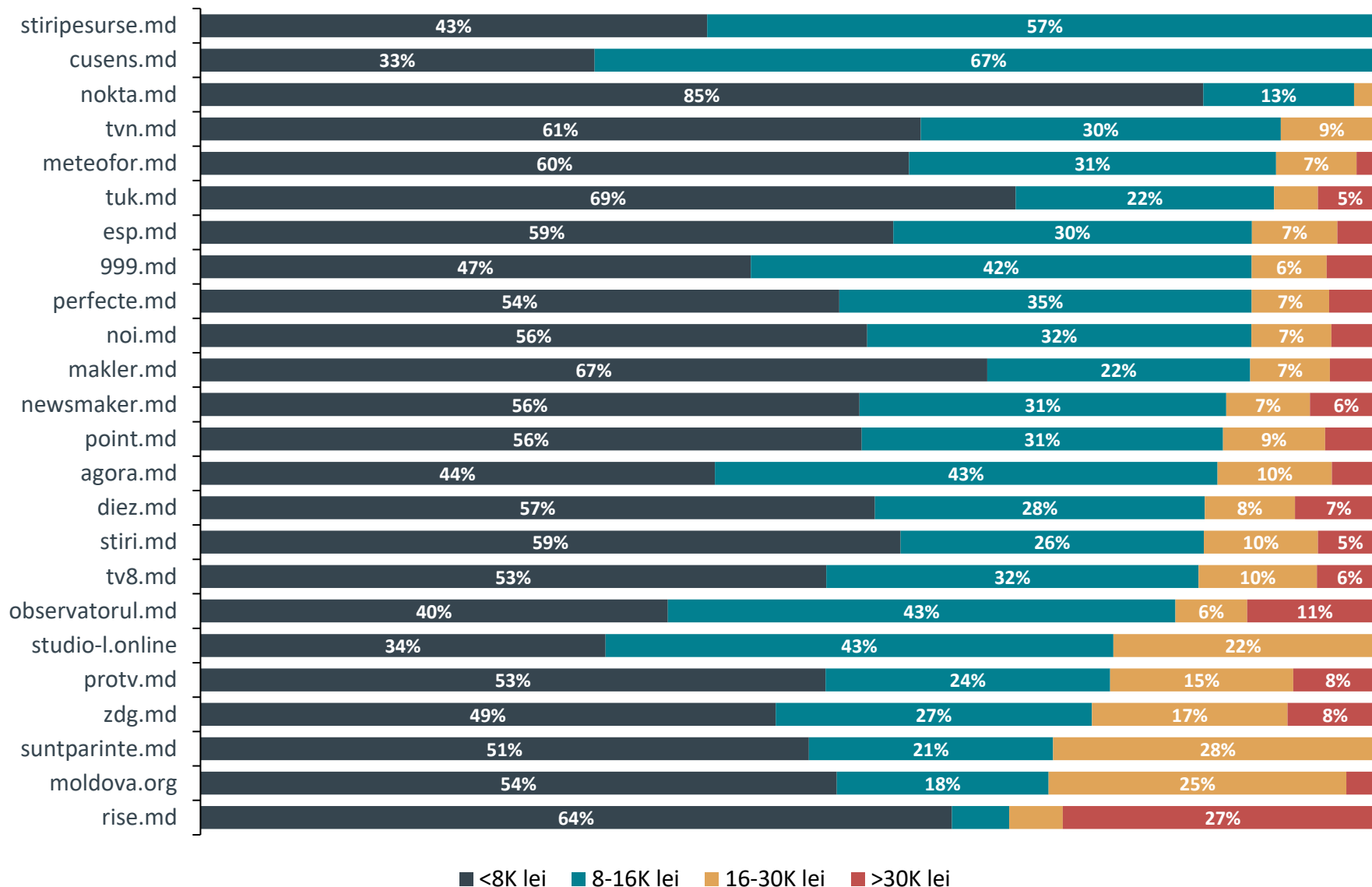


Venit

Compozitia timpului petrecut

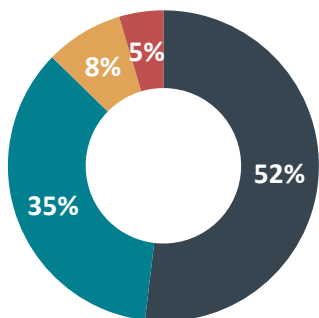


<8K lei 53% · 8-16K lei 34%
16-30K lei 8% · >30K lei 5%

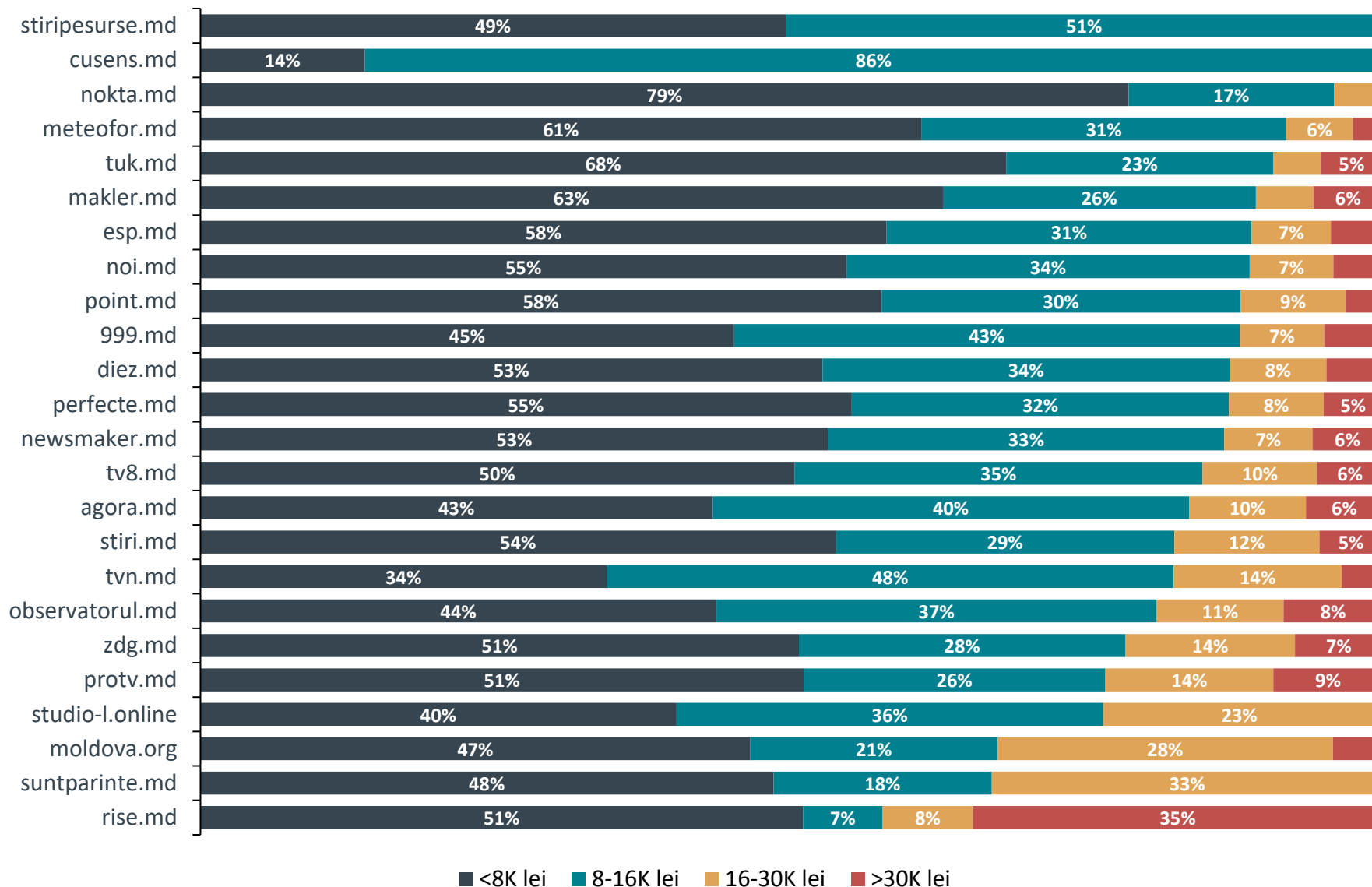


Venit

Compozitia afisarilor

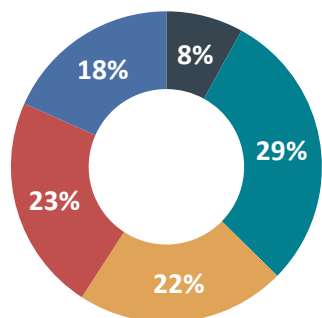


<8K lei 52% · 8-16K lei 35%
16-30K lei 8% · >30K lei 5%

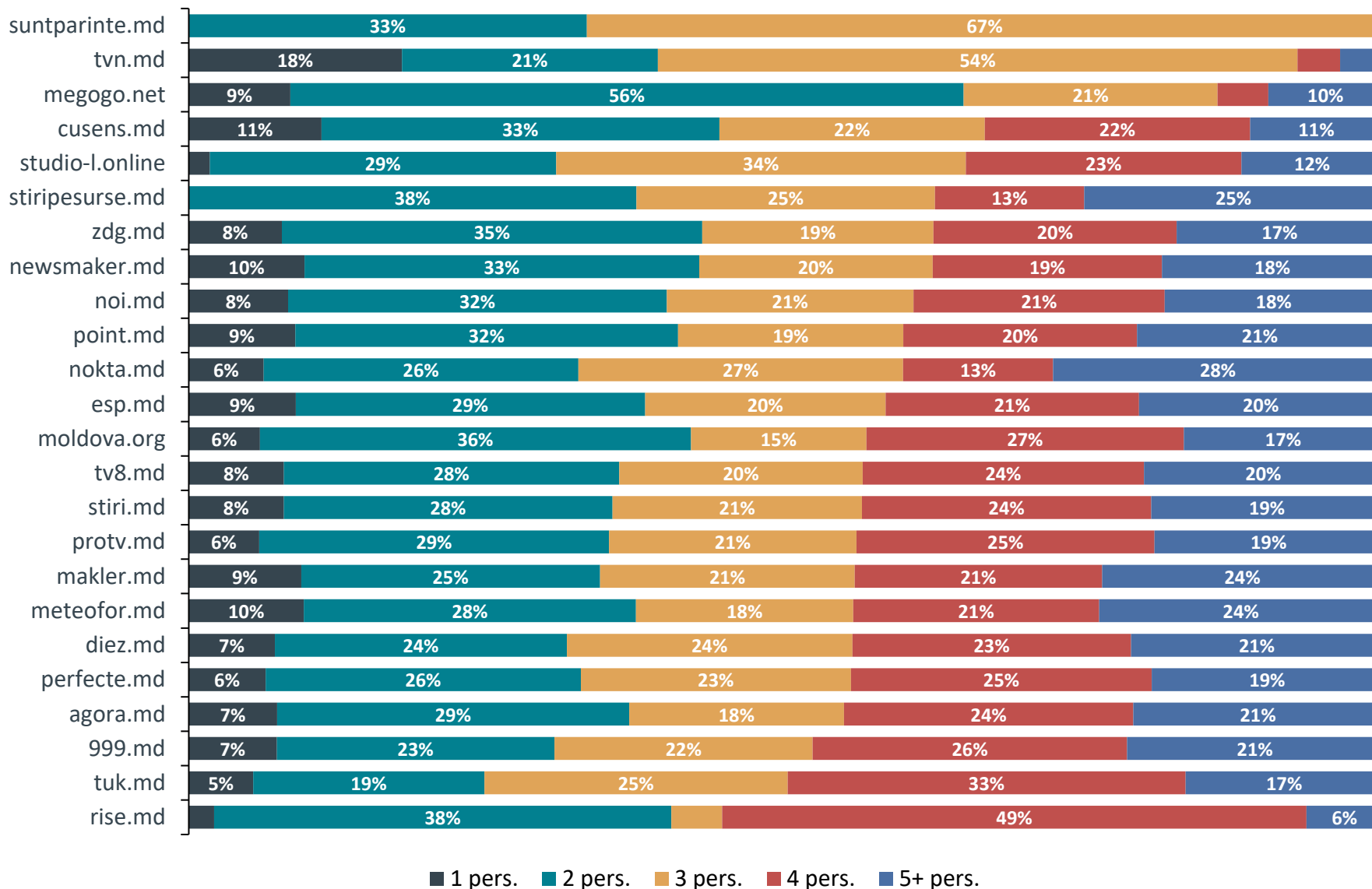


Marimea gospodariei

Compozitia audientei online

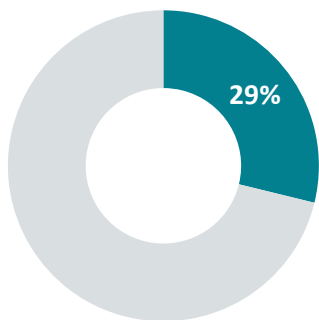


1 pers. 8% · 2 pers. 29% · 3 pers. 22%
4 pers. 23% · 5+ pers. 18%

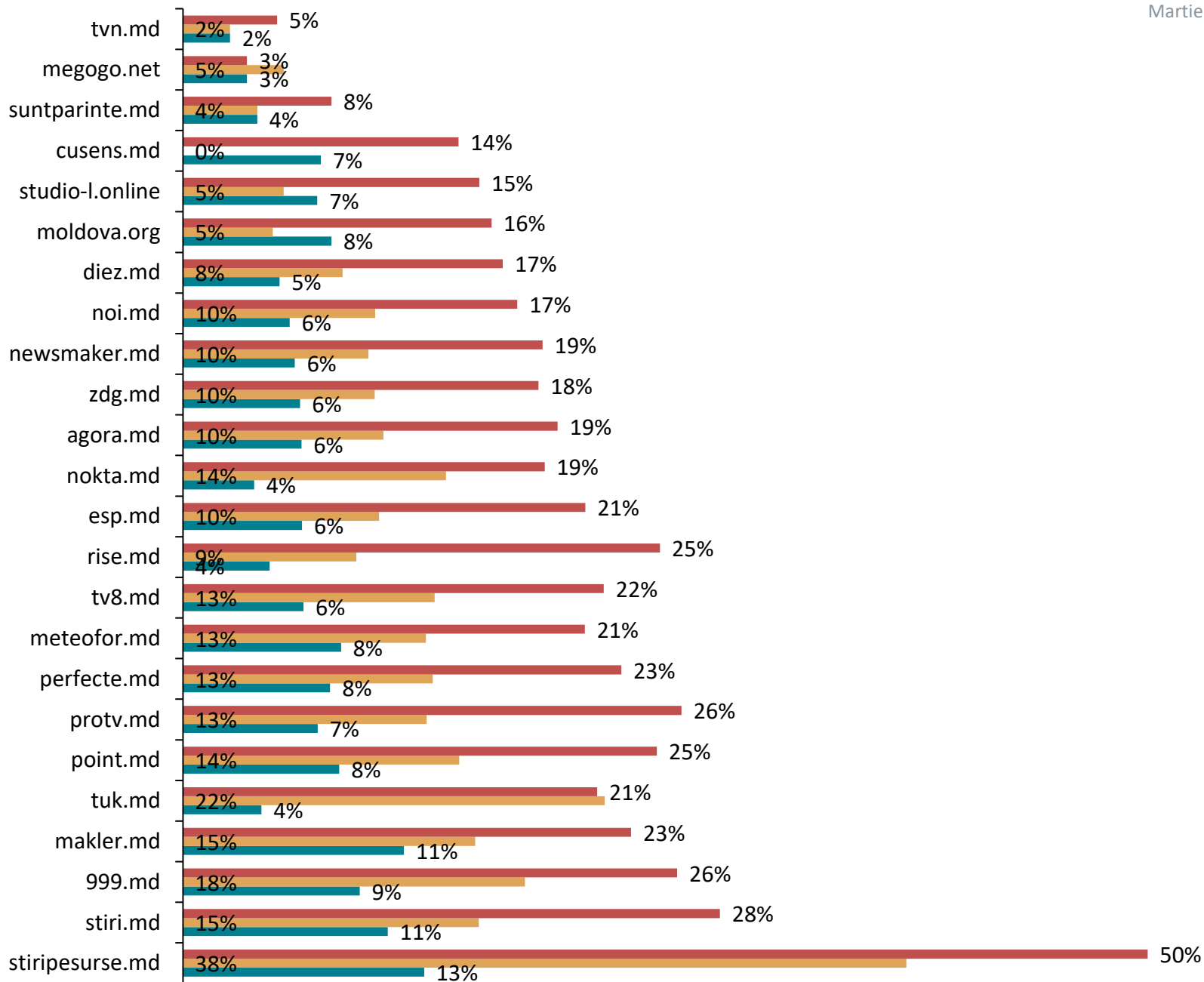


Copii in familie

Audienta cu copii acasa

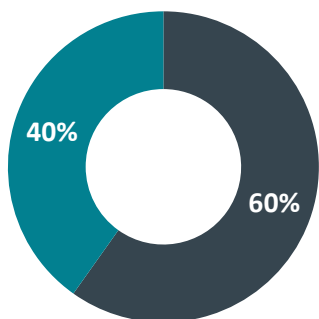


29% cu copii | 71% fara copii

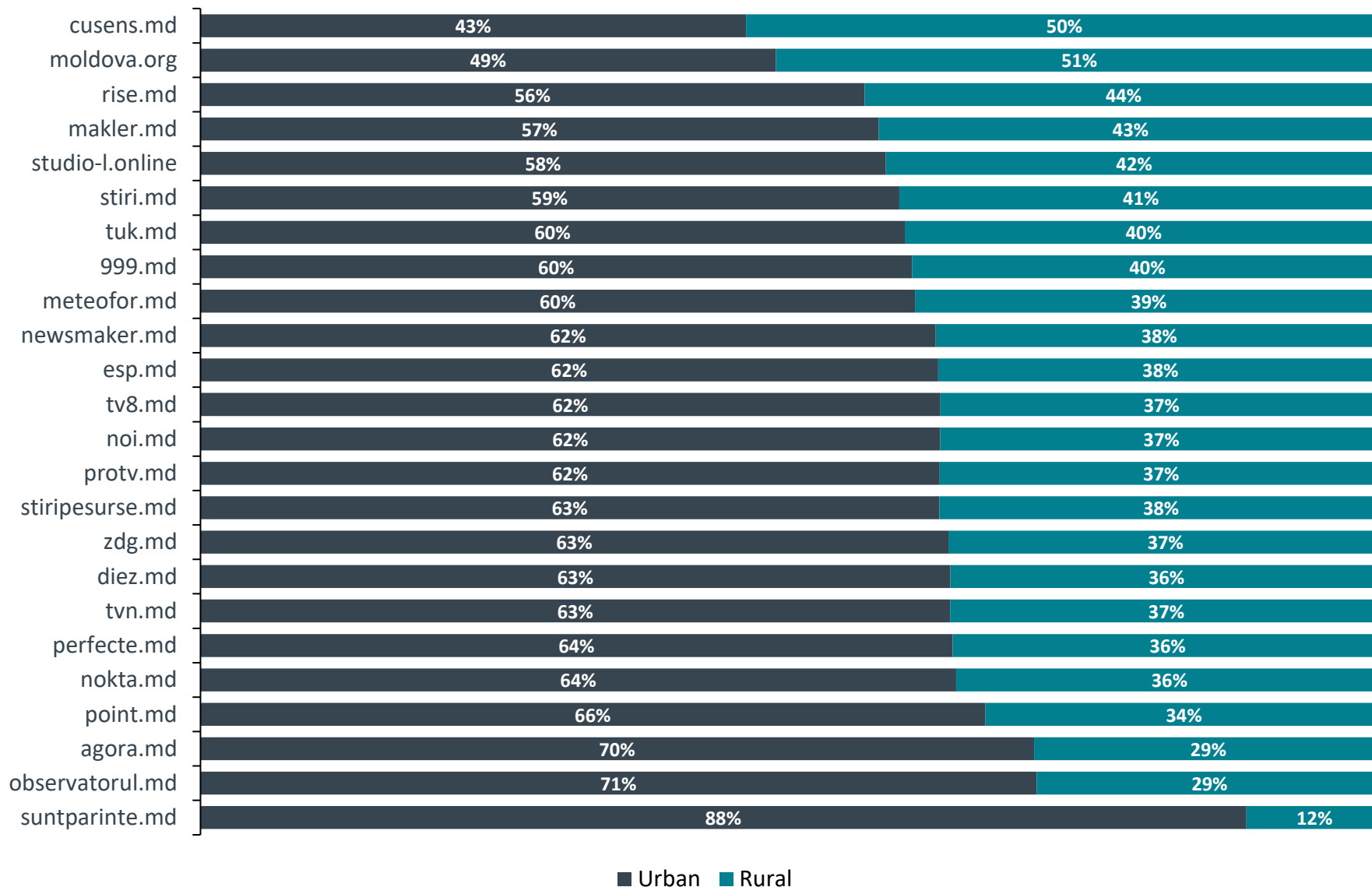


Urban / Rural

Compozitia audientei online

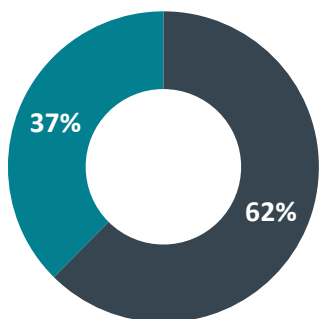


Urban 60% · Rural 40%

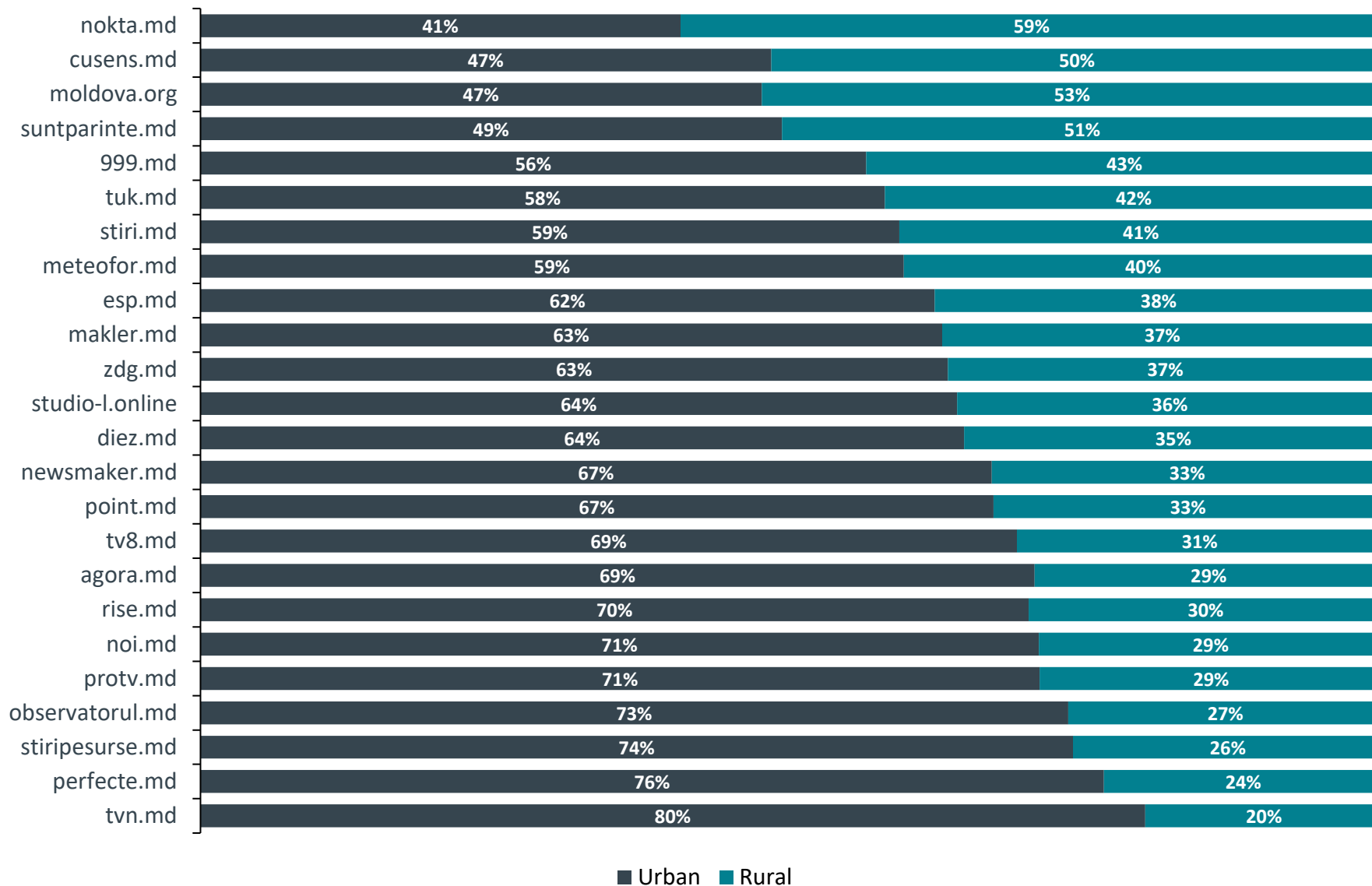


Urban / Rural

Compozitia timpului petrecut

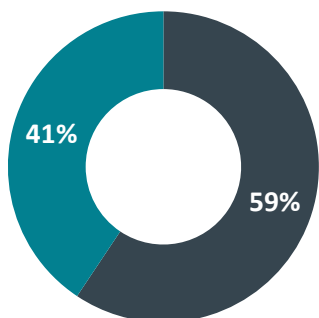


Urban 62% · Rural 37%

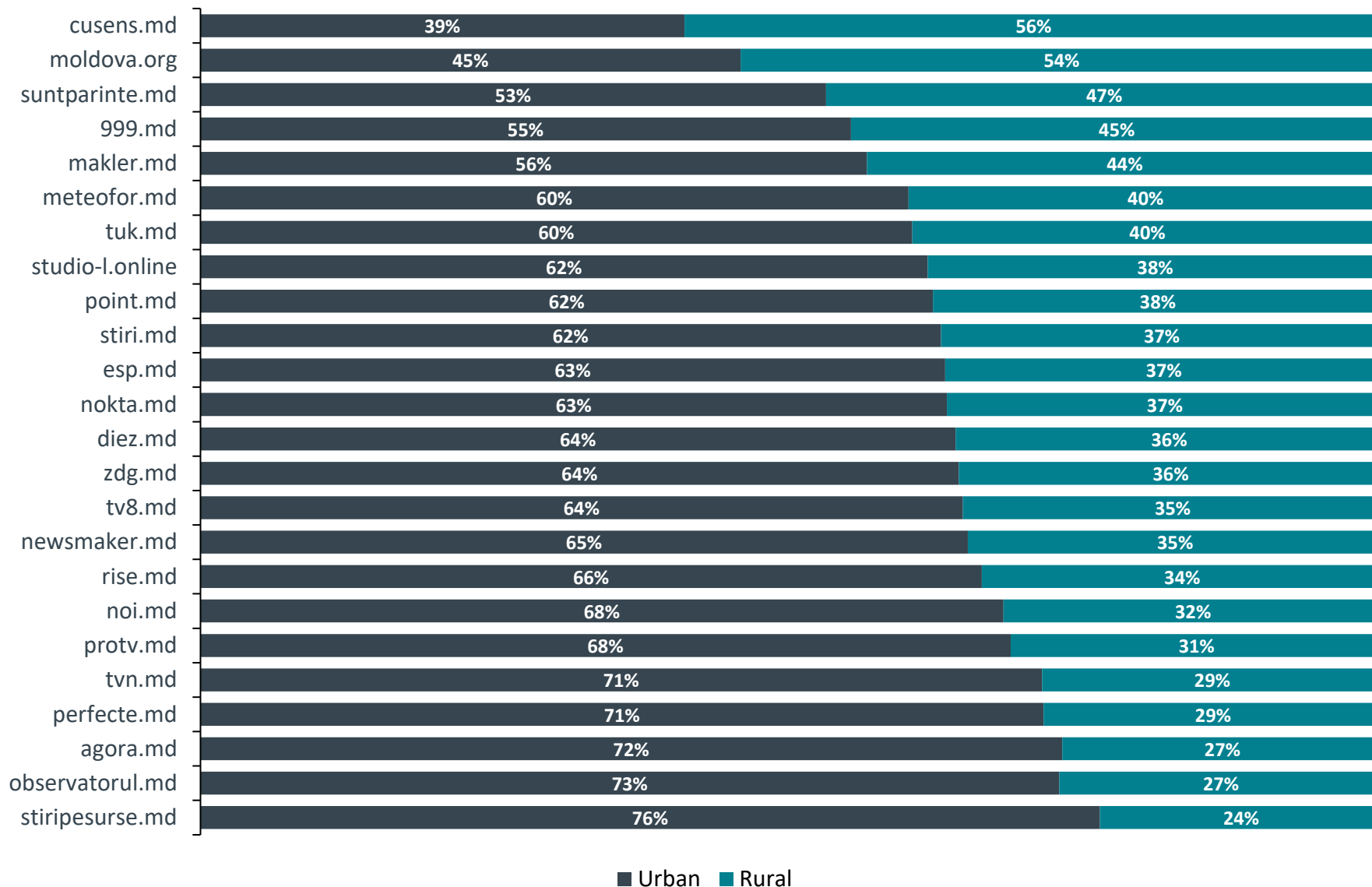


Urban / Rural

Compozitia afisarilor

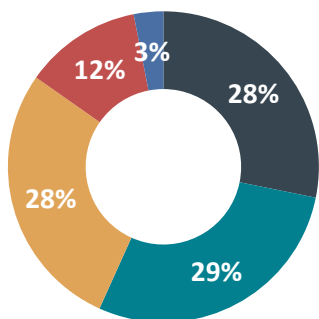


Urban 59% · Rural 41%

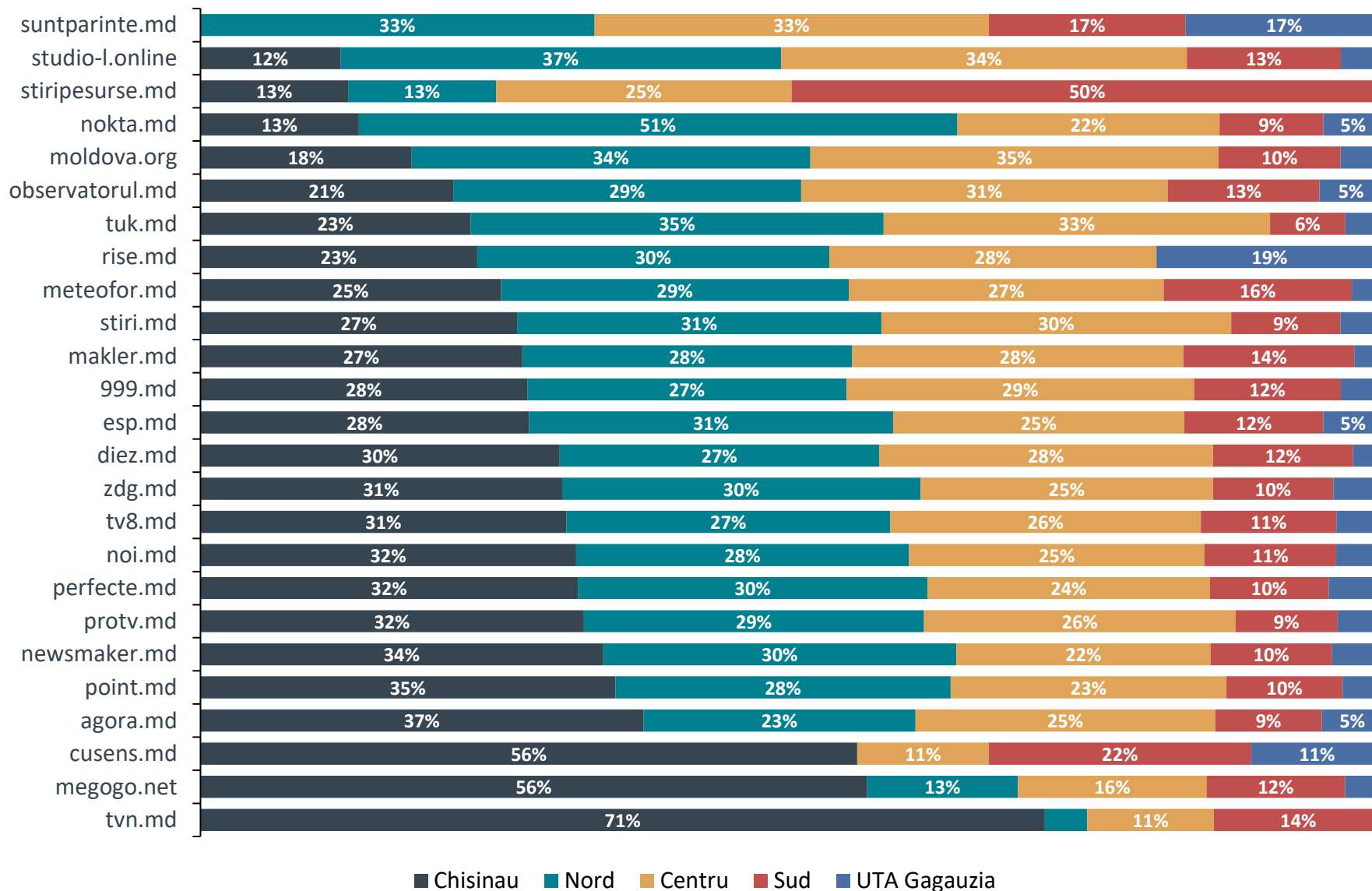


Regiuni

Compozitia audientei online

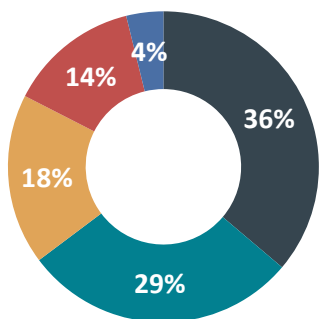


Chisinau 28% · Nord 29% · Centru 28%
Sud 12% · UTA Gagauzia 3%

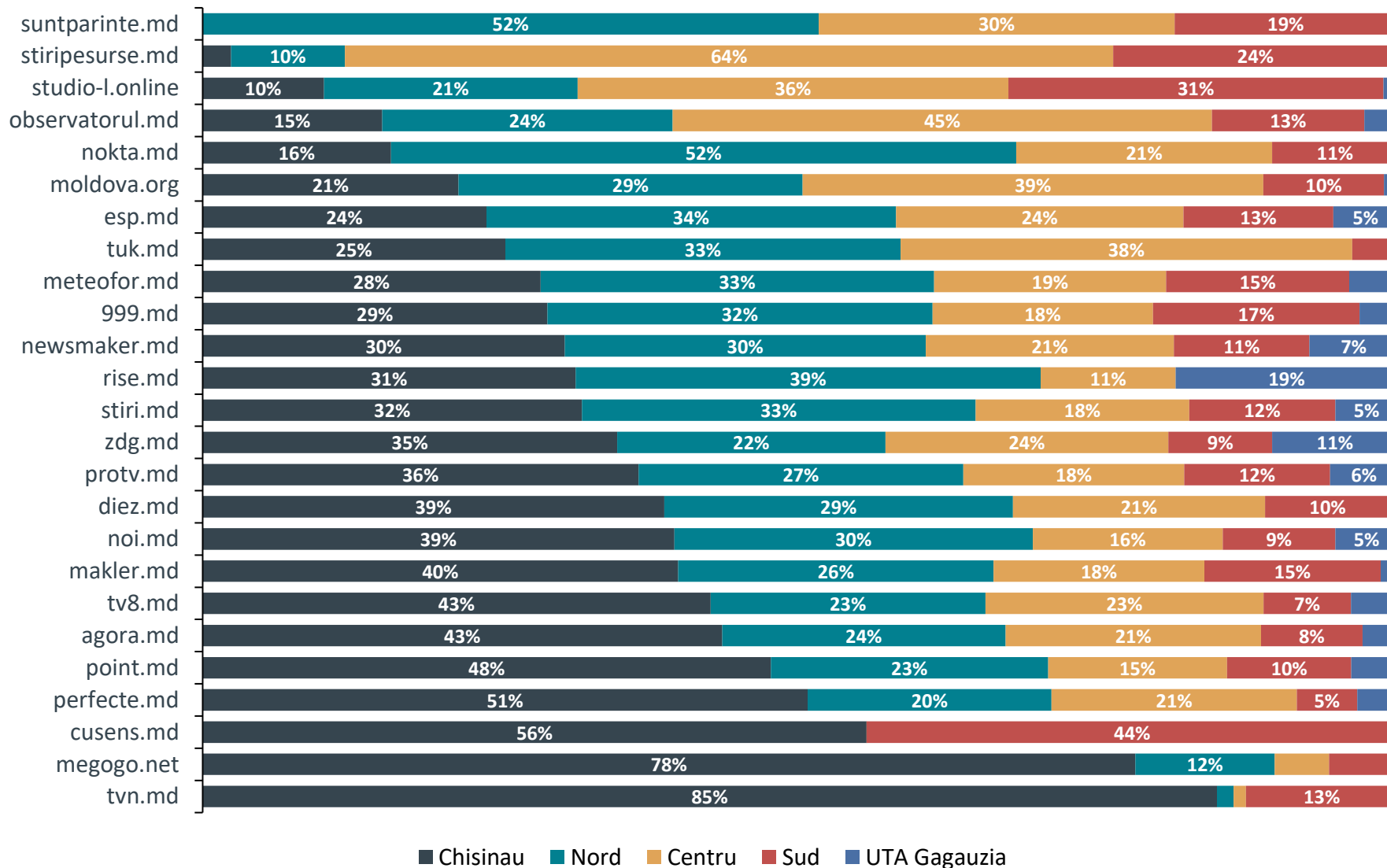


Regiuni

Compozitia timpului petrecut

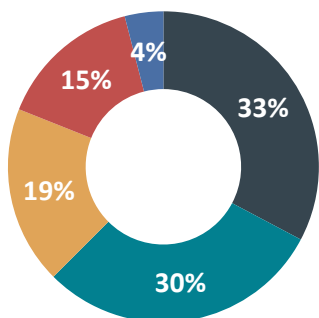


Chisinau 36% · Nord 29% · Centru 18%
Sud 14% · UTA Gagauzia 4%



Regiuni

Compozitia afisarilor



Chisinau 33% · Nord 30% · Centru 19%
Sud 15% · UTA Gagauzia 4%

