www.bayradio.fm
BayRadio

Bay Radio

audimedia.net

Infortécnica
audiencia.org

Technical Data Sheet

Univers:

Population older than 15 years.

Date of study:

10 / 2023

Sampling:

Interviews, similar media and interactive information from Internet

For more precision of the web data, permission to access data in Google Analytics is required
(Manual here: www.audiencia.org/GA_manual.pdf)

Number of telephone interviews:

307

Maximum error on the total sample:

5,71%

Company that makes the study:

INFORTÉCNICA - www.infortecnica.com

Check the study:
www.audiencia.org www.audimedia.net

Sᴜɴᴛʜᴇsɪs

Síntesis del estu

Bay Radio, followed by 57,340 people, gets 25.6 percent of share of the native english speakers from Costa de Valencia and Costa Blanca.

Bay Radio is known for the 50.6 percent of the native english speaker population from Costa de Valencia and Costa Blanca. In the last month has been followed by 39,615 people during 44 minutes / day on average. The average audience time is 18.3 minutes, with the 25.6 percent share and a GRP 24h of 10,488 people.

Bay Radio is known for the 19.7 percent of the total english-speaker population. In the last month has been followed by 57,340 people during 40.2 minutes / day on average. The average audience time is 4.9 minutes, with the 6.8 percent share and a GRP 24h of 13,863 people.

BROADCAST

Position
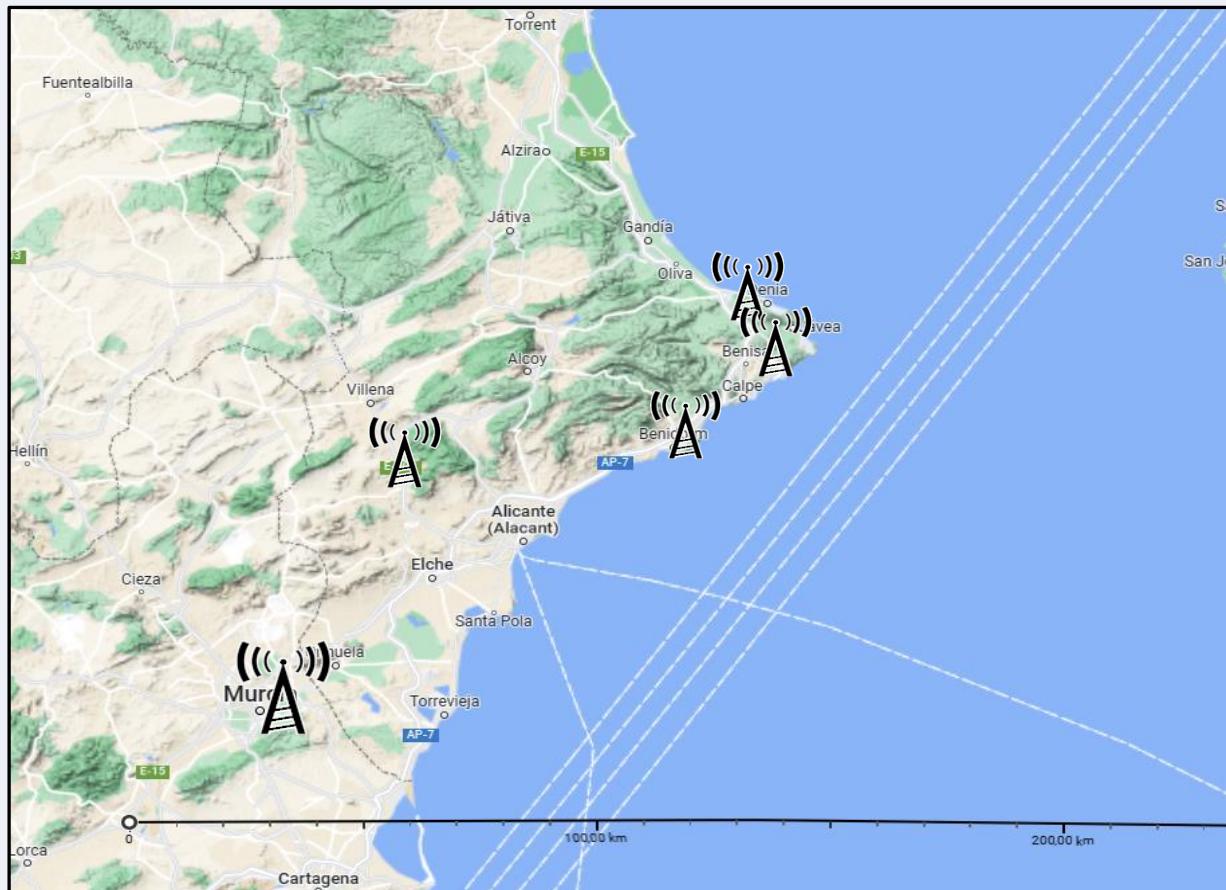
© Google Condiciones

Power

> 14000 W

AREA

Study area:

Costa de Valencia and Costa Blanca.

Population:

95.000 (Census and itinerant population with English as their native language)

Localities:

Murcia	Pedreguer
Elche	Dolores
Torrevieja	Monforte del Cid
Orihuela	Redován
Gandía	Lorquí
Benidorm	Cox
Molina de Segura	Bigastro
Denia	Ondara
Alcantarilla	Gata de Gorgos
Petrer	Xeraco
Villajoyosa	Finestrat
Santa Pola	Benejúzar
Jávea	Benitachell
Torre-Pacheco	Los Montesinos
San Javier	Vergel
Calpe	Agost
Sueca	Bellreguard
Crevillente	Librilla
Oliva	Algorfa
Novelda	Formentera del Segura
Cullera	Polop
Altea	Rafal
San Pedro del Pinatar	Benijófar
Pilar de la Horadada	Els Poblets
Las Torres de Cotillas	Daimús
Alfaz del Pi	Piles
Rojales	Granja de Rocamora
Aspe	Miramar
Almoradí	Xeresa
Tavernes de la Valldigna	Jacarilla
Callosa de Segura	Beniarbeig
La Nucia	Daya Nueva
Guardamar del Segura	Benferri
Santomera	San Isidro
Fuente Alamo de Murcia	Benirredrá
Teulada	Palmera
Benissa	Orcheta
San Fulgencio	Sanet y Negrals
Albatera	Rafol de Almunia
Pego	Daya Vieja
Beniel	Senija
Ceutí	Sagra
Alguazas	Benimeli
Catral	Tormos
San Miguel de Salinas	Guardamar

RESULTS

Native english speakers

Have you ever listened to the station

50,6 **%**

48.070 ♟♟♟

50,6%

49,4%

✔

✘

🌀 **Univers: General population**
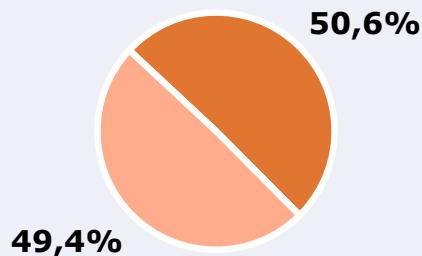
Station followers (During the last month)

41,7 **%**

39.615 ♟♟♟

41,7%

58,3%

✔

✘

🌀 **Univers: General population**
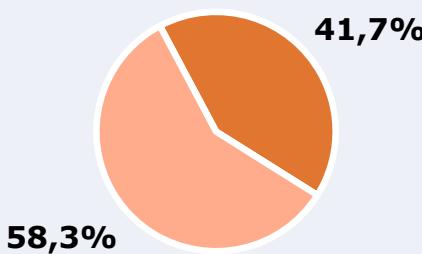
General results - 24 hours

25,6 **%** *Share 24h*

10.488 ♟♟♟ *GRP 24h*

1.210 ♟♟♟ *Average audience*

🌀 **Univers: General population**

Daily audience time

18,3

minuts / person
General population

44,0

minuts / person
Population that
follow the station

29.038

total hours
General population

Univers:

Last time the station was followed

one day — 14,6%

From 2 to 7 days — 13,0%

From 8 to 30 days — 14,1%

0,0%   5,0%   10,0%   15,0%   20,0%
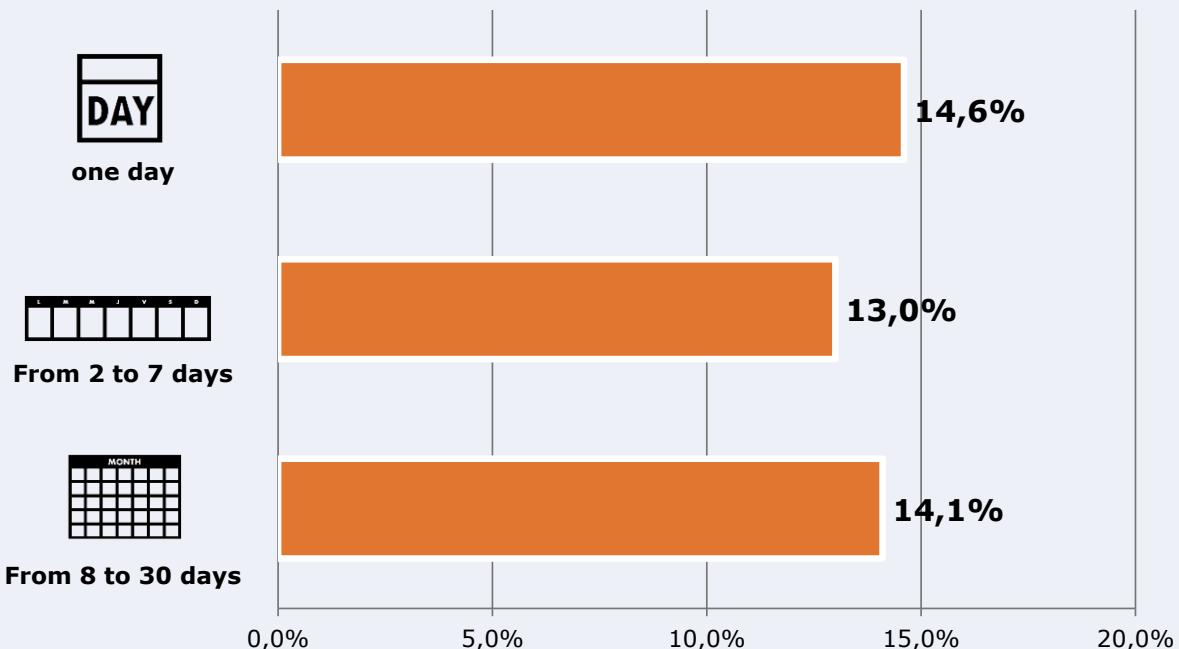
Universe: General population
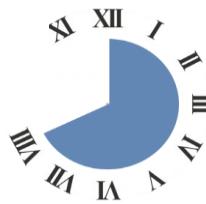
Results by Time Slots
Native english speakers

Time preference
(In the set of study areas)
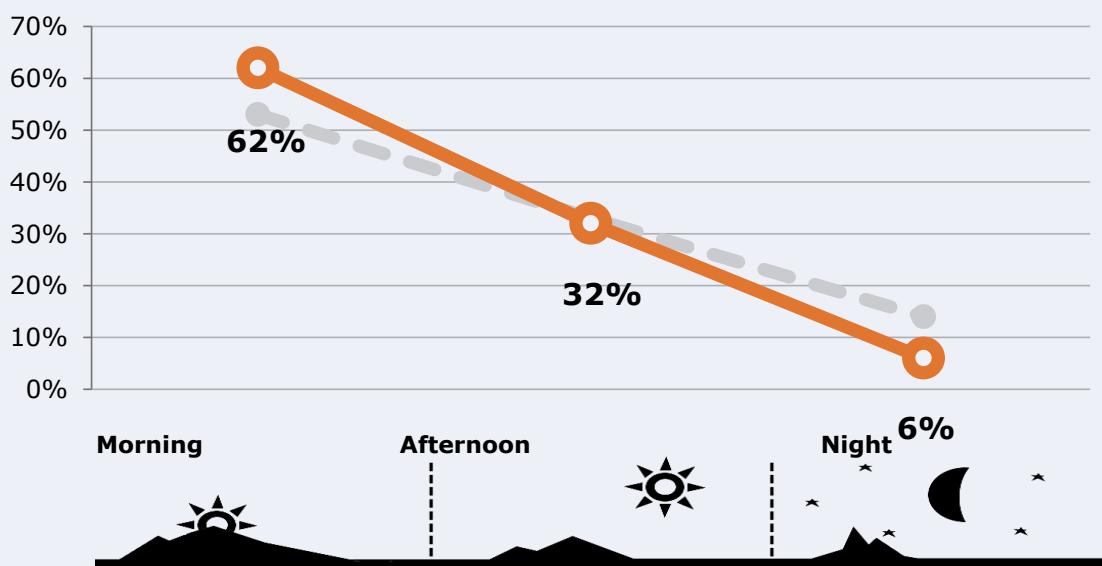
62%

32%

6%

Morning **Afternoon** **Night**

Universe: Population that follows the station

Results
(In the Area - 8 hours)

	% Share (8 hours)	GRP (8 hours)	Average audience
Morning	30,0%	6502	2250
Afternoon	24,8%	3356	1162
Night	11,0%	629	218

Univers: General population

Average audience

Native english speakers

Know the station

Group	Value
♂	51,8%
♀	49,3%
<35	41,4%
35-55	53,6%
>55	50,8%

0% 10% 20% 30% 40% 50% 60%
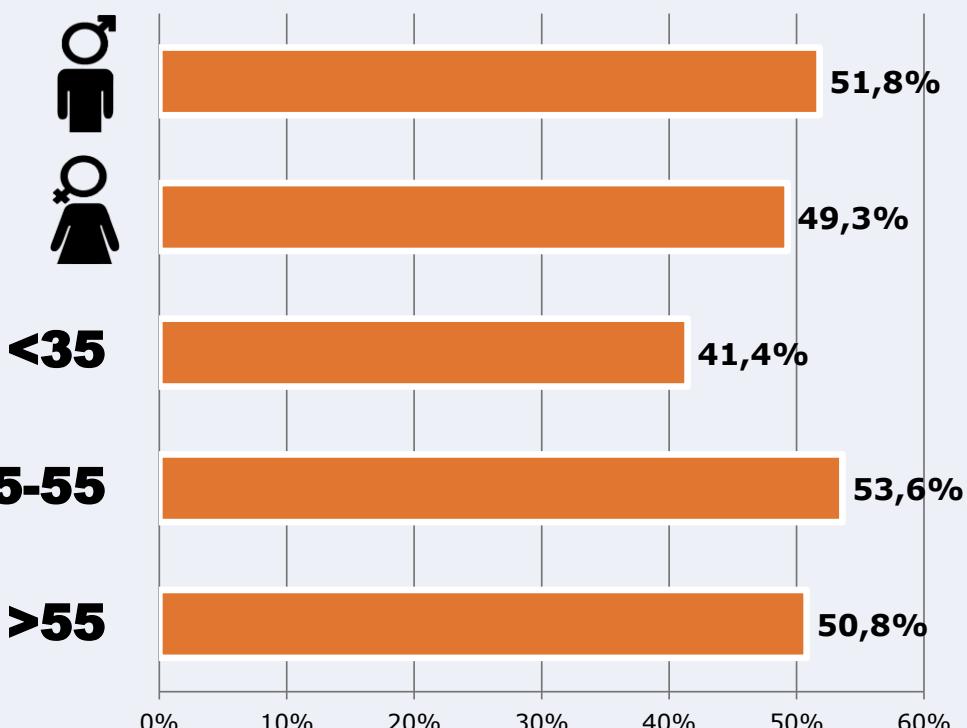
Univers: general population

Daily audience
min / person

	♂	♀	<35	35-55	>55
General population	19,5	17,1	14,0	20,2	19,2
Population that follows the station	46,2	41,9	34,0	45,3	45,2

AREA

Study area:

Costa de Valencia and Costa Blanca.

Population:

95.000 (Census and itinerant population with English as their native language)

315.000 (15% of 2.100.000) (Spanish population speaking English at an intermediate or advanced level

60.000 (English-speaking population from other countries with intermediate or advanced English level

Total population: 470.000

Localities:

Murcia	Pedreguer
Elche	Dolores
Torrevieja	Monforte del Cid
Orihuela	Redován
Gandía	Lorquí
Benidorm	Cox
Molina de Segura	Bigastro
Denia	Ondara
Alcantarilla	Gata de Gorgos
Petrer	Xeraco
Villajoyosa	Finestrat
Santa Pola	Benejúzar
Jávea	Benitachell
Torre-Pacheco	Los Montesinos
San Javier	Vergel
Calpe	Agost
Sueca	Bellreguard
Crevillente	Librilla
Oliva	Algorfa
Novelda	Formentera del Segura
Cullera	Polop
Altea	Rafal
San Pedro del Pinatar	Benijófar
Pilar de la Horadada	Els Poblets
Las Torres de Cotillas	Daimús
Alfaz del Pi	Piles
Rojales	Granja de Rocamora
Aspe	Miramar
Almoradí	Xeresa
Tavernes de la Valldigna	Jacarilla
Callosa de Segura	Beniarbeig
La Nucia	Daya Nueva
Guardamar del Segura	Benferri
Santomera	San Isidro
Fuente Alamo de Murcia	Benirredrá
Teulada	Palmera
Benissa	Orcheta
San Fulgencio	Sanet y Negrals
Albatera	Rafol de Almunia
Pego	Daya Vieja
Beniel	Senija
Ceutí	Sagra
Alguazas	Benimeli
Catral	Tormos
San Miguel de Salinas	Guardamar

RESULTS

Total english-speaking population

Have you ever listened to the station

19,7 **%**

92.590 👤👤👤

19,7%

80,3%

✔

✘

🌀 **Univers: General population**
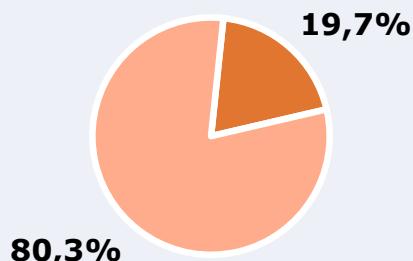
Station followers (During the last month)

12,2 **%**

57.340 👤👤👤

12,2%

87,8%

✔

✘

🌀 **Univers: General population**
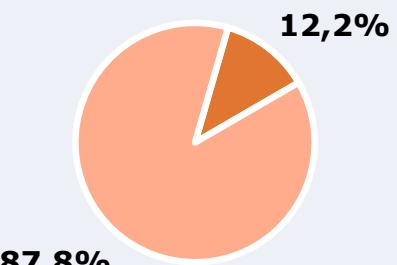
General results - 24 hours

6,8 **%** *Share 24h*

13.863 👤👤👤 *GRP 24h*

1.599 👤👤👤 *Average audience*

🌀 **Univers: General population**

Daily audience time

Univers:

4,9
minuts / person
General population

40,2
minuts / person
Population that
follow the station

38.383
total hours
General population

Last time the station was followed

DAY
one day — **3,8%**

From 2 to 7 days — **4,1%**

**From 8 to 30 days** — **4,3%**

0,0%   1,0%   2,0%   3,0%   4,0%   5,0%

Universe: General population
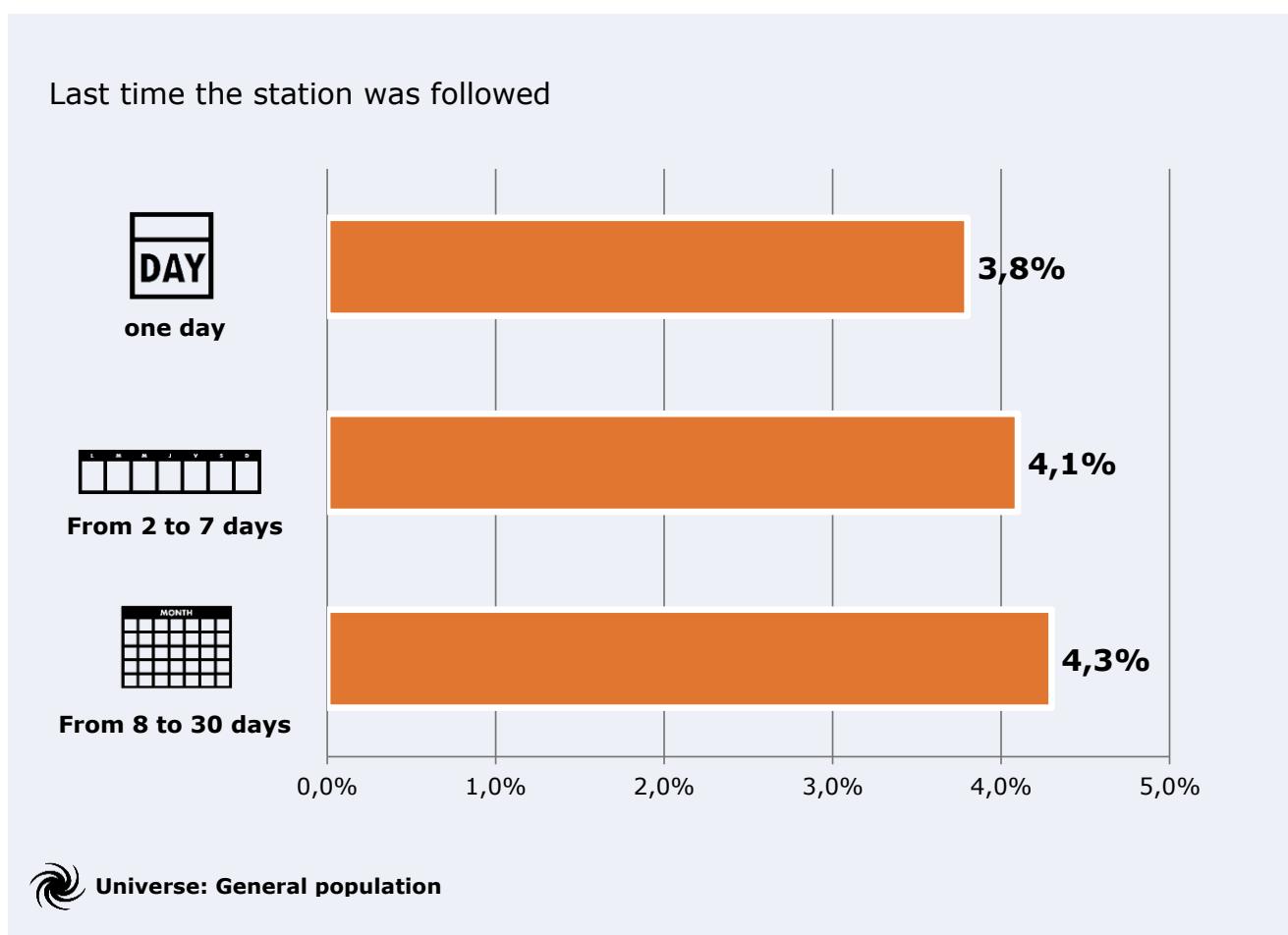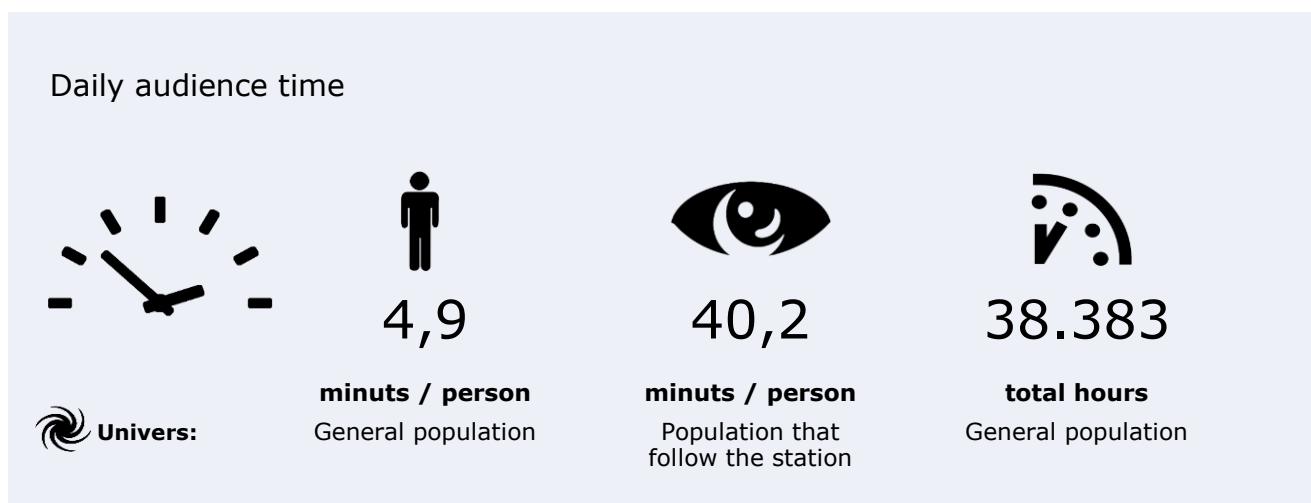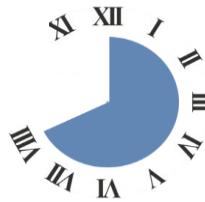
Results by time slots
Total english-speaking population

Time preference
(In the set of study areas)
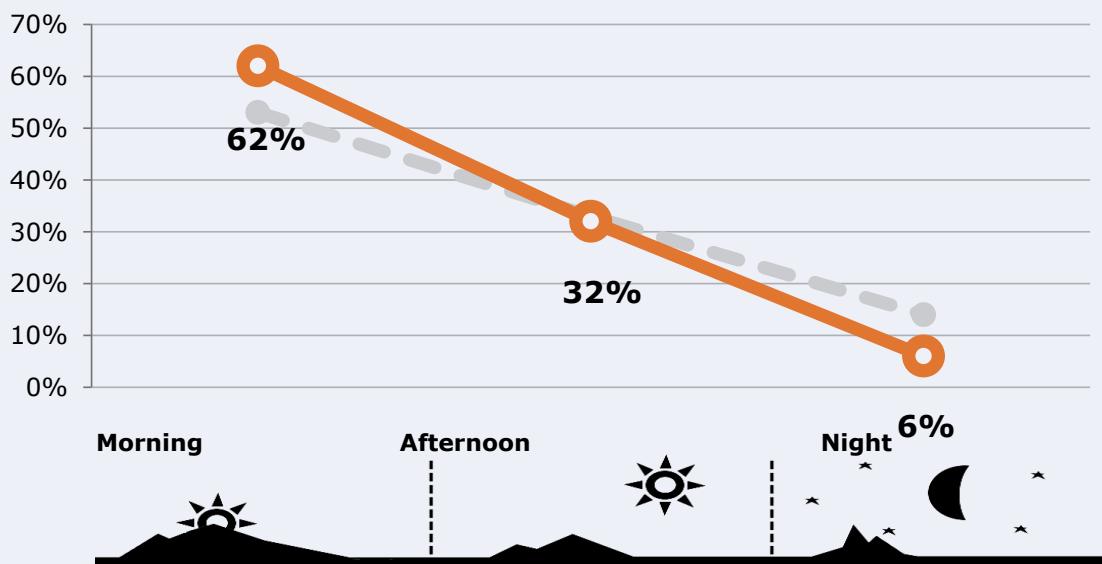
70%
60%
50%
40%
30%
20%
10%
0%

62%

32%

6%

Morning　　　**Afternoon**　　　**Night**

Universe: **Population that follows the station**

Results
(In the Area - 8 hours)

	% **Share** (8 hours)	**GRP** (8 hours)	**Average audience**
Morning	8,0%	8595	2975
Afternoon	6,6%	4436	1535
Night	2,9%	832	288

Univers: **General population**
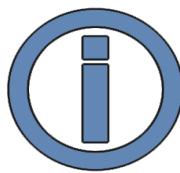
ADDITIONAL INFORMATION

Total english-speaking population

General information of radio

(All stations)

Follow the radio

43,1%

56,9%

Daily audience in minutes

72
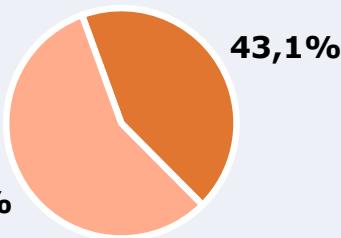
Univers: general population

SOCIAL NETWORKS

Study area: global

Followers in social networks

9.856	www.facebook.com/BayRadioInSpain
1.285	twitter.com/bayradioinspain
979	www.instagram.com/bayradiospain/
371	www.youtube.com/channel/UCHyiJYOOyp4cWu5kzr_2RrA
12.491	**TOTAL FOLLOWERS**

Website

bayradio.fm