

Study of  
radio audience  
**RADIO**



**05 / 2024**



**Bay Radio**





# T ECHNICAL DATA SHEET

**Univers:**

Population older than 15 years.

**Date of study:**

05 / 2024

2σ  
2 sigma

**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](http://www.audiencia.org/GA_manual.pdf))

**Number of telephone interviews:**

279

**Maximum error on the total sample:**

5,99%

**Company that makes the study:**

INFORTÉCNICA - [www.infortecnica.com](http://www.infortecnica.com)

Check the study:

[www.audiencia.org](http://www.audiencia.org) [www.audimedia.net](http://www.audimedia.net)



## SYNTHESIS

Bay Radio, followed by 59690 people, gets 27.8 percent of share of the native english speakers from Costa de Valencia and Costa Blanca.

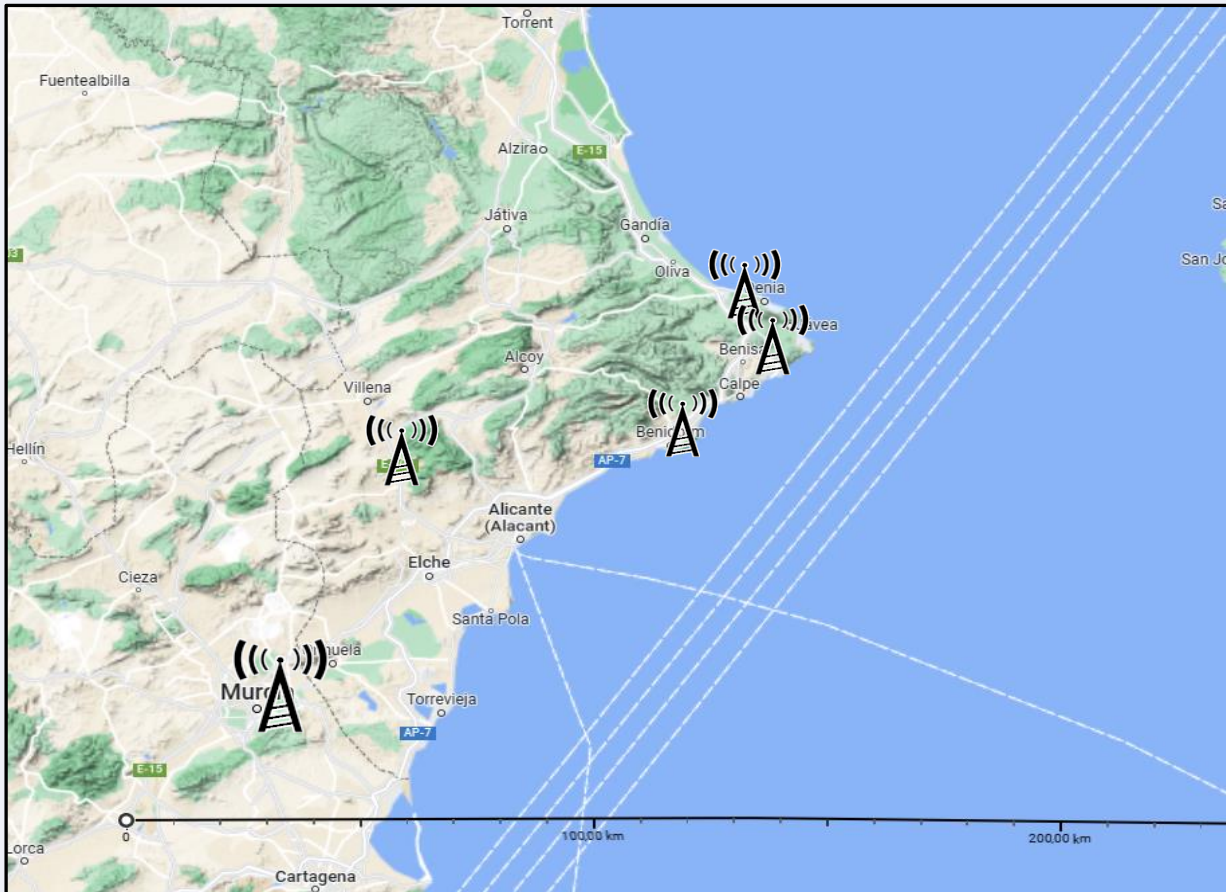
Bay Radio is known for the 49.8 percent of the native english speaker population from Costa de Valencia and Costa Blanca. In the last month has been followed by 39,330 people during 46.1 minutes / day on average. The average audience time is 19.1 minutes, with the 27.8 percent share and a GRP 24h of 11,341 people.

Bay Radio is known for the 21.8 percent of the total english-speaker population. In the last month has been followed by 59,690 people during 38.1 minutes / day on average. The average audience time is 4.8 minutes, with the 7.0 percent share and a GRP 24h of 14,218 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  
Elche  
Torrevieja  
Orihuela  
Gandía  
Benidorm  
Molina de Segura  
Denia  
Alcantarilla  
Petrer  
Villajoyosa  
Santa Pola  
Jávea  
Torre-Pacheco  
San Javier  
Calpe  
Sueca  
Crevillente  
Oliva  
Novelda  
Cullera  
Altea  
San Pedro del Pinatar  
Pilar de la Horadada  
Las Torres de Cotillas  
Alfaz del Pi  
Rojales  
Aspe  
Almoradí  
Tavernes de la Valldigna  
Callosa de Segura  
La Nucia  
Guardamar del Segura  
Santomera  
Fuente Alamo de Murcia  
Teulada  
Benissa  
San Fulgencio  
Albatera  
Pego  
Beniel  
Ceutí  
Alguazas  
Catral  
San Miguel de Salinas  
Pedreguer  
Dolores  
Monforte del Cid  
Redován  
Lorquí  
Cox  
Bigastro  
Ondara  
Gata de Gorgos  
Xeraco  
Finestrat  
Benejúzar  
Benitachell  
Los Montesinos  
Vergel  
Agost  
Bellreguard  
Librilla  
Algorfa  
Formentera del Segura  
Polop  
Rafal  
Benijófar  
Els Poblets  
Daimús  
Piles  
Granja de Rocamora  
Miramar  
Xeresa  
Jacarilla  
Beniarbeig  
Daya Nueva  
Benferri  
San Isidro  
Benirredrá  
Palmera  
Orcheta  
Sanet y Negrals  
Rafol de Almunia  
Daya Vieja  
Senija  
Sagra  
Benimeli  
Tormos  
Guardamar



## R ESULTS

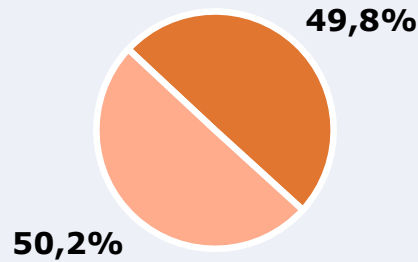
Native english speakers

Have you ever listened to the station



49,8 %

47.310



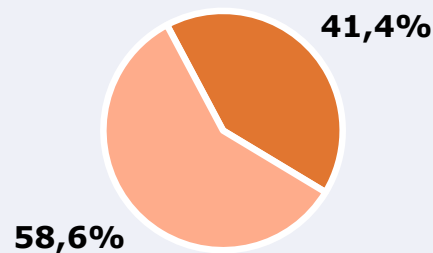
Univers: General population

Station followers (During the last month)



41,4 %

39.330



Univers: General population

General results - 24 hours

27,8 % *Share 24h*

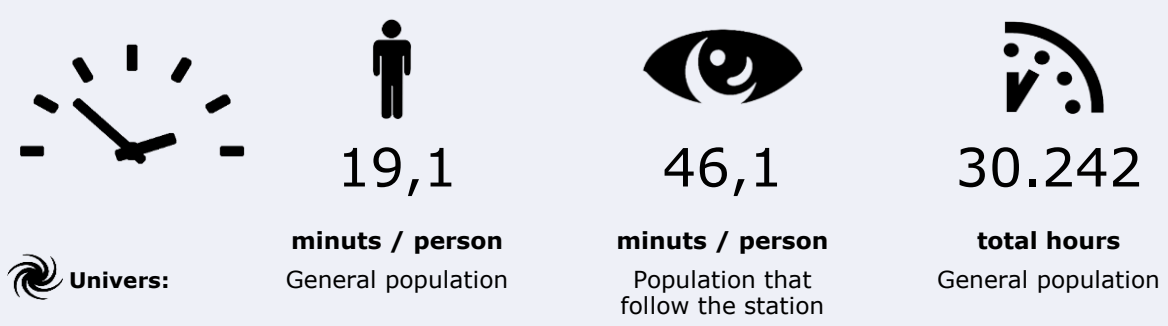


11.341 *GRP 24h*

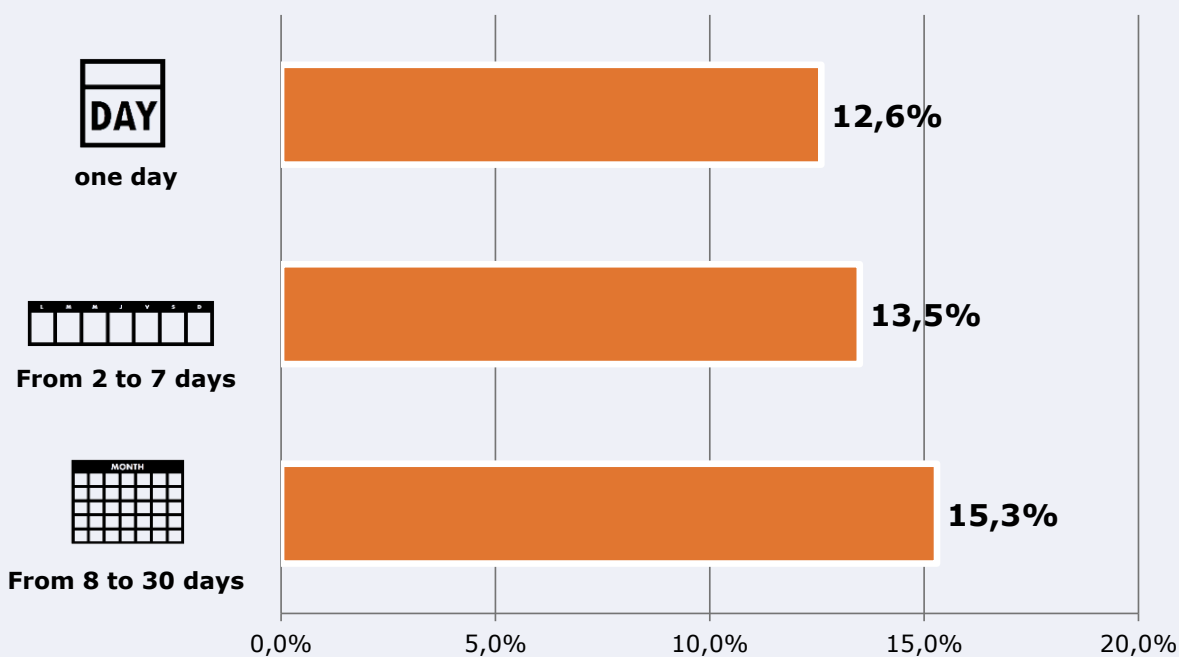
1.260 *Average audience*

Univers: General population

### Daily audience time



### Last time the station was followed



 **Universe: General population**

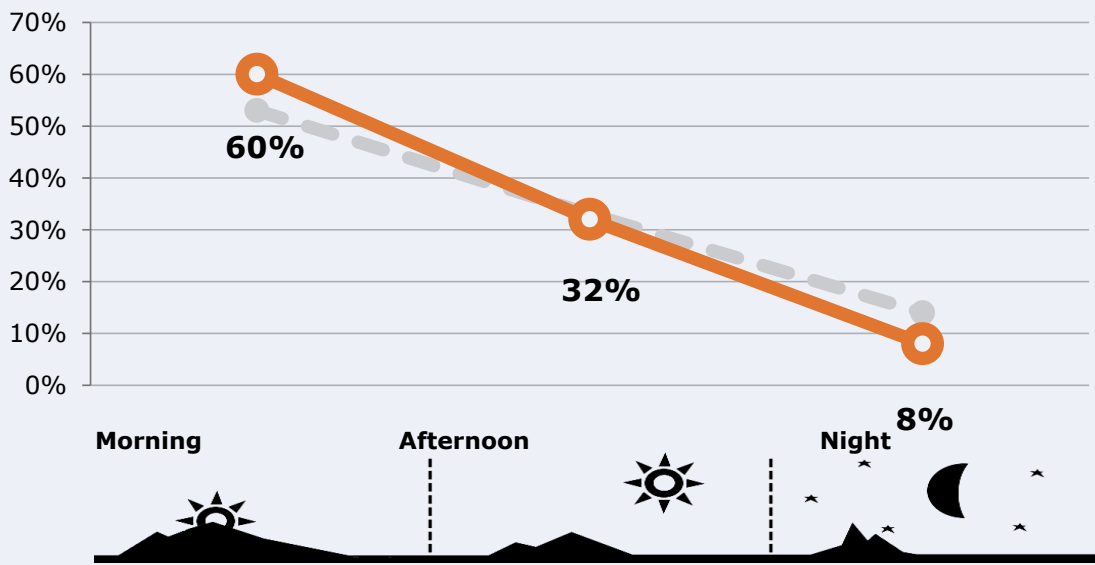




# RESULTS BY TIME SLOTS

Native english speakers

Time preference  
(In the set of study areas)



Universe: Population that follows the station

Results  
(In the Area - 8 hours)

	% Share (8 hours)	GRP (8 hours)	Average audience
Morning	31,4%	6804	2268
Afternoon	26,9%	3629	1210
Night	15,9%	907	302

Univers: General population

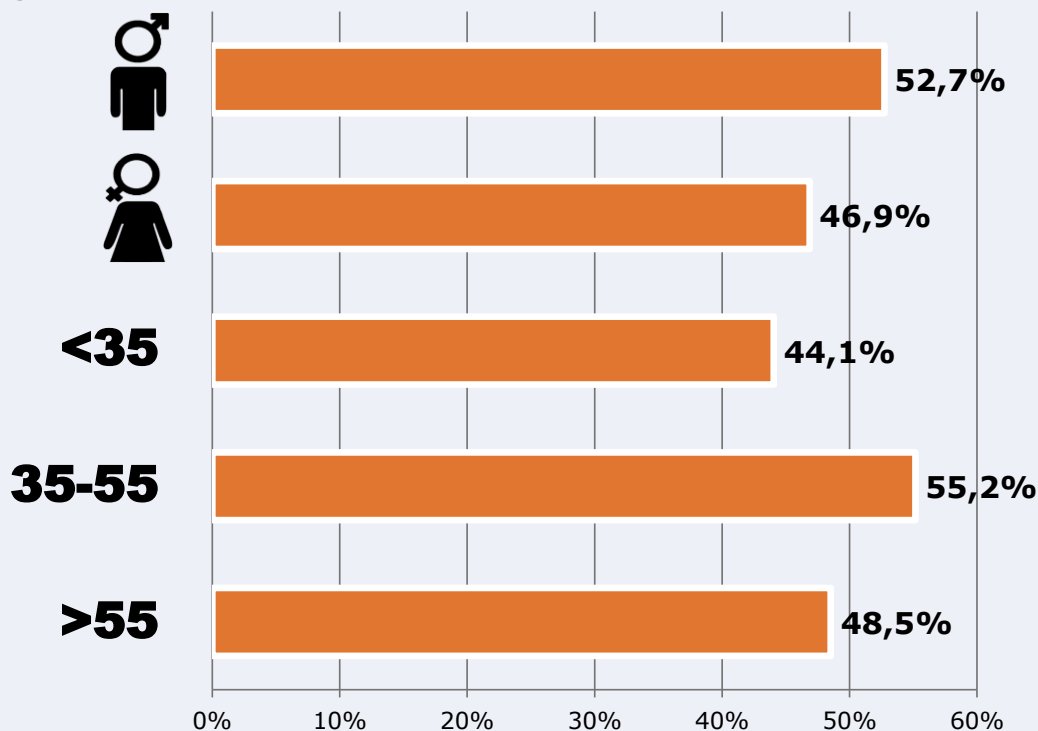


# Average audience

Native english speakers



## Know the station



Univers: general population



## Daily audience min / person

	Male	Female	<35	35-55	>55
General population	20,4	17,9	12,9	22,6	21,3
Population that follows the station	48,4	43,9	27,8	47,5	51,8



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  
Elche  
Torrevieja  
Orihuela  
Gandía  
Benidorm  
Molina de Segura  
Denia  
Alcantarilla  
Petrer  
Villajoyosa  
Santa Pola  
Jávea  
Torre-Pacheco  
San Javier  
Calpe  
Sueca  
Crevillente  
Oliva  
Novelda  
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La Nucia  
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Benissa  
San Fulgencio  
Albatera  
Pego  
Beniel  
Ceutí  
Alguazas  
Catral  
San Miguel de Salinas  
Pedreguer  
Dolores  
Monforte del Cid  
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Lorquí  
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Xeraco  
Finestrat  
Benejúzar  
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Vergel  
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Librilla  
Algorfa  
Formentera del Segura  
Polop  
Rafal  
Benijófar  
Els Poblets  
Daimús  
Piles  
Granja de Rocamora  
Miramar  
Xeresa  
Jacarilla  
Beniarbeig  
Daya Nueva  
Benferri  
San Isidro  
Benirredrá  
Palmera  
Orcheta  
Sanet y Negrals  
Rafol de Almunia  
Daya Vieja  
Senija  
Sagra  
Benimeli  
Tormos  
Guardamar



## RESULTS

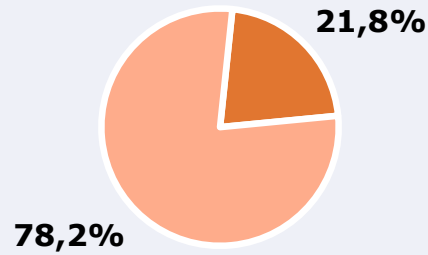
Total english-speaking population

Have you ever listened to the station



21,8 %

102.460



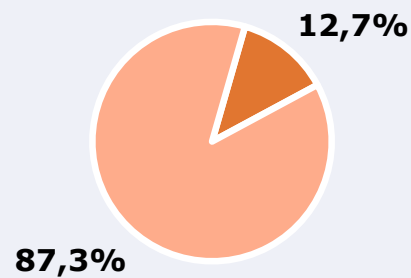
Univers: General population

Station followers (During the last month)



12,7 %

59.690



Univers: General population

General results - 24 hours

7,0 % *Share 24h*

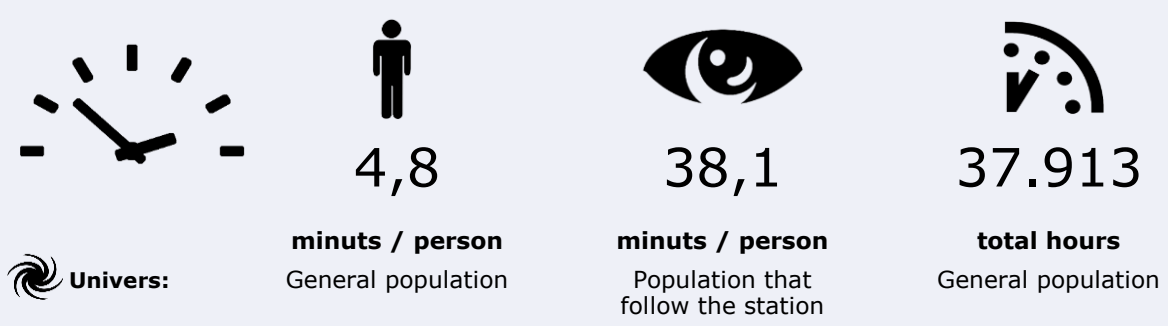


14.218 *GRP 24h*

1.580 *Average audience*

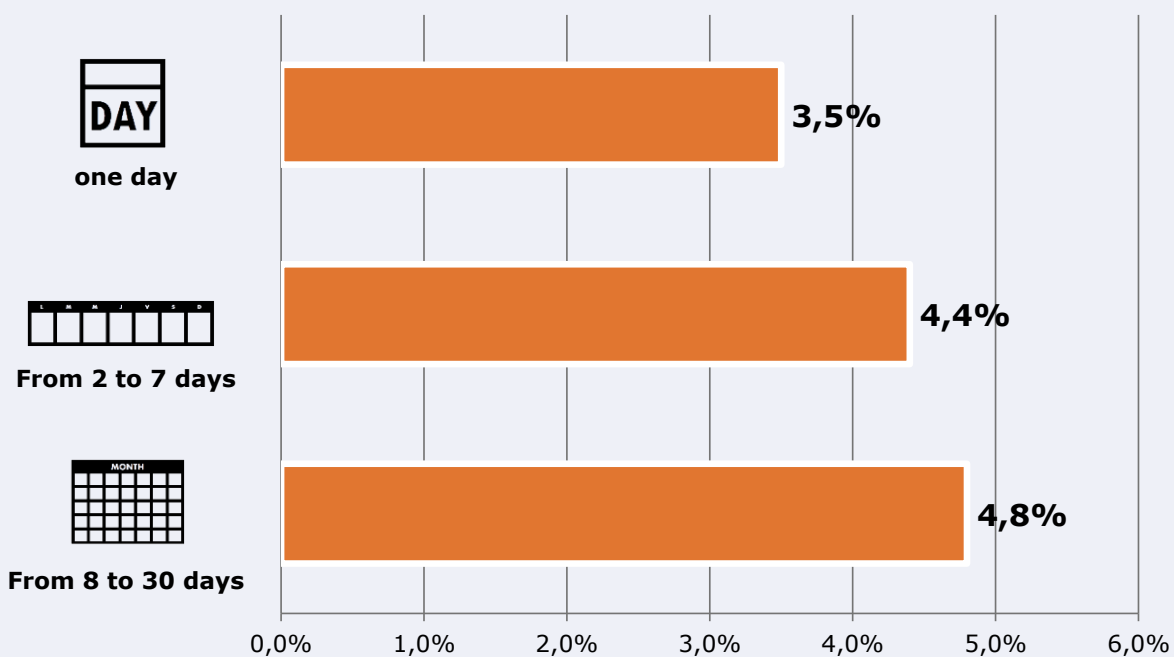
Univers: General population

### Daily audience time



 **Univers:**

### Last time the station was followed



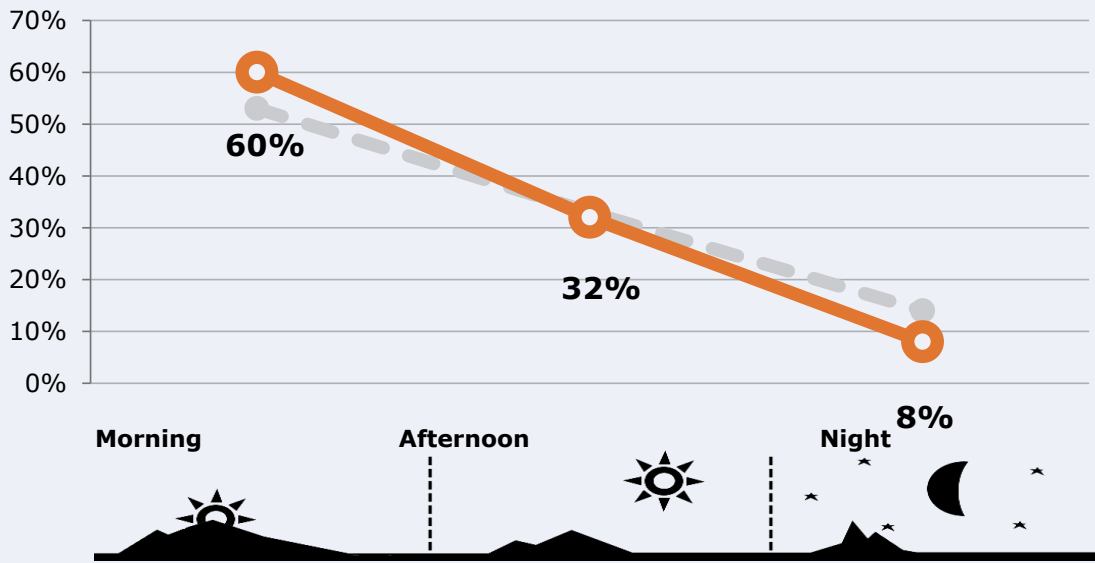
 **Universe: General population**



# RESULTS BY TIME SLOTS

Total english-speaking population

## Time preference (In the set of study areas)



Universe: Population that follows the station

## Results (In the Area - 8 hours)

	<b>%</b> Share (8 hours)	 GRP (8 hours)	 Average audience
<b>Morning</b> 	8,0%	8531	2844
<b>Afternoon</b> 	6,8%	4550	1517
<b>Night</b> 	4,0%	1137	379

Univers: General population



## ADDITIONAL INFORMATION

Total english-speaking population



General information of radio  
(All stations)



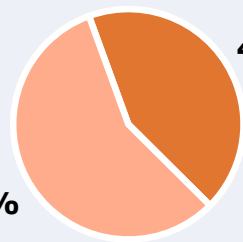
Follow the radio



Daily audience  
in minutes

69

57,0%



43,0%



Univers: general population





## SOCIAL NETWORKS

Study area: global

### Followers in social networks



9.862

[www.facebook.com/BayRadioInSpain](http://www.facebook.com/BayRadioInSpain)



1.273

[twitter.com/bayradioinspain](https://twitter.com/bayradioinspain)



1.019

[www.instagram.com/bayradiospain/](http://www.instagram.com/bayradiospain/)



488

[www.youtube.com/channel/UCHyiJYOOp4cWu5kzr\\_2RrA](http://www.youtube.com/channel/UCHyiJYOOp4cWu5kzr_2RrA)



12.642

**TOTAL FOLLOWERS**



Website

**bayradio.fm**