

Study of
radio audience

RADIO



07 / 2025



Bay Radio



TECHNICAL DATA SHEET



Univers:

Population older than 16 years.



Study completion date:

07 / 2025

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)



Number of telephone interviews:

260



Maximum error on the total sample:

6,2%



Company that makes the study:



INFORTÉCNICA - www.infortecnica.com

Check the study:

www.audiencia.org www.audimedia.net



SYNTHESIS

Bay Radio gets 29.9 percent of share of the native english speakers from Costa de Valencia and Costa Blanca.

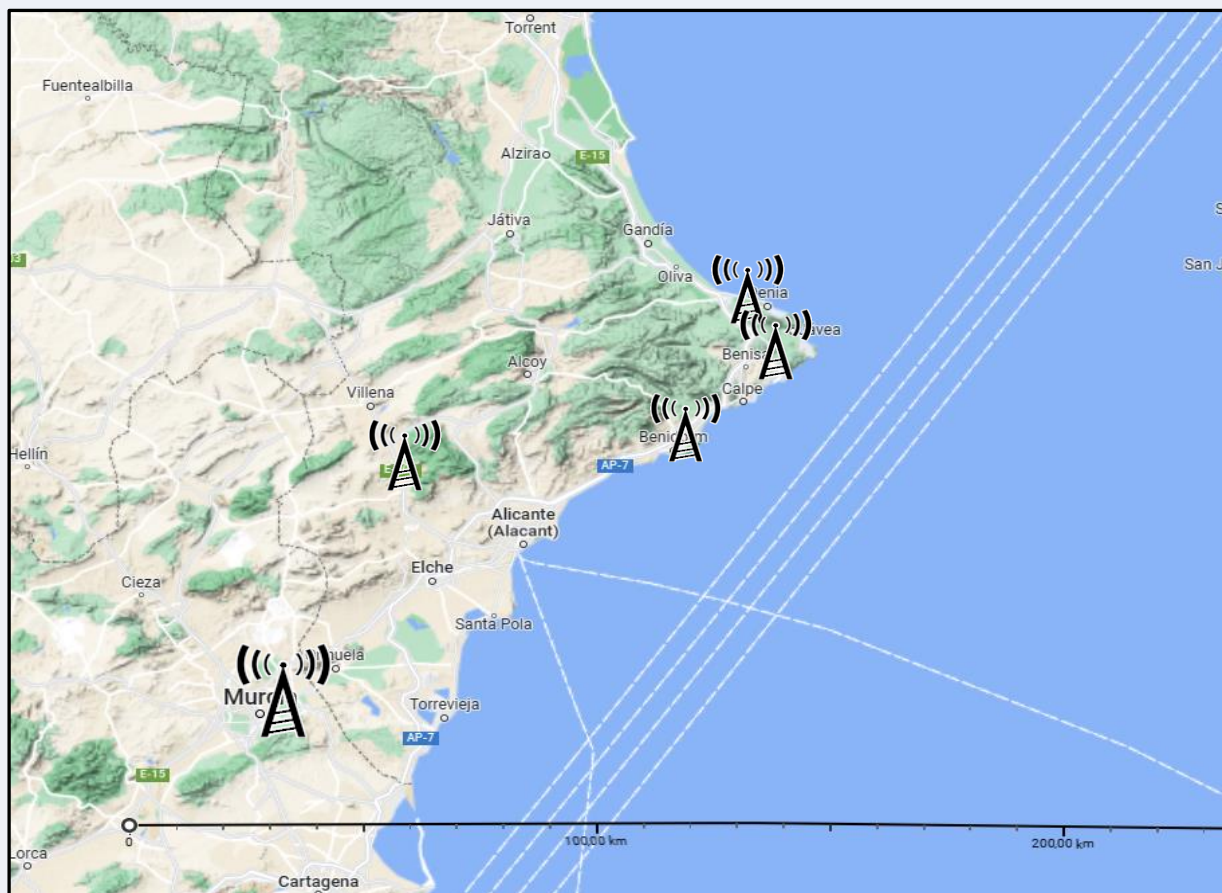
Bay Radio is known for the 53.6 percent of the native english speaker population from Costa de Valencia and Costa Blanca. In the last month has been followed by 40,470 people during 46.8 minutes / day on average. The average audience time is 19.9 minutes, with the 29.9 percent share and a GRP 24h of 12,036 people.

Bay Radio is known for the 23.2 percent of the total english-speaker population. In the last month has been followed by 67,680 people during 37.1 minutes / day on average. The average audience time is 5.3 minutes, with the 7.6 percent share and a GRP 24h of 16,305 people.



BROADCAST

Position



© Google Condiciones

Power

> 15500 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
Torre vieja	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



R

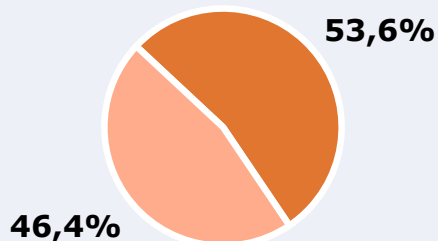
RESULTS
Native english speakers

Have you ever listened to the station



53,6 %

50.920 



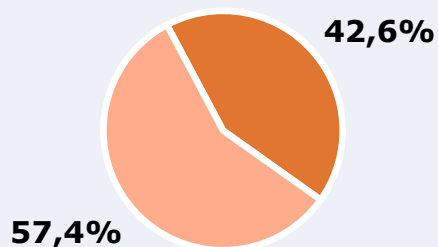
 Univers: General population

Station followers (At any time during the last month)



42,6 %

40.470 



 Univers: General population

General results - 24 hours

29,9 % Share 24h



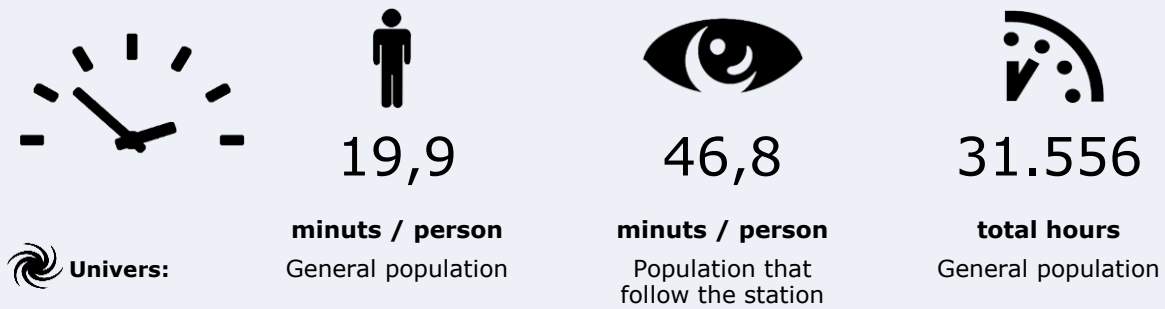
12.036 

GRP 24h
Unique Listeners

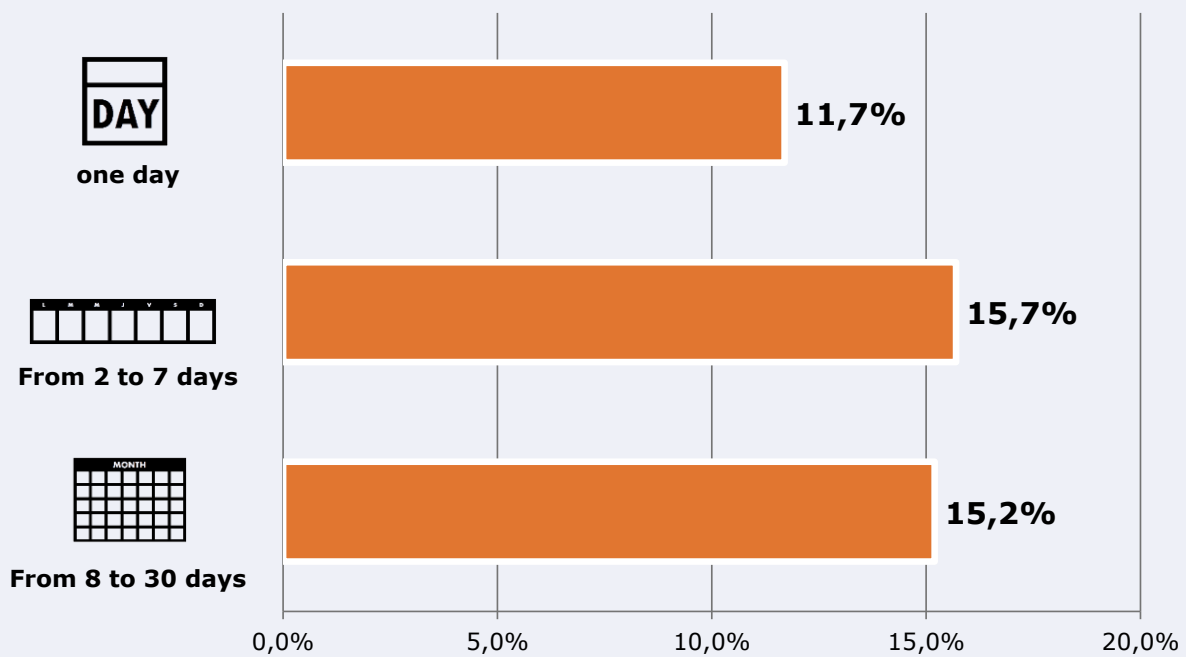
1.315  Average audience

 Univers: General population

Daily audience time



Last time the station was followed

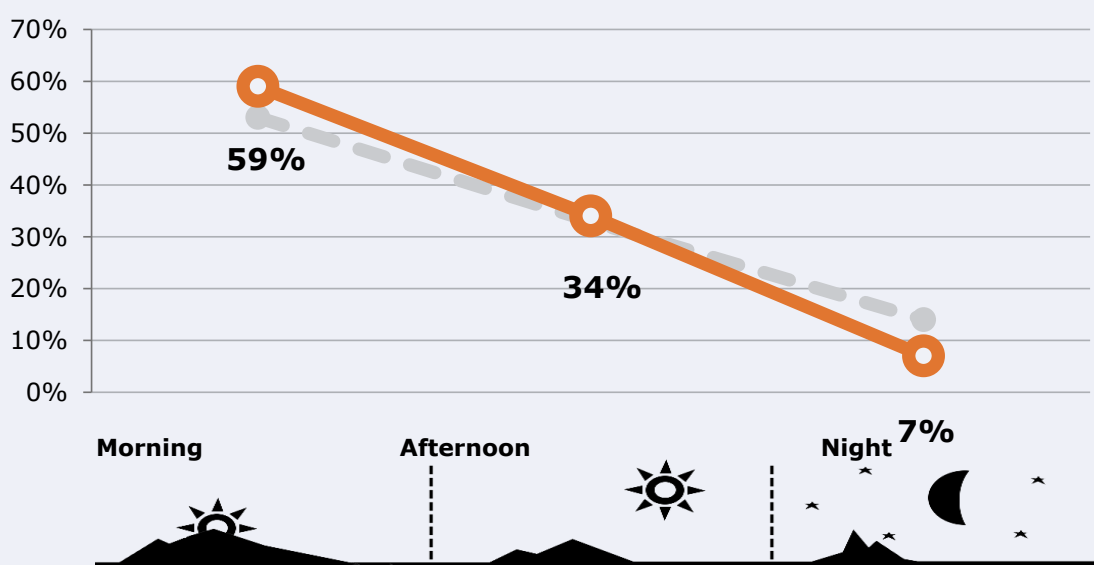


 **Universe: General population**



Native english speakers

(In the set of study areas)

 **Universe: Population that follows the station**

(In the Area - 8 hours)

	Share (8 hours)	GRP (8 hours)	Average audience
Morning 	33,3%	7101	2327
Afternoon 	30,8%	4092	1341
Night 	14,9%	842	276

Univers: General population

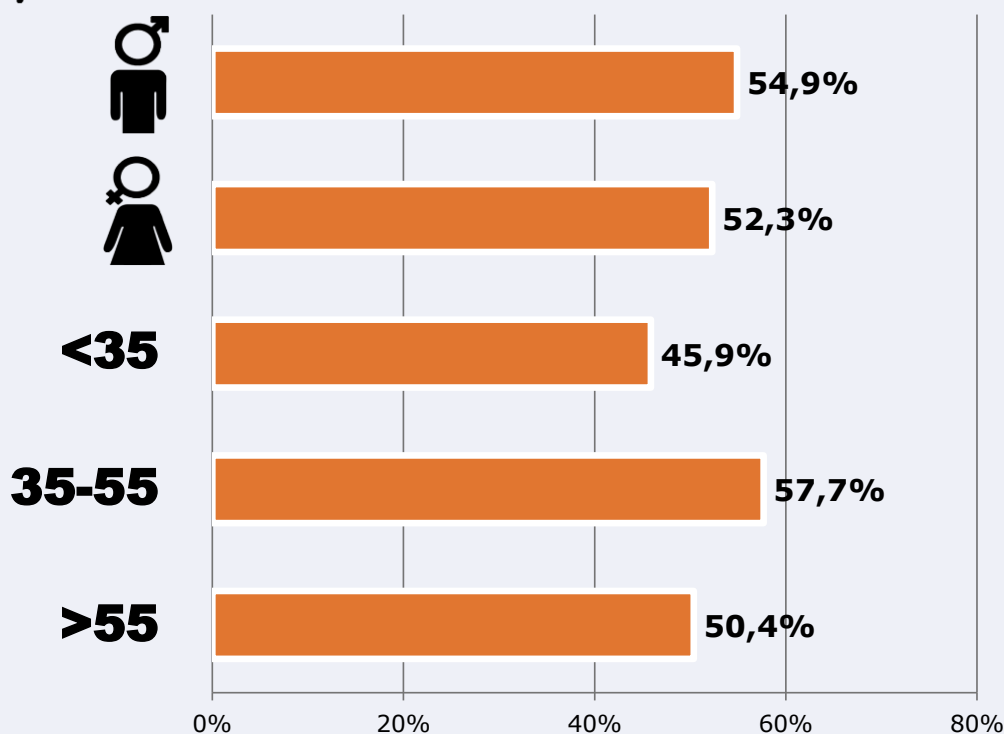


Average audience

Native english speakers



Know the station



 **Univers: general population**



Daily audience min / person

	♂	♀	<35	35-55	>55
 General population	22,5	17,5	12,4	22,9	21,5
 Population that follows the station	49,0	44,6	32,1	50,7	50,1



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
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Almoradí	Xeresa
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Benissa	Orcheta
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Ceutí	Sagra
Alguazas	Benimeli
Catral	Tormos
San Miguel de Salinas	Guardamar



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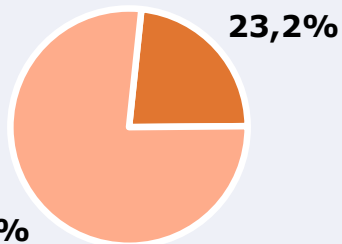
RESULTS
Total english-speaking population

Have you ever listened to the station



23,2 %

109.040 



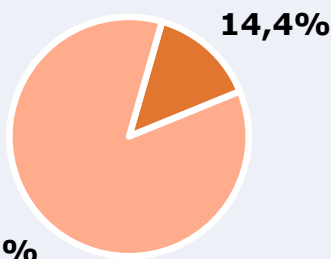
 Univers: General population

Station followers (At any time during the last month)



14,4 %

67.680 



 Univers: General population

General results - 24 hours

7,3 %

Share 24h



15.694 

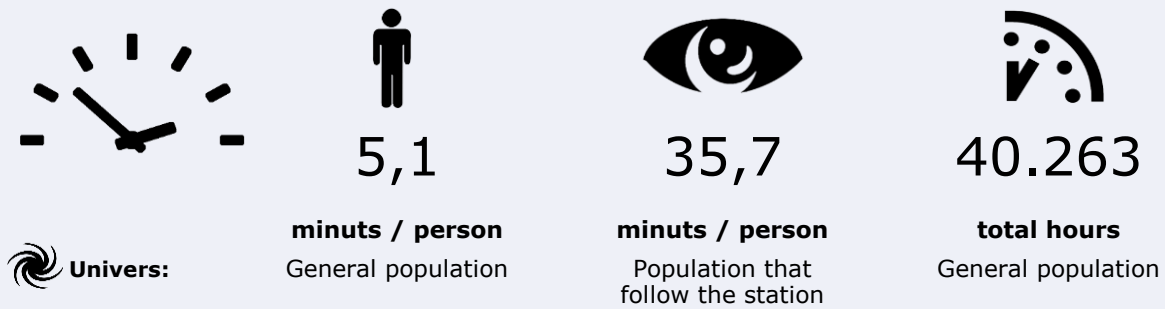
GRP 24h
Unique Listeners

1.678 

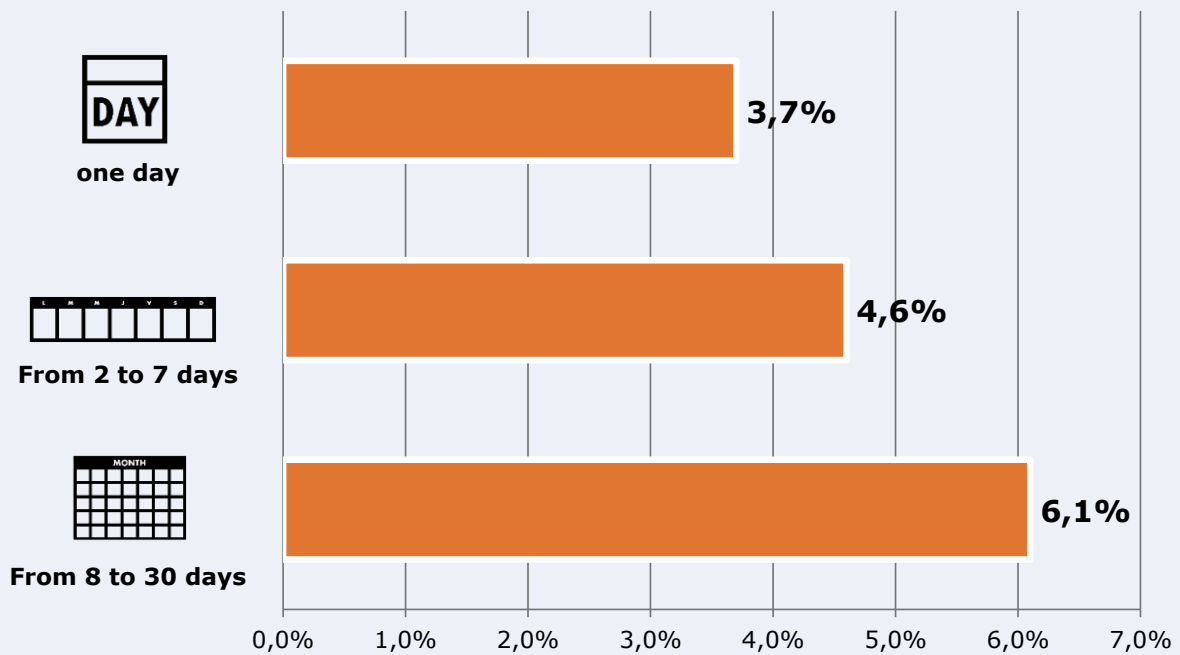
Average audience

 Univers: General population

Daily audience time



Last time the station was followed

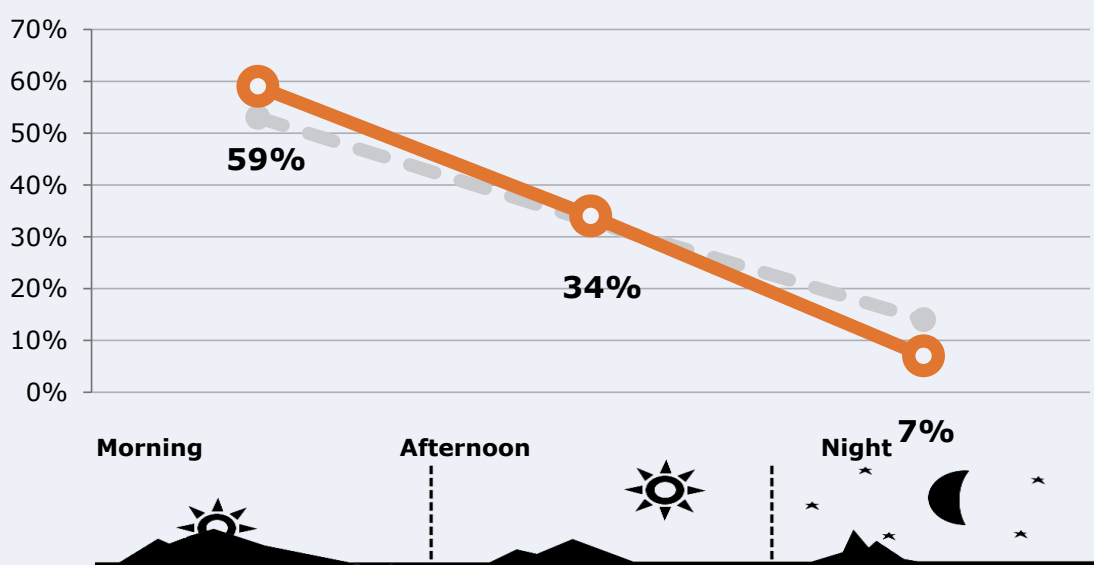


 Universe: General population



Total english-speaking population

(In the set of study areas)

 **Universe: Population that follows the station**

(In the Area - 8 hours)

	Share (8 hours)	GRP (8 hours)	Average audience
Morning 	8,1%	9260	2969
Afternoon 	7,5%	5336	1711
Night 	3,6%	1099	352

 **Univers: General population**



ADDITIONAL INFORMATION

Total english-speaking population



General information of radio
(All stations)



Follow the radio



Daily audience
in minutes

67

57,6%

42,4%



Univers: general population



SOCIAL NETWORKS

Study area: global

Followers in social networks



10.000

www.facebook.com/BayRadioInSpain



1.240

x.com/bayradioinspain



1.150

www.instagram.com/bayradiospain/



860

www.youtube.com/channel/UCHyiJYOOyp4cWu5kzr_2RrA



13.250

TOTAL FOLLOWERS



Website

bayradio.fm