

Study of
radio audience
RADIO



06 / 2021



Bay Radio



TECHNICAL DATA SHEET



Univers:

Population older than 15 years.



Date of study:

06 / 2021



Sampling:

Interviews, similar media and interactive information from the 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:

274



Maximum error on the total sample:

6,04%



Company that makes the study:



INFORTÉCNICA - www.infortecnica.com

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



SYNTHESIS

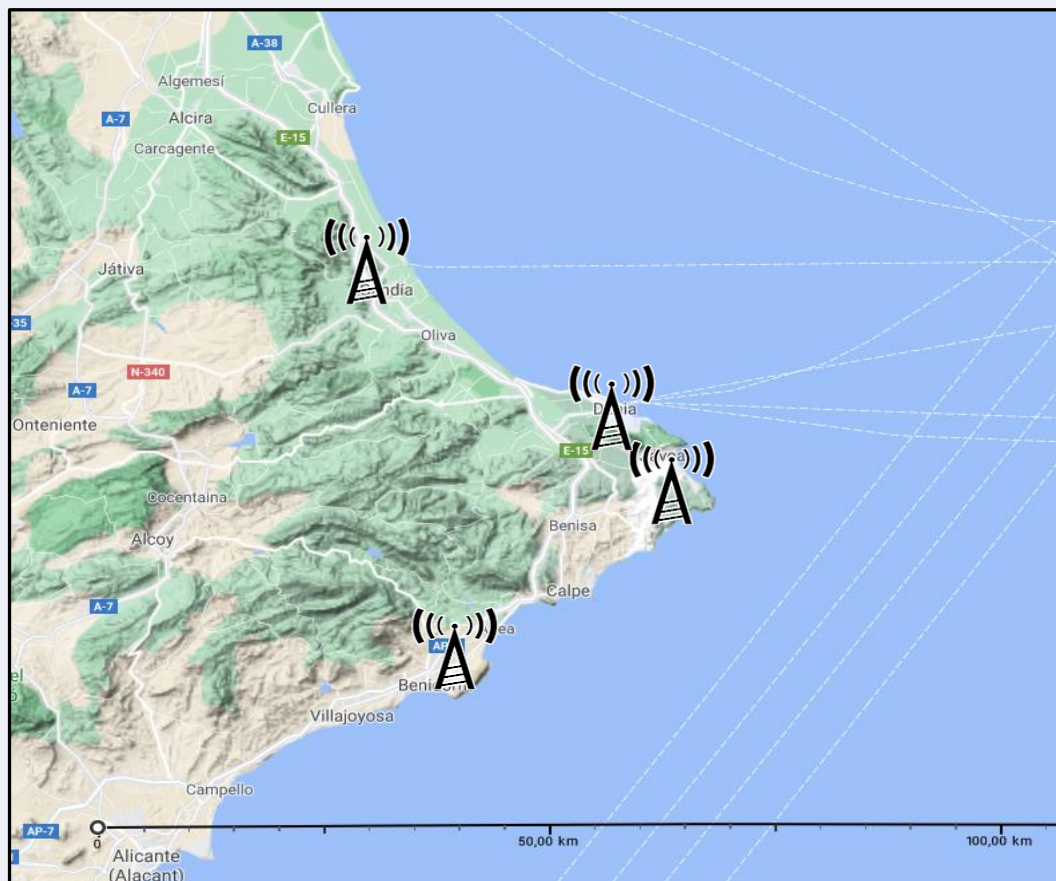
Bay Radio, followed by 23535 people, gets 30.5 percent of share of the english-speaking population from Jávea to Calpe.

Bay Radio is known for the 62.8 percent of the english-speaking population from Jávea to Calpe. In the last month has been followed by 23535 people during 44 minutes / day on average. The average audience time is 23.8 minutes, with the 30.5 percent share and a GRP 24h of 6391 people.



BROADCAST

Position



© Google Condiciones

Power

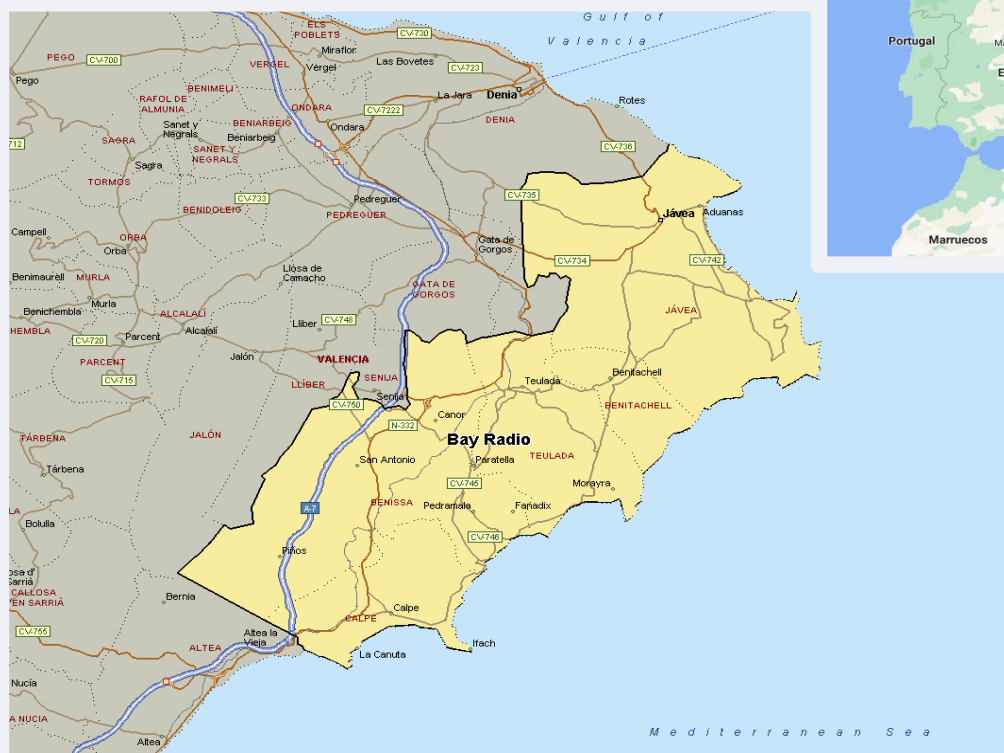
> 5000 W



AREA

**Study area:**

English-speaking population from Jávea to Calpe

**Population:**

44.000

**Localities:**Calpe
Benissa
TeuladaBenitachell
Jávea



R


ESULTS

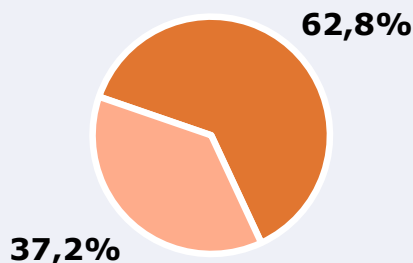
Study area: English-speaking population from Jávea to Calpe

Have you ever listened to the station



62,8 %

27.628 




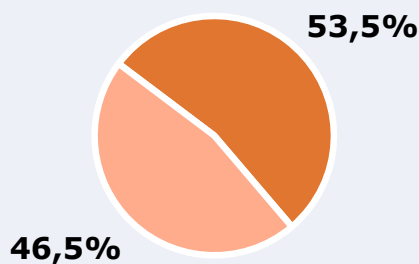
 **Univers: General population**

Station followers (During the last month)



53,5 %

23.535 



 **Univers: General population**

General results - 24 hours

30,5 % *Share 24h*

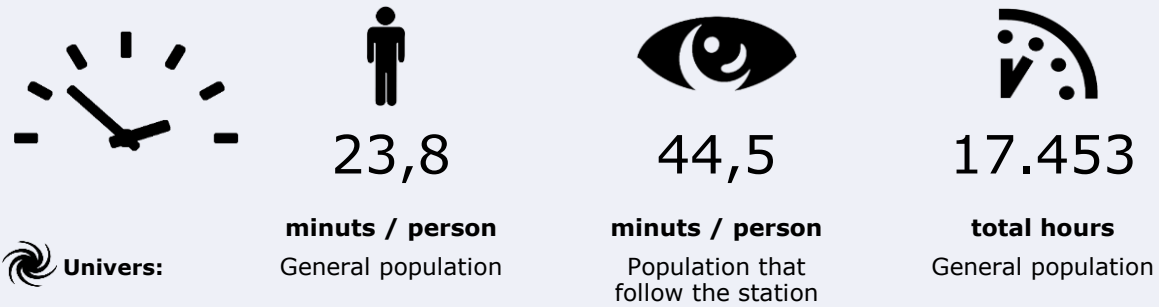


6.391  *GRP 24h*

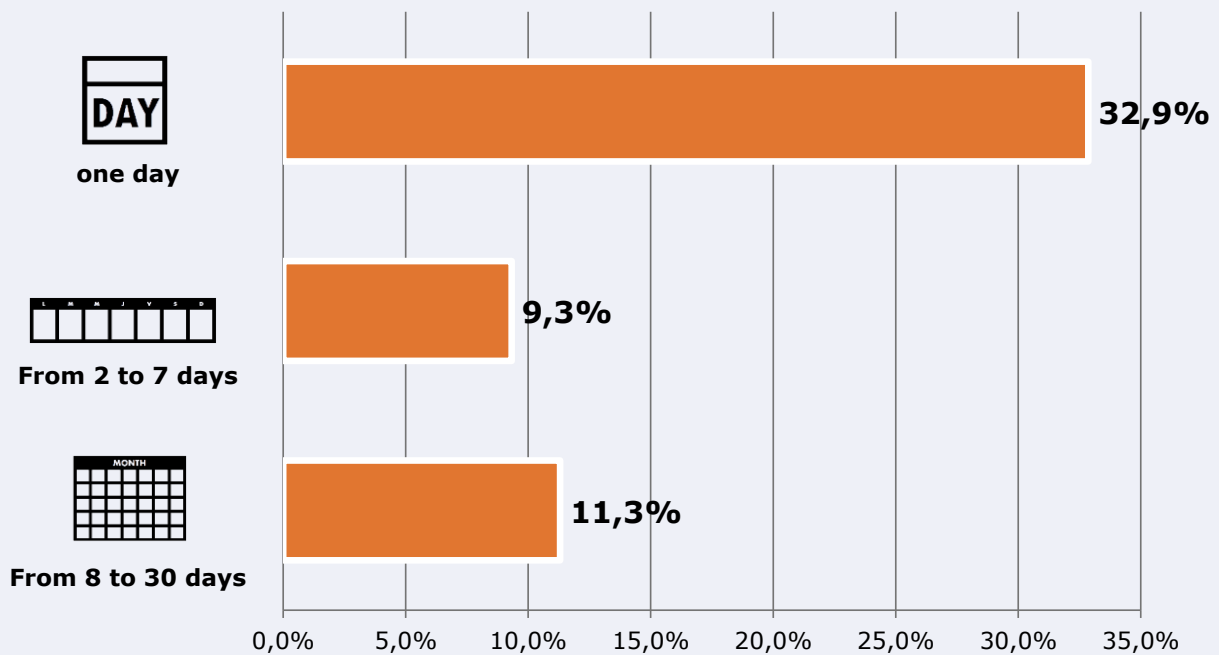
727  *Average audience*

 **Univers: General population**

Daily audience time



Last time the station was followed



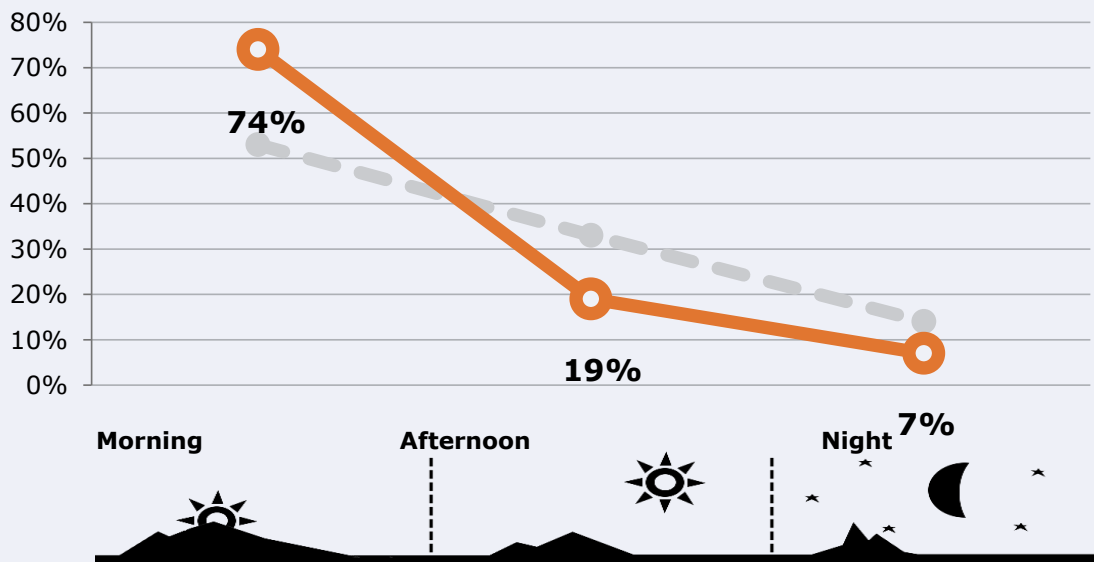
 Universe: General population



RESULTS BY TIME SLOTS






Study area: English-speaking population from Jávea to Calpe

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 	42,6%	4729	1614
Afternoon 	17,6%	1214	415
Night 	15,3%	447	153

 Univers: General population

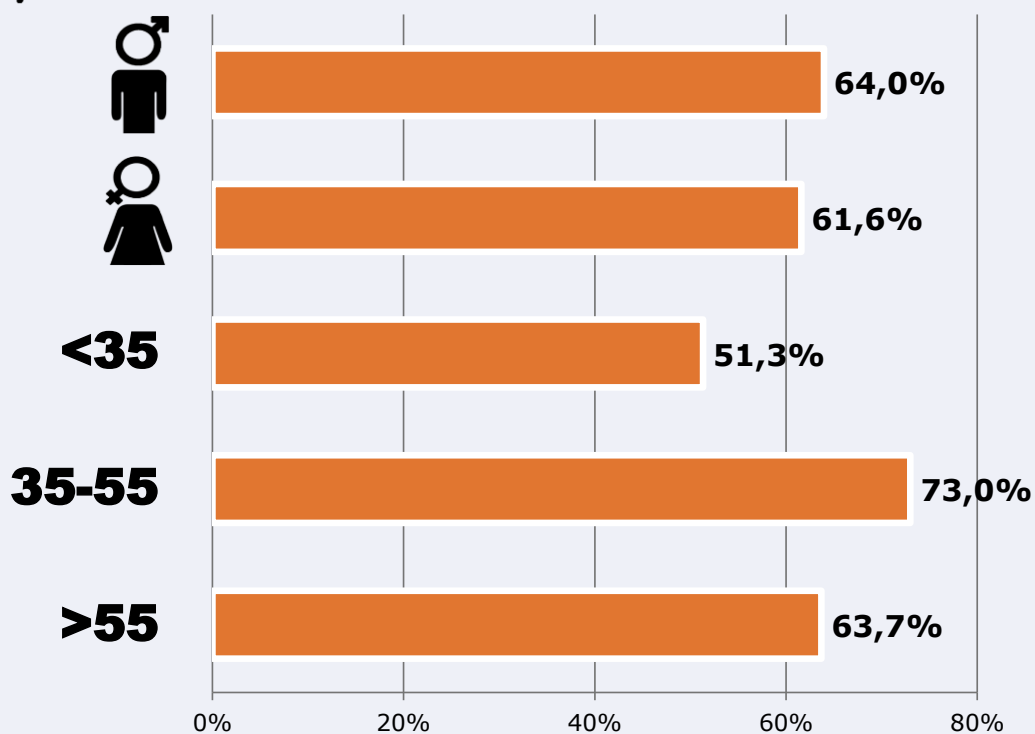


Average audience

Study area: English-speaking population from Jávea to Calpe



Know the station



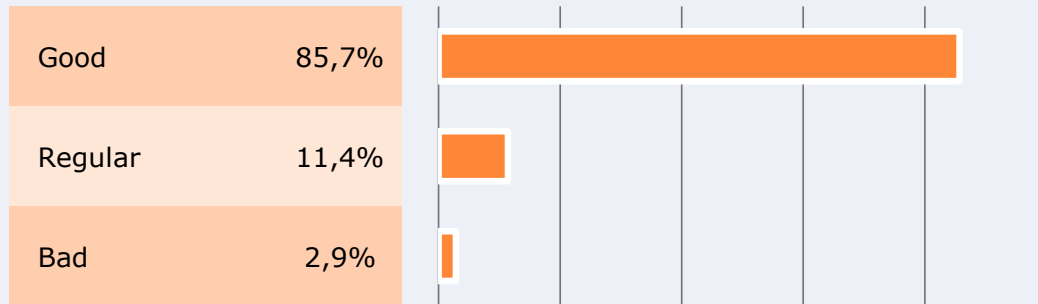
 **Univers: general population**



Daily audience min / person

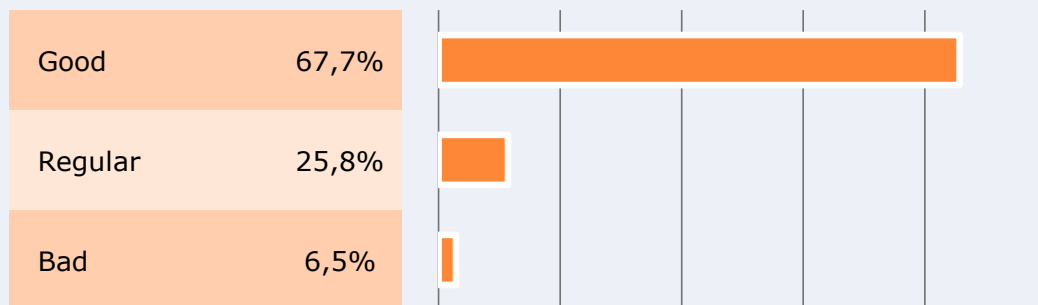
	Male	Female	<35	35-55	>55
General population	26,7	21,0	14,6	29,6	27,8
Population that follows the station	46,7	42,4	29,1	53,8	52,8

How informative did you find BayRadio during the pandemic?

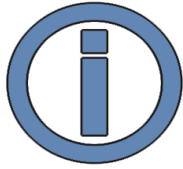


✓ **Universe: Population that follows the station**

How helpful is BayRadio to introduce you to new products or services locally?



✓ **Universe:** Population that follows the station



ADDITIONAL INFORMATION

Study area: English-speaking population from Jávea to Calpe



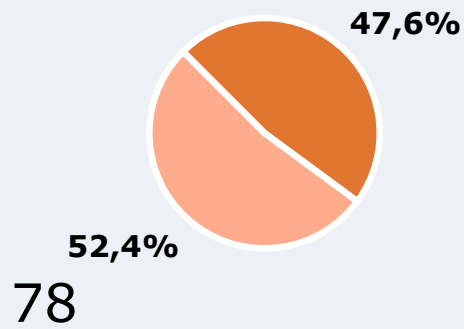
General information of radio
(All stations)



Follow the radio



Daily audience
in minutes



Univers: general population



SOCIAL NETWORKS

Study area: global

Followers in social networks



9.579

www.facebook.com/BayRadioInSpain



1.256

twitter.com/bayradioinspain



632

www.instagram.com/bayradiospain/



279

www.youtube.com/channel/UCHyiJYOOyp4cWu5kzr_2RrA



11.746

TOTAL FOLLOWERS



Website

bayradio.fm