

Study of
radio audience
RADIO



10 / 2021



Bay Radio



TECHNICAL DATA SHEET



Univers:

Population older than 15 years.



Date of study:

10 / 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:

241



Maximum error on the total sample:

6,44%



Company that makes the study:



INFORTÉCNICA - www.infortecnica.com

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



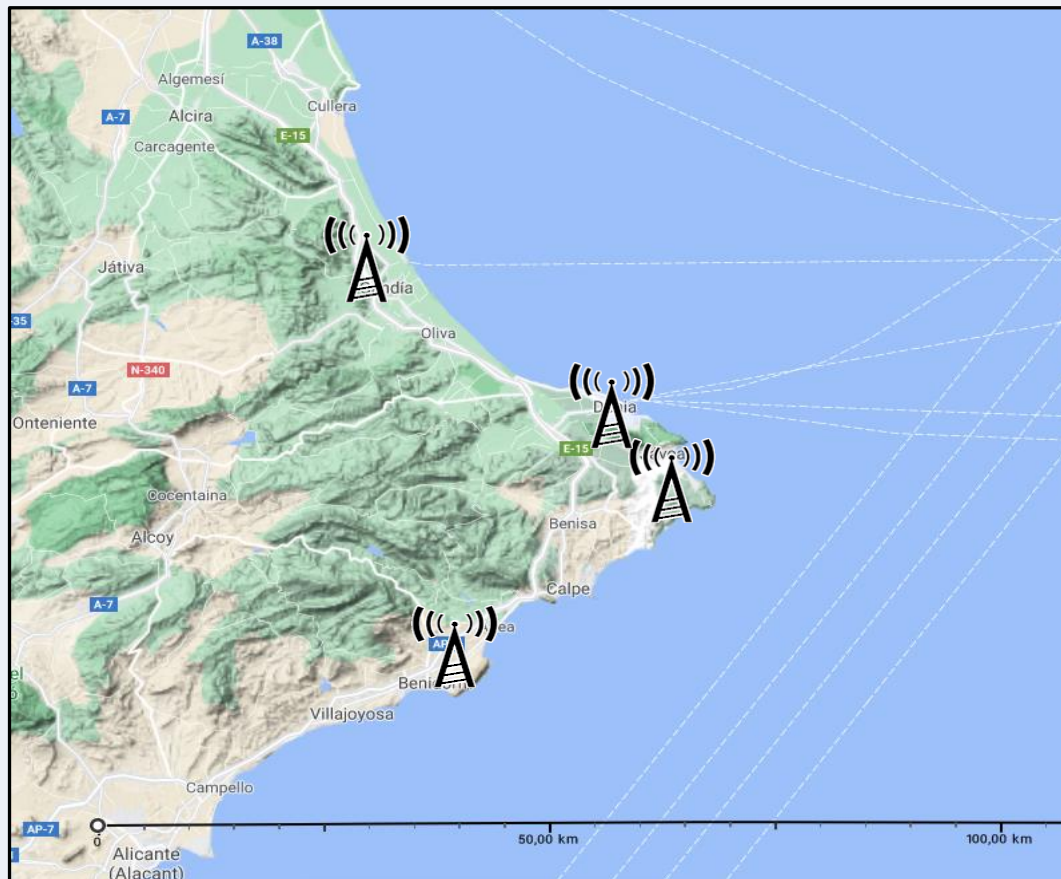
SYNTHESIS

Bay Radio, followed by 9046 people, gets 22.5 percent of share of the english-speaking population from Denia to Valencia.

Bay Radio is known for the 44.8 percent of the english-speaking population from Denia to Valencia. In the last month has been followed by 9046 people during 43 minutes / day on average. The average audience time is 17.1 minutes, with the 22.5 percent share and a GRP 24h of 2381 people.



Position



© Google Condiciones

Power

> 5000 W



AREA

**Study area:**

English-speaking population from Denia to Valencia

**Population:**

23.000



Localities:

Gandía
Denia
Sueca
Oliva
Cullera
Tavernes de la Valldigna
Pego
Pedreguer
Ondara
Gata de Gorgos
Xeraco
Vergel
Bellreguard
La Font d'En Carròs
Els Poblets
Daimús
Piles
Almoines
Miramar
Xeresa
Real de Gandía
Beniarbeig
Beniarjó
Benirredrá
Rafelcofer
Alquería de la Condesa
Potries
Palmera
Sanet y Negrals
Rafol de Almunia
Sagra
Beniflá
Benimeli
Tormos
Guardamar



R RESULTS

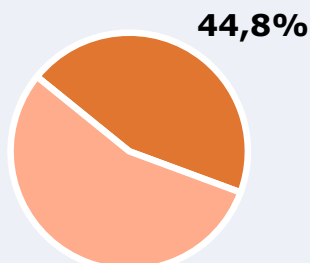
Study area: English-speaking population from Denia to Valenc

Have you ever listened to the station



44,8 %

10.304 



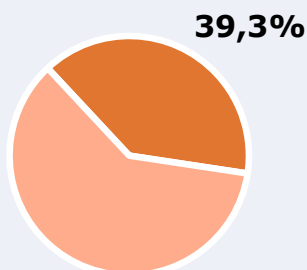
 Univers: General population

Station followers (During the last month)



39,3 %

9.046 



 Univers: General population

General results - 24 hours

22,5 % *Share 24h*

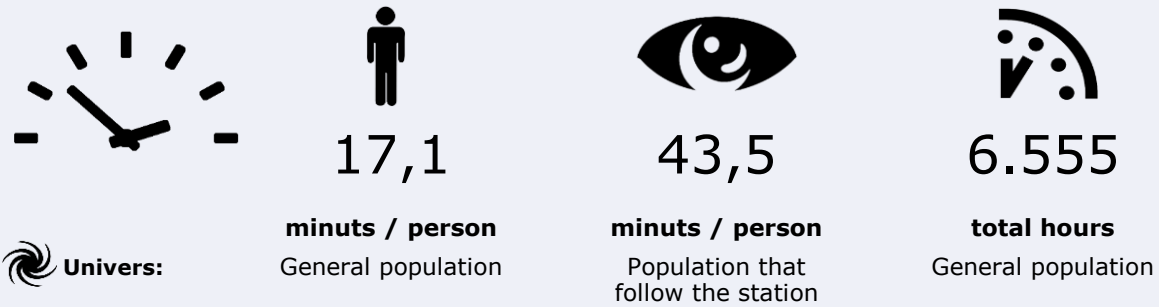


2.381  *GRP 24h*

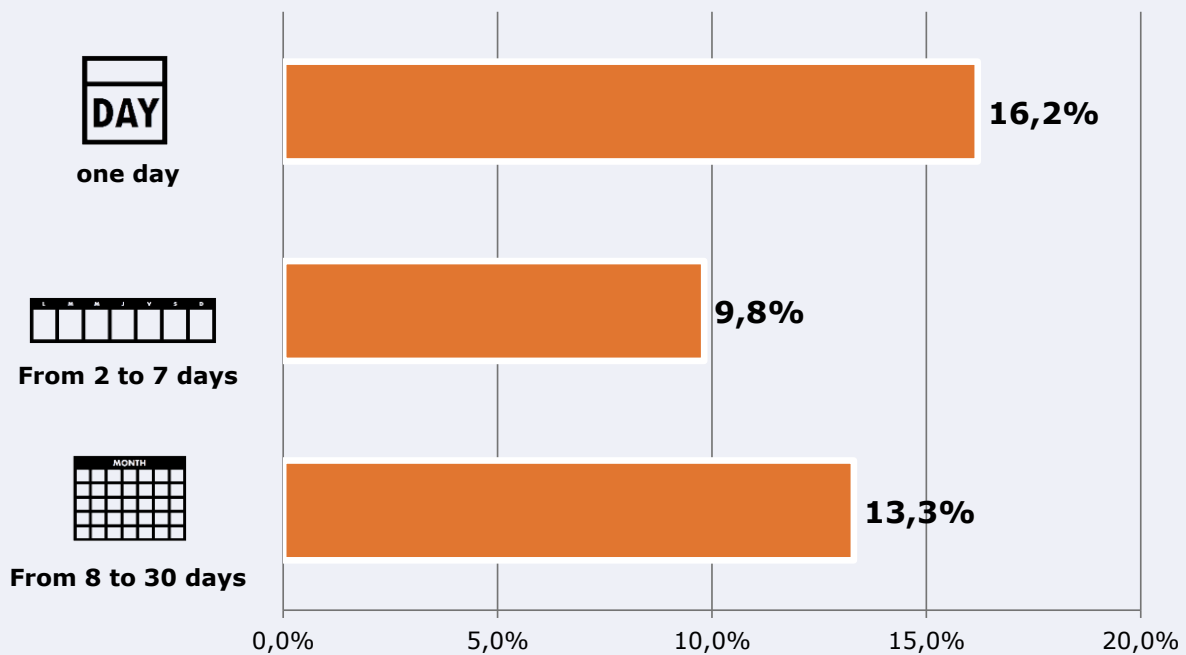
273  *Average audience*

 Univers: General population

Daily audience time



Last time the station was followed



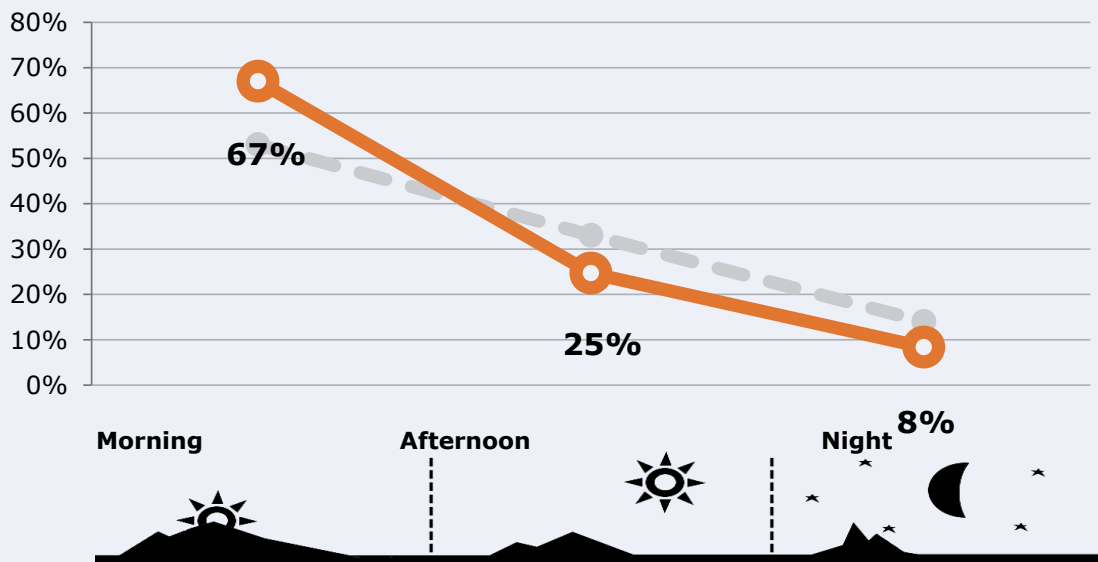
Universe: General population



RESULTS BY TIME SLOTS

Study area: English-speaking population from Denia to Valencia

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 	28,4%	1595	549
Afternoon 	16,8%	587	202
Night 	13,4%	198	68

 Univers: General population

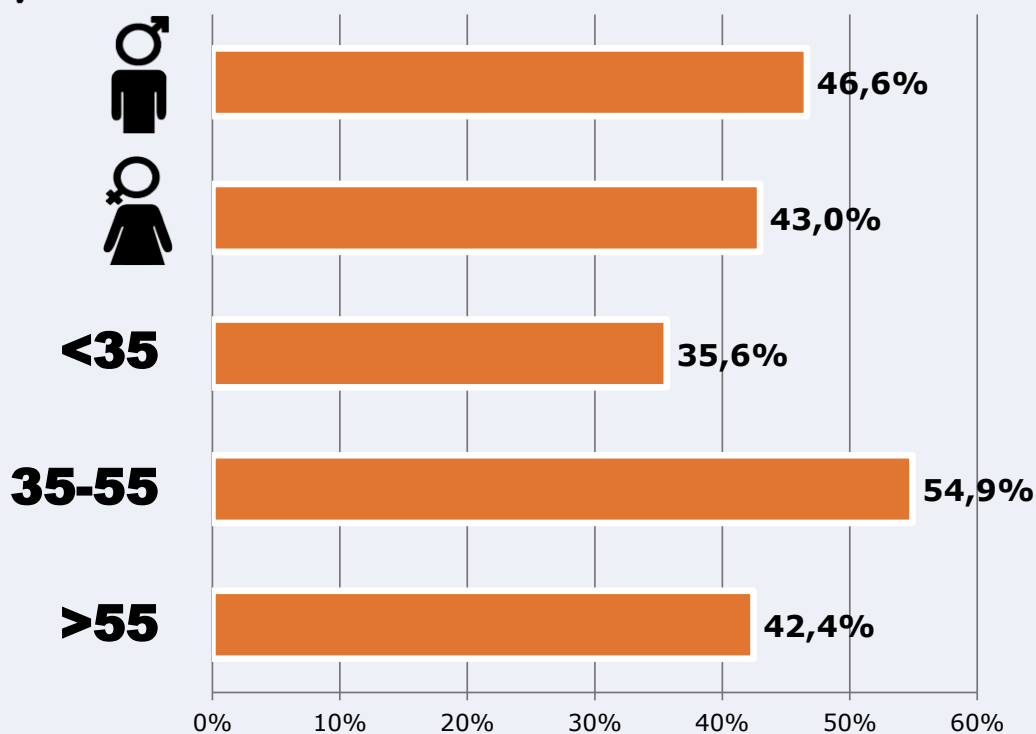


Average audience

Study area: English-speaking population from Denia to Valencia



Know the station



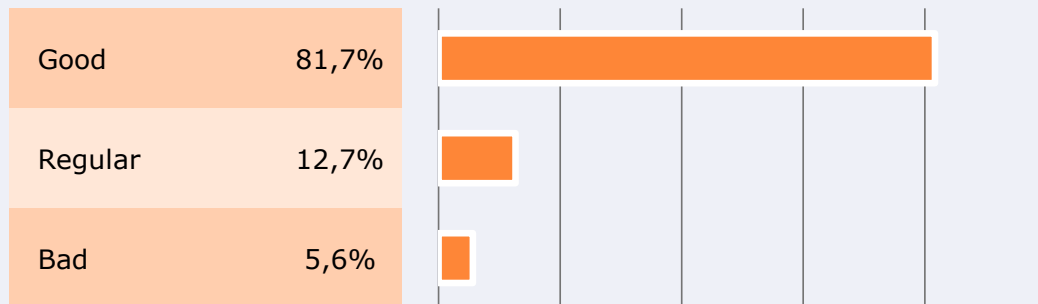
 **Univers: general population**



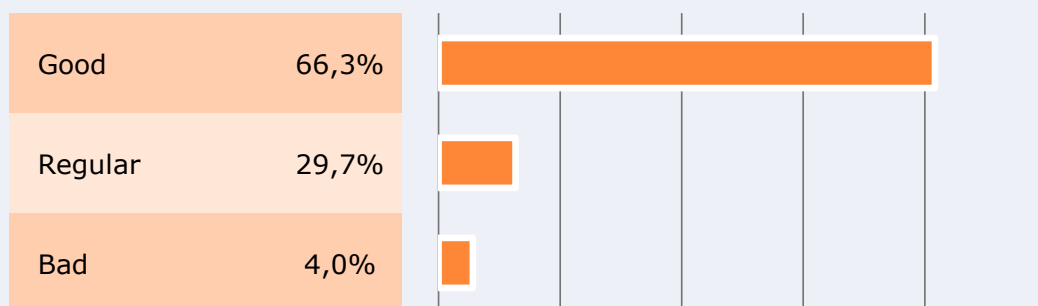
Daily audience min / person

			<35	35-55	>55
 General population	19,6	14,8	11,2	21,4	18,8
 Population that follows the station	45,6	41,4	27,7	53,4	48,9

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 Denia to Valencia



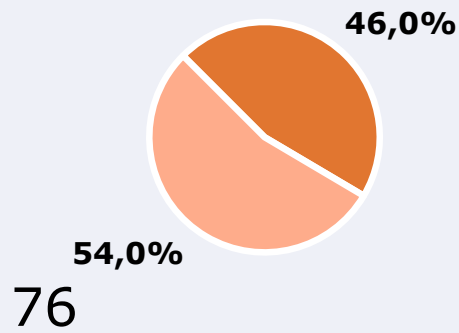
General information of radio
(All stations)



Follow the radio



Daily audience
in minutes



76



Univers: general population



SOCIAL NETWORKS

Study area: global

Followers in social networks



9.690

www.facebook.com/BayRadioInSpain



1.264

twitter.com/bayradioinspain



683

www.instagram.com/bayradiospain/



304

www.youtube.com/channel/UCHyiJYOOyp4cWu5kzr_2RrA



11.941

TOTAL FOLLOWERS



Website

bayradio.fm