

Study of
radio audience

RADIO



08 / 2026



Bay Radio



TECHNICAL DATA SHEET



Univers:

Population older than 16 years.



Study completion date:

08 / 2026



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:

205



Maximum error on the total sample:

6,98%



Company that makes the study:

 INFORTÉCNICA - www.infortecnica.com

2026 / All rights reserved

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



SYNTHESIS

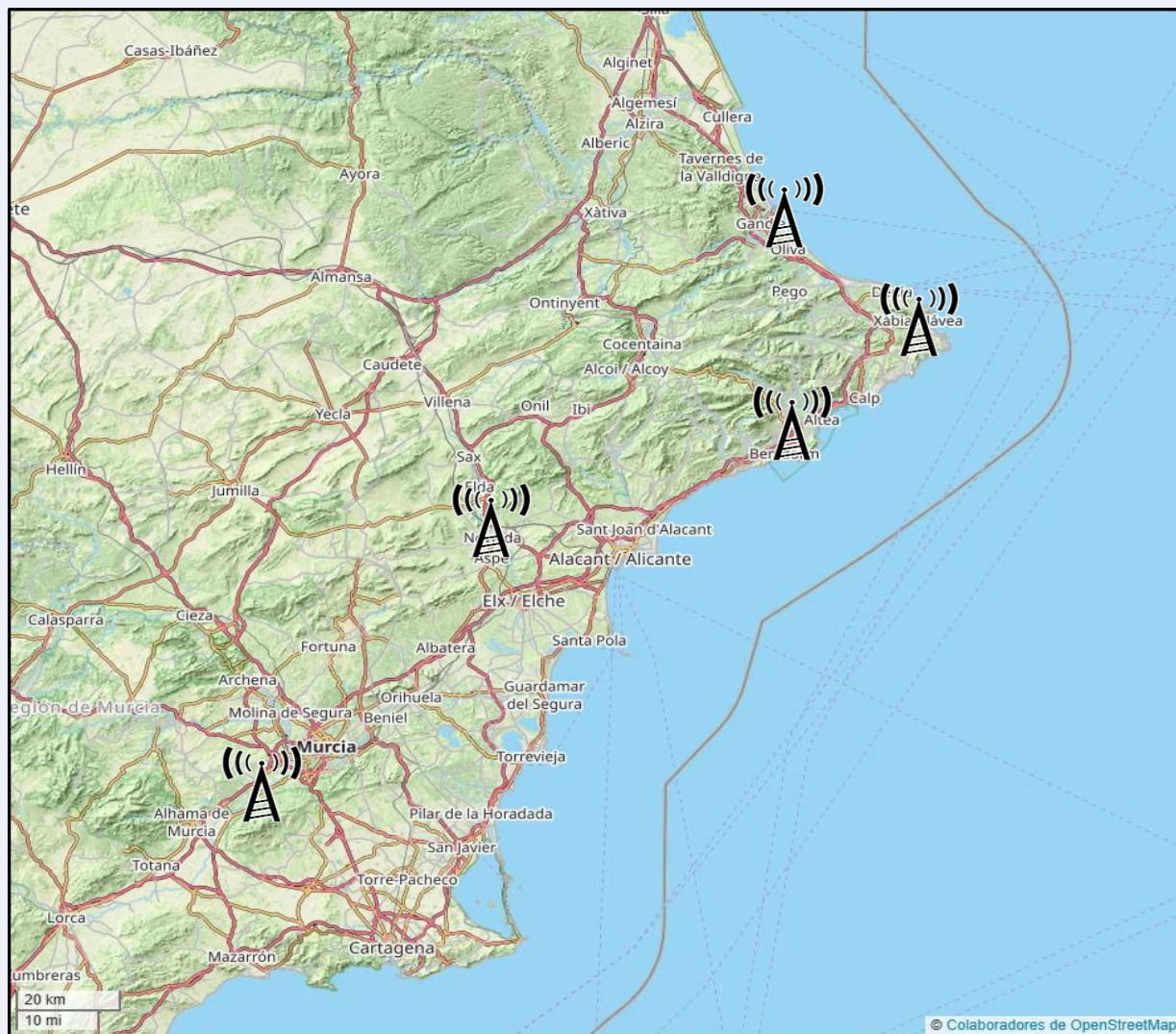
Bay Radio gets 31.4 percent of share of the native english speakers from Costa de Valencia and Costa Blanca.

Bay Radio is known for the 55.0 percent of the native english speaker population from Costa de Valencia and Costa Blanca. In the last month has been followed by 40,723 people during 49,1 minutes / day on average. The average audience time is 20,7 minutes, with the 31,4 percent share and a GRP 24h of 12,852 people.

Bay Radio is known for the 24.4 percent of the total english-speaker population. In the last month has been followed by 80,438 people during 32.4 minutes / day on average. The average audience time is 5.3 minutes, with the 7.6 percent share and a GRP 24h of 16,912 people.



Position



Power

> 19000 W



AREA



Study area:
Costa de Valencia and Costa Blanca.



Population:
96.500 (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



R

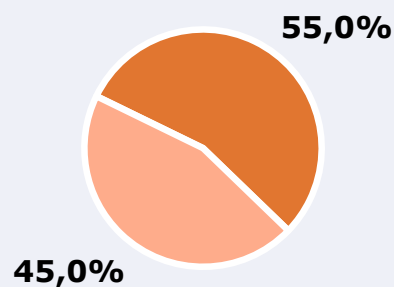
ESULTS

Native english speakers

Have you ever listened to the station

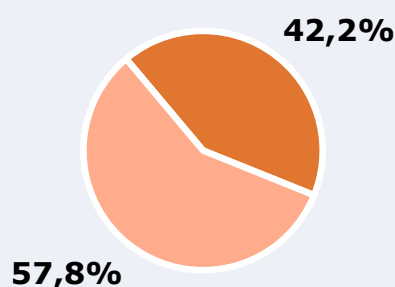


55,0 %

53.075 

 Univers: General population

Station followers *(At any time during the last month)*


42,2 %

40.723 

 Univers: General population

General results - 24 hours

31,4 % Share 24h

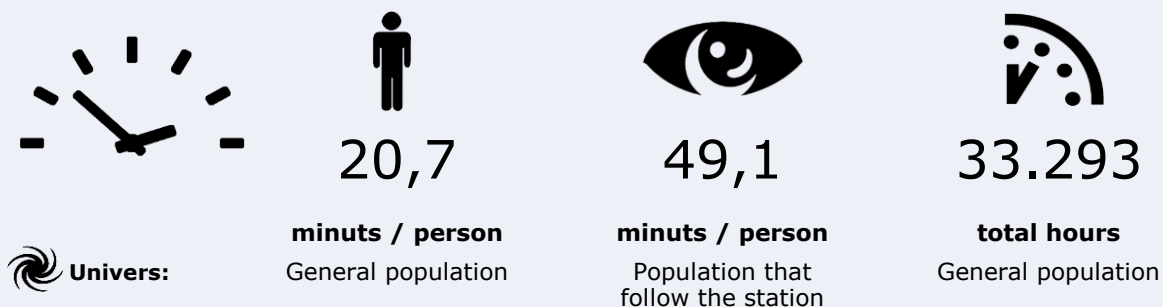

12.852 

GRP 24h
Unique Listeners

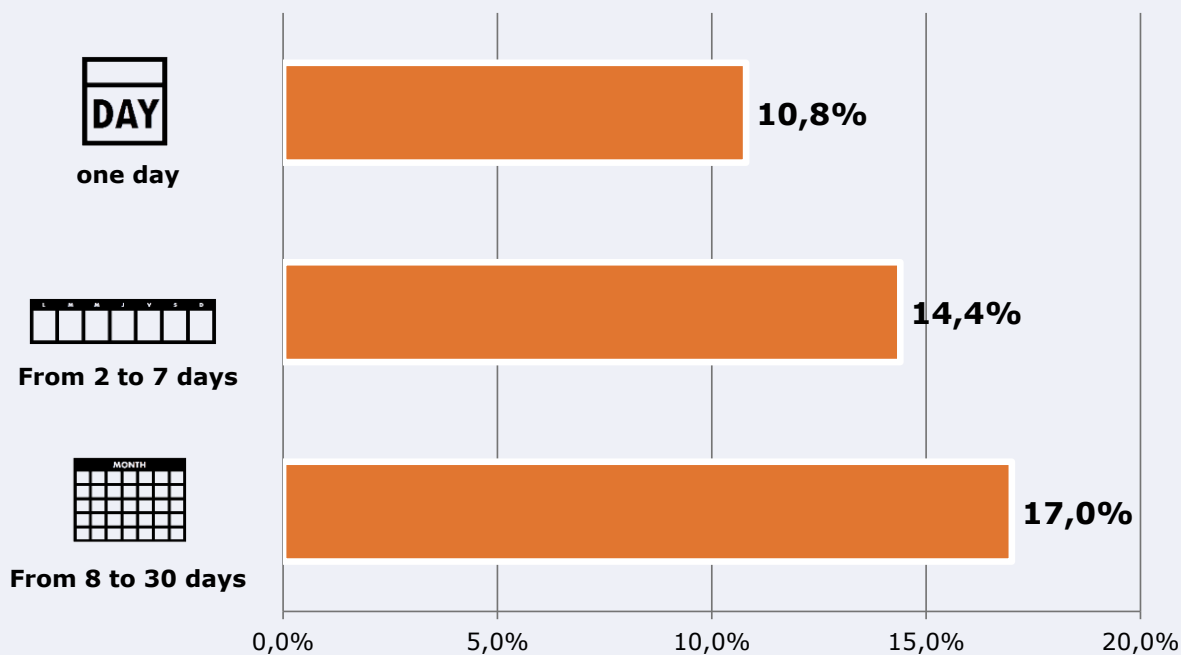
1.387  Average audience

 Univers: General population

Daily audience time



Last time the station was followed



Universe: General population

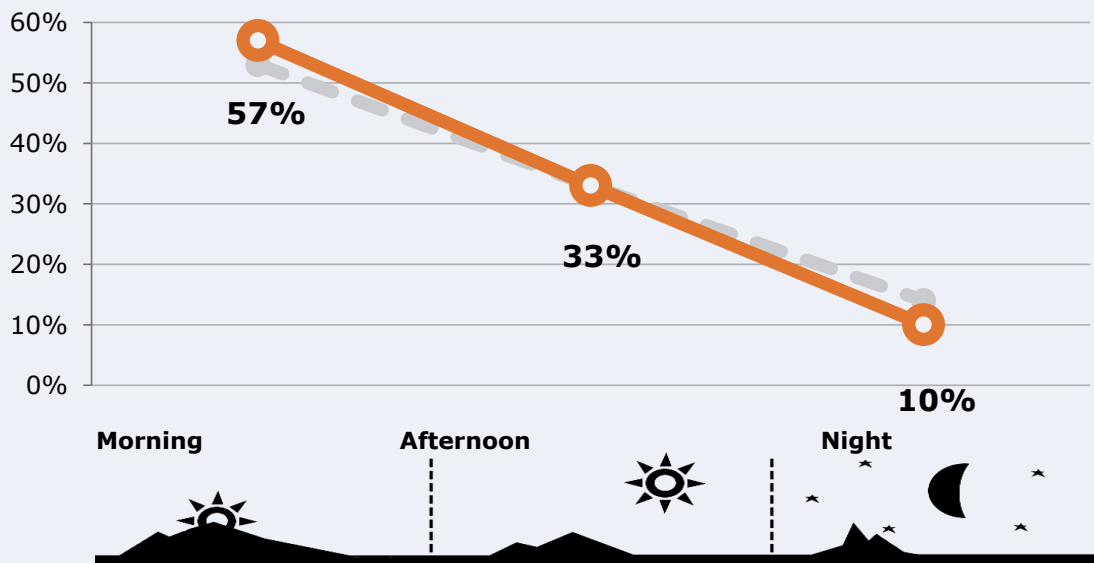


RESULTS BY TIME SLOTS

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 	33,8%	7326	2372
Afternoon 	31,4%	4241	1373
Night 	22,4%	1285	416

 Univers: General population

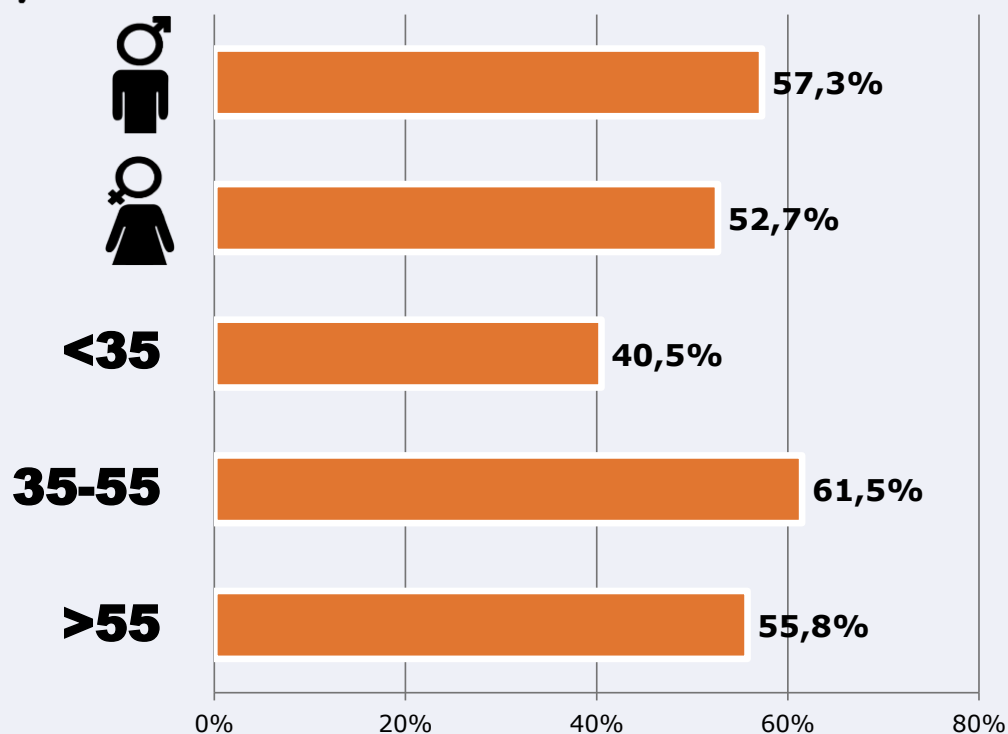


Average audience

Native english speakers



Know the station



 **Univers: general population**



Daily audience min / person

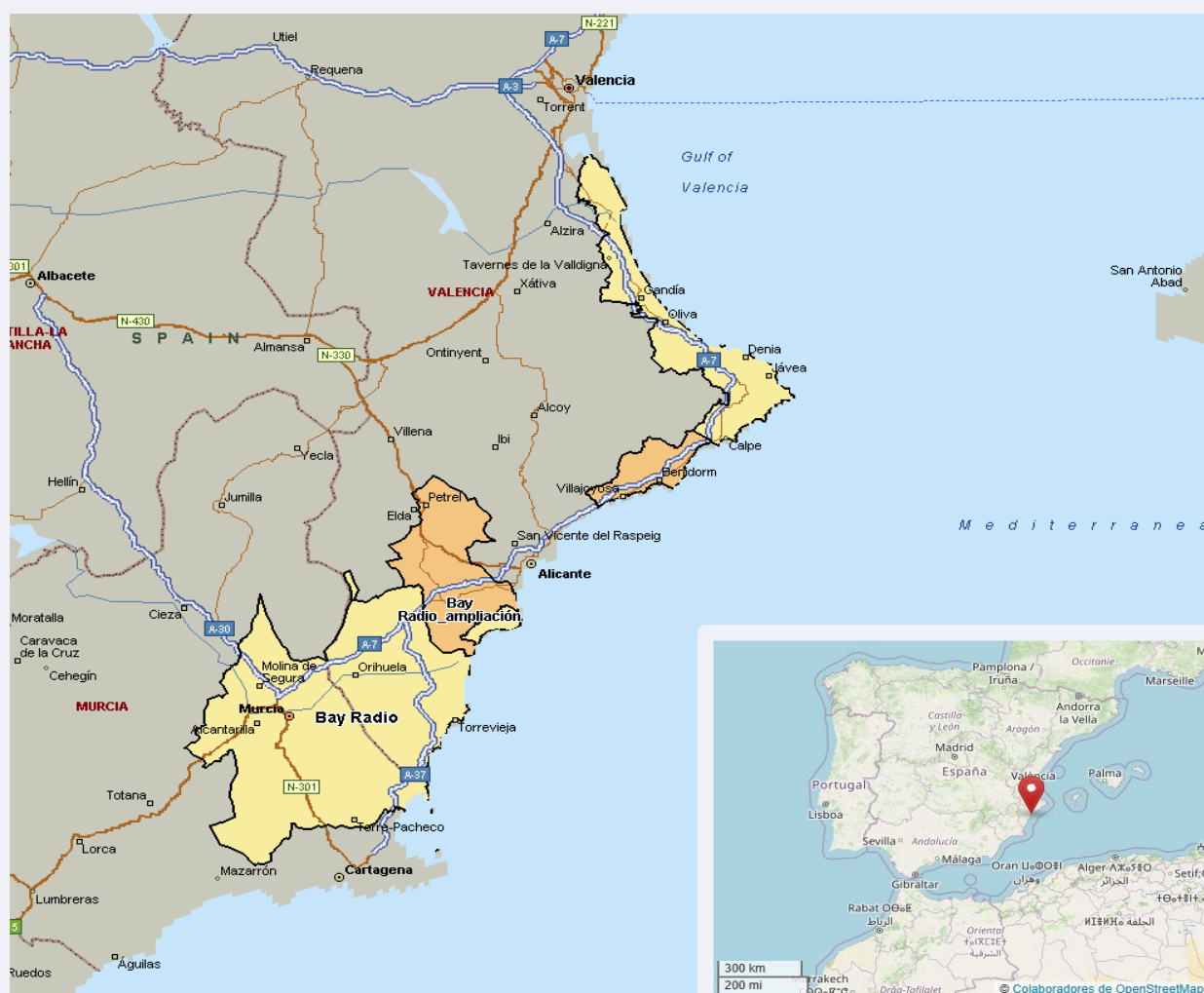
			<35	35-55	>55
 General population	22,6	18,8	13,7	23,0	23,4
 Population that follows the station	53,7	44,7	34,5	52,8	52,7



AREA

**Study area:**

Costa de Valencia and Costa Blanca.

**Population:**

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

330.000 (15% of 2.200.000) (Spanish population speaking English at an intermediate or advanced level)

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

Total population: 487.500



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

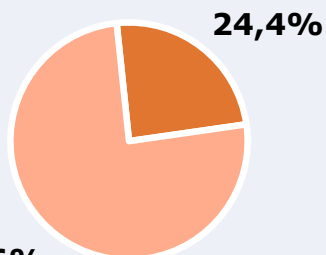
Total english-speaking population

Have you ever listened to the station



24,4 %

118.950 



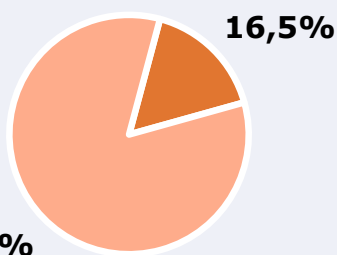
 Univers: General population

Station followers (At any time during the last month)



16,5 %

80.438 



 Univers: General population

General results - 24 hours

7,6 %

Share 24h



16.912 

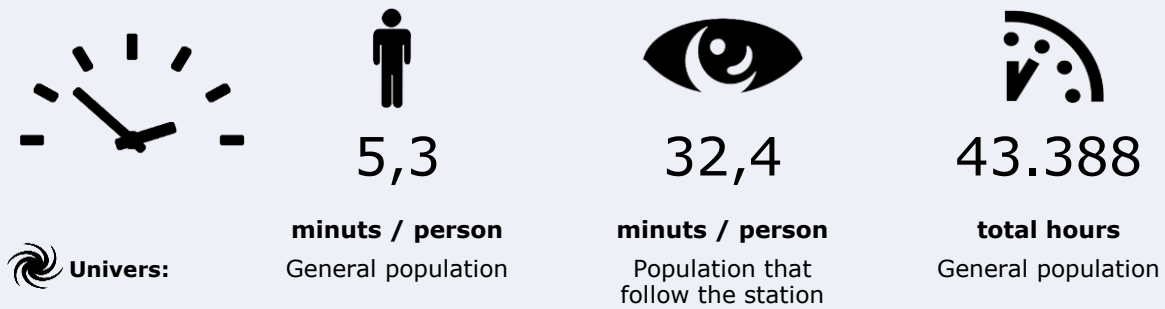
GRP 24h
Unique Listeners

1.808 

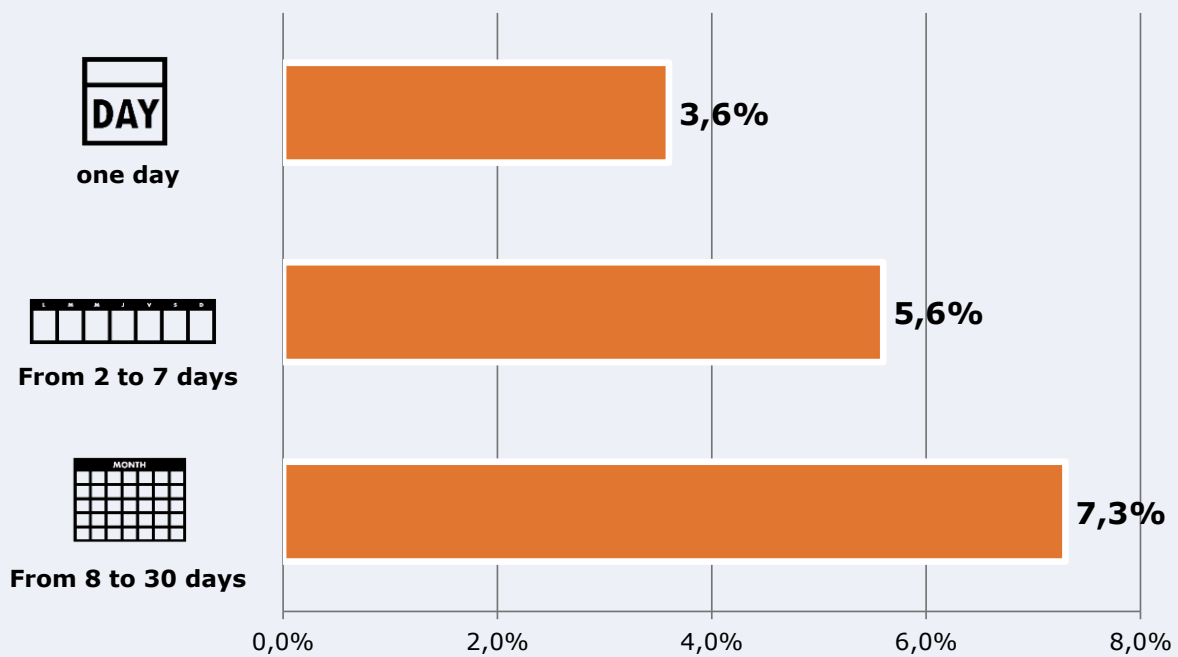
Average audience

 Univers: General population

Daily audience time



Last time the station was followed

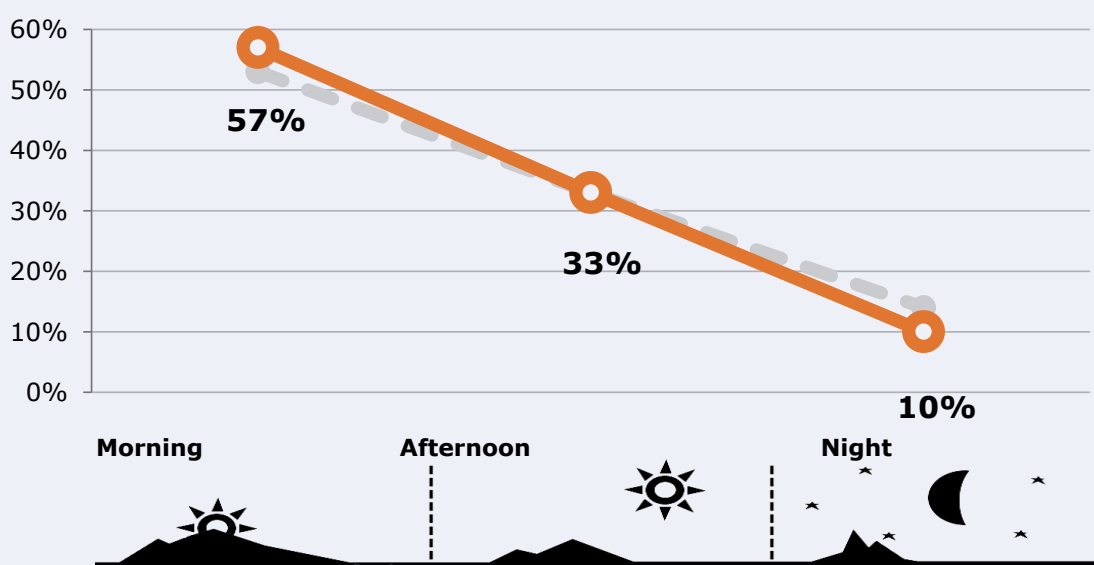


Universe: General population



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%

9640

3091

Afternoon



7,6%

5581

1790

Night[★]

5,4%

1691

542

Univers: General population



SOCIAL NETWORKS

Study area: global

Followers in social networks



10.000

www.facebook.com/BayRadioInSpain



593

x.com/bayradioinspain



1.331

www.instagram.com/bayradiospain/



956

www.youtube.com/channel/UCHyiJYOOyp4cWu5kzr_2RrA



12.880

TOTAL FOLLOWERS



Website

bayradio.fm