

Reference: 01656684

Information Requests
information.requests@ofcom.org.uk

1 September 2023

Freedom of Information: Right to know request

Thank you for your request for information in relation to radio listening figures. We received this request on 7 August 2023 and we have considered it under the Freedom of Information Act 2000.

You asked:

'You have recently issued a report on radio broadcasting in Wales. This appears to be a cut and paste review.

This omits substantial information.

There is no breakdown on how you estimate the figures for north and south Wales.

Both of these areas reflect substantial differences in population and reach.

I notice there are no percentage figures for Radio Wales reach in North Wales.

Can you please provide figures for the BBC Radio Wales and Radio 2 listening figures between 6.00am and midday'.

In addition:

'Please supply a breakdown between Northwest and Northeast Wales BBC listening figures between 6.00am and midday. Specifically I request Radio Wales data'.

We do not hold the figures you have requested. The Radio Joint Audience Research (RAJAR) listening figures are made available to us through a third party and so we do not hold the data.

With reference to the first part of your request, the figures for North and South Wales relate to the Total Survey Areas (TSAs) provided to RAJAR by the stations Heart North Wales and Heart South Wales. Total Survey Areas are the area within which a station's audience is measured and are based on postcode districts. More information on terms and definitions is available in the RAJAR glossary here: <https://www.rajar.co.uk/content.php?page=glossary>. We used these TSAs in our report as it allowed us to look more closely at how radio listening varies in different parts of Wales.

Figure 26 in the Media Nations: Wales 2023 report relates to the top five stations in each TSA by their market share (% of radio hours). BBC Radio Wales was not in the top five for North Wales on this metric, hence being excluded from the table, but we ran the analysis for this and I can confirm the weekly reach of BBC Radio Wales in the Heart North Wales TSA was 7.2% of adults aged 15+ in Q1 2023.

You may be interested to know that since we published our report, RAJAR has released the quarterly figures for Q2 (Apr - June) 2023. You can view and download the summary statistics for all stations from the RAJAR website here: https://www.rajar.co.uk/listening/quarterly_listening.php

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk quoting the reference number above in any future communications.

Yours sincerely,

Information requests

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Further information about this, and the internal review process can be found on the Information Commissioner's Office [here](#). Alternatively, the Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF