

15 November 2022

Dear

ATISN 16807 – Talk Radio advertisements

Thank you for your request which I received on 27 October 2022. You asked for the following information:

- How many Welsh speaking listeners do you understand Talk Radio to have in Wales? i.e. how many Welsh speakers are you aiming to reach with these talk Radio adverts?
- How much is the Welsh Government (including Transport for Wales) spending on Welsh language advertising on Talk Radio?

I can confirm that the Welsh Government does not hold the information requested. You may wish to direct your request to Transport for Wales for any information that they may hold.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

or e-mail: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

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

Telephone: 0303 123 1113
Website: www.ico.org.uk

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely