

# 2016 RADIO SURVEY SCHEDULE

| Week no | Survey Weeks<br>Sunday -<br>Saturday | Sydney                  | Melbourne               | Brisbane | Adelaide             | Perth | Newcastle            | Canberra   | Gold Coast |
|---------|--------------------------------------|-------------------------|-------------------------|----------|----------------------|-------|----------------------|------------|------------|
| 1       | Dec 27 Jan 2                         |                         |                         |          |                      |       |                      |            |            |
| 2       | Jan 3 9                              |                         |                         |          |                      |       |                      |            |            |
| 3       | 10 16                                |                         |                         |          |                      |       |                      |            |            |
| 4       | 17 23                                |                         |                         |          |                      |       |                      |            |            |
| 5       | 24 30                                |                         |                         |          |                      |       |                      |            |            |
| 6       | 31 Feb 6                             |                         |                         |          |                      |       |                      |            |            |
| 7       | Feb 7 13                             |                         |                         |          |                      |       |                      |            |            |
| 8       | 14 20                                |                         |                         |          |                      |       |                      |            |            |
| 9       | 21 27                                |                         |                         |          |                      |       |                      |            |            |
| 10      | 28 Mar 5                             |                         |                         |          |                      |       |                      |            |            |
| 11      | Mar 6 12                             |                         |                         |          |                      |       |                      |            |            |
| 12      | 13 19                                |                         |                         |          |                      |       |                      |            |            |
| 13      | 20 26                                |                         |                         |          |                      |       |                      |            |            |
| 14      | 27 Apr 2                             |                         |                         |          |                      |       |                      |            |            |
| 15      | Apr 3 9                              |                         |                         |          |                      |       |                      |            |            |
| 16      | 10 16                                |                         |                         |          |                      |       |                      | S1: Apr 20 |            |
| 17      | 17 23                                |                         |                         |          |                      |       |                      |            |            |
| 18      | 24 30                                |                         |                         |          |                      |       | S1: May 6            |            | S1: May 5  |
| 19      | May 1 7                              |                         |                         |          |                      |       |                      |            |            |
| 20      | 8 14                                 |                         |                         |          |                      |       |                      |            |            |
| 21      | 15 21                                |                         |                         |          |                      |       |                      |            |            |
| 22      | 22 28                                |                         |                         |          |                      |       |                      |            |            |
| 23      | 29 Jun 4                             |                         |                         |          |                      |       |                      |            |            |
| 24      | Jun 5 11                             |                         |                         |          |                      |       |                      |            |            |
| 25      | 12 18                                |                         |                         |          |                      |       |                      |            |            |
| 26      | 19 25                                |                         |                         |          |                      |       |                      |            |            |
| 27      | 26 Jul 2                             |                         |                         |          |                      |       |                      | S2: Jul 6  |            |
| 28      | Jul 3 9                              |                         |                         |          |                      |       |                      |            |            |
| 29      | 10 16                                |                         |                         |          |                      |       |                      |            |            |
| 30      | 17 23                                |                         |                         |          |                      |       |                      |            |            |
| 31      | 24 30                                |                         |                         |          |                      |       |                      |            |            |
| 32      | 31 Aug 6                             |                         |                         |          |                      |       | S2: Aug 12           |            | S2: Aug 11 |
| 33      | Aug 7 13                             |                         |                         |          |                      |       |                      |            |            |
| 34      | 14 20                                |                         |                         |          |                      |       |                      |            |            |
| 35      | 21 27                                |                         |                         |          |                      |       |                      |            |            |
| 36      | 28 Sept 3                            |                         |                         |          |                      |       |                      |            |            |
| 37      | Sept 4 10                            |                         |                         |          |                      |       |                      |            |            |
| 38      | 11 17                                |                         |                         |          |                      |       |                      |            |            |
| 39      | 18 24                                |                         |                         |          |                      |       |                      | S3: Sep 28 |            |
| 40      | 25 Oct 1                             |                         |                         |          |                      |       |                      |            |            |
| 41      | Oct 2 8                              |                         |                         |          |                      |       |                      |            |            |
| 42      | 9 15                                 |                         |                         |          |                      |       |                      |            |            |
| 43      | 16 22                                |                         |                         |          |                      |       |                      |            |            |
| 44      | 23 29                                |                         |                         |          |                      |       |                      |            |            |
| 45      | 30 Nov 5                             |                         |                         |          |                      |       |                      |            |            |
| 46      | Nov 6 12                             |                         |                         |          |                      |       | S3: Nov 18           |            | S3: Nov 17 |
| 47      | 13 19                                |                         |                         |          |                      |       |                      |            |            |
| 48      | 20 26                                |                         |                         |          |                      |       |                      |            |            |
| 49      | 27 Dec 3                             |                         |                         |          |                      |       |                      |            |            |
| 50      | Dec 4 10                             | Metropolitan Release    |                         |          |                      |       |                      |            |            |
| 51      | 11 17                                | Survey #1 Tue Mar 8     | Survey #3 Tue May 31    |          | Survey #5 Tue Aug 23 |       | Survey #7 Tue Nov 8  |            |            |
| 52      | 18 24                                | Survey #2 Tue Apr 19    | Survey #4 Tue Jul 5     |          | Survey #6 Tue Sep 27 |       | Survey #8 Tue Dec 13 |            |            |
|         | Easter Weekend                       | DAB+ Release            |                         |          |                      |       |                      |            |            |
|         | School Holidays                      | Report #1 2016 - Mar 22 | Report #3 2016 - Sep 13 |          |                      |       |                      |            |            |
|         |                                      | Report #2 2016 - Jun 27 | Report #4 2016 - Dec 6  |          |                      |       |                      |            |            |

Survey release dates for regional markets are noted against S1, S2 and S3 on the schedule

# 2016 RADIO REPORTING PERIODS FOR ROLLING SURVEYED MARKETS



| SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH |                                       |             |
|---|---------------------------------------|-------------|
| S1  | Jan 17 to Feb 27                      | Tue Mar 8   |
| S2  | Feb 7 to Feb 27 & Mar 6 to Apr 9      | Tue Apr 19  |
| S3  | Mar 6 to Apr 9 & Apr 17 to May 21     | Tue May 31  |
| S4  | Apr 17 to Jun 25                      | Tue Jul 5   |
| S5  | May 22 to Jun 25 & Jul 10 to Aug 13   | Tue Aug 23  |
| S6  | Jul 10 to Sept 17                     | Tue Sept 27 |
| S7  | Aug 14 to Sept 17 & Sept 25 to Oct 29 | Tue Nov 8   |
| S8  | Sept 25 to Dec 3                      | Tue Dec 13  |

| NEWCASTLE (Blind) |                                     |            |
|-------------------|-------------------------------------|------------|
| S1                | Jan 31 to Apr 23                    | Fri May 6  |
| S2                | Second half of S1 & May 8 to Jul 30 | Fri Aug 12 |
| S3                | May 8 to Jul 30 & Aug 14 to Nov 5   | Fri Nov 18 |

| CANBERRA |                                    |            |
|----------|------------------------------------|------------|
| S1       | Feb 14 to Apr 9                    | Wed Apr 20 |
| S2       | Mar 13 to Apr 9 & May 1 to Jun 25  | Wed Jul 6  |
| S3       | May 1 to Jun 25 & Jul 24 to Sep 17 | Wed Sep 28 |

| GOLD COAST / TWEED HEADS (Blind) |                                     |            |
|----------------------------------|-------------------------------------|------------|
| S1                               | Jan 31 to Apr 23                    | Thu May 5  |
| S2                               | Second half of S1 & May 8 to Jul 30 | Thu Aug 11 |
| S3                               | May 8 to Jul 30 & Aug 14 to Nov 5   | Thu Nov 17 |

Please note: survey release dates are staggered to allow for the different dynamics and logistic requirements of each market.

| UNDERSTANDING BLIND SURVEYS   |  |
|---|--|
| A non blind survey (rolling or otherwise) has a fixed and known survey period where the sample is placed evenly across the survey weeks.  |  |
| For blind surveys, the 'in' survey period is fixed and known to the market (12 week periods for Newcastle and the Gold Coast). The actual eight weeks of placement, from the published 12, are selected at random and the dates withheld from the market, i.e. they are not aware the weeks the sample is being placed, hence the term 'blind'. |  |

For more information please contact GfK 1800 097 713