

2017 RADIO RATINGS SCHEDULE



| SURVEY WEEK | | SYDNEY | MELBOURNE | BRISBANE | ADELAIDE | PERTH | NEWCASTLE | CANBERRA | GOLD COAST |
|-------------|-----------------|--------|-----------|----------|----------|-------|------------|------------|------------|
| 01 | Jan 01 - Jan 07 | | | | | | | | |
| 02 | Jan 08 - Jan 14 | | | | | | | | |
| 03 | Jan 15 - Jan 21 | | | | | | | | |
| 04 | Jan 22 - Jan 28 | | | | | | | | |
| 05 | Jan 29 - Feb 04 | | | | | | | | |
| 06 | Feb 05 - Feb 11 | | | | | | | | |
| 07 | Feb 12 - Feb 18 | | | | | | | | |
| 08 | Feb 19 - Feb 25 | | | | | | | | |
| 09 | Feb 26 - Mar 04 | | | | | | | | |
| 10 | Mar 05 - Mar 11 | | | | | | | | |
| 11 | Mar 12 - Mar 18 | | | | | | | | |
| 12 | Mar 19 - Mar 25 | | | | | | | | |
| 13 | Mar 26 - Apr 01 | | | | | | | | |
| 14 | Apr 02 - Apr 08 | | | | | | | S1: Apr 19 | |
| 15 | Apr 09 - Apr 15 | | | | | | | | |
| 16 | Apr 16 - Apr 22 | | | | | | | | |
| 17 | Apr 23 - Apr 29 | | | | | | | | |
| 18 | Apr 30 - May 06 | | | | | | S1: May 19 | | S1: May 18 |
| 19 | May 07 - May 13 | | | | | | | | |
| 20 | May 14 - May 20 | | | | | | | | |
| 21 | May 21 - May 27 | | | | | | | | |
| 22 | May 28 - Jun 03 | | | | | | | | |
| 23 | Jun 04 - Jun 10 | | | | | | | | |
| 24 | Jun 11 - Jun 17 | | | | | | | | |
| 25 | Jun 18 - Jun 24 | | | | | | | | |
| 26 | Jun 25 - Jul 01 | | | | | | | S2: Jul 05 | |
| 27 | Jul 02 - Jul 08 | | | | | | | | |
| 28 | Jul 09 - Jul 15 | | | | | | | | |
| 29 | Jul 16 - Jul 22 | | | | | | | | |
| 30 | Jul 23 - Jul 29 | | | | | | | | |
| 31 | Jul 30 - Aug 05 | | | | | | | | |
| 32 | Aug 06 - Aug 12 | | | | | | S2: Aug 18 | | S2: Aug 17 |
| 33 | Aug 13 - Aug 19 | | | | | | | | |
| 34 | Aug 20 - Aug 26 | | | | | | | | |
| 35 | Aug 27 - Sep 02 | | | | | | | | |
| 36 | Sep 03 - Sep 09 | | | | | | | | |
| 37 | Sep 10 - Sep 16 | | | | | | | | |
| 38 | Sep 17 - Sep 23 | | | | | | | S3: Sep 27 | |
| 39 | Sep 24 - Sep 30 | | | | | | | | |
| 40 | Oct 01 - Oct 07 | | | | | | | | |
| 41 | Oct 08 - Oct 14 | | | | | | | | |
| 42 | Oct 15 - Oct 21 | | | | | | | | |
| 43 | Oct 22 - Oct 28 | | | | | | | | |
| 44 | Oct 29 - Nov 04 | | | | | | | | |
| 45 | Nov 05 - Nov 11 | | | | | | | | |
| 46 | Nov 12 - Nov 18 | | | | | | S3: Nov 24 | | S3: Nov 23 |
| 47 | Nov 19 - Nov 25 | | | | | | | | |
| 48 | Nov 26 - Dec 02 | | | | | | | | |
| 49 | Dec 03 - Dec 09 | | | | | | | | |

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| METROPOLITAN RELEASES | Survey 1 - Tue Mar 14 Survey 2 - Thu Apr 27 | Survey 3 - Tue Jun 06 Survey 4 - Tue Jul 11 | Survey 5 - Tue Aug 29 Survey 6 - Thu Oct 05 | Survey 7 - Tue Nov 14 Survey 8 - Tue Dec 19 |
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Easter Weekend School Holidays

2017 RADIO REPORTING PERIODS FOR ROLLING SURVEYED MARKETS



SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH

| | | |
|----------|------------------------------------|------------|
| Survey 1 | Jan 22 to Mar 4 | Tue Mar 14 |
| Survey 2 | Feb 12 to Apr 8 | Thu Apr 27 |
| Survey 3 | Mar 5 to Apr 8 & Apr 23 to May 27 | Tue Jun 6 |
| Survey 4 | Apr 23 to Jul 1 | Tue Jul 11 |
| Survey 5 | May 28 to Jul 1 & Jul 16 to Aug 19 | Tue Aug 29 |
| Survey 6 | Jul 16 to Sept 23 | Thu Oct 5 |
| Survey 7 | Aug 20 to Sept 23 & Oct 1 to Nov 4 | Tue Nov 14 |
| Survey 8 | Oct 1 to Dec 9 | Tue Dec 19 |

NEWCASTLE (BLIND)

| | | |
|----------|-------------------------------------|------------|
| Survey 1 | Feb 5 to Apr 29 | Fri May 19 |
| Survey 2 | Second half of S1 & May 14 to Aug 5 | Fri Aug 18 |
| Survey 3 | May 14 to Aug 5 & Aug 20 to Nov 11 | Fri Nov 24 |

CANBERRA

| | | |
|----------|-------------------------------------|------------|
| Survey 1 | Feb 5 to Apr 1 | Wed Apr 19 |
| Survey 2 | Mar 5 to Apr 1 & Apr 30 to Jun 24 | Wed Jul 5 |
| Survey 3 | Apr 30 to Jun 24 & Jul 23 to Sep 16 | Wed Sep 27 |

GOLD COAST / TWEED HEADS (BLIND)

| | | |
|----------|-------------------------------------|------------|
| Survey 1 | Feb 5 to Apr 29 | Thu May 18 |
| Survey 2 | Second half of S1 & May 14 to Aug 5 | Thu Aug 17 |
| Survey 3 | May 14 to Aug 5 & Aug 20 to Nov 11 | Thu Nov 23 |

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