

2018 RADIO SURVEY SCHEDULE

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

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

2018 RADIO REPORTING PERIODS FOR ROLLING SURVEYED MARKETS



SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH		
S1	Jan 21 to Mar 3	Tue Mar 13
S2	Feb 11 to Mar 3 & Mar 11 to Apr 14	Tue Apr 24
S3	Mar 11 to Apr 14 & Apr 22 to May 26	Tue Jun 5
S4	Apr 22 to Jun 30	Tue Jul 10
S5	May 27 to Jun 30 & Jul 15 to Aug 18	Tue Aug 28
S6	Jul 15 to Sept 22	Thu Oct 4
S7	Aug 19 to Sep 22 & Sep 30 to Nov 3	Tue Nov 13
S8	Sep 30 to Dec 8	Tue Dec 18

NEWCASTLE (Blind)		
S1	Feb 4 to Apr 28	Fri May 18
S2	Second half of S1 & May 13 to Aug 4	Fri Aug 17
S3	May 13 to Aug 4 & Aug 19 to Nov 10	Fri Nov 23

CANBERRA		
S1	Feb 4 to Mar 31	Wed Apr 11
S2	Mar 4 to Mar 31 & Apr 29 to Jun 23	Wed Jul 4
S3	Apr 29 to Jun 23 & Jul 22 to Sep 15	Wed Sep 26

GOLD COAST / TWEED HEADS		
S1	Jan 28 to Mar 24	Thu Apr 12
S2	Feb 25 to Mar 24 & Apr 22 to Jun 30	Thu Jul 19
S3	Apr 22 to Jun 30 & Jul 15 to Sep 22	Thu Oct 11

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

UNDERSTANDING BLIND SURVEYS	
<p>A non blind survey (rolling or otherwise) has a fixed and known survey period where the sample is placed evenly across the survey weeks.</p>	
<p>For blind surveys, the 'in' survey period is fixed and known to the market (12 week periods for Newcastle). 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'.</p>	

For more information please contact GfK 1800 097 713