



2007 Radio Survey Schedule

WEEK NO	Survey Weeks Sunday-Saturday			SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH	NEWCASTLE	CANNBERRA	GOLD COAST	WOLLONGONG	OTHER REGIONAL	OTHER REGIONAL
01	Dec 31	Jan 6												
02	Jan 7	Jan 13												
03	Jan 14	Jan 20	■	■	■	■	■	■	■					
04	Jan 21	Jan 27	■	■	■	■	■	■	■					
05	Jan 28	Feb 3	■	■	■	■	■	■	■					
06	Feb 4	Feb 10	■	■	■	■	■	■	■					
07	Feb 11	Feb 17	■	■	■	■	■	■	■					
08	Feb 18	Feb 24	■	■	■	■	■	■	■	■	■			
09	Feb 25	Mar 3	■	■	■	■	■	■	■	■	■			
10	Mar 4	Mar 10	■	■	■	■	■	■	■	■	■			
11	Mar 11	Mar 17	■	■	■	■	■	■	■	■	■			
12	Mar 18	Mar 24	■	■	■	■	■	■	■	■	■			
13	Mar 25	Mar 31	■	■	■	■	■	■	■	■	■			
14	Apr 1	Apr 7	■	■	■	■	■	■	■					
15	Apr 8	Apr 14	■	■	■	■	■	■	■	EASTER				
16	Apr 15	Apr 21	■	■	■	■	■	■	■					
17	Apr 22	Apr 28	■	■	■	■	■	■	■				Central Coast	
18	Apr 29	May 5	■	■	■	■	■	■	■					
19	May 6	May 12	■	■	■	■	■	■	■					
20	May 13	May 19	■	■	■	■	■	■	■					
21	May 20	May 26	■	■	■	■	■	■	■					
22	May 27	Jun 2	■	■	■	■	■	■	■					
23	Jun 3	Jun 9	■	■	■	■	■	■	■					
24	Jun 10	Jun 16	■	■	■	■	■	■	■					
25	Jun 17	Jun 23	■	■	■	■	■	■	■					
26	Jun 24	Jun 30	■	■	■	■	■	■	■					
27	Jul 1	Jul 7	■	■	■	■	■	■	■					
28	Jul 8	Jul 14	■	■	■	■	■	■	■					
29	Jul 15	Jul 21	■	■	■	■	■	■	■					
30	Jul 22	Jul 28	■	■	■	■	■	■	■					
31	Jul 29	Aug 4	■	■	■	■	■	■	■					
32	Aug 5	Aug 11	■	■	■	■	■	■	■	■				
33	Aug 12	Aug 18	■	■	■	■	■	■	■	■				
34	Aug 19	Aug 25	■	■	■	■	■	■	■	■				
35	Aug 26	Sept 1	■	■	■	■	■	■	■	■	■			
36	Sept 2	Sept 8	■	■	■	■	■	■	■					
37	Sept 9	Sept 15	■	■	■	■	■	■	■					
38	Sept 16	Sept 22	■	■	■	■	■	■	■					
39	Sept 23	Sept 29	■	■	■	■	■	■	■					
40	Sept 30	Oct 6	■	■	■	■	■	■	■					
41	Oct 7	Oct 13	■	■	■	■	■	■	■					
42	Oct 14	Oct 20	■	■	■	■	■	■	■					
43	Oct 21	Oct 27	■	■	■	■	■	■	■					
44	Oct 28	Nov 3	■	■	■	■	■	■	■					
45	Nov 4	Nov 10	■	■	■	■	■	■	■					
46	Nov 11	Nov 17	■	■	■	■	■	■	■					
47	Nov 18	Nov 24	■	■	■	■	■	■	■					
48	Nov 25	Dec 1	■	■	■	■	■	■	■					
49	Dec 2	Dec 8	■	■	■	■	■	■	■					
50	Dec 9	Dec 15	■	■	■	■	■	■	■					
51	Dec 16	Dec 22	■	■	■	■	■	■	■					
52	Dec 23	Dec 29	■	■	■	■	■	■	■					

Metropolitan Release Dates:
 Survey #1 - Tue, Feb 20
 Survey #2 - Tue, Mar 27
 Survey #3 - Tue, May 8
 Survey #4 - Tue, Jun 19
 Survey #5 - Tue, Aug 7
 Survey #6 - Tue, Sep 11
 Survey #7 - Tue, Oct 30
 Survey #8 - Tue, Dec 4

Regional Release Dates:
 see next page

NOTE:
 Survey dates may be subject to change. Subscribers will be advised of any changes to the above schedule.
 Some survey dates for major regional markets are to be determined. They will be added to this schedule after they have been determined.

Note: Due to Brisbane's public holiday on May 7 they will need to download either on 4th or 8th

☐ School Holidays
 EASTER April 6-9

2007 Reporting Periods for Rolling Surveyed Markets

SYDNEY, MELBOURNE, BRISBANE, ADELAIDE, PERTH		
SURVEY No.	REPORTING PERIODS	RELEASE DATE
1	Jan 14 to Feb 10	Tue February 20
2	Jan 28 to Mar 17	Tue Mar 27
3	Feb 11 to Mar 17 and Mar 25 to Apr 28	Tue May 8
4	Mar 25 to Apr 28 and May 6 to Jun 9	Tue June 19
5	May 6 to Jun 9 and Jun 24 to Jul 28	Tue August 7
6	June 24 to Sep 1	Tue September 11
7	Jul 29 to Sep 1 and Sep 16 to Oct 20	Tue October 30
8	Sep 16 to Nov 24	Tue December 4

NEWCASTLE		
SURVEY No.	REPORTING PERIODS	RELEASE DATE
1	Jan 15 to Apr 15 **	Fri April 20
2	2nd half of #1 ** & Apr 23 to Jul 22 **	Fri July 27
3	Apr 23 to Jul 22 ** & Jul 30 to Oct 28 **	Fri November 2

**** 'Blind' Surveys** (eg. Newcastle waves 1, 2 & 3)

Rather than a fixed two-week period, where the sample is placed evenly across 2 or more weeks, the blind survey concept utilises a 3-month (13-week) period.

The sample is placed evenly over a minimum of eight of the thirteen weeks within the period, and a relatively even number of SLA's are surveyed each week. These selected weeks need not necessarily be consecutive and would not be disclosed to the participating stations.

The nature of regional radio markets will possibly lead to knowledge by the stations of when the first diaries are placed in the market. However, as the diaries will be placed over at least another seven weeks and with probably a number of non-survey weeks in the period, it would be difficult for stations to implement any promotional activity that would bear rewards of increased audience within the measured period.

All other aspects of the survey would remain identical to the system used in the past.

For a more detailed explanation of the 'blind' survey methodology, please contact your local Nielsen Media Research representative.

REGIONAL MARKETS	
SURVEY No.	RELEASE DATE
Canberra #1	Thu March 29
Gold Coast/Tweed #1	Thu April 19
Central Coast (NSW) #1	Thu June 21
Canberra #2	Thu September 13
Gold Coast/Tweed #2	Thu October 25