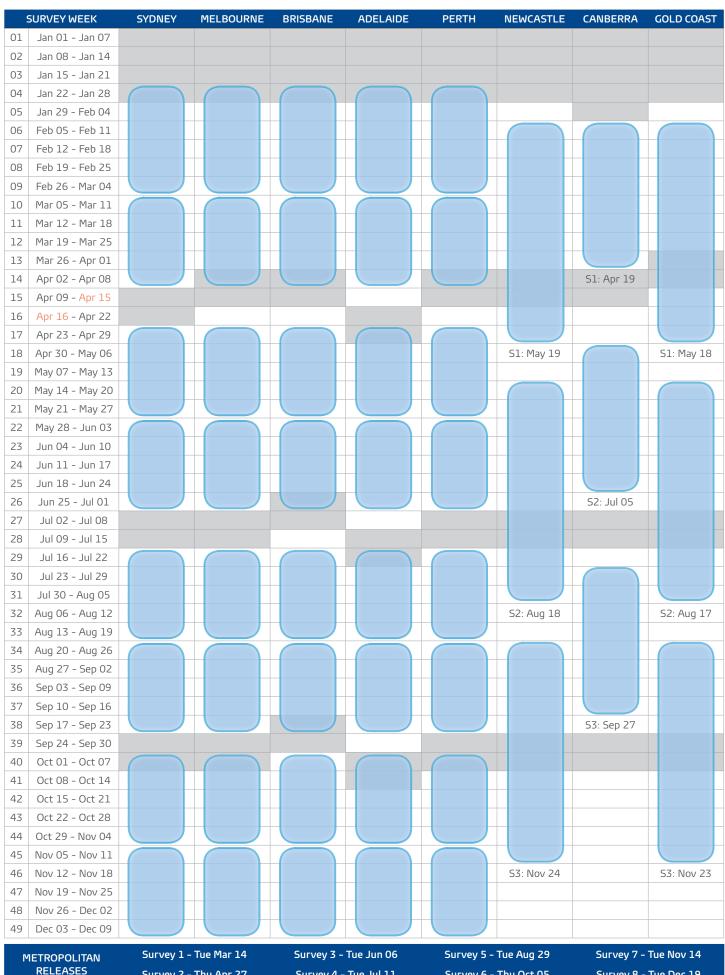
2017 RADIO RATINGS SCHEDULE





Easter Weekend School Holidays

Survey 2 - Thu Apr 27

Survey 4 - Tue Jul 11

Survey 6 - Thu Oct 05

Survey 8 - Tue Dec 19

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'.