



# REPORTING PERIODS



## AUCKLAND / CHRISTCHURCH / WELLINGTON

Survey 1	Jan 31 to Mar 5 & Mar 6 to Apr 23	Thu May 5
Survey 2	Mar 6 to Apr 23 & Apr 24 to Jul 2	Thu Jul 21
Survey 3	Apr 24 to Jul 2 & Jul 17 to Oct 22	Thu Nov 10

## 10 INDIVIDUAL REGIONAL MARKETS

Survey 1	Jan 31 to Apr 9 & Apr 10 to Jun 4 & Jun 19 to Aug 20 & Aug 21 to Oct 22	Thu Nov 10
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## TOTAL NEW ZEALAND

Survey 1	Jan 31 to Apr 9 & Apr 10 to Jun 4	Thu Jul 21
Survey 2	Jun 19 to Aug 20 & Aug 21 to Oct 22	Thu Nov 10

## MAJOR MARKETS

Survey 1	Jan 31 to Apr 9	Thu May 5
Survey 2	Jan 31 to Apr 9 & Apr 10 to Jun 4	Thu Jul 21
Survey 3	Jun 19 to Aug 20 & Aug 21 to Oct 22	Thu Nov 10

## OVERVIEW OF ROLLING SURVEYS

Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. Under this method, markets such as Auckland, Christchurch and Wellington are in survey for 39 weeks of the year and provide three survey releases. Rolling surveys also tend to minimise the larger fluctuations in results that can be found between individual survey periods.

Rolling surveys operate in the following manner:

- The first wave (Wave 1) is conducted in either five or nine weeks depending on market. The next wave (Wave 2) is then conducted over a new six or nine week period, where half of the required sample is placed. Wave 1 and Wave 2 are then averaged together to produce the Survey 1 results.
- Following Wave 2, another new eleven or nine week period is surveyed, again half of the required sample, producing Wave 3. Wave 2 and Wave 3 are then averaged together to provide Survey 2.
- Another new fourteen or nine week period is surveyed, again half of the required sample, producing Wave 4. Wave 3 and Wave 4 are then combined together to provide Survey 3.

The term Rolling Surveys comes from the actual process of adding a new wave of sample and dropping off the oldest wave thus rolling the sample.