2023 ROLLING RADIO SCHEDULE
METROPOLITAN MARKETS

Week no	Survey Weeks Sunday - Saturday	Waves	Survey 1 (Thu Mar 16)	Survey 2 (Thu Apr 20)	Survey 3 (Tue Jun 6)	Survey 4 (Tue Jul 11)	Survey 5 (Tue Aug 29)	Survey 6 (Thu Oct 5)	Survey 7 (Thu Nov 16)	Survey 8 (Tue Dec 19)
1	1 7									
2	8 14									
3	15 21	Wave 1 (a&b)	Wave 1a							
4	22 28									
5	29 Feb 4									
6	Feb 5 11		Wave 1b	Wave 1b						
7	12 18									
8	19 25									
9	26 Mar 4	Wave 2			Wave 2					
10	Mar 5 11			Wave 2						
11	12 18									
12	19 25									
13	26 Apr 1									
14	Apr 2 8									
15	9 15				Wave 3	Wave 3				
16	16 22	Wave 3								
17	23 29									
18	30 May 6									
19	May 7 13									
20	14 20									
21	21 27	Wave 4				Wave 4	Wave 4			
22	28 Jun 3									
23	Jun 4 10									
24	11 17									
25	18 24									
26	25 Jul 1									
27	Jul 2 8									
28	9 15	Wave 5					Wave 5	Wave 5		
29	16 22									
30	23 29									
31	30 Aug 5									
32	Aug 6 12									
33	13 19	Wave 6						Wave 6	Wave 6	
34	20 26									
35	27 Sep 2									
36	Sep 3 9									
37	10 16									
38	17 23									
39	24 30	Wave 7							Wave 7	Wave 7
40	Oct 1 Oct 7									
41	8 14									
42	15 21									
43	22 28									
44	29 Nov 4	Wave 8								Wave 8
45	Nov 5 11									
46	12 18									
47	19 25									
48	26 Dec 2									
49	Dec 3 9									
50	10 16									
51	17 23									
52	24 30									

Easter Weekend

More about Rolling Surveys

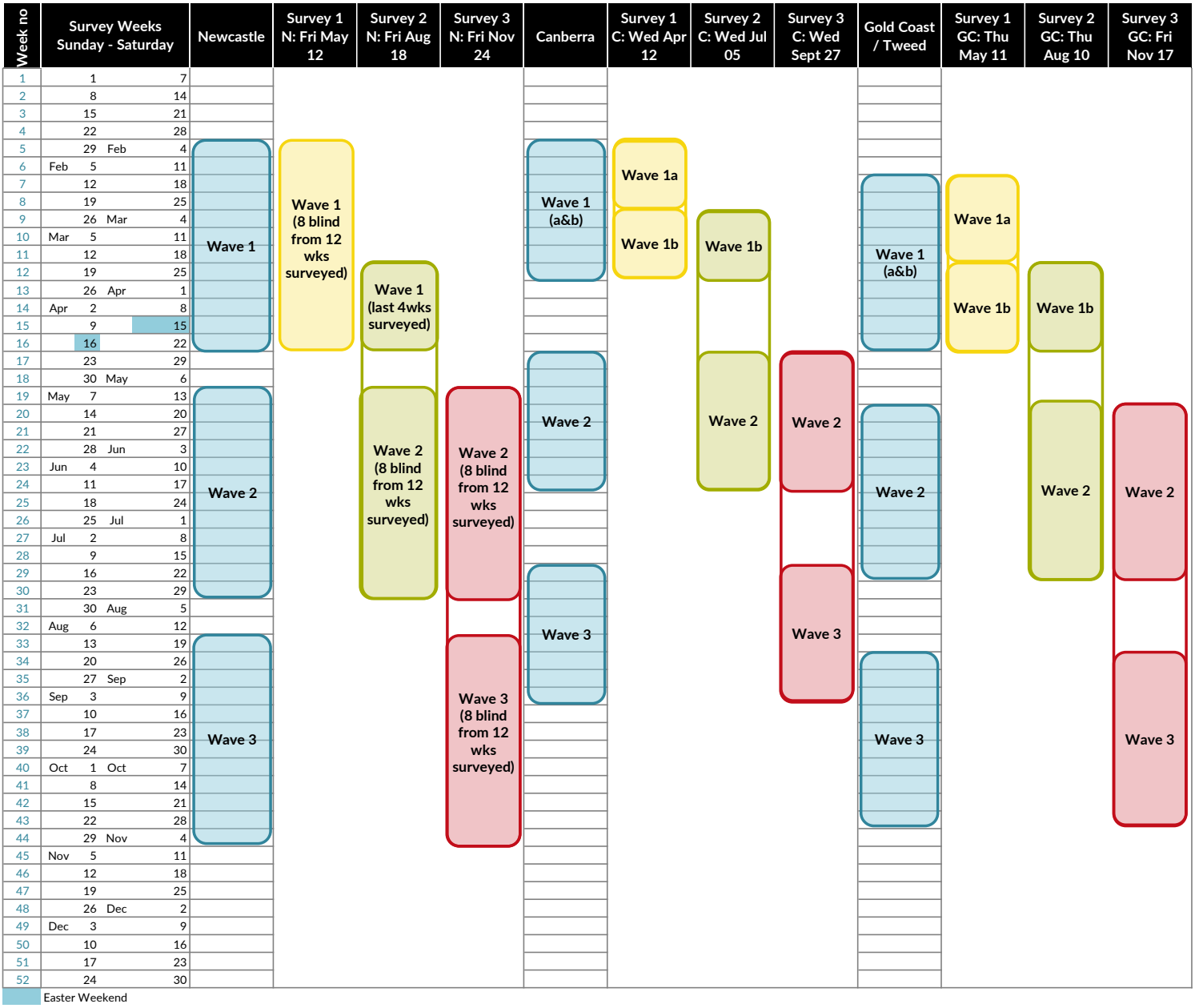
Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. For the Metropolitan markets rolling surveys have been utilised for many years. Under this method these markets are in survey for 41 weeks of the year and provide eight survey releases. 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 survey wave of 2023 is conducted over six weeks; Wave 1 is divided into two 3 weeks blocks (Wave 1a and 1b), half the required sample in Wave 1a and the other half in Wave 1b. These waves are then averaged together to generate Survey 1.
- the next wave (Wave 2) is then conducted over a new five week period, where half of the required survey sample is placed evenly across the five weeks. Wave 1b and Wave 2 are then averaged together to produce the Survey 2 results.
- following Wave 2, another new five week period is surveyed, again half of the required sample, producing Wave 3. Wave 2 and Wave 3 are then combined to provide Survey 3.
- this process continues through till the end of the year.

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 through the year.

2023 ROLLING RADIO SCHEDULE
NEWCASTLE, GOLD COAST/TWEED AND CANBERRA



More about Rolling Surveys

Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. In 2023, Newcastle will be in survey for 36 weeks of the year, Gold Coast for 30 weeks and Canberra for 24 weeks. All three markets will have three survey releases.

Newcastle Blind Rolling surveys operate in the following manner:

- the first survey wave of 2023 is conducted over a 12 week period; GfK then selects eight weeks within the wave without informing the market of the selected dates, this is why it is called a blind survey. A full sample is placed evenly over these eight weeks and they are then combined to generate Survey 1.
- the next wave (Wave 2) is then conducted over a new 12 week period, where half of the required survey is placed evenly across 8 blind weeks. The last four weeks of Wave 1 and Wave 2 are then combined to produce the Survey 2.
- following Wave 2, another new 12 week period is surveyed across 8 blind weeks, again half of the required survey, producing Wave 3. Wave 2 and Wave 3 are then combined to produce Survey 3.

Gold Coast and Canberra Rolling Survey operates in the following manner:

- the first survey wave of 2023 is conducted over 10 weeks for Gold Coast, divided into two five week periods (Wave 1a and 1b), and 8 weeks for Canberra, divided into two four week periods. A full sample is placed evenly across Wave 1a and 1b in this wave. The weeks are then averaged to producte Survey 1.
- the next wave (Wave 2) is then conducted over a new 10 week period for Gold Coast and 8 week period for Canberra, where half of the required sample is placed. Then Wave 1b and Wave 2 are averaged to provide Survey 2.
- the final wave (Wave 3) is conducted over a new 10 week period for Gold Coast and 8 week period for Canberra, again half the required sample is placed. Wave 2 and Wave 3 are averaged 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 through the year.