

# 2021 NEW ZEALAND RADIO SURVEY SCHEDULE



Week no	Survey Weeks Sunday - Saturday		Total NZ / All Markets	Commercial Radio Survey Release Dates	Radio New Zealand Survey Release Dates
1	3	Jan 9			
2	Jan 10	16			
3	17	23			
4	24	30			
5	31	Feb 6			
6	Feb 7	13			
7	14	20	*		
8	21	27			
9	28	Mar 6			
10	Mar 7	13			
11	14	20			
12	21	27			
13	28	Apr 3			
14	Apr 4	10			
15	11	17			
16	18	24			
17	25	May 1		S1 Thur Apr 29	
18	May 2	8			S1 Thur May 6
19	9	15			
20	16	22			
21	23	29			
22	30	Jun 5			
23	Jun 6	12			
24	13	19			
25	20	26			
26	27	Jul 3			
27	Jul 4	10			
28	11	17		S2: Thur Jul 15	
29	18	24			S2: Thur Jul 22
30	25	31			
31	1	Aug 7			
32	Aug 8	14			
33	15	21			
34	22	28			
35	29	Sep 4			
36	Sep 5	11			
37	12	18		S3: Thu Sep 16	
38	19	25			S3: Thu Sep 23
39	26	Oct 2			
40	Oct 3	9			
41	10	16			
42	17	23			
43	24	30			
44	31	Nov 6			
45	Nov 7	13			
46	14	20			
47	21	27		S4: Thu Nov 25	
48	28	Dec 4			S4: Thu Dec 2
49	Dec 5	11			
50	12	18			
51	19	25			
52	26	1			

\* Auckland, Northland, Tauranga and Waikato  
Wave 1 field dates:  
Sunday February 14th to Saturday April

**Total NZ Market:** an aggregated survey that includes Auckland, Wellington, Christchurch, the ten individual regional markets and the additional Total NZ top up sample. Users can interrogate the data at a Total NZ level and by individual markets.

**Individual markets available are:**

- Auckland
- Wellington
- Christchurch
- Northland
- Waikato
- Tauranga
- Rotorua
- Hawke's Bay
- Taranaki
- Manawatu
- Nelson
- Dunedin
- Southland

Easter Weekend

School Holidays

# 2021 RADIO REPORTING PERIODS



AUCKLAND* / WELLINGTON / CHRISTCHURCH			
		Commercial Radio	Radio New Zealand
Survey 1	Sept 13 to Nov 14 2020 & Jan 31 to Apr 10 2021	Thu Apr 29	Thu May 6
Survey 2	Jan 31 to Jun 19 2021	Thu Jul 15	Thu Jul 22
Survey 3	Apr 11 to Aug 28 2021	Thu Sep 16	Thu Sep 23
Survey 4	Jun 20 to Nov 6 2021	Thu Nov 25	Thu Dec 2

10 INDIVIDUAL REGIONAL MARKETS*			
		Commercial Radio	Radio New Zealand
Survey 1	Jan 19 to Mar 28 2020 & Jul 19 to Nov 14 2020 & Jan 31 to Apr 10 2021	Thu Apr 29	Thu May 6
Survey 2	Jul 19 to Nov 14 2020 & Jan 31 to Jun 19 2021	Thu Jul 15	Thu Jul 22
Survey 3	Sept 13 to Nov 14 2020 & Jan 31 to Aug 28 2021	Thu Sep 16	Thu Sep 23
Survey 4	Jan 31 to Nov 6 2021	Thu Nov 25	Thu Dec 2

TOTAL NEW ZEALAND* / MAJOR MARKETS*			
		Commercial Radio	Radio New Zealand
Survey 1	(A/W/C) Sept 13 to Nov 14 2020 & Jan 31 to Apr 10 2021 (Regional) Jan 19 to Mar 28 2020 & Jul 19 to Nov 14 2020 & Jan 31 to Apr 10 2021	Thu Apr 29	Thu May 6
Survey 2	(A/W/C) Jan 31 to Jun 19 2021 (Regional) Jul 19 to Nov 14 2020 & Jan 31 to Jun 19 2021	Thu Jul 15	Thu Jul 22
Survey 3	(A/W/C) Apr 11 to Aug 28 2021 (Regional) Sept 13 to Nov 14 2020 & Jan 31 to Aug 28 2021	Thu Sep 16	Thu Sep 23
Survey 4	(A/W/C) Jun 20 to Nov 6 2021 (Regional) Jan 31 to Nov 6 2021	Thu Nov 25	Thu Dec 2

\*Auckland, Northland, Tauranga and Waikato Wave 1 field dates Feb 14 to Apr 10

OVERVIEW OF ROLLING SURVEYS
<p>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 40 weeks of the year and provide four survey releases. Rolling surveys also tend to minimise the larger fluctuations in results that can be found between individual survey periods.</p> <p>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.</p>