2021 NEW ZEALAND RADIO SURVEY SCHEDULE



1	Week no	Sun	Weeks day - ırday	Total NZ / All Markets	Commerial Radio Survey Release Dates	Radio New Zealand Survey Release Dates
3	1	3	Jan 9			
4	2	Jan 10	16			
S	3	17	23			
**Auckland, Northland, Tauranga and Waikato Wave 1 field dates: Sunday February 14th to Saturday April 11						
Thur Apr 29						
8 21 27 7 9 28 Mar 6 10 Mar 7 13 11 1 14 20 11 12 13 28 Apr 3 14 Apr 4 10 15 11 17 17 16 18 24 17 25 May 1 1 18 May 2 8 8 11 17 20 16 22 21 23 29 12 30 Jun 6 12 24 13 19 19 25 13 1 1 17 17 19 19 19 19 19 19 19 19 19 19 19 19 19						Tauranga and Waikato
9						to Saturday April
10						
11					-	
12					-	
13					1	
14					1	
15					1	
16 18 24 17 25 May 1 18 May 2 8 19 9 15 15 20 16 22 22 21 23 29 22 22 30 Jun 5 5 23 Jun 6 12 24 13 19 7 25 20 26 27 26 27 Jul 3 27 Jul 4 10 28 11 17 29 18 24 30 25 31 31 1 Aug 32 Aug 8 44 22 28 35 29 Sep 4 36 Sep 5 11 37 12 18 38 19 25 39 26 Oct 2 40 Oct 3 41 10					1	
17					1	
18 May 2 8 19 9 15 15 16 16 12 17 18 17 17 18 18 19 18 18 19 19 19					S1 Thur Apr 29	
20	18	May 2	8		i .	S1 Thur May 6
21	19	9	15		1	
22	20	16	22		1	
23 Jun 6 12 24 13 19 25 20 26 26 27 Jul 3 27 Jul 4 10 28 11 17 29 18 24 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 38 19 25 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 27 48 28 Dec 4 49 Dec 5 11 50 12 18 51 19 25 54 Thu Nov 25 S4: Thu Dec 2	21	23	29]	
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25	23	Jun 6	12			
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27 Jul	25	20	26			
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38					S3: Thu Sep 16	
39						S3: Thu Sep 23
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49 Dec 5 11 50 12 18 51 19 25		i			S4: Thu Nov 25	
50 12 18 51 19 25						S4: Thu Dec 2
51 19 25						
<mark>52</mark> 26 1						
Easter Weekend	52				<u> </u>	

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

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.

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.