



Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
People	10+	4,834,000	4,902,000	2,192,000	1,174,000	1,788,000
	10-17	502,000	507,000	255,000	120,000	200,000
	18-24	535,000	566,000	249,000	126,000	187,000
	25-39	1,364,000	1,378,000	585,000	280,000	475,000
	40-54	1,033,000	1,048,000	484,000	247,000	401,000
	55-64	595,000	597,000	268,000	161,000	228,000
	65+	805,000	806,000	351,000	240,000	297,000
	13+	4,634,000	4,701,000	2,090,000	1,127,000	1,709,000
	18+	4,332,000	4,395,000	1,937,000	1,054,000	1,588,000
	16-24	653,000	686,000	308,000	155,000	235,000
	25-34	928,000	947,000	400,000	188,000	316,000
	35-44	797,000	792,000	348,000	172,000	295,000
	45-59	987,000	1,003,000	465,000	250,000	386,000
	60+	1,085,000	1,087,000	475,000	318,000	404,000
Men	10+	2,395,000	2,423,000	1,075,000	571,000	884,000
	10-17	260,000	264,000	130,000	61,000	104,000
	18-24	275,000	294,000	125,000	65,000	95,000
	25-39	681,000	689,000	290,000	138,000	235,000
	40-54	514,000	515,000	237,000	122,000	199,000
	55+	665,000	661,000	293,000	185,000	251,000
	13+	2,291,000	2,317,000	1,023,000	547,000	843,000
	18+	2,135,000	2,159,000	945,000	510,000	780,000
	16-24	336,000	356,000	155,000	80,000	120,000
	25-34	463,000	473,000	198,000	93,000	156,000
	35-44	400,000	397,000	172,000	85,000	147,000
	45-59	487,000	488,000	227,000	122,000	191,000
60+	510,000	507,000	223,000	145,000	191,000	
Women	10+	2,439,000	2,479,000	1,117,000	603,000	904,000
	10-17	242,000	243,000	125,000	59,000	96,000
	18-24	260,000	272,000	124,000	61,000	92,000
	25-39	683,000	689,000	295,000	142,000	240,000
	40-54	519,000	533,000	247,000	125,000	202,000
	55+	735,000	742,000	326,000	216,000	274,000
	13+	2,343,000	2,384,000	1,067,000	580,000	866,000
	18+	2,197,000	2,236,000	992,000	544,000	808,000
	16-24	317,000	330,000	153,000	75,000	115,000
	25-34	465,000	474,000	202,000	95,000	160,000
	35-44	397,000	395,000	176,000	87,000	148,000
	45-59	500,000	515,000	238,000	128,000	195,000
60+	575,000	580,000	252,000	173,000	213,000	



Population Potentials - Metropolitan

	Sydney	Melbourne	Brisbane	Adelaide	Perth	
Min. Sample Size	2,400	2,400	2,000	1,750	1,850	
Regions	1	1,160,000	1,242,000	384,000	253,000	760,000
	2	852,000	1,410,000	406,000	311,000	311,000
	3	672,000	1,130,000	500,000	299,000	200,000
	4	880,000	1,120,000	279,000	311,000	517,000
	5	1,270,000		623,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release.
- The population potential figures are GfK's estimates of the number of people, by age cell, for each survey area.
- Each 10+ population and potential figure is estimated as at 5 January 2022.



Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
People	10+	532,000	412,000	633,000
	10-17	59,000	43,000	67,000
	18-24	54,000	49,000	64,000
	25-39	120,000	114,000	144,000
	40-54	111,000	92,000	139,000
	55-64	75,000	50,000	87,000
	65+	113,000	64,000	132,000
	13+	509,000	395,000	607,000
	18+	473,000	369,000	566,000
	16-24	68,000	59,000	80,000
	25-34	81,000	76,000	97,000
	35-44	74,000	70,000	92,000
	45-59	114,000	87,000	139,000
	60+	150,000	87,000	174,000
	Men	10+	262,000	202,000
10-17		30,000	22,000	34,000
18-24		28,000	24,000	32,000
25-39		60,000	56,000	70,000
40-54		55,000	46,000	67,000
55+		89,000	54,000	102,000
13+		250,000	193,000	292,000
18+		232,000	180,000	271,000
16-24		35,000	29,000	40,000
25-34		41,000	37,000	47,000
35-44		36,000	35,000	45,000
45-59		56,000	43,000	66,000
60+		71,000	41,000	81,000
Women	10+	270,000	210,000	328,000
	10-17	29,000	21,000	33,000
	18-24	26,000	25,000	32,000
	25-39	60,000	58,000	74,000
	40-54	56,000	46,000	72,000
	55+	99,000	60,000	117,000
	13+	259,000	202,000	315,000
	18+	241,000	189,000	295,000
	16-24	33,000	30,000	40,000
	25-34	40,000	39,000	50,000
	35-44	38,000	35,000	47,000
	45-59	58,000	44,000	73,000
	60+	79,000	46,000	93,000



Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
Regions	1	218,000	412,000	483,000
	2	130,000		150,000
	3	184,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release.
- The population potential figures are GfK's estimates of the number of people, by age cell, for each survey area.
- Each 10+ population and potential figure is estimated as at 5 January 2022.