

Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
People	10+	4,804,000	4,844,000	2,199,000	1,192,000	1,822,000
	10-17	508,000	503,000	263,000	123,000	206,000
	18-24	511,000	538,000	246,000	124,000	184,000
	25-39	1,330,000	1,346,000	577,000	285,000	474,000
	40-54	1,044,000	1,051,000	492,000	251,000	410,000
	55-64	597,000	595,000	266,000	161,000	234,000
	65+	814,000	811,000	355,000	248,000	314,000
	13+	4,604,000	4,648,000	2,096,000	1,145,000	1,741,000
	18+	4,296,000	4,341,000	1,936,000	1,069,000	1,616,000
	16-24	630,000	657,000	307,000	154,000	232,000
	25-34	898,000	921,000	387,000	190,000	310,000
	35-44	797,000	788,000	358,000	178,000	304,000
	45-59	992,000	1,000,000	465,000	250,000	393,000
	60+	1,098,000	1,094,000	480,000	327,000	425,000
Men	10+	2,371,000	2,376,000	1,079,000	581,000	902,000
	10-17	263,000	260,000	135,000	62,000	107,000
	18-24	262,000	281,000	124,000	64,000	94,000
	25-39	660,000	663,000	285,000	142,000	236,000
	40-54	517,000	515,000	242,000	124,000	205,000
	55+	669,000	657,000	293,000	189,000	260,000
	13+	2,268,000	2,274,000	1,026,000	557,000	860,000
	18+	2,108,000	2,116,000	944,000	519,000	795,000
	16-24	324,000	342,000	155,000	79,000	119,000
	25-34	443,000	451,000	191,000	95,000	154,000
	35-44	399,000	392,000	176,000	88,000	152,000
	45-59	489,000	486,000	229,000	123,000	196,000
	60+	515,000	506,000	224,000	149,000	199,000
Women	10+	2,433,000	2,468,000	1,120,000	611,000	920,000
	10-17	245,000	243,000	128,000	61,000	99,000
	18-24	249,000	257,000	122,000	60,000	90,000
	25-39	670,000	683,000	292,000	143,000	238,000
	40-54	527,000	536,000	250,000	127,000	205,000
	55+	742,000	749,000	328,000	220,000	288,000
	13+	2,336,000	2,374,000	1,070,000	588,000	881,000
	18+	2,188,000	2,225,000	992,000	550,000	821,000
	16-24	306,000	315,000	152,000	75,000	113,000
	25-34	455,000	470,000	196,000	95,000	156,000
	35-44	398,000	396,000	182,000	90,000	152,000
	45-59	503,000	514,000	236,000	127,000	197,000
	60+	583,000	588,000	256,000	178,000	226,000



Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
Regions	1	1,141,000	1,217,000	380,000	255,000	783,000
	2	830,000	1,376,000	405,000	317,000	318,000
	3	670,000	1,126,000	505,000	305,000	196,000
	4	893,000	1,125,000	284,000	315,000	525,000
	5	1,270,000		625,000		

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 9 January 2023.

Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
	Min. Sample Size	1,500	1,100	1,500
People	10+	543,000	425,000	635,000
	10-17	60,000	45,000	68,000
	18-24	55,000	50,000	62,000
	25-39	124,000	121,000	144,000
	40-54	112,000	93,000	140,000
	55-64	74,000	50,000	87,000
	65+	118,000	66,000	134,000
	13+	520,000	407,000	609,000
	18+	483,000	380,000	567,000
	16-24	69,000	60,000	78,000
	25-34	83,000	82,000	95,000
	35-44	77,000	72,000	95,000
	45-59	113,000	87,000	138,000
	60+	155,000	89,000	177,000
Men	10+	268,000	208,000	307,000
	10-17	31,000	23,000	35,000
	18-24	28,000	25,000	31,000
	25-39	62,000	59,000	70,000
	40-54	56,000	46,000	67,000
	55+	91,000	55,000	104,000
	13+	256,000	199,000	294,000
	18+	237,000	185,000	272,000
	16-24	35,000	30,000	39,000
	25-34	42,000	40,000	46,000
	35-44	38,000	35,000	46,000
	45-59	56,000	43,000	66,000
	60+	73,000	42,000	83,000
Women	10+	275,000	217,000	328,000
	10-17	29,000	22,000	33,000
	18-24	27,000	25,000	31,000
	25-39	62,000	62,000	74,000
	40-54	56,000	47,000	73,000
	55+	101,000	61,000	117,000
	13+	264,000	208,000	315,000
	18+	246,000	195,000	295,000
	16-24	34,000	30,000	39,000
	25-34	41,000	42,000	49,000
	35-44	39,000	37,000	49,000
	45-59	57,000	44,000	72,000
	60+	82,000	47,000	94,000



Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
Regions	1	221,000	425,000	487,000
	2	134,000		148,000
	3	188,000		

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 9 January 2023.