



Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
People	10+	4,808,000	4,862,000	2,230,000	1,206,000	1,847,000
	10-17	519,000	514,000	267,000	125,000	212,000
	18-24	505,000	520,000	246,000	124,000	184,000
	25-39	1,323,000	1,346,000	582,000	291,000	476,000
	40-54	1,055,000	1,066,000	501,000	253,000	419,000
	55-64	592,000	595,000	269,000	161,000	235,000
	65+	814,000	821,000	365,000	252,000	321,000
	13+	4,607,000	4,662,000	2,127,000	1,158,000	1,766,000
	18+	4,289,000	4,348,000	1,963,000	1,081,000	1,635,000
	16-24	628,000	641,000	309,000	154,000	234,000
	25-34	892,000	914,000	389,000	194,000	309,000
	35-44	805,000	804,000	367,000	182,000	314,000
	45-59	989,000	1,004,000	468,000	250,000	395,000
	60+	1,098,000	1,106,000	493,000	331,000	433,000
	Men	10+	2,373,000	2,391,000	1,099,000	589,000
10-17		269,000	266,000	138,000	64,000	110,000
18-24		260,000	270,000	125,000	64,000	95,000
25-39		660,000	669,000	288,000	145,000	239,000
40-54		519,000	525,000	247,000	125,000	209,000
55+		665,000	661,000	301,000	191,000	265,000
13+		2,269,000	2,287,000	1,046,000	564,000	876,000
18+		2,104,000	2,125,000	961,000	525,000	808,000
16-24		324,000	332,000	158,000	79,000	121,000
25-34		440,000	454,000	193,000	97,000	155,000
35-44		406,000	400,000	181,000	90,000	157,000
45-59		484,000	490,000	230,000	123,000	197,000
60+	514,000	511,000	232,000	151,000	204,000	
Women	10+	2,435,000	2,471,000	1,131,000	617,000	929,000
	10-17	250,000	248,000	129,000	61,000	102,000
	18-24	245,000	250,000	121,000	60,000	89,000
	25-39	663,000	677,000	294,000	146,000	237,000
	40-54	536,000	541,000	254,000	128,000	210,000
	55+	741,000	755,000	333,000	222,000	291,000
	13+	2,338,000	2,375,000	1,081,000	594,000	890,000
	18+	2,185,000	2,223,000	1,002,000	556,000	827,000
	16-24	304,000	309,000	151,000	75,000	113,000
	25-34	452,000	460,000	196,000	97,000	154,000
	35-44	399,000	404,000	186,000	92,000	157,000
	45-59	505,000	514,000	238,000	127,000	198,000
60+	584,000	595,000	261,000	180,000	229,000	



Population Potentials - Metropolitan

	Sydney	Melbourne	Brisbane	Adelaide	Perth	
Min. Sample Size	2,400	2,400	2,000	1,750	1,850	
Regions	1	1,143,000	1,230,000	383,000	259,000	796,000
	2	822,000	1,380,000	411,000	324,000	320,000
	3	673,000	1,127,000	516,000	307,000	194,000
	4	895,000	1,125,000	286,000	316,000	537,000
	5	1,275,000		634,000		

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 2024.



Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
People	10+	553,000	426,000	648,000
	10-17	63,000	45,000	70,000
	18-24	56,000	49,000	62,000
	25-39	124,000	121,000	147,000
	40-54	113,000	94,000	142,000
	55-64	75,000	49,000	89,000
	65+	122,000	68,000	138,000
	13+	528,000	408,000	622,000
	18+	490,000	381,000	578,000
	16-24	71,000	59,000	79,000
	25-34	83,000	82,000	97,000
	35-44	79,000	72,000	97,000
	45-59	112,000	87,000	140,000
	60+	160,000	91,000	182,000
	Men	10+	273,000	209,000
10-17		33,000	23,000	36,000
18-24		29,000	25,000	31,000
25-39		62,000	59,000	71,000
40-54		56,000	46,000	68,000
55+		93,000	56,000	108,000
13+		260,000	200,000	301,000
18+		240,000	186,000	278,000
16-24		37,000	30,000	40,000
25-34		42,000	40,000	47,000
35-44		39,000	35,000	46,000
45-59		55,000	43,000	68,000
60+	75,000	43,000	86,000	
Women	10+	280,000	217,000	334,000
	10-17	30,000	22,000	34,000
	18-24	27,000	24,000	31,000
	25-39	62,000	62,000	76,000
	40-54	57,000	48,000	74,000
	55+	104,000	61,000	119,000
	13+	268,000	208,000	321,000
	18+	250,000	195,000	300,000
	16-24	34,000	29,000	39,000
	25-34	41,000	42,000	50,000
	35-44	40,000	37,000	51,000
	45-59	57,000	44,000	72,000
60+	85,000	48,000	96,000	



Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
Regions	1	226,000	426,000	498,000
	2	136,000		150,000
	3	191,000		

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.
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- Each 10+ population and potential figure is estimated as at 9 January 2024.