

Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
People	10+	4,902,000	4,983,000	2,305,000	1,221,000	1,910,000
	10-17	542,000	528,000	276,000	130,000	221,000
	18-24	510,000	528,000	252,000	124,000	192,000
	25-39	1,348,000	1,391,000	611,000	304,000	499,000
	40-54	1,101,000	1,116,000	514,000	254,000	433,000
	55-64	598,000	602,000	282,000	163,000	245,000
	65+	803,000	818,000	370,000	246,000	320,000
	13+	4,697,000	4,781,000	2,201,000	1,172,000	1,827,000
	18+	4,360,000	4,455,000	2,029,000	1,091,000	1,689,000
	16-24	645,000	656,000	319,000	156,000	247,000
	25-34	905,000	927,000	407,000	202,000	323,000
	35-44	843,000	879,000	383,000	188,000	330,000
	45-59	1,006,000	1,011,000	481,000	250,000	406,000
	60+	1,096,000	1,110,000	506,000	327,000	438,000
Men	10+	2,430,000	2,464,000	1,139,000	598,000	950,000
	10-17	279,000	271,000	142,000	66,000	115,000
	18-24	265,000	280,000	127,000	64,000	100,000
	25-39	675,000	690,000	304,000	152,000	251,000
	40-54	548,000	556,000	253,000	125,000	213,000
	55+	663,000	667,000	313,000	191,000	271,000
	13+	2,324,000	2,360,000	1,085,000	573,000	907,000
	18+	2,151,000	2,193,000	997,000	532,000	835,000
	16-24	334,000	345,000	161,000	80,000	129,000
	25-34	452,000	463,000	202,000	102,000	163,000
	35-44	425,000	437,000	190,000	92,000	163,000
	45-59	496,000	498,000	237,000	123,000	201,000
	60+	513,000	515,000	241,000	151,000	208,000
Women	10+	2,472,000	2,519,000	1,166,000	623,000	960,000
	10-17	263,000	257,000	134,000	64,000	106,000
	18-24	245,000	248,000	125,000	60,000	92,000
	25-39	673,000	701,000	307,000	152,000	248,000
	40-54	553,000	560,000	261,000	129,000	220,000
	55+	738,000	753,000	339,000	218,000	294,000
	13+	2,373,000	2,421,000	1,116,000	599,000	920,000
	18+	2,209,000	2,262,000	1,032,000	559,000	854,000
	16-24	311,000	311,000	158,000	76,000	118,000
	25-34	453,000	464,000	205,000	100,000	160,000
	35-44	418,000	442,000	193,000	96,000	167,000
	45-59	510,000	513,000	244,000	127,000	205,000
	60+	583,000	595,000	265,000	176,000	230,000



Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
Regions	1	1,154,000	1,265,000	389,000	264,000	813,000
	2	828,000	1,420,000	429,000	332,000	337,000
	3	673,000	1,118,000	539,000	307,000	205,000
	4	923,000	1,180,000	299,000	318,000	555,000
	5	1,324,000		649,000		

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 24 January 2025.

Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
People	10+	561,000	430,000	665,000
	10-17	64,000	46,000	71,000
	18-24	56,000	47,000	64,000
	25-39	129,000	123,000	155,000
	40-54	116,000	97,000	149,000
	55-64	76,000	50,000	89,000
	65+	120,000	67,000	137,000
	13+	536,000	412,000	639,000
	18+	497,000	384,000	594,000
	16-24	72,000	58,000	82,000
	25-34	86,000	83,000	104,000
	35-44	83,000	76,000	101,000
	45-59	112,000	87,000	143,000
	60+	160,000	91,000	182,000
Men	10+	278,000	214,000	321,000
	10-17	33,000	24,000	36,000
	18-24	29,000	24,000	32,000
	25-39	65,000	61,000	75,000
	40-54	58,000	49,000	72,000
	55+	93,000	56,000	106,000
	13+	265,000	205,000	308,000
	18+	245,000	190,000	285,000
	16-24	37,000	30,000	41,000
	25-34	44,000	41,000	51,000
	35-44	41,000	38,000	48,000
	45-59	56,000	44,000	69,000
	60+	75,000	43,000	85,000
Women	10+	283,000	216,000	344,000
	10-17	31,000	22,000	35,000
	18-24	27,000	23,000	32,000
	25-39	64,000	62,000	80,000
	40-54	58,000	48,000	77,000
	55+	103,000	61,000	120,000
	13+	271,000	207,000	331,000
	18+	252,000	194,000	309,000
	16-24	35,000	28,000	41,000
	25-34	42,000	42,000	53,000
	35-44	42,000	38,000	53,000
	45-59	56,000	43,000	74,000
	60+	85,000	48,000	97,000



Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
Regions	1	227,000	430,000	514,000
	2	142,000		151,000
	3	192,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
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- Each 10+ population and potential figure is estimated as at 24 January 2025.