Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		**2,400**	**2,400**	**2,000**	**1,750**	**1,850**
People	10+	5,003,000	5,081,000	2,406,000	1,238,000	1,996,000
	10-17	553,000	549,000	287,000	131,000	228,000
	18-24	519,000	535,000	260,000	124,000	203,000
	25-39	1,375,000	1,428,000	640,000	309,000	529,000
	40-54	1,129,000	1,137,000	541,000	261,000	455,000
	55-64	608,000	615,000	293,000	163,000	251,000
	65+	819,000	817,000	385,000	250,000	330,000
	13+	4,794,000	4,871,000	2,299,000	1,188,000	1,910,000
	18+	4,450,000	4,532,000	2,119,000	1,107,000	1,768,000
	16-24	656,000	669,000	332,000	156,000	260,000
	25-34	915,000	949,000	430,000	206,000	346,000
	35-44	877,000	908,000	404,000	194,000	354,000
	45-59	1,022,000	1,024,000	498,000	252,000	414,000
	60+	1,117,000	1,116,000	527,000	331,000	451,000
Men	10+	2,486,000	2,506,000	1,184,000	603,000	1,000,000
	10-17	286,000	282,000	147,000	67,000	118,000
	18-24	270,000	275,000	130,000	64,000	105,000
	25-39	690,000	713,000	318,000	155,000	268,000
	40-54	561,000	563,000	266,000	127,000	229,000
	55+	679,000	673,000	323,000	190,000	280,000
	13+	2,377,000	2,398,000	1,129,000	577,000	956,000
	18+	2,200,000	2,224,000	1,037,000	536,000	882,000
	16-24	340,000	344,000	167,000	80,000	135,000
	25-34	459,000	478,000	214,000	104,000	177,000
	35-44	439,000	450,000	200,000	95,000	178,000
	45-59	505,000	502,000	244,000	123,000	207,000
	60+	527,000	519,000	249,000	150,000	215,000
Women	10+	2,517,000	2,575,000	1,222,000	635,000	996,000
	10-17	267,000	267,000	140,000	64,000	110,000
	18-24	249,000	260,000	130,000	60,000	98,000
	25-39	685,000	715,000	322,000	154,000	261,000
	40-54	568,000	574,000	275,000	134,000	226,000
	55+	748,000	759,000	355,000	223,000	301,000
	13+	2,417,000	2,473,000	1,170,000	611,000	954,000
	18+	2,250,000	2,308,000	1,082,000	571,000	886,000
	16-24	316,000	325,000	165,000	76,000	125,000
	25-34	456,000	471,000	216,000	102,000	169,000
	35-44	438,000	458,000	204,000	99,000	176,000
	45-59	517,000	522,000	254,000	129,000	207,000
	60+	590,000	597,000	278,000	181,000	236,000

Population Potentials - Metropolitan

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		**2,400**	**2,400**	**2,000**	**1,750**	**1,850**
Regions	1	1,175,000	1,286,000	400,000	265,000	850,000
	2	825,000	1,450,000	446,000	340,000	350,000
	3	683,000	1,120,000	563,000	310,000	215,000
	4	950,000	1,225,000	316,000	323,000	581,000
	5	1,370,000		681,000		

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 28 January 2026.

Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		**1,500**	**1,100**	**1,500**
People	10+	575,000	435,000	680,000
	10-17	66,000	47,000	73,000
	18-24	59,000	47,000	65,000
	25-39	135,000	123,000	161,000
	40-54	119,000	100,000	152,000
	55-64	75,000	50,000	91,000
	65+	121,000	68,000	138,000
	13+	550,000	417,000	653,000
	18+	509,000	388,000	607,000
	16-24	75,000	59,000	84,000
	25-34	90,000	83,000	107,000
	35-44	87,000	78,000	106,000
	45-59	113,000	88,000	145,000
	60+	160,000	92,000	184,000
Men	10+	286,000	216,000	330,000
	10-17	34,000	24,000	38,000
	18-24	30,000	24,000	33,000
	25-39	68,000	61,000	78,000
	40-54	59,000	50,000	73,000
	55+	95,000	57,000	108,000
	13+	273,000	207,000	316,000
	18+	252,000	192,000	292,000
	16-24	38,000	30,000	43,000
	25-34	46,000	41,000	52,000
	35-44	43,000	39,000	51,000
	45-59	56,000	44,000	70,000
	60+	77,000	44,000	86,000
Women	10+	289,000	219,000	350,000
	10-17	32,000	23,000	35,000
	18-24	29,000	23,000	32,000
	25-39	67,000	62,000	83,000
	40-54	60,000	50,000	79,000
	55+	101,000	61,000	121,000
	13+	277,000	210,000	337,000
	18+	257,000	196,000	315,000
	16-24	37,000	29,000	41,000
	25-34	44,000	42,000	55,000
	35-44	44,000	39,000	55,000
	45-59	57,000	44,000	75,000
	60+	83,000	48,000	98,000

Population Potentials - Regional

		Newcastle	Canberra	Gold Coast
Min. Sample Size		**1,500**	**1,100**	**1,500**
Regions	1	232,000	435,000	530,000
	2	147,000		150,000
	3	196,000		

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 28 January 2026.