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Port Hedland and Broome's first official radio ratings survey released today

The radio station listened to the most in the Western Australian towns of Broome and Port Hedland will be revealed today when the results from the region's first official radio ratings survey are released.

The survey was conducted by Xtra Insights between the 13 May - 1 June. Red FM and Spirit Radio are the commercial radio stations serving the area.

"Regional radio is an important part of the community and it's good to know that in this connected age, listeners still value radio for providing live and local news and entertainment," said Joan Warner, chief executive officer of industry body Commercial Radio Australia.

The radio industry introduced a new system for regional radio ratings in 2014, which allows smaller radio markets to undertake more regular, reliable and cost-effective audience measurement.

The Port Hedland-Broome regional survey will be the sixth one undertaken this year. Since 2014, over 85 regional surveys have been rolled out.

The Xtra Insights regional surveys do not produce a traditional share figure but is instead based on stations listened to most.

Other regional centres to be surveyed this year include Dubbo, Rockhampton, Orange and more.

Results will be available from 11am AEST [here](#) at www.radioalive.com.au.

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