



Diary to PPM™ Target Rating Point (TRP) Conversions

Top 20 Stations, Mon-Sun 6AM-Mid, as of March 2011

Market	Persons 12+	Teens 12-17	18-34			18-49			25-54		
			Women	Men	Persons	Women	Men	Persons	Women	Men	Persons
Atlanta	0.80	0.71	0.81	0.84	0.82	0.79	0.89	0.84	0.78	0.91	0.85
Austin	0.88	0.84	0.88	0.75	0.80	0.91	0.86	0.84	0.82	0.84	0.81
Baltimore	0.75	0.88	0.76	0.80	0.79	0.78	0.77	0.77	0.74	0.80	0.76
Boston	0.77	0.68	0.75	0.75	0.74	0.79	0.86	0.81	0.79	0.92	0.85
Charlotte-Gastonia-Rock Hill	0.80	0.68	0.73	0.86	0.79	0.73	0.86	0.80	0.74	0.89	0.81
Chicago	0.84	0.75	0.60	0.67	0.61	0.65	0.82	0.74	0.66	0.90	0.81
Cincinnati	0.90	0.81	0.77	0.79	0.77	0.83	0.93	0.89	0.87	0.91	0.88
Cleveland	0.80	0.72	0.89	0.89	0.87	0.88	0.92	0.89	0.86	0.86	0.85
Columbus, OH	0.91	0.94	0.72	0.88	0.78	0.86	0.97	0.92	0.87	0.98	0.95
Dallas-Ft. Worth	0.88	0.68	0.65	0.81	0.75	0.79	0.91	0.89	0.78	0.92	0.85
Denver-Boulder	0.86	1.03	0.84	0.83	0.83	0.85	0.88	0.86	0.83	0.91	0.86
Detroit	0.81	0.68	0.74	0.93	0.81	0.77	0.97	0.83	0.81	0.93	0.90
Greensboro-Winston Salem-High Point	0.89	0.77	0.85	1.01	0.92	0.84	0.88	0.84	0.87	0.91	0.88
Hartford-New Britain-Middletown	0.89	0.94	0.75	1.04	0.90	0.87	0.86	0.85	0.94	0.85	0.88
Houston-Galveston	0.77	0.73	0.65	0.86	0.75	0.67	0.91	0.79	0.71	0.93	0.82
Indianapolis	0.82	0.89	0.84	0.74	0.79	0.82	0.75	0.78	0.80	0.82	0.81
Jacksonville	0.84	0.89	0.76	0.79	0.78	0.80	0.95	0.87	0.83	0.97	0.87
Kansas City	0.89	0.95	0.80	1.07	0.91	0.79	0.94	0.85	0.82	0.90	0.86
Las Vegas	0.94	0.78	1.07	1.05	1.07	0.99	1.01	1.01	0.96	0.96	0.98
Los Angeles	0.69	0.72	0.63	0.68	0.66	0.69	0.69	0.68	0.66	0.78	0.73
Memphis	0.78	0.60	0.85	0.85	0.82	0.82	0.86	0.83	0.81	0.87	0.83
Miami-Ft. Lauderdale-Hollywood	0.82	0.78	0.79	0.78	0.76	0.81	0.82	0.83	0.82	0.84	0.84
Middlesex-Somerset-Union	0.87	0.89	0.71	0.88	0.76	0.75	0.89	0.82	0.71	0.92	0.81
Milwaukee-Racine	0.93	1.25	0.80	1.03	0.91	0.89	0.97	0.93	0.89	0.95	0.92
Minneapolis-St. Paul	0.84	1.02	0.95	0.89	0.91	0.84	0.93	0.87	0.82	0.91	0.88
Nashville	0.84	0.66	0.91	0.81	0.83	0.87	0.86	0.86	0.89	0.86	0.88
Nassau-Suffolk (Long Island)	0.89	1.11	0.91	0.78	0.83	0.79	0.92	0.84	0.76	0.90	0.84
New York	0.77	0.63	0.65	0.65	0.65	0.68	0.69	0.71	0.67	0.77	0.72
Norfolk-VA Beach-Newport News	0.88	0.93	0.85	0.90	0.88	0.87	0.95	0.90	0.86	0.89	0.87
Orlando	0.78	1.22	0.84	0.66	0.75	0.81	0.80	0.80	0.79	0.87	0.83
Philadelphia	0.77	0.83	0.75	0.70	0.74	0.69	0.81	0.74	0.64	0.85	0.76
Phoenix	0.87	0.85	1.07	0.86	0.94	0.93	0.95	0.95	0.90	0.97	0.94
Pittsburgh, PA	0.91	1.09	0.78	0.77	0.77	0.83	0.94	0.88	0.89	0.98	0.94
Portland, OR	0.83	0.90	0.68	0.63	0.63	0.86	0.73	0.78	0.84	0.80	0.81
Providence-Warwick-Pawtucket	0.85	0.72	0.92	0.95	0.93	0.89	0.93	0.90	0.85	0.98	0.90
Raleigh-Durham	0.84	1.00	0.77	1.09	0.92	0.81	0.95	0.88	0.85	0.89	0.86
Riverside-San Bernardino	0.72	0.72	0.82	0.72	0.73	0.73	0.80	0.78	0.80	0.82	0.81
Sacramento	0.83	0.85	0.94	0.94	0.92	0.90	0.95	0.93	0.88	0.87	0.82
Salt Lake City-Ogden-Provo	1.02	0.92	1.12	1.15	1.14	1.03	1.04	1.03	1.02	1.02	1.02
San Antonio	0.79	0.62	0.93	1.04	0.98	0.79	0.95	0.88	0.75	0.99	0.85
San Diego	0.83	0.75	0.81	0.81	0.80	0.89	0.84	0.88	1.00	0.90	0.98
San Francisco	0.78	0.80	0.79	0.74	0.75	0.86	0.82	0.79	0.87	0.79	0.81
San Jose	0.97	0.71	0.84	1.00	0.91	0.91	1.01	0.98	0.96	1.09	1.00
Seattle-Tacoma	0.89	0.98	0.74	0.94	0.80	0.88	0.97	0.93	0.95	0.99	0.97
St. Louis	0.90	0.95	0.90	0.91	0.91	0.87	0.98	0.93	0.83	1.02	0.93
Tampa-St. Petersburg-Clearwater	0.76	0.80	0.74	0.77	0.72	0.68	0.76	0.71	0.79	0.77	0.77
Washington, DC	0.88	0.91	0.85	0.92	0.88	0.81	0.95	0.91	0.85	1.04	0.91
West Palm Beach-Boca Raton	0.92	0.91	0.86	0.90	0.87	1.05	0.83	0.90	1.01	0.82	0.93
48-Market Average	0.84	0.84	0.81	0.86	0.82	0.83	0.89	0.85	0.83	0.90	0.86

For each demo and daypart, the top 20 PPM stations from each market were selected from each market's first three PPM survey periods. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from each market's final Diary survey periods.

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