

Milwaukee-Racine

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Milwaukee-Racine: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.93	0.79	0.88	0.93	1.17	1.11
12-17 Teens	1.25	0.79	1.80	0.97	1.29	1.39
18-34 Women	0.80	0.53	0.65	0.88	1.12	1.02
Men	1.03	0.87	0.94	0.98	1.16	1.41
Persons	0.91	0.67	0.79	0.94	1.13	1.21
18-49 Women	0.89	0.73	0.75	0.93	1.25	1.02
Men	0.97	0.82	0.90	0.92	1.17	1.30
Persons	0.93	0.79	0.83	0.92	1.18	1.14
25-54 Women	0.89	0.79	0.81	0.93	1.31	1.00
Men	0.95	0.79	0.88	0.95	1.21	1.19
Persons	0.92	0.79	0.84	0.95	1.26	1.07

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2010 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2010 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.88 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 88 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.