

Position Finder—how to create

What is a Position Finder Report?

A Position Finder Report displays how a single medium (or two in the case of a Double Media Position Finder) ranks among a set group of competitors for any or all targets. The report provides the selected medium's rating or index and shows where it ranks among the selected pool of competitors.

How to Create a Position Finder Report

1. Click on Position Finder from the main menu. Select Single Media Position Finder from the dropdown options.
2. In the Media Selection screen, select all media you want to include in the ranking — include your medium and the competition. Click OK. (Selected media are limited to 50.)
3. In the Primary Media Selection screen, select the one medium you want to use to compare and rank against the competition. Usually this is your medium. Click OK.
4. At the Target Selection screen, select all targets you wish to compare media against. For a complete overview of a marketplace, use the Select All button. Click OK.

Report Options

1. The targets and media selected default to book order. To display a media's rating or index from strongest to weakest (relative to the competition), click on one of the Rank columns to re-sort.

Click on "Media" to add or modify your media selections

Click on any column heading to sort from highest to lowest

Hide or enlarge a column by clicking and dragging on dividers

Report: POSITION FINDER		THE MEDIA AUDIT						
Market: METRO, USA for FALL 2004								
Bases: ADULTS AGE 18+								
Primary Media: METROVILLE WEEKLY								
D POST*VD*MOVIE/ENT. METRO MAGAZINE	T/P****SN*MOVIE/ENT. METROVILLE WEEKLY	ALTERNATIVE PRESS THE CITY PAPER						
Target Audience Categories	Cume Rating	Most Often Rating	Cume Index	Most Often Index	Cume Rating Rank	Most Often Rating Rank	Cume Index Rank	Most Often Index Rank
PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY	13.8	6.0	84	76	2	4	4	6
PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY	17.1	7.0	110	94	2	3	4	4
PLAN BUY--USED CAR/VAN/TRUCK/SPORT UTILITY	12.4	5.2	75	65	2	4	5	5
PLAN BUY--CAR	10.0	5.1	64	67	3	5	5	6
PLAN BUY--VAN/TRUCK/SPORT UTILITY	17.4	6.0	107	76	2	4	2	4
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SPORT UTILITY	15.9	6.4	92	78	2	3	2	4
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SPORT UTILITY	15.0	4.6	91	58	3	6	6	6
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	17.5	4.4	108	57	2	5	4	6
NUMBER OF VEHICLES NOW OWNED--ONE	19.1	9.5	115	119	1	2	3	3
NUMBER OF VEHICLES NOW OWNED--TWO	19.8	8.6	116	106	1	3	1	3
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	13.7	6.6	80	81	2	3	6	6
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	15.0	6.7	88	81	2	3	5	6
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	20.1	9.6	118	117	2	3	4	4
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	18.8	8.6	111	105	2	3	4	5
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	35.4	21.1	213	264	1	1	2	2

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Position Finder Report—how to read

How to Read a Single Media Position Finder Report

Below is an example of a Single Media Position Finder Report, comparing a weekly newspaper to a number of competing print publications for several entertainment categories:

The primary media is being ranked and compared to all competing media listed below

Based on cume rating, the Metroville Weekly ranks #1 with adults who go to the movies

This is the media set selected by the user

Target	Cume Rating	Most Often Rating	Cume Index	Most Often Index	Cume Rating Rank	Most Often Rating Rank	Cume Index Rank	Most Often Index Rank
PAST 4-WEEKS--MOVIES	22.0	11.9	129	145	1	2	4	1
PAST 2-WEEKS 4+ TIMES SIT DOWN EVENING MEAL--RESTAURANT	24.1	9.4	143	116	2	4	3	5
PAST 12-MONTHS--ATTEND 3 + COL. PRO. SPORT EVENTS	22.1	11.0	129	133	1	3	5	4
PAST 12-MONTHS--ATTENDED COUNTRY MUSIC CONCERT	14.3	5.3	92	71	2	4	5	5
PAST 12-MONTHS--ATTENDED ROCK/POP MUSIC CONCERT	26.4	15.0	59	187	2	4	4	4
PAST 12-MONTHS--ATTENDED THEATER/OPERA/SYMPHONY	27.1	14.4	168	179	1	2	3	2
PAST 12-MONTHS--ATTENDED BARS/NIGHT CLUBS	14.2	13.1	144	163	2	4	3	3
PAST 12-MONTHS--CASINO	17.1	8.0	102	100	2	3	3	4

The Metroville Weekly reaches 22.1% of the target on a Cume basis.

The Metroville Weekly reaches 11% of the target on a Most Often Basis

This paper's Cume audience is 29% more likely than all adults 18+ to go to the movies.

The last 4 columns indicate the Primary Media's rank relative to the competition for each target, using Cume and Most Often Rating and Index.

How to Create a Double Media Position Finder Report

1. Click on Position Finder from the Main Menu and select Double Position Finder Report from the options.
2. In the media selection screen, select all media you want to include in the ranking—include your two media (for example, two radio stations frequently sold together belonging to the same cluster) and the competition. Click OK.
3. In the Primary Media Selection screen, highlight (using your ctrl key) the two media you wish to compare against the remaining competing media. Click OK.
4. In the next window, select which of the two media you want to show up first in the report.
5. At the Target Selection screen, select all the targets you wish to compare media against.

Note: The report will summarize the two media's relative rankings only for all selected targets.