

# The Media Audit Software Position Finder

- **The Media Audit Software...** can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software of any qualitative media software program available anywhere.
  - **Position Finder** can be used to:
    - Determine the ranked position of any media relative to other selected media...
    - For each target audience or multiple target audience groups up to every target audience available in The Media Audit Software.

THE MEDIA AUDIT POSITION FINDER									
REPORT MARKET: DALLAS/FT. WORTH, TX REPORT BASE: ADULTS AGE 18+ REPORT PERIOD: NOV'D8-JAN 2009 PRIMARY MEDIA: C 8 WFAA ABC 6 3-7PM									
C 5 KXAS NBC 6 3-7PM C 4 KDFW FOX 6 3-7PM C68 KPXD ION 6 3-7PM C13 KERA PBS 6 3-7PM C49 KSTR TF 6 3-7PM C26 KODF AZT 6 3-7PM			C 8 WFAA ABC 6 3-7PM C33 KDAF CW 6 3-7PM C39 KCTX TEL 6 3-7PM C21 KTXA IND 6 3-7PM C58 KDTX TBN 6 3-7PM			C11 KTVT CBS 6 3-7PM C27 KDFI MY 6 3-7PM C23 KUVN UNI 6 3-7PM C52 KFWD IND 6 3-7PM C 2 KDTN IND 6 3-7PM			
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	
ANNUAL HOUSEHOLD INCOME-UNDER \$15,000	58.4	27.5	147	134	1	1	7	7	
ANNUAL HOUSEHOLD INCOME-UNDER \$25,000	46.2	24.3	92	96	1	1	14	10	
ANNUAL HOUSEHOLD INCOME-UNDER \$50,000	46.7	27.5	90	105	1	1	14	13	
ANNUAL HOUSEHOLD INCOME-\$15,000-\$24,999	40.0	23.1	84	94	2	1	14	11	
ANNUAL HOUSEHOLD INCOME-\$25,000-\$34,999	42.7	29.7	88	118	2	1	13	11	
ANNUAL HOUSEHOLD INCOME-\$35,000-\$49,999	48.2	28.1	94	107	1	2	13	9	
ANNUAL HOUSEHOLD INCOME-\$50,000-\$74,999	58.2	32.1	114	122	1	1	3	5	
ANNUAL HOUSEHOLD INCOME-\$75,000-\$99,999	54.3	15.6	113	63	3	4	8	9	
ANNUAL HOUSEHOLD INCOME-\$100,000-\$149,999	54.2	27.8	111	111	3	1	4	2	
ANNUAL HOUSEHOLD INCOME-\$25,000 PLUS	52.3	26.8	102	102	1	2	3	7	
ANNUAL HOUSEHOLD INCOME-\$35,000 PLUS	54.1	26.3	106	100	1	3	3	5	
ANNUAL HOUSEHOLD INCOME-\$50,000 PLUS	56.4	25.6	111	98	2	2	3	4	
ANNUAL HOUSEHOLD INCOME-\$75,000 PLUS	55.6	22.7	110	87	3	4	4	4	
ANNUAL HOUSEHOLD INCOME-\$100,000 PLUS	56.2	26.1	113	102	2	2	4	2	
ANNUAL HOUSEHOLD INCOME-\$150,000 OR MORE	58.8	24.0	126	100	1	3	2	3	

- In this analysis, 16 television stations were selected for the comparison...
- WFAA-TV, the ABC affiliate in Dallas-Ft. Worth was selected as the channel to see how it ranks against the other 15 television stations in the market.
- The target audiences selected are 15 Annual Household Income amounts
  - The analysis shows the Cume ratings, Most Often ratings (i.e. the percent of adults 18+ that are viewing the Prime Fringe time frame of 6:30PM – 7:00PM on an Average Weekday).
  - The analysis also shows the Cume rating Index and the Most Often Index as well as the Cume and Most Often ranking for each of the Target Audience Income groups...
  - The ranked position of the Cume Rating and the Most Often Ratings.

## Selecting the Media and the Target Audiences

- Click on the Position Finder Program in The Media Audit Software Menu...
- Then click on each media you want to include in the analysis...
- Then click on the media that you want to determine its ranked position among each of the media you selected.
- Then click on the Target Audiences that you want to include in the analysis.

THE MEDIA AUDIT POSITION FINDER									
REPORT MARKET: DALLAS/FT. WORTH, TX REPORT BASE: ADULTS AGE 18+ REPORT PERIOD: NOV'08-JAN 2009 PRIMARY MEDIA: C 8 WFAA ABC 6 3-7PM									
C 5 KXAS NBC 6 3-7PM C 4 KDFW FOX 6 3-7PM C88 KPXD ION 6 3-7PM C13 KERA PBS 6 3-7PM C49 KSTR TF 6 3-7PM C26 KODF AZT 6 3-7PM			C 8 WFAA ABC 6 3-7PM C33 KDAF CW 6 3-7PM C39 KTX TEL 6 3-7PM C21 KTXA IND 6 3-7PM C58 KDTX TBN 6 3-7PM			C11 KTVT CBS 6 3-7PM C27 KDFI MY 6 3-7PM C23 KUVN UNI 6 3-7PM C62 KFWD IND 6 3-7PM C 2 KDTN IND 6 3-7PM			
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--NEW CAR/VAN/TRUCK/SUV	47.8	22.6	99	91	2	2	4	5	
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	48.9	32.5	105	136	3	1	5	2	
NUMBER OF VEHICLES NOW OWNED--TWO	52.9	28.9	104	110	1	1	3	4	
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	48.3	20.4	96	78	3	4	11	11	
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	50.2	26.8	98	102	1	2	11	13	
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	57.1	28.0	112	107	1	1	1	1	
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	58.4	29.2	114	111	1	1	2	2	
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	55.3	25.3	118	105	1	1	2	3	
MAKE OF VEHICLES NOW OWNED--CADILLAC	61.7	35.8	141	159	4	3	9	8	
MAKE OF VEHICLES NOW OWNED--LINCOLN/MERCURY	49.8	27.6	121	130	3	4	12	6	
MAKE OF VEHICLES NOW OWNED--AUDI	74.4	42.7	*	*	4	2	1~	1~	
MAKE OF VEHICLES NOW OWNED--BMW	35.4	22.5	90	110	1	1	1	1	
MAKE OF VEHICLES NOW OWNED--INFINITI	67.5	44.1	*	*	1	1	1~	1~	
MAKE OF VEHICLES NOW OWNED--JAGUAR	38.1	4.0	89	18	1	4	1	5	
MAKE OF VEHICLES NOW OWNED--LAND ROVER	69.5	*	*	*	1	4~	1~	1~	
MAKE OF VEHICLES NOW OWNED--LEXUS	62.8	41.9	162	210	1	1	5	1	
MAKE OF VEHICLES NOW OWNED--MERCEDES	67.7	55.4	219	348	1	1	1	1	
MAKE OF VEHICLES NOW OWNED--PORSCH	94.2	94.2	*	*	1	1	1~	1~	
LUXURY CAR OWNERS--CADILLAC/LINCOLN	59.2	31.0	142	144	4	4	8	9	
LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCH	55.0	36.4	118	152	1	1	1	2	

- The rest is automatic
- ~ = Tied in terms of ranked position.
- Note: every column for Land Rover owners has an asterisk in each column except for the 69.5 in the Cume Rating column.
- Since the Most Often Rating column, the Cume Index column and the Most Often Index column all have asterisks, it means there is not a sufficient number of Land Rover owners viewing WFAA-TV on a Most Often basis (i.e. not viewing WFAA-TV on an average weekday) to equal a minimum of 1% of all adults that are 18+...thus an asterisk in each of these columns.
- Thus, WFAA-TV only gets a ranked position of 4 in the Most Often Rating Column but a tie for a number one ranked position in the Cume Index and the Most Often Index column.