

CMV audience profiling data methodology

- 22,000 sample per annum (People 14+)
- 100% online self-completion survey
- In field 40 weeks per annum
- Online recruitment
- Results weighted using ABS data to project accurately to the 14+ population
- Capability to fuse in TV, radio, online and print ratings
- Rolling 12-month databases, updated 10x per annum
- CMV consumer data categories include: Media; Money; Technology; Their Home; What They Eat & Drink; Health & Beauty; Shopping; Leisure; Their Day; What They Think; Who They Are; Motor Vehicles.

Fusion Methodology

Data fusion is a method of integrating data. What sets it apart from other approaches is that it is a respondent-level matching of data sets: respondents from one survey are paired with respondents from another survey. The matching uses the common characteristics of the two surveys; these are usually demographic (household and person's characteristics), geographical, media and any other relevant information. The principle underlying data fusion is that the common characteristics can reliably predict the behaviour of consumers in terms of (for example) TV viewing by product users.

Step 1. emma + DRM Fusion

emma is unique in that it combines print readership currency with digital audience currency to deliver total unduplicated audience measurement for news media mastheads and magazine brands. Accurate cross-platform readership estimates are enabled by fusing IAB accredited digital audience data (Nielsen's Digital Ratings Monthly –DRM) onto emma print audience currency data.

Step 2. emma DRM + CMV Fusion

The final step is for Nielsen CMV consumer behaviour survey data to be fused onto the total audience (emma + DRM) cross platform database. In this way, the large emma sample of 39,000 per annum is retained as the core sample of the combined databases.

CMV codebook

CVM variable are identified by the suffix (N). The folder also contains some emma variables identified with the suffix (e).

- ✓ I am interested in other cultures (e)
- ✓ I like to be surrounded by different people, cultures, ideas and lifestyles (e)

- ✓ I like to keep up to date with world events (N)
- ✓ I like to know what is going on in my local community (N)