FUSION

A NOTE ON FUSION 2020 SURVEY WEIGHTS

FUSION 2020 allows you to select 1 of 3 weights.

INDIVIDUAL WEIGHT   **HOUSEHOLD WEIGHT**   **PURCHASER WEIGHT**

It is essential that you carefully evaluate which fused survey you are working on or the product category/brand, to choose the correct weight.

Here are some pointers:

SURVEYS

PAMS/TAMS – With these 2 surveys you can use any of the 3 weights dependent on the product category.

CPS – FMCG purchases are recorded at the HOUSEHOLD not individual level, so it's best to use the HH weight, next best would be Purchaser weight.

DCS – Is an online survey, so its universe is the 63% of people who have accessed the internet in the past month - but it's been weighted to the online population.

So, if you are comparing the reach of online platforms and activities against the total population, its fine to use the Individual or HH weight, but if you're looking at a medium or activity that can be on or offline, then don't use DCS question. If you are looking at total reach for Radio or TV, you should rather use the PAMS Viewing and Listening data.

This is best indicated via an example:

MEDIUM	REACH TOT POP	REACH ONLINE UNIVERSE
TV DCS	56%	88%
TV PAMS	92%	94%
STREAMED MOVIES (DCS)	21%	50%

Obviously the TV figure from DCS against the total population is incorrect, the PAMS one is way better, but for streaming the 21% national figure is correct because you have to be online to stream movies.

The rule of thumb for DCS is to use the past 4 week or ONLINE UNIVERSE for all your analyses, unless you are looking at an activity that is online only.

TARGETS

LSM/SEM – These measures are both based on Households not Individuals. Strictly speaking these should therefore only be used with the HH weight.

Food & groceries in PAMS use Purchaser weight.

Vehicles in home, items in home always use HH weight.

FMCG. For materials bought for the home like washing powder and cleaning materials use HH weight. For products like a Bar One or Crunchie you can use Individual weight, but like SEMs it's not correct from a purist perspective but will work reasonably from a practical point.

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