



CCS 2025-26 Launch

March 2025

INNOVATING TO IMPACT

dentsu

CCS is a dentsu global proprietary survey focused on having a deep understanding of motivations, lifestyles, and media engagement of consumers



Scaling the Power of CCS

CCS is available across 70+ markets.

Fully integrated into dentsu.Audiences framework.

5,000+ CCS attributes are scaled to the full DataSource identity spine through a PII match and fusion methodology (US-Specific).

Bespoke attitudinal and lifestyle attributes are used for audience creation and for in-depth analysis, enabling unique insights.

Dedicated proprietary media engagement and channel planning attributes fuel Media Planner. Reach curves by channel/media mix available.



US CCS 2025-26 At A Glance

P15-74 US Sample:

29,442 Respondents

8,471 Gen-Z

10,978 Multicultural

5,102 Spanish/Hispanic/Latinx

2,931 Spanish Speakers

4,270 LGBTQ+

Key Nuances

Globally Consistent Survey

Fully Integrated into the dentsu.Audiences Framework

Fielded in English & Spanish

17,000+ Attributes

Stringent Quotas & Weights to Ensure High Fidelity

25 Years of Heritage

CCS Data Available in Different Platforms

Merkury Explorer

*CCS 2025 (fused) available
March 19*

- Activate through PAM
- Layer 3rd party behavioral data
- Utilize the Merkury Insights Tool (MIT)
- Connect to AMPOWER, CCS Explorer, and Telmar

Audience Builder

Coming Q2

- dentsu's main platform for audience creation, analysis and activation
- Legacy Merkury dataset + CCS (local and global studies)
- New dashboards, generative AI functions and crosstab capabilities
- Connection to planning tools (coming soon)

Telmar

*Full CCS 2025-26 data
available March 19*

- Do advanced statistical analysis (CHAID, correspondence maps, means & medians)
- Access US CCS data, recontacts, and Nielsen fusion data,
- Utilize raw data and Excel Macros,
- Connect to Merkury Planner and CCS Planner

Planner

*Reach out to your Planner
contact*

- Exploit richness of CCS in planning by making it media actionable
- Available in both Global and U.S. specific version of tools
- Ability to transfer recreated audiences from other dentsu tools

2025-26 CCS | CCS (FUSED) DATA TAXONOMY

Italics = new to CCS 2025 – 26 / CCS 2025 (fused)

Attitudes, Values & Passions

- Attitudes by Category (100+)
 - Advertising
 - Brands & Shopping
 - Self
 - Ethics & Green Issues
 - Style, Fashion & Appearance
 - Leisure
 - Technology
 - Work & Ambition
 - Politics, Religion & Nationality
 - Brands & Shopping
 - Family, Friends & Community
 - Health
 - Money
 - Motivations
- Schwartz Values
- Causes & Actions
- Life Events
- Interest/Hobbies (30+)
- Sports (30+)
- Passion Areas (15+)
- Face-to-Face Interactions
- Online Interactions
- Seekers/Reactors
- Personality Description
- *Type of Influencer Trusted by Category*

Custom Segmentations

- Social Media Segmentation (based on behaviors)
 - By Activity
 - By Personality
- Word of Mouth Segmentation (by Category)
- Motivations Segmentation (based on attitudes)
 - Core Motivations
 - Sub-Motivations
- Seekers/Reactors Segmentation (by Category)

Media Measurement

Print, Audio & OOH

- Frequency/Time Spent
- Type of Newspaper Read
- Type of Magazine Read
- Magazine Title (40+)
- Frequency/Time Spent on Audio/Podcasts
- Music/Formats Listened
- Streaming Platforms
- Paid vs. Free
- OOH Travel
- Frequency Visit Places

TV, Social & Technology

- Frequency/Time Spent
- How Watch Video
- Freq of Watching Video
- Time Spent Watching Video
- Channels/Genres Watched
- Social Video
- Social Media Usage
- Social Media Activities
- Freq of Activities on Social
- Cell Phone Activities
- Online Activities
- Websites/Apps
- eSports Playing/Viewing
- Gaming Genres by Device
- *In-Game Advertising*
- *Activities While Gaming*
- *Use of AI by Subject*

Media Attitudes & Behaviors

- Video Attitudes
- Social Media Attitudes
- Mobile Attitudes
- Internet Attitudes
- Audio Attitudes
- Out of Home Attitudes
- Movie Attitudes
- Gaming Attitudes
- Multiscreen Activities
- Technology Adoption
- Content Sharing

Decision Making & Shopping

- Frequency of Purchase
- Involvement of Others in Decision
- Importance of Decision
- Decision Motivated by Feelings/Facts
- Decision Making Attitudes
- Grocery Shopping
- Online/Offline Purchase
- Journey
- Mobile Shopping Activities
- Brands
- Products vs Services
- Day in the Life
- *Drank Alcohol in the Past 12 Months*

Demographics

- Age**
- Gender/Identity**
- Race**
- Language by Action**
- Language Preference**
- Region**
- Children**
- Children's Ages**
- Sexual Orientation**
- Relationship Status**
- Working Status
- Income
- Education**
- Job Title
- Industry
- Asset Amount

Data Fusions with Internal Partnerships*

- Retail Media Networks
- Dentsu Sports

*available until February 2027

**not available in Mercury Explorer for privacy reasons

Understanding People at their Core – Key Psychographics

INTERESTS AND PASSIONS

Charity/Volunteer	Exhibitions/Galleries/ Museums	Shopping & browsing
Cooking/Baking	Fast Food Restaurants	Time with family
Crafts & Artistry	Going to nightclubs	Time with friends
Days Out	Pop/Rock Concerts/Festivals	Visiting a place of worship
Gambling	Going to restaurants	Home Improvement
Gaming	Going to the movies	Spas/Wellness Services
Gardening	Going to live theater	Entertaining/Hosting
Bars	Vacationing abroad	Hunting
Classical Music	Vacationing in US	Time with pets
Concerts/Opera		
Home, DIY & Deco		

ATTITUDIAL STATEMENTS BY SUBJECT

Advertising	Shopping	Family
Finance	Green Living	Self
Religion/Politics	Leisure	Media
Health	Multicultural	Tech
Fashion & Style	Work/Ambition	

CUSTOM SEGMENTATIONS

Motivations – internal drivers to action
Schwartz Values – needs-based segmentation
Global Content Sharing Typology – social media behaviors
Green Typology – sustainability spectrum

SPORTS & LEISURE:

34 SPORTS

Regularly Follow
Regularly Do

33 HOBBIES

Regularly Do
Passionate about

23 LEAGUES FOLLOWED



A Holistic View of Media Usage & the Drivers Behind Engagement

360 VIEW OF MEDIA ENGAGEMENT

Usage and Frequency
 Attitudes by Media
 + additional variables unique to each platform

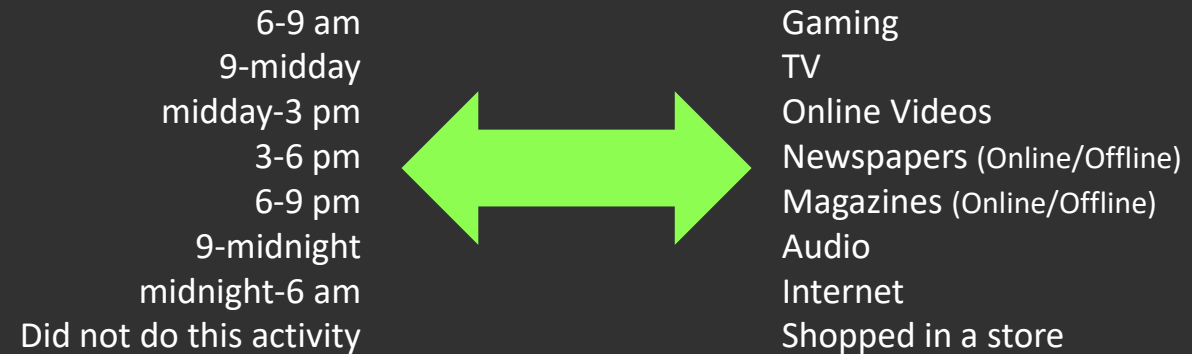
Devices Used
 Genres by Media



MEDIA DEEP DIVE



MEDIA BY DAYPART



New to CCS 2025

New Attitudes – Taken Directly from User Feedback



Internet & AI

- Intelligence usage on the environment
- When given the option, I reject any tracking/online cookies
- I am anxious about the impact AI will have on career opportunities

Lifestyle & Self

- I love staying up to date with what's happening in my local community (e.g. events, restaurants, openings)
- I'm always on the lookout for new exciting things to do
- I enjoy socializing more than being by myself
- I indulge in tasty food/drinks
- I seek out variety in my everyday life

Sports Attitudes - Powered by dentsu Sports



Sports

- I feel a great deal of pride when my country wins a match during the World Cup
- I like to wear my country's colors during international sporting events like the Olympics, World Cup, etc.
- I only follow sports that are easy to watch and follow on TV
- I follow the biggest sporting events (FIFA World Cup, NFL Super Bowl, Olympics) regardless of my interest in the sport
- I attend/watch sport as a social event rather than focused on the on field action
- I look down on sporting events that allow transgender women to compete in women's sport

Expanded Media Categories

Which of these types of content do you REGULARLY VIEW/LISTEN TO through each of the following medium(s)?



Magazines



Podcasts



Websites



Social Media

Art/Literature/Culture

B2B/Trade Publications

Cars/Automotive

Education

Entertainment & Pop Culture

Family

Fashion/Clothing

Finance

Food/Recipes/Dining

Gaming

Government/Politics

Health/Fitness

Lifestyle

News/Information

Sports

Technology

Travel

Self Help

Science

Other

None of these

Complete Modernization of Social Media Activities for the Multitasking Era

How often do you do each of the following activities on SOCIAL MEDIA?

OLD



UPDATED

1. Click on a link that a brand has posted
2. Look up/Source information on a product/brand
3. Post updates to friends/followers
4. Post comments/Make comments
5. Like/follow/comment on content from a brand
6. Like/Share friend's content
7. Share/repost content from a brand
8. *Shop on social media (e.g. Pinterest, Instagram, Facebook Marketplace)*

1. Click on a link shared by a brand
2. Look up product information or reviews
3. Post updates, stories, or status to friends or followers
4. Comment on friends' posts, stories, or videos
5. **Follow or engage with content from a brand or influencer**
6. Like or share content from friends
7. **Share or repost content from influencers/brands (e.g. stories, posts, videos)**
8. **Make purchases directly through social media (e.g. TikTok Shop, Instagram, Facebook Marketplace)**

Complete Modernization of Social Media Activities for the Multitasking Era

How often do you do each of the following activities on SOCIAL MEDIA?

NEW ACTIVITIES

- Engage with brands (e.g. asking questions or making complaints) (e.g. TikTok, Instagram Reels, X, Facebook)
- Seek advice or opinions from others
- Tag friends or use hashtags in your posts/stories
- Watch video content
- Send messages through social media apps
- Tag brands or influencers in your posts/stories
- Upload content (e.g. photos, videos, articles, music) that you have created
- Read/watch content based on algorithm suggestions (e.g. TikTok, Instagram, X, Facebook)
- Share your live status or activity (e.g. live streaming, status update)
- Make video calls (e.g. FaceTime, WhatsApp, Zoom)

23 Sports Leagues Regularly Watched/Followed

National Football League (NFL)	Men's NCAA Basketball
Major League Baseball (MLB)	Women's NCAA Basketball
National Basketball Association (NBA)	NASCAR
Men's Professional Tennis	Major League Soccer (MLS)
Women's Professional Tennis	US Men's National Soccer Team
Men's Professional Golf	US Women's National Soccer Team
Women's Professional Golf	National Women's Soccer League (NWSL)
Formula 1	Professional Wrestling (WWE)
English Premier League (EPL)	Obstacle Course/Mud Runs (Tough Mudder, Spartan Run, etc.)
National Rugby League	Professional Pickleball Association (PPA)
Women's Basketball League (WNBA)	
National Hockey League (NHL)	
NCAA Football	



PLUS 12 Additional Leagues – Powered by Dentsu Sports

World Surf League (WSL)

Ultimate Fighting Championship (UFC)

Ryder Cup (Golf)

UEFA Champions League (Men's)

UEFA Europa League

UEFA Conference League

UEFA Mens Euros

UEFA Women's Euros

UEFA Nations League (Men's)

UEFA Nations League (Women's)

FIFA Club World Cup

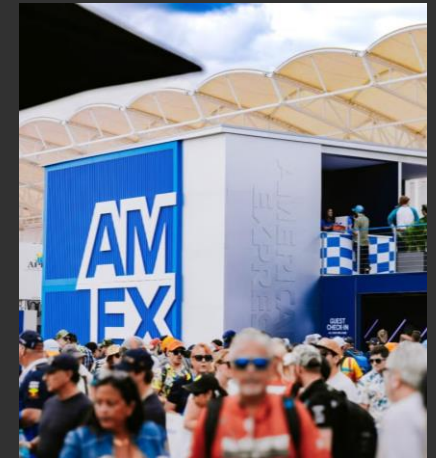
Major League Cricket (USA)



Experience Add-Ons – Powered by Dentsu Sports

Which of the following would you be willing to pay extra for to improve your experience at sports, music and entertainment events?

- Internet connectivity
- Food quality/selection
- Offers on food
- Beverage quality/selection
- Offers on beverages
- Exclusive experiences
- Hospitality upgrades
- Transport to/from venue
- Parking
- Venue App
- Brand Experiences
- After Parties

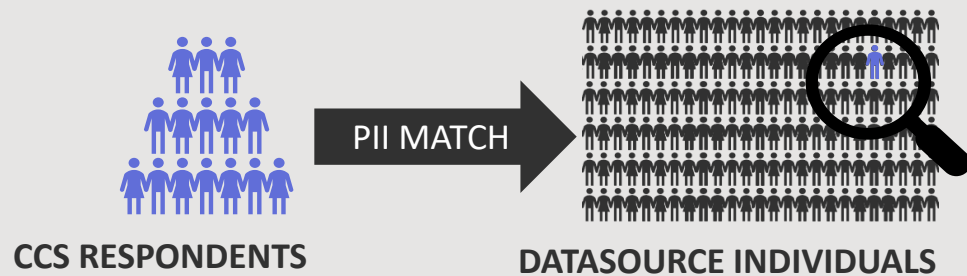


Fusion Process to Expand CCS in Merkury

CCS to DataSource Methodology

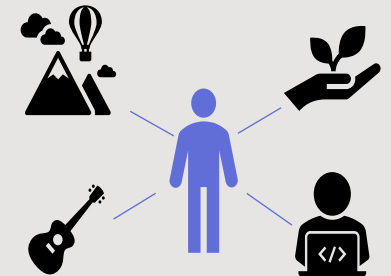
The CCS study is fielded to ~30,000 US consumers annually. Using a two-step approach, these panel attributes are assigned to each Mercury ID.

PII Match: Using PII, CCS respondents are matched to DataSource individuals through a rigorous QA process.



Linkage Fusion: Remaining CCS respondents (unmatched) are assigned to individuals using shared attributes.

- Demographics (e.g., Age, Gender, Education, Ethnicity, Presence of Children)
- Consumer Propensity (e.g., Hobbies, Entertainment)
- Interests (e.g., Gaming, Sports, Pets)



Final Step: Using lookalike modeling, CCS attributes are ascribed to every individual (~270 million) in Mercury.

Changes to the CCS – Merkury Fusion Process

Legacy Method

- Only factored in the subset of CCS respondents matched by PII (~50-60% of the total sample)
 - Causing lack of variance in the data (flat indices)
- Some error between matching Datasource individuals with CCS respondents
 - Family members with same names (Sr. and Jr.) getting assigned incorrect data
- Fusion process based on only a few demographics (age and gender primarily)

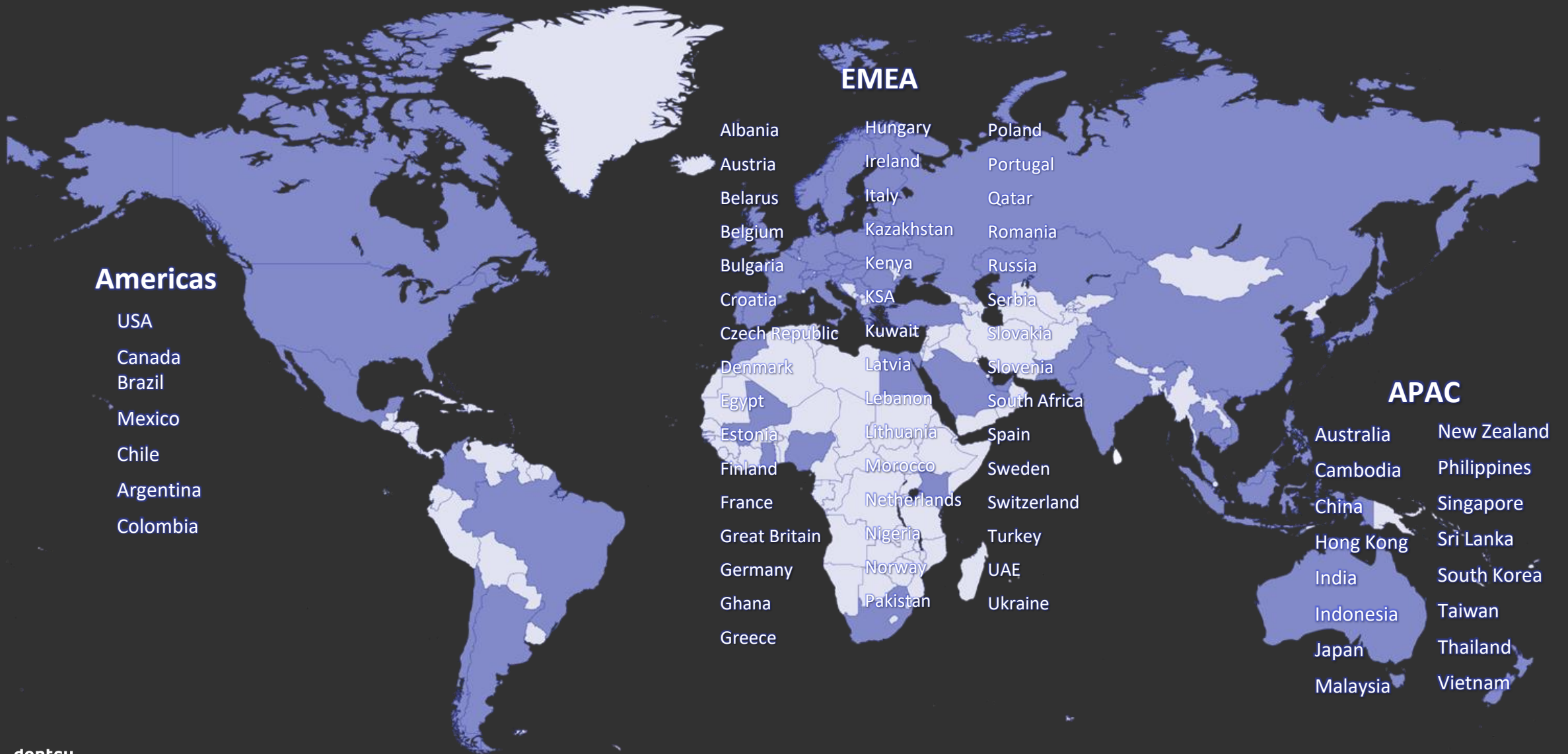
New Method – Updated Q3 2025

- Using a majority of the ~35k respondents data set
 - Matched PII respondents will go through a more rigorous QA process
 - Un-matched respondents will be matched on 50+ attributes ranging from demographics to lifestyle and interest to provide their data to Merkury individuals
 - Original nuances and variance of the original dataset should now appear in Merkury Explorer

New method has been tested against legacy fusion and original CCS dataset before being implemented

Appendix

dentsu's Proprietary Panel Data Spans Across 70+ Markets



Attributes Used for Fusion

These attributes are found in both the CCS survey responses and the Datasource data on each Merkury individual. These are used to match CCS respondents more closely to lookalike donors for higher data fidelity and more accurate indices.

- Demographics
 - Presence of Children
 - Age
 - Education
 - Ethnicity
 - Gender
 - Marital Status
 - State
 - Household Income
- Consumer Propensity
 - Arts and Crafts
 - Cooking
 - Golf Enthusiast
 - Hunting/Fishing
 - Walking/Running
 - Box Office Tickets
 - Music
 - Video Games
 - Magazines: Family/General
 - Magazines: Male/Sports
 - Publications: News & Financial
- Camping / Hiking
- Cultural Artistic
- Current Affairs Politics
- Gaming
- Do-it-Yourselfer
- Football
- Baseball
- Basketball
- Home Fitness
- Arts and Crafts
- Beauty
- Computers
- Gardening
- Healthy Living
- Pets
- Running
- Biking
- Golf
- Hockey
- Snow Skiing
- Tennis

After the initial match, there are an additional ~30 attributes that are shown to predict behavior and are also applied to the final fusion to Merkury. These can change year over year.

- Demographic
 - Length of Residence: 15 years+
 - Owns a Cat
 - Property Type: Single Family Residence/Townhouse
- Automotive
 - Vehicle Age: 7+ Years
 - Fuel Type: Gasoline
- Purchase
 - Home Living
 - Cooking
 - Apparel
 - Internet Buyer
 - Home Decorating/Furnishings
- Financial
 - Uses Credit Card
 - Donor
 - Aggregated Credit Statistics Very Good
 - Aggregated Credit Statistics Fair
- Interest
 - Collectors
 - Pets
 - Arts and Crafts
 - Football
 - High Tech Leader
 - Healthy Living
 - Vacation Travel
 - Gardening
 - Camping / Hiking
 - Investing
 - Cruise Travel
 - Movies
 - Sports
 - Entertainment
 - Outdoors