

Composition of the JICMAIL Panel

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Mail Media Metrics



- The panel consists of a minimum of 1000 households of which around 20% are refreshed annually
- The composition of the panel is designed to mirror the UK household population as defined by Census data from ONS
- A number of variables are used to match the household sample to the population (Quotas) and these are monitored over time to ensure a close match is achieved

Urban/ Rural split

Geographic Region

Social Grade

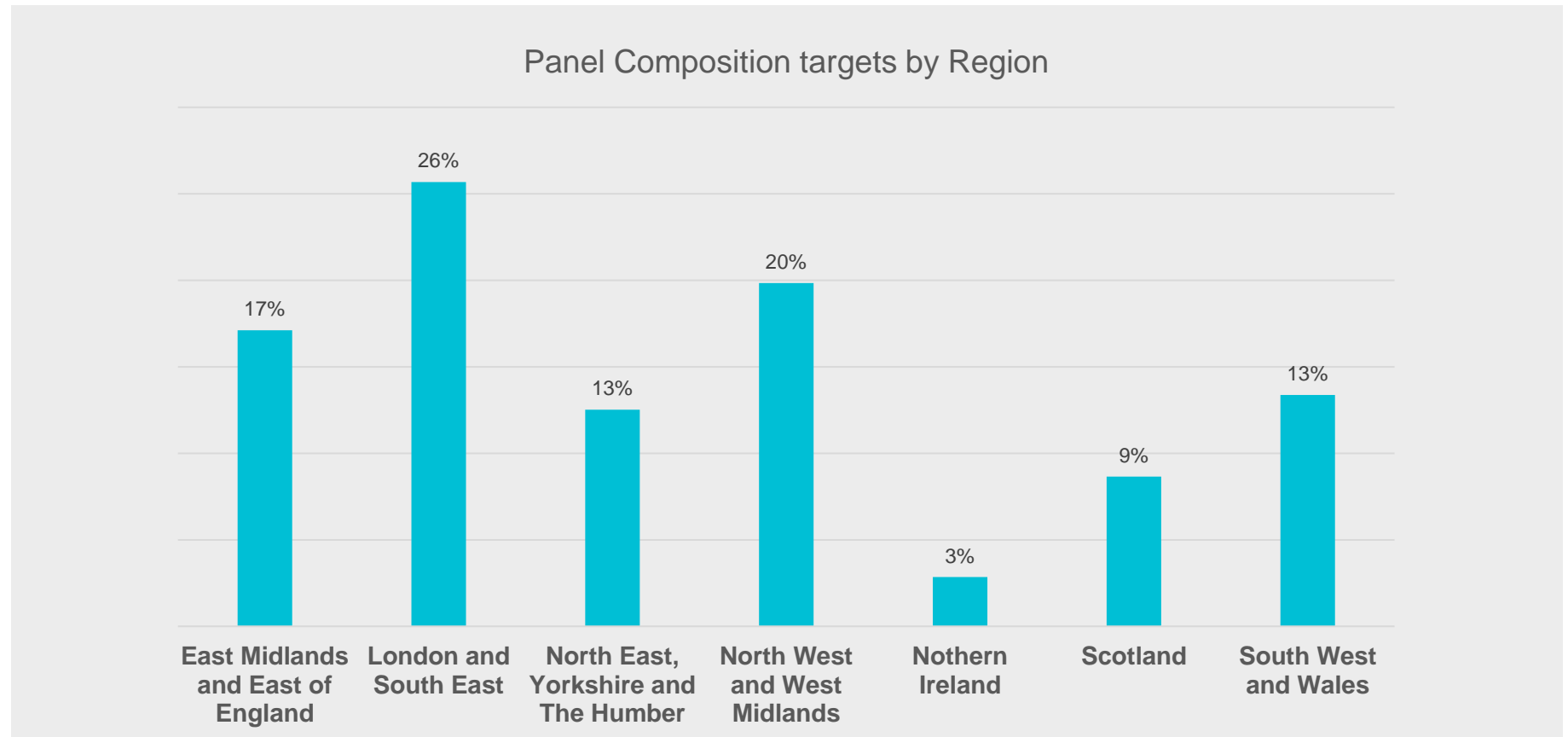
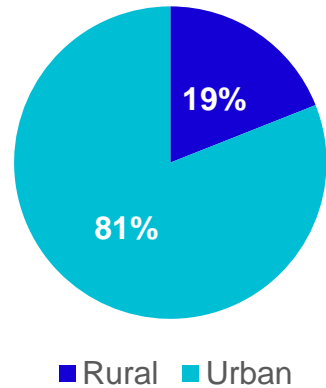
Household Size

- The Household Co-ordinator is responsible for maintaining the diary that includes data for all household members



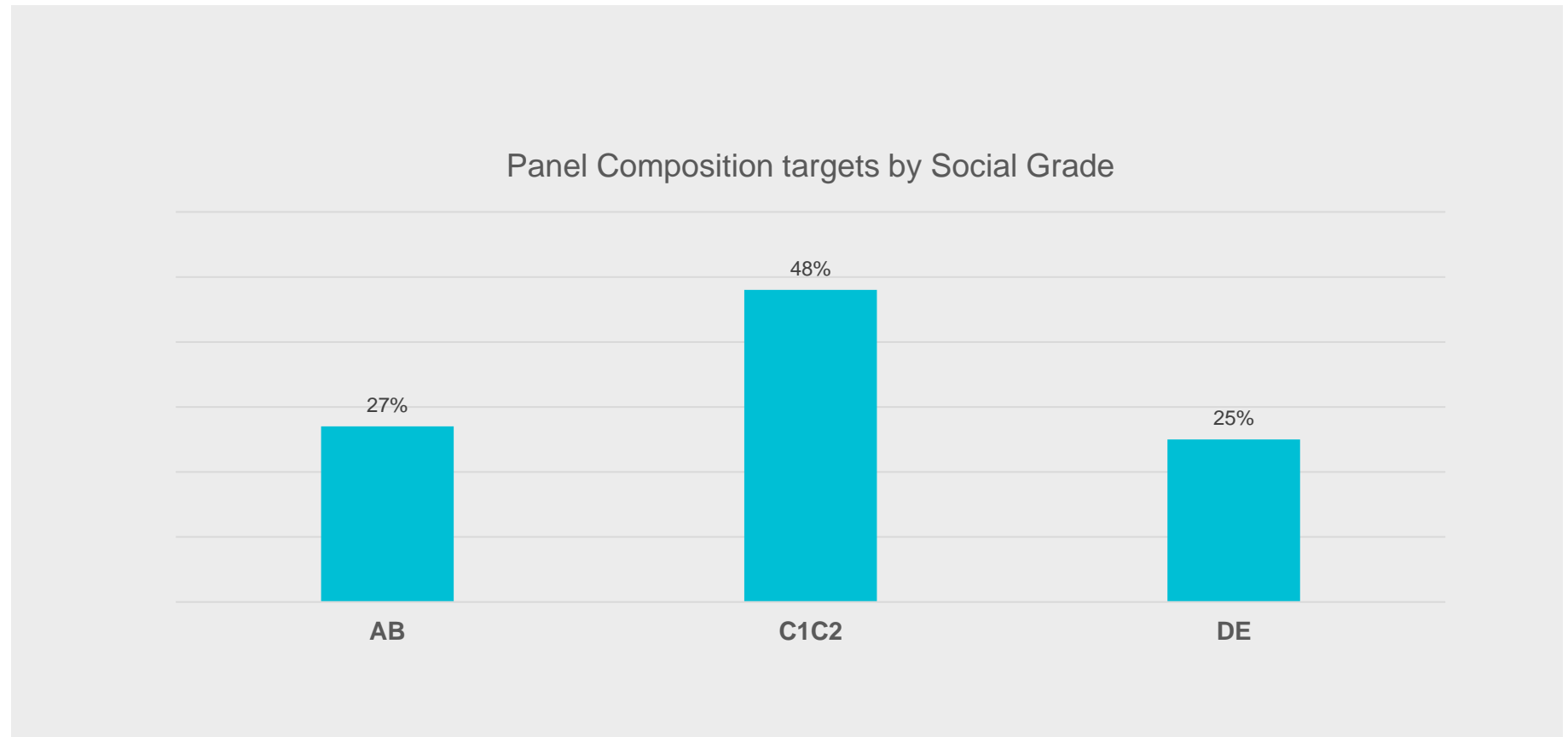
Geographic composition of panel

The geographic composition of the panel is nationally representative and is split across urban and rural households and regions in the same proportion as the UK population



Composition of the panel by Social Grade

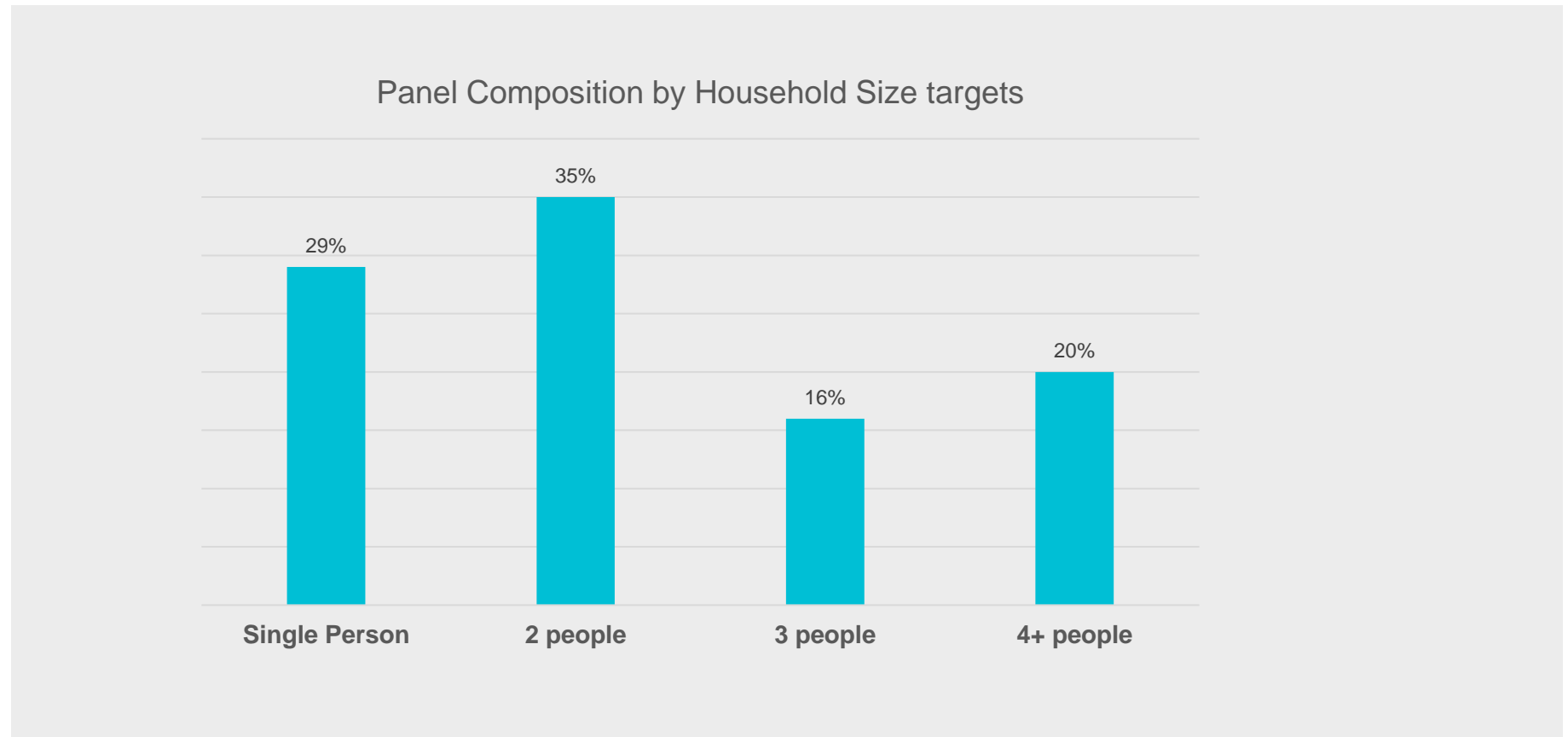
The composition of the panel by Social Grade matches the UK population as defined by the latest Census data



Source: JICMAIL 2017- 2024, Kantar , Q3 2024 – Household Quotas

Composition of the panel by Household Size

Single person households and multiple person households are recruited to match the UK population split



The Household Co-ordinator

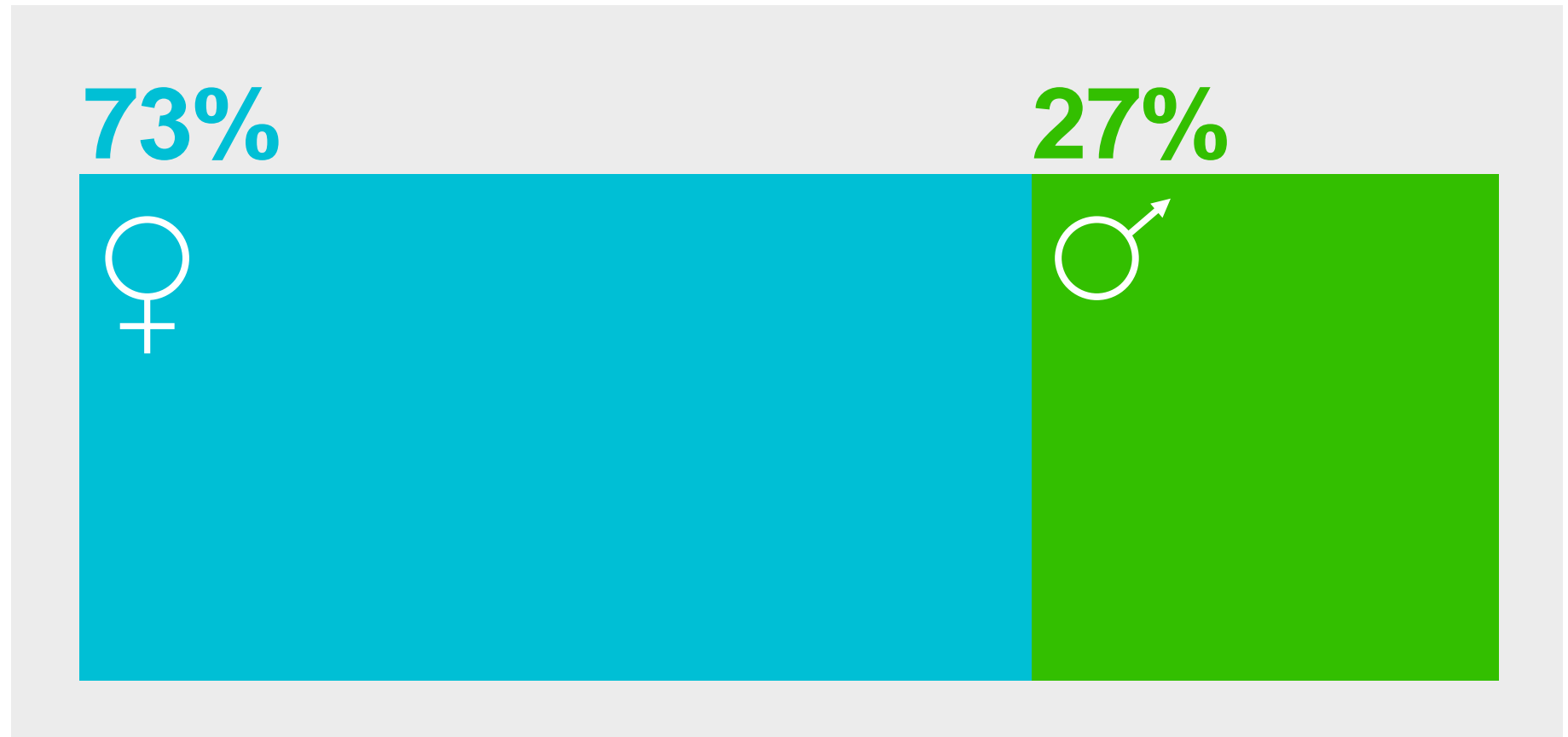
- There is often an individual within each household who generally assumes the responsibility for sorting the mail – **83%** of the panel take on this responsibility and **13%** say that the responsibility is shared with others in the home
- They are key to JICMAIL data collection as they are responsible for diary completion for all household members

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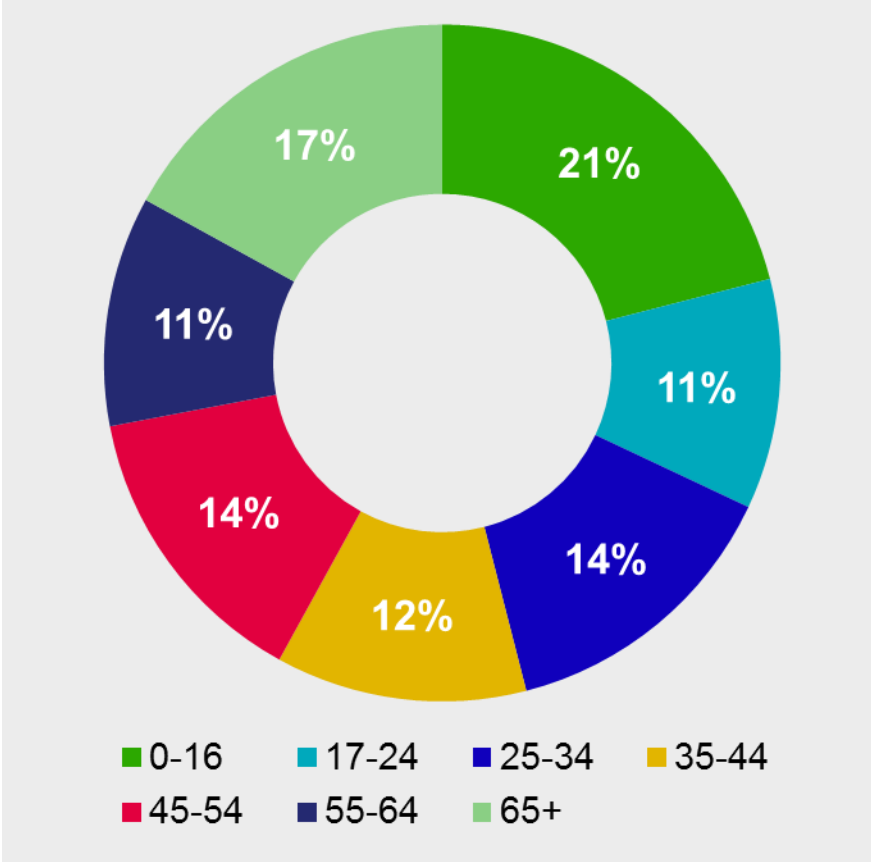
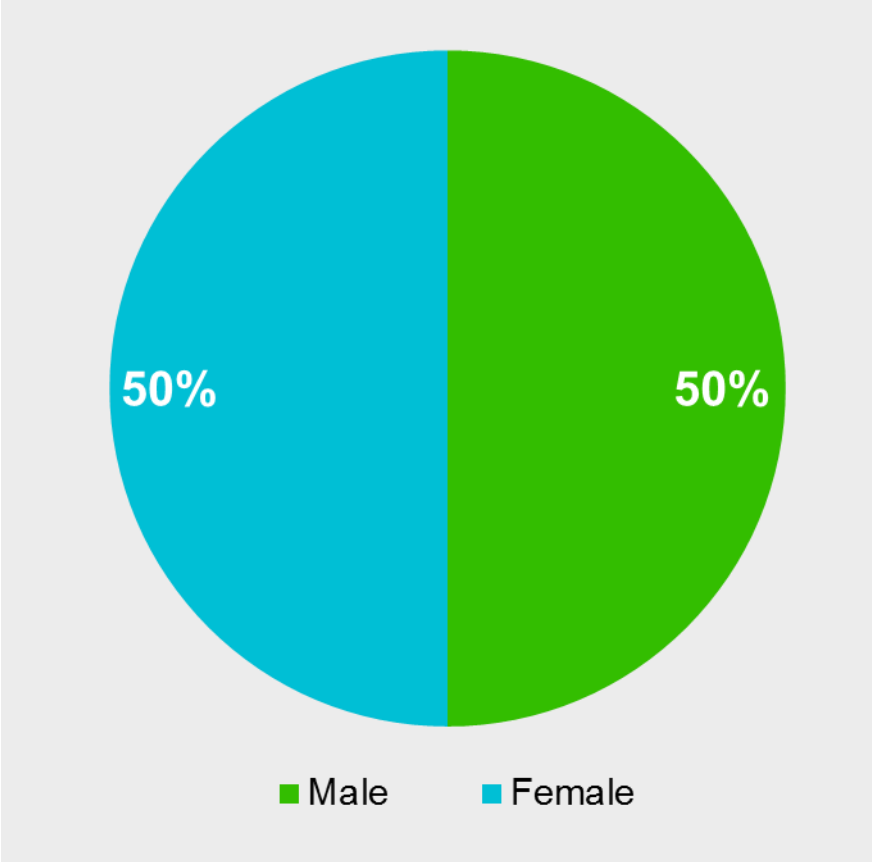


The majority of Household Co-ordinators are women



Upweighting panel data to population data

Once all the data for all household members has been submitted then the panel data is weighted to match the UK population for gender and age as per the Census data. The new file is referred to as the Audience File and reports on all adults (over 16 years of age)



Source: JICMAIL 2017-2024, Kantar, Q3 2024 – Population target weights

Thank you

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