

JIC-IN-A-BOX ONLINE

JICREG readership on the web

User Manual

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If you cannot find the answer to your query, please email
JIC-IN-A-BOX support at jiabsupport@adweb.co.uk

Getting Started

JIC-IN-A-BOX Online requires no software installation, data updates, patches or upgrades. All you need is an Internet connection, a web browser and your unique username and password.

JIC-IN-A-BOX Online has the same features and functionality as JIC-IN-A-BOX PC software so it should be fairly familiar to existing JICREG subscribers.

To start using JIC-IN-A-BOX Online, simply click on one of the options in the menu bar.



Standard Reports

Use JIC-IN-A-BOX Standard Reports for location level readership data based on a single geography or newspaper title. Readership data may subsequently be exported to third party spreadsheet or word processing applications for offline viewing and analysis. Users may also create colourful area catchment maps from their selected location.

Readership Analysis

Detailed readership reports generated from a list of postcode sectors you build or import yourself. Save postcode sector lists for future use. Export data to schedule analysis software and/or spreadsheet and word processing applications.

Reports Wizard

Customise your own reports: Define an area, select the data fields you require and let JIC-IN-A-BOX do the rest. You may also save your report structure for future use.

List Maintenance

Use List Maintenance to import, export, delete, rename and edit lists of postcode sectors for use in Readership Analysis reports.

Drive Time

Define a catchment area from a drive time (distance or time travelled, off-peak or rush-hour). Run reports from area specified.

Create Map

Create dynamic, colourful maps online from user sector lists, drive times, newspaper readership penetration and JICREG geographies.

Historical Data

Topline readership data, dating back to 2001, available for download as MS Word (95/6.0) documents.

Help

Please note that JICREG Help (including this page!) opens in a **new** browser window for your convenience. You may wish to close this window when you have found the answer to your query.

JICREG Home

Takes you to the home page of the JICREG web site.

Log Out

Terminates your JIC-IN-A-BOX Online session. You may also wish to log out if another user wishes to log on to JIC-IN-A-BOX Online on the same machine.

[Standard Reports](#) > Overview

Standard JIC-IN-A-BOX reports, showing regional newspaper readership data at location level, are freely available online.

You may create a readership report based one of the following geographies:

- location
- county
- ILR area
- ITV region
- ISBA area
- Single newspaper title
- Registrar-General area
- local government area

JICREG
Newspaper Readership Report
for the location
NORTHWICH RURAL
JICREG data as at 01/01/2000

Demographic Profile of the area:

Total population aged 16+ 102000						Total number of households 28800		
Total population	Total females	Total males	Total population aged between 16 and 24	Total population aged between 25 and 44	Total population aged between 45 and 64	Total population aged between 65 and 84	Total population aged between 85 and 94	Total population aged 95 or over
27614	12674	14940	8800	2600	2600	2600	2600	1000

Readerships:

Newspaper	Region	Date	Circ	Pub Date	Pub Day	Total Papers	Total Circ	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %	Total Circ %
THE NORTHWICH NEWS			1	16	1		25	8807	21024	4283	11644	1.8	9825	11687	11688	3128	4	
THE NORTHWICH NEWS			1	16	1		37	8807	8807	3.23	8807	2.8	8807	772	772	772	224	
Northwich and District			1	16	1	30	84	82842	27223	71.73	10463	2.4	10800	10879	10879	4774	15	

The final report will display a demographic profile of the area you have selected and readership data for the regional newspaper titles circulating in that area.

Choosing a single newspaper title for a standard report will generate total readership data for that title, a demographic profile of its circulation area, publication information and readership figures for the title broken down by location.

Clicking on one of these locations will take you to a readership report for that specific location.

You may also export standard readership report data to a spreadsheet application, such as Microsoft Excel.

NEW!!

JICREG users may now create free, detailed, colourful maps for their selected areas, courtesy of JICREG Mapping, developed by [Beacon Dodsworth](#)

[Standard Reports](#) > Overview

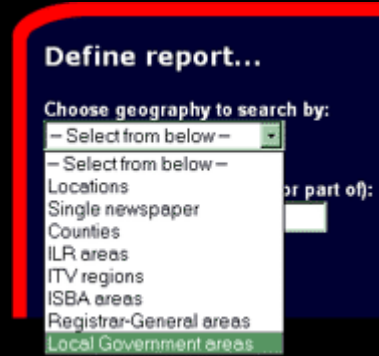
[Standard Reports](#) > Generating a report

Generating a standard JICREG readership report is a simple two stage procedure:

Stage 1: Define Report

Select a geography from the drop down box (see right). There are eight geographies to choose from:

- Locations
- Single newspaper
- Counties
- ILR areas
- ITV regions
- ISBA areas
- Registrar-General areas
- Local-Government areas



For further information regarding these geographies, please see the [glossary of terms](#).

Type the name, or part of the name of the specific geography you require in the box below.



For example, if you wished to generate a readership report for the local government area of Bracknell Forest, you would select 'Local Government Area' from the drop-down box and type 'Bracknell Forest', or even just 'brack', into the box below.

Click the **Search** button to continue.

Stage 2: Narrow your search

A list of options matching your criteria will be displayed. If search was explicit, you may find that there is only one option.

Highlight the option you require and click the **Show Report** button. Your report will then be generated and displayed in new browser window.

Alternatively, click the **Search Again** button to define a new report.

JICREG data is available for the following:



your

a

Search Again Show Report
Show Map

[Standard Reports](#) > [Generating a report](#)

[Readership Analysis](#) > [Overview](#)

JIC-IN-A-BOX's **Readership Analysis** feature allows you to generate detailed readership reports from a list of postcode sectors. You may build sectors from specific geographic levels (choose from locations, newspaper circulation areas, counties, ILR regions, ITV regions, ISBA regions, Registrar-General areas or Local Government areas, sectors or districts) or import a previously saved list of sectors. You may even save sector lists built with the Readership Analysis wizard for future use.

READERSHIP ANALYSIS

Choose sectors:

- G11
- G12
- G13
- G14
- G15
- G115
- G116
- G117
- G120
- G128
- G129
- G131
- G132
- G133
- G134
- G140

Add **Select All** **Deselect** **Add More** **<<Back**

Your Current Sector List

- G115
- G116
- G117
- G120
- G128
- G129
- G131
- G132
- G133
- G134

Clear List **Delete** **Save List** **Submit>>**

To remove sectors, highlight and click **Delete** or select **Clear List** to remove all sectors. Choose **Save List** to keep a record of this sector list for future use.

Choose sectors ...

Select sectors from the left hand column and click **Add** to include them in your report. You may then search for additional sectors via the **Add More** button.

Hold your **SHIFT** key while you select to choose multiple titles.

Hold your **CTRL** key and click to select or deselect individual titles.

Building a list of postcode sectors

Once you have built your list of postcode sectors, you may choose the newspaper titles you wish to include in your data from a list of all titles circulating that area and may select a demographic group... for example, you may require readership data for only adults in the ABC1 social group.

The data may be displayed in an online readership report (which may be printed or exported to desktop spreadsheet or word processing applications) and/or exported as a .jrt file which may be used in party schedule analysis software, such as Telmar's PrintPlan or BMRB's Choices3.

OPTIONS:

Select report criteria:

Area report Schedule analysis file

Select demographic profile:

Gender: Female **Class:** ABC1 **Age:** 15-34

Area report options:

Name of report: Glasgow young

Schedule analysis options:

Area description: Area description

Create file named: glasFm.jrt

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in
those
third

Data from readership analysis reports (as shown right) may be exported to desktop spreadsheet or word processing applications, such as Microsoft's Excel or Word.

Area Profile

Households	Adults	Men	Women	15-24	25-34	35-44	45-54	55-64	65+	ABC1	CDSE
10047	11467	5000	6467	1420	1720	1820	1920	2020	2120	2220	2320

Readerships

Newspaper	Region Code	Day	Time	Format	Printed Pages	Circulation	Cost	Total Circulation	Area Circulation	Area %	Area Cost
British Times and Chiltern Star	F	W	T	1	100	76	76000	30187	17.02	100000	
Bedfordshire On Sunday Borough	F	S	T	72	72	83	48476	48374	8.87	80000	
Bedfordshire On Sunday L+B&B	F	S	T	38	38	77	11081	11081	2.20	10000	
Bedfordshire On Sunday M&B	F	S	T	73	73	83	37246	36900	10.76	70700	
Bedfordshire Chronicle	F	W	T	72	72	80	10666	10646	3.21	10000	
Radio Examiner	F	W	T	1	1	1	8540	372	0.07	301	
Radio Herald	F	W	T	9	9	100	60	20011	0.63	2220	

Readership Analysis > Overview

Readership Analysis > Building a list of postcode sectors

JIC-IN-A-BOX Readership Analysis allows you to generate readership reports at postcode sector level. You may build sectors from a specific geographic level (eg locations, newspaper circulation areas, counties, ILR regions, ITV regions, ISBA regions, Registrar-General areas or Local Government areas), by specifying sectors or districts (the first part of a postcode sector, eg CW8, SW1V, B1, NW6) or by importing a previously saved list of sectors (see [List Maintenance](#) and [Saving Sector Lists](#)).

Stage 1

When you first access the Readership Analysis service via the menu bar, you will be given the option to select a geographical level for building your postcode sectors. Select a geography from the drop down list and type the name, or part of the name of the geography in the text box below. For example, if you want to use Glasgow postcode sectors, select **location** from the drop down box and type 'Glasgow', or even just 'Glas' in the field below. Click the **Search>>** button to proceed. (You will be subsequently be able to add additional geographies to build your sector list.)



Selecting **sectors** from the drop down box will take you directly to Stage 3. Simply type in the sector you require (eg CW8 2) or the first part of a sector (eg CW which will bring up all the sectors starting with 'CW') and click the **Search>>** button to proceed. *NB JIC-IN-A-BOX does not allow you to generate readership reports for less than three postcode sectors unless those sectors define a complete location or district.* (You will be subsequently be able to add additional geographies to build your sector list.)

Alternatively, if you have previously saved a list of postcode sectors (see [List Maintenance](#) and [Saving Sector Lists](#)), you may click the **Load Saved List** button and select the sector list you require. Your sectors will then be loaded into the Readership Analysis Wizard and you will be taken directly to Stage 3. (You will be subsequently be able to add additional geographies to build your sector list.)

Stage 2

NB If you performed a search on **sectors** in Stage 1 you will skip this stage and be taken directly to Stage 3.

JIC-IN-A-BOX will now display all the areas (districts, counties, Registrar-General etc - whatever you selected in Stage 1) that match your criteria. If there are no areas matching your search you will be returned to Stage 1 to try again.



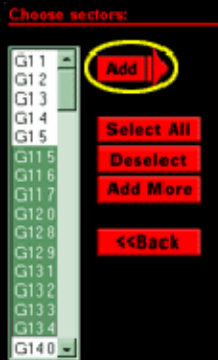
Select the areas you require by highlighting the desired options with your mouse. If your search criteria was highly specific, you may have only one option available. In the example to the right, the user wishes to build a report from Glasgow post code sectors but not those in the Port Glasgow area, so she has only highlighted the first two options. Only the highlighted options will be submitted to the next stage. If you wish to select all the options available, you may click the **Select All** button. Should you decide you want to deselect highlighted options, click the **Deselect** button which will clear all selected options and allow you to start again.

The next stage will bring up a picking list of postcode sectors for your selected areas. If you wish, you will be able to add additional sectors later.

Click **Continue>>** or **Back** to return to Stage 1.

Stage 3

You will now be presented with all the postcode sectors that meet your criteria in a vertically scrolling box (as shown left). If you wish to use all of the sectors, simply click the **Select All** button (which will select all the postcode sectors displayed) then click the **Add** arrow button (circled). Alternatively, you may select individual or specific multiple sectors by clicking on the sectors you require (hold your CTRL key and click to (de)select individual sectors or hold your



SHIFT key and drag your mouse over multiple consecutive sectors to select a block of sectors). Should you need to remove your selections and start again, simply click the **Deselect** button to clear all highlighted areas.

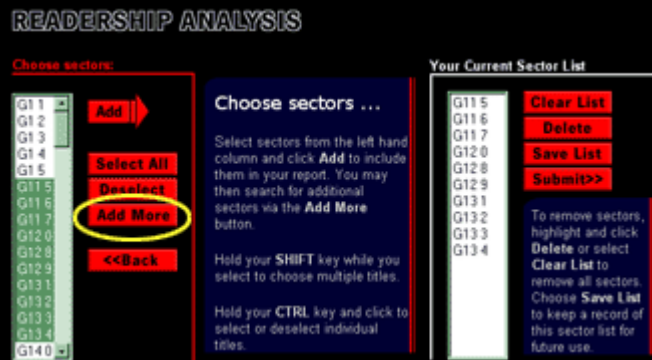
Click **Add** to send all your selections to your current sector list (which will appear in the right hand side of your screen (see Section 4). Remember that only the sectors highlighted will sent to your current sector list. Alternatively, you may click the **<<Back** button to return to Stage 2.

Remember, at this point your sector list is not definitive. You may subsequently delete sectors submitted at this stage and/or add additional sectors.

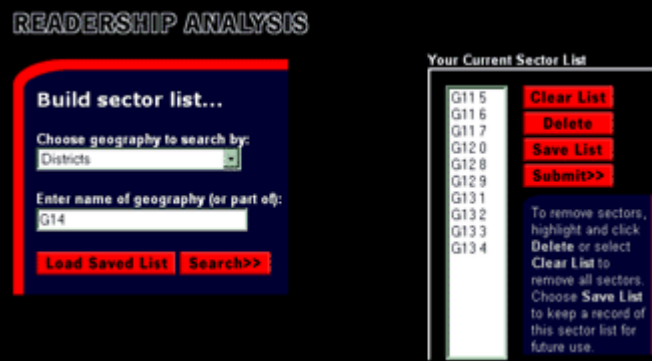
Stage 4

You are now at the point where your **prospective** sector list has been generated. Once you have clicked the **Add** button in Stage 3, your **current sector list** will be displayed in the right of your screen, as shown below. This is not yet the list of sectors you will be using for your report, merely a 'working list'. You will be able to delete sectors from this list and add additional sectors.

To add more sectors to your working list, simply click the **Add More** button, as circled below.



This will return you to Stage 1 in the left hand part of your screen, where you can choose a new geographical level or load a previously saved list of postcode sectors (see [List Maintenance](#) and [Saving Sector Lists](#)), as shown below.

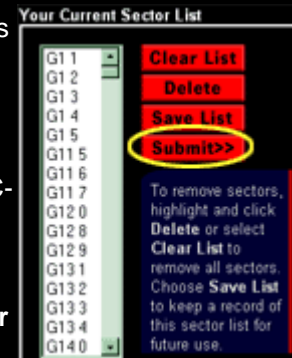


Stage 5

If you wish to remove your entire current sector list and start building sectors from scratch, click on the **Clear List** button. To delete specific sectors, highlight the sectors you wish to delete (hold your CTRL key and click to (de)select individual sectors or hold your SHIFT key and drag your mouse over multiple consecutive sectors to select a block of sectors) and click the **Delete** list. This will permanently delete those sectors from your **Current Sector List**.

When you have honed the sectors listed in your **Current Sector List**, you may click the [Save List](#) button to store that list for future use on JIC-IN-A-BOX.

To submit sectors for your report, simply click on the **Submit>>** button. Please note that this submits **ALL** sectors listed in your **Current Sector List** for your report. You will need to delete sectors (highlight and click **Delete** button) you do not require beforehand. All sectors listed in your **Current Sector List** will be taken as your definitive sector list for [generating your report](#).



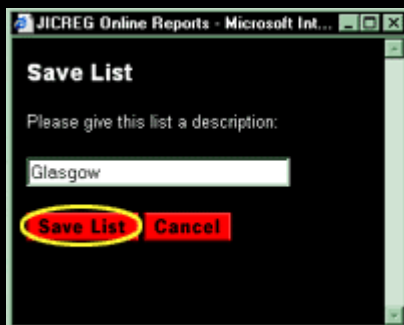
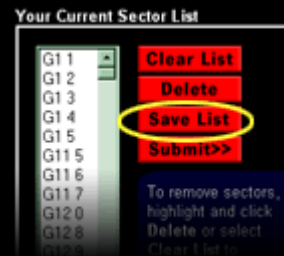
[Readership Analysis](#) > [Building a list of postcode sectors](#)

[Readership Analysis](#) > [Saving sector lists](#)

A postcode sector list built with the **Readership Analysis** wizard may be saved for use in future Readership Analysis reports.

When you get to Stage 4 of [Building a list of postcode sectors](#), as seen right, and you are happy with your list of postcode sectors, simply click the **Save List** button (circled).

NB **all** sectors in the **Your Current Sector List** scrolling box will be saved in your list, not just those highlighted (remove unwanted sectors first by highlighting them and clicking the **Delete** button).



The **Save List** box will pop up (as shown left). Give your list a memorable name (up to 27 characters long) and click the **Save List** button (circled) to save your new list and exit the Save List window or **Cancel** to exit without saving.

NB by default, your list will be named 'My List' unless you rename it.

To subsequently edit, rename or delete lists, click the [List Maintenance](#) button on the menu bar.

[Readership Analysis](#) > [Saving sector lists](#)

Readership Analysis > Generating the report

When you have [built your list of postcode sectors](#) and clicked the **Submit** button, you will then be asked to define your readership report.

You will first be asked to select the newspaper titles you wish to use for your readership report. All the titles that circulate in the area defined by your chosen postcode sectors will be displayed on screen in a vertically scrolling box, as shown right.

Select the title(s) you require by highlighting them with your mouse (hold your CTRL key and click to (de)select individual titles or hold your SHIFT key and drag your mouse over consecutive titles to select a block of titles). You must select at least one title. Only those titles highlighted when you click the **Continue>>** button will be incorporated into your report.

Select titles



Select All Select None
<<Back Continue>>

The next screen will give you the opportunity to specify the demographic group to display for your report (eg Female ABC1 15-35 year olds) by selecting from the drop-down boxes.

You may also decide whether you require the data to be displayed online in a report (check the **Area report** box in the **Select Report Criteria** section) and/or saved as a **.jrt** file which may be exported for use in third party schedule analysis software (check the **Schedule analysis file** box in the **Select Report Criteria** section), see right. You must chose either Area report or Schedule analysis file or both to continue.

OPTIONS:

Select report criteria:
 Area report Schedule analysis file

Select demographic profile:
Gender: Female Class: ABC1 Age: 15-34

Area report options:
Name of report: Glasgow young

Schedule analysis options:
Area description: Area description
Create file named: glasFm.jrt

You are also given the option of giving your report a name (by default it will be called 'My Report'). This name will appear at the top of your report. You may also specify an area description for your schedule analysis file (if applicable) and rename the name of the file (NB it must end with **.jrt** and not contain any illegal characters such as ? / \ , : ? " < > ~ |

Click **Continue>>** to generate your readership report and/or schedule analysis **.jrt** file or **<<Back** to return to the last screen.

Should you have chosen to generate a readership report but no schedule analysis file, your report will open in a new browser window (see [Reading the report](#) for further information).

If you have requested that a schedule analysis file of the readership data be generated, the file will be available to download from a new browser window (as shown right).

Schedule analysis file:

Your schedule analysis file has been successfully created, and is ready for downloading:

[MySchedule.jrt](#)

Internet Explorer users

RIGHT click on link above and select 'Save Target As' to download the file to your hard drive.

Netscape users

Click on link above to save file to your hard drive.

View area report:

To view your area report, please click the Show Report button.

This will open the report in a new window.

Show Report

Download the **.jrt** file to your hard drive by clicking on it (NB if you are using Microsoft's Internet

JIC-IN-A-BOX's Reports Wizard also allows you to incorporate additional publication data fields such as SCC ROP, National Sales house details and Unit Cost.

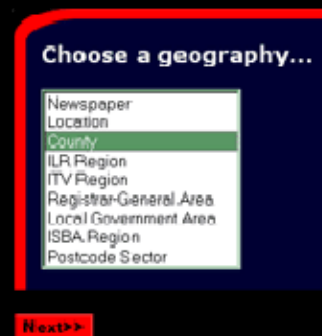
[Reports Wizard](#) > [Overview](#)

[Reports Wizard](#) > [Step by Step](#)

The JIC-IN-A-BOX Reports Wizard allows you to customise your own reports by choosing only the data fields you require.

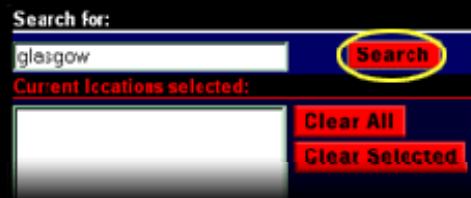
Stage 1

You first need to decide on the type of report you require, ie which geographic level you wish to base the report around. You will subsequently be able to select data fields for the geographical level you choose (eg demographic data fields for an ILR region) AND for newspapers circulating in the geography specified. However, selecting 'newspaper' in Stage 1 will give you the option of subsequently choosing data fields for both newspaper readership data and for a specific geographical level (eg **locations** in which your selected newspaper circulates) OR solely data fields for the newspaper titles you select. Click **Next** to continue.



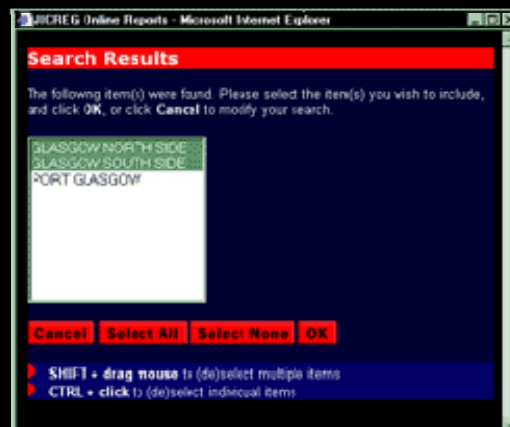
Stage 2

Type the name, or part of the name, of the geography you require in the top box. For example, if your chosen geographical level (Stage 1) is **locations**, input the name of the location you require, eg Glasgow (see right). Now click the **Search** button.



JIC-IN-A-BOX will now search for all areas matching your criteria and will display all matches in a pop-up box (see below right). If there are no matches, you will be informed that nothing matches your criteria.

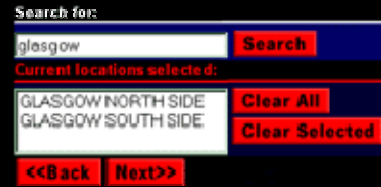
If you are presented with a number of areas that match your search, you may use the **Select All** button to select all options or may select areas manually by clicking/dragging your mouse to highlight those you require. If you change your mind about your selections, you may click the **Select None** button to clear all the highlighted areas and allow you to start again. When you have made your selections, click the **OK** button which will close the pop-up window and enter your choices into the current selections box as shown below right.



If you click the **OK** button without having made any selections (which will be highlighted), the window will not close as JIC-IN-A-BOX will still be waiting for you to make your choices. You may, of course, click the **Cancel** button at any time to close the window should you wish to perform a different

search.

You may now perform an additional search, as described above, should you wish to add more areas to your current selections box. To remove all your current selections, click the **Clear All** button. To remove individual selections, highlight the selections to be removed with your mouse and click the **Clear Selected** button.



When you are happy with your final selection list, click **Next** to continue. Everything listed in your current selections box when you click the **Next** button will be used in your report, although you will be given the option to go back and amend your choices at each stage of the Wizard.

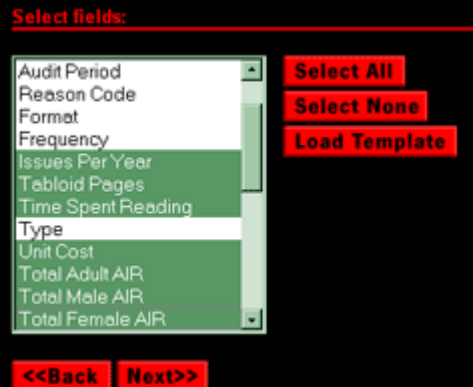
Start Again

Should you wish, at any point, to return to the first screen and start the Report Wizard again, simply click the **Start Again** button, which you will find at the top right hand side of your screen, underneath the menu bar.

Stage 3

You will now be given the opportunity to select data fields relevant to the geographical level you selected in Stage 1.

Highlight the fields you require by clicking or dragging your mouse, or click **Select All** to select all the fields. To remove all your current selections, click the **Select None** button, which will clear all highlighted options and allow you to start again. If you have previously saved a [report template](#) you may load it now and bypass the data field selection process.



For further information about data fields, please see the [glossary of terms](#).

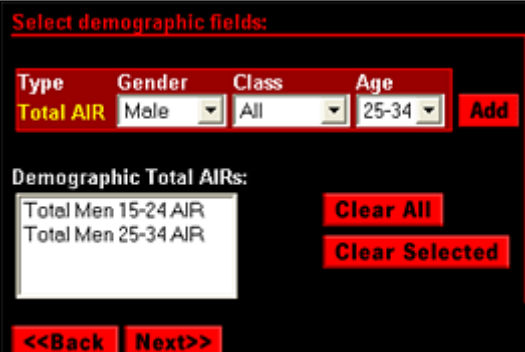
Click **Next** to continue or **Back** to return to Stage 2.

Stage 4 - NEW! Extended demographics

[NB prior to November 2004, demographic fields would have been added at stage three]

In this stage you may add any demographic fields you wish to add to your report, using the drop down age, sex and class select boxes (eg C2DE women aged 15-35).

Depending the geography you chose at stage one, you will either be able to select total newspaper AIR fields for a specific demographic (if you chose 'newspaper' as your base geography) or demographic population figures and/or demographic area AIR figures for all other geographies.



[newspaper report]

Select the age, class and gender option you require and click the 'Add' button. The demographic will then be displayed in the box below. For all reports other than newspaper reports, select either 'Location AIR' or 'Population' from the 'Type' drop down box, as appropriate.

You may delete any choices you have already made by either highlighting an individual demographic and clicking the 'Clear Selected' button or click the 'Clear All' button to remove all selections.

Click **Next** to proceed to the next stage.

Select demographic fields:

Type	Gender	Class	Age	
Location AIR	Male	All	15-24	Add

Demographic Location AIRs:

Demographic Populations:

ABC1 men 15-34 Pop

[any other geography report]

Stage 5

The next stage depends on the geographical level selected in Stage 1.

If you selected any geographical level other than 'newspaper', you will now be asked to select the newspaper data fields you require.

If you originally selected 'newspaper' as your geographical level in Stage 1, you will now be asked to select the geographical level you would like to see newspaper details for (ie location, county, Registrar-General area, ILR region, ISBA region, ITV region or Local Government Area). The next screen will allow you to select fields for that geographical level. If you only wish to see the newspaper level data you selected in Stage 3, select **[None]**.

For further information about data fields, please see the [glossary of terms](#).

Click **Next** to continue or **Back** to return to Stage 4.

Stage 6

Again, this stage depends on the original geography you selected in stage 1.

If you selected 'newspaper' in stage 1 for your report geography, you will now be able to choose from a list of additional fields for your secondary geography (selected in stage 5).

For all other geography reports, you will now be able to select any demographic newspaper readership fields you would like on your report.

Select demographic fields:

Type	Gender	Class	Age	
Total AIR	Male	All	25-34	Add

Demographic Total AIRs:

Total Men 15-24 AIR

Total Men 25-34 AIR

For further information about data fields, please see the [glossary of terms](#).

Click **Next** to continue or **Back** to return to Stage 5.

Stage 7 - Newspaper reports only

If you selected 'newspaper' in stage 1 for your report geography, you may now select any demographic population or area AIR fields you require for the secondary geography you selected in stage 6.

For further information about data fields, please see the [glossary of terms](#).

Click **Next** to continue or **Back** to return to Stage 6.

Select demographic fields:

Type	Gender	Class	Age	
Location AIR	Male	All	15-24	Add

Demographic Location AIRs:

Clear All
Clear Selected

Demographic Populations:

Clear All
Clear Selected

<<Back **Next>>**

Stage 8

This is the final stage before your report is generated. Here you may delete, rename and/or re-order the data fields selected: Highlight a field by clicking on it with your mouse then click the **Rename Selected Field** button to change the field name, the **Delete Selected Field** button to remove the field entirely, the **Move Selected Field Up** button to move a field towards the beginning of the list of fields (ie towards the first field listed on your report, reading left to right) or the **Move Selected Field Down** button to do the opposite.

Report Heading:

Manage report fields:

Actual/Modelled	Move Selected Field Up
Frequency	Move Selected Field Down
Location Adult AIR	Rename Selected Field
Location FMS AIR	Delete Selected Field
Total Adult AIR	Save Template
Total FMS AIR	

<<Back **Finish**

At this point you may also save your report structure (ie the data fields ordered and named to your specification) as a [template](#) for future use, by clicking the **Save Template** button.

Give your report a title in the **Report Heading** box (this will appear at the top of your report) and click **Finish** to generate your report OR **Back** to return to Stage 4.

Your report will open in a **separate browser window** for your convenience.

Please note that it may take several minutes to generate the report, depending on the scope of your criteria. The report structure and most of the data calculations are generated 'on the fly' so the more data fields you request, the longer the report will take to create. However, simpler reports will take just a matter of seconds.

[Reports Wizard](#) > [Step by Step](#)

[Standard Reports](#) > [Report Templates](#)

JIC-IN-A-BOX's Report Wizard allows you to save a report structure to use as a template for future reports. A report structure is comprised of a selection of data fields, ordered and named as you wish.

Saving a report structure

Saving a report template could not be simpler; when you get to the last stage of defining a

readership report (at the point where you are given the opportunity to rename, delete and re-order fields) simply click on the **Save Template** button once you are happy with the order and names of your chosen fields. You will then be asked to give your template a name. Give it a meaningful name that you will remember later on. You may then continue with your existing report (by clicking the **Finish** button). Your template will be stored on the JIC-IN-A-BOX Online system for future use.

Re-using a report structure

To use a report template you have saved previously, click on the **Load Template** button at the point where you are first asked to select your data fields. You will then be asked to select the name of the template you require from your list of stored templates. (Please note that if you have not previously saved a template, you will not be given the option to use one!) Should your template be incompatible with the geography you have chosen (for example, if you have built a template around a Registrar-General area and then try to apply those fields to an ILR region), the following message will be displayed: *No templates have been saved for your selected geographical level.*

Once you have selected and loaded a template you will be taken immediately to the final stage prior to generating your report, where you may 'tweak' your report template by renaming, re-ordering and/or deleting specific data fields.

Manage report fields:

Households
AIR%
RPC
Circulation
Format
Frequency
Total AIR%
Total RPC
SCC ROP

Move Selected Field Up
Move Selected Field Down
Rename Selected Field
Delete Selected Field
Save Template

<<Back Finish

Select fields:

Audit Period
Reason Code
Format
Frequency
Issues Per Year
Tabloid Pages
Time Spent Reading
Type
Unit Cost
Total Adult AIR
Total Male AIR
Total Female AIR

Select All
Select None
Load Template

<<Back Next>>

[Standard Reports](#) > [Report Templates](#)

List Maintenance > Overview

The **List Maintenance** facility allows you to import, export and manage lists of postcode sectors for use in detailed [Readership Analysis](#) reports.

If you previously saved a list of postcode sectors when creating a Readership Analysis report or a drive time, you may use the List Maintenance facility to subsequently edit, rename, export or delete your list.

The Run Report feature allows you to generate a report directly from a saved list of sectors.

Should you have no lists currently saved on JIC-IN-A-BOX Online, you will only have the option to import a list, as shown below.

LIST MAINTENANCE

Current sector lists

Brian's List
Coventry
daphne
My List
test

Export List Import List
Edit List Rename List
Delete List Run Report

LIST MAINTENANCE

You do not currently have any saved lists

Import List

List Maintenance > Export List

Use **Export List** to export a list you have previously imported, or saved when building a [Readership Analysis report](#).

Your list of postcode sectors will be saved as a text (.txt) file which may be downloaded to your computer's hard drive and opened in desktop applications such as Notepad, Microsoft Word, Excel etc. You will have the opportunity to define the format of your list, ie how you wish your postcode sectors to be separated/displayed.

To export a list, highlight the list you wish to export and click on the **Export List** button. The Export List window will be displayed, which will guide you through the list export procedure.

Stage 1

You will first be asked to specify the export format you require.

Delimited

This means that each sector is separated by a character such as a tab or a comma. (Permitted characters are tab, comma, space or semicolon).

For example:

CW8 2;CW8 3;CW8 4; ...etc

(delimited export format, separated by semicolons)

Export List: Brian's List

This wizard allows you to specify how you would like to export your list. Which export format would you like?

- Delimited - characters such as comma or tab separate each sector
- Carriage-return separated list of sectors

Cancel Next>>

Carriage-return separated

This means that postcode sectors will be saved on separate lines, one under another like this:

CW8 2
CW8 3
CW8 4
... etc

When you have selected your list export format, click **Next** to continue or **Cancel** to exit.

Stage 2

If you have selected a delimited export format, you will now be asked to specify the character you wish to separate your sectors (tab, space, comma or semicolon).

You will also be given the option to place double-quotes around each sector, eg

"CW8 2","CW8 3","CW8 4"...etc

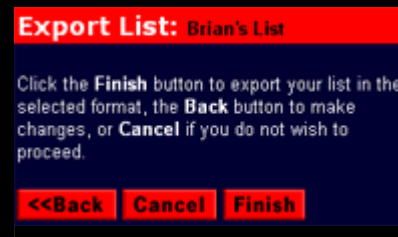
Click **Next** to continue, **Back** to return to Stage 1 or **Cancel** to close the window.



Stage 3

Your postcode sector list will now be ready to download.

Click **Finish** to access the file, **Back** to return to Stage 2 or **Cancel** to close the window.



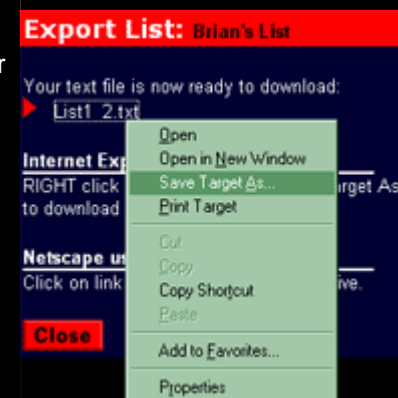
Stage 4

Your file will be a text file, named by the JIC-IN-A-BOX Online system. Click on the underlined file name to download the list to your hard drive.

NB if you are an Internet Explorer browser user, click with your RIGHT mouse button and select 'Save Target As' to save locally (see right). Otherwise the list will open within your browser window instead of saving to disk.

Should you do this accidentally, RIGHT click with your mouse button in the window and select 'Back', which will take you to the previous screen.

When you have downloaded your file, click **Close** to close the window.



[Help](#) > [List Maintenance](#) > [Export List](#)

List Maintenance > Import List

Use **Import List** to transfer a list of postcode sectors from your local computer to JIC-IN-A-BOX Online (for use in [Readership Analysis](#) reports).

Criteria:

The list to be imported should be a text file of British postcode sectors (eg CW8 2, CW8 3, CW8 4 etc).

Each sector should be separated by either:

- **a tab**
CW8 2 CW8 3 CW8 4 ... etc
- **a comma**
CW8 2,CW8 3,CW8 4 ...etc
- **a space**
CW8 2 CW8 3 CW8 4 ...etc
- **a semicolon**
CW8 2;CW8 3;CW8 4; ...etc

OR

- **carriage returns**
CW8 2
CW8 3
CW8 4
...etc

Additionally, each sector in the list may be surrounded by **double quotes**, eg "CW8 2" "CW8 3" "CW8 4"

To import a list, click the **Import List** button.

Stage 1

First select an import format for your list; if postcode sectors are separated by a tab, comma, space or semicolon, choose the first option: Delimited

If postcode sectors are on separate lines underneath each other, choose the second option: Carriage-return separated.

Click **Next** to continue or **Cancel** to exit

Stage 2

If you have chosen to import a delimited list, you will now be asked for the character that separates your sectors (comma, space, tab or semi-colon).

If there are double quotes around each sector, ensure that

Import List

This wizard allows you to specify how you would like to import a list. In which format is the file you would like to import?

Delimited - characters such as comma or tab separate each sector

Carriage-return separated list of sectors

Cancel **Next>>**

Import List

Choose the delimiter that separates each sector in your list. You can also specify whether there are double-quotes around each item in the list.

Comma Space Tab Semicolon

There are double-quotes around each sector

<<Back **Cancel** **Next>>**

you check the box marked **There are double-quotes around each sector**.

Be careful to specify the correct delimiter and/or double quotes box else your sector list will not be interpreted correctly.

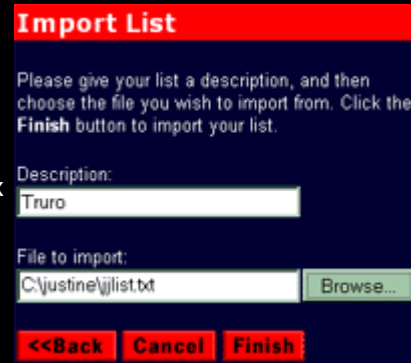
Click **Next** to continue, **Back** to return to Stage 1 or **Cancel** to exit.

Stage 3

Give your list a name in the Description box so that you will be able to identify it later.

Click the **Browse** button to the right of the **File to import** box and locate the list to be imported on your local computer. Double click the file or click on the **Open** button to load the file.

Click **Finish** to import your list, **Back** to return to Stage 2 or **Cancel** to exit.




Stage 4

Your list will now be imported to JIC-IN-A-BOX Online. should there be any incorrect or unidentifiable sectors in your imported list, you will be informed of omissions (as shown right).

Your new sector list will be displayed in the Current sector lists box. If you wish, you may now [edit](#), [rename](#) or [delete](#) your list online and/or use your list of sectors to generate a readership report (see [Readership Analysis](#)).



Troubleshooting



If you get the message shown left when trying to import a sector list into JIC-IN-A-BOX Online via the List Maintenance facility and are certain that your sector list contains valid sectors, it could be that you have selected the wrong import format.

For further help on this, please see the help page [sectors unrecognised by JICREG database](#)

[List Maintenance](#) > [Import List](#)

Glossary of Terms

ABC

[Audit Bureau of Circulations](#). The organisation responsible for auditing newspaper circulation and distribution figures.

ABC1

The three higher social demographic groups, based on occupation of the head of the household. See [social group classifications](#).

Actual data/research

JICREG readership data is generated by applying readers per copy (RPC) figures to circulation breakdowns at postcode sector level. The RPC figures are generated either from market research, undertaken to strict JICREG guidelines - **actual** data - or by using JICREG models - **modelled** data. These models have been developed following detailed analysis of all available research and are regularly updated to ensure that they continue to reflect current research findings.

Ad %

Ad Percent: The percentage of a publication that is advertising (as opposed to editorial).

Ad Percent

The percentage of a publication that is advertising (as opposed to editorial).

Adult

This is defined as anyone aged 15 or over.

AIR (Average Issue Readership)

The average number of adults (aged 15+) who read a newspaper title (per issue). A demographic AIR, eg **Age 65+ AIR**, would be the average number of people in that demographic who read a newspaper title, eg the number of people aged 65 and over who read that publication per issue.

AIR %

Percentage Average Issue Readership. The percentage of adults (or demographic) in a defined area who read the newspaper title. For example, the **Women AB AIR %** for the *Daily Blurb* in the county of Cheshire would be the percentage of AB Women living in Cheshire who read the *Daily Blurb*.

Audit Code

An audit code may be **ABC** (Audit Bureau of Circulations) - awarded to paid for titles, or **VFD** (Verified Free Distribution) - for free publications. The audit verifies the number of newspaper titles sold or distributed.

Audit Period

The last dates during which the newspaper was audited to verify the number of newspaper titles sold or distributed.

Average Issue Readership

The average number of adults (aged 15+) who read a newspaper title (per issue). A demographic AIR, eg **Age 65+ AIR**, would be the average number of people in that demographic who read a newspaper title, eg the number of people aged 65 and over who read that publication per issue.

C2DE

The three lower social demographic groups, based on occupation of the head of the household. See [social group classifications](#).

Carriage return

A carriage return happens when you press the return key on your keyboard, ie it starts a new line when you are typing. You may import a list of postcode sectors separated by carriage returns into JIC-IN-A-BOX for use in Readership Analysis reports. See the help page on [importing lists](#) for more information.

Circ

Abbreviation for **Circulation**

Circulation

The number of newspaper titles sold, per issue (also used in JIC-IN-A-BOX to define the number of titles distributed if the publication is free).

Combined

A 'combined' newspaper title is one which is sold in some postcode sectors but freely distributed in others.

.csv file

A comma separated text file which may be opened in most spreadsheet or word processing applications, such as Microsoft Excel and Word. Used in JIC-IN-A-BOX for converting readership data into a file that may be exported to other applications for offline analysis and customisation.

Delimited

A character used to separate fields or records. Used in JIC-IN-A-BOX for importing and exporting lists of postcode sectors. Users may select which character is used to separate postcode sectors ... a comma (,), semi-colon (;), tab or space.

District

The first part of a postcode, eg CW8, NW6, SW1V, B1. May be used in [Readership Analysis reports](#) for building postcode sectors.

Effective Date

Relates to [SCC ROP](#) and [Unit Cost](#). Specifies the date those costs were implemented.

Female Main Shoppers

A Female Main Shopper is the woman in a household who has the greatest purchasing power.

Format

Relates to the size of the paper on which a publication is printed. A newspaper title may have a **Tabloid** or **Broadsheet** format. A tabloid is roughly half the size of a broadsheet.

Free

A **free** newspaper title is one distributed free of charge, ie it does not have a copy price.

Frequency

How often a newspaper title is published. Indicates the type of publication, eg Sunday, weekly, morning, evening, annual, fortnightly.

HH

Abbreviation for **Households**

ILR area

Independent Local Radio broadcast area

For further information about ILR stations, visit the [Radio Advertising Bureau's](#) web site.

ISBA area

ISBA is the Incorporated Society of British Advertisers. There are 12 ISBA regions in Britain, namely: Northern Scotland, Central Scotland, Border, North East, Lancashire, Yorkshire, Wales & The West, Midlands, East of England, South West, Southern, London. For further information about ISBA, visit the [ISBA](#) web site.

Issues per year The number of unique copies of a title published per year, eg a weekly newspaper will usually publish 52 issues each year.

ITV area

Independent Television broadcast area. There are 15 ITV regions in Britain, namely: London, Midlands, North West, Yorkshire, North East, Central Scotland, North Scotland, South East, East of England, South West, Border, HTV West, HTV Wales, Meridian South and Meridian West. For further information about Independent Television, visit the [ITV](#) web site

.jrt file

A text file used for exporting JICREG readership data to third party schedule analysis software, such as [Telmar's](#) Printplan, [BMRB's](#) Choices3 and IMS's Reach and Frequency Scheduler. A .jrt file may be generated in the final stage of creating a Readership Analysis report.

Modelled data/research

JICREG readership data is generated by applying readers per copy (RPC) figures to circulation breakdowns at postcode sector level. The RPC figures are generated either from market research, undertaken to strict JICREG guidelines - **actual** data - or by using JICREG models - **modelled** data. These models have been developed following detailed analysis of all available research and are regularly updated to ensure that they continue to reflect current research findings.

National Sales

The media company responsible for a newspaper title's national advertising sales.

National Sales Telephone

Telephone number of sales house responsible for a newspaper title's national advertising sales.

Pagination

The number of pages in a publication. Referred to as **tabloid pages** in JIC-IN-A-BOX.

Percentage Average Issue Readership (AIR %)

The percentage of adults (or demographic) in a defined area who read the newspaper title. For example, the **C1 AIR %** for the *Daily Blurb* in the county of Cheshire would be the percentage of people of C1 class living in Cheshire who read the *Daily Blurb*.

Pop

Abbreviation for **population**. The total number of adults (aged 15+) living in the area defined.

Postcode sector

The first four characters of a British postcode (or 5 characters in 7 character postcodes), eg CW8 2, SW1V 2, NW6 6 etc. JIC-IN-A-BOX allows users to build a list of postcode sectors to define a specific catchment area for use in readership reports.

Readership

The number of people who **read** a newspaper title (as opposed to circulation, which is the number of titles sold/distributed). Readership figures are generated either from market research, undertaken to strict JICREG guidelines, or by using JICREG models.

Readers Per Copy (RPC)

The average number of people that read each copy of a newspaper. For example, if a newspaper title had an RPC of 2, this would mean that each copy of the publication is read by two people. RPC figures are generated either from market research, undertaken to strict JICREG guidelines, or by using JICREG models.

Reason Code

A reason code indicates why a newspaper title may not currently have readership data on the JICREG database, eg it is not a JICREG subscriber, no audited circulation data is available etc. A key to reason codes is displayed at the bottom of JICREG reports, where applicable.

Registrar-General area

The Office of [National Statistics](#) (ONS) divides Great Britain into 11 Registrar General's Standard Regions or administrative areas which are used, among other things, to allocate health, police and education resources and to compare local authority spending. These regions are: Scotland, North East, North West, Yorkshire/The Humber, Wales, West Midlands, East Midlands, Eastern, South West, South East, London.

RPC (Readers Per Copy)

The average number of people that read each copy of a newspaper. For example, if a newspaper title had an RPC of 2, this would mean that each copy of the publication is read by two people. RPC figures are generated either from market research, undertaken to strict JICREG guidelines, or by using JICREG models.

SCC ROP

Squared Centimetre Column Run Of Paper. Unit for selling/buying classified advertising

Sector

A sector, or 'postcode sector' denotes the first four characters of a British postcode (or 5 characters in 7 character postcodes), eg CW8 2, SW1V 2, NW6 6 etc. JIC-IN-A-BOX allows users to build a list of postcode sectors to define a specific catchment area for use in readership reports.

Social group classifications

Well-established method of classifying people by class which is based on the occupation (not income) of the head of household. There are six social grades: **A** - *Upper middle class. Higher managerial, administrative or professional*; **B** - *Middle class. Intermediate managerial, administrative or professional*; **C1** - *Lower middle class. Intermediate managerial, administrative or professional*; **C2** - *Skilled working class. Skilled manual*; **D** - *Working class. Semi-skilled or unskilled manual workers*. and **E** - *Those at lowest levels of subsistence. State pensioners or widows (no other earner), casual or lowest grade workers*. JICREG carries readership and population data for social groups AB, C1, C2 and DE.

Tabloid Pages

The number of pages in a publication (irrespective of whether the publication is a tabloid or broadsheet). Otherwise known as 'pagination'.

Time spent reading

The time (in minutes) the average consumer spends reading a publication.

Type

A newspaper may be **Free** (ie freely distributed to the consumer), **Paid For** (ie sold to the consumer) or **Combined** (free in some postcode sectors, paid for in others).

Unit Cost

[SCC ROP](#) multiplied by 100.

VFD

Verified Free Distribution. The audit given to free newspapers to verify the number of copies of a title distributed. For further information about VFD, please visit the [ABC](#) web site.

Weekly Reach

The weekly cumulative readership (for surveyed daily titles only).

Glossary of Terms



Further Information/Enquiries

For further information about JICREG and JIC-IN-A-BOX, please contact:

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