

**Average Weekly Circulation ABC Jan-Dec '07; 10,576**  
**Average Weekly Readership JICREG Oct '08; 27,425**



## Established

1855

## Frequency

Weekly (Thursday)

## Price

40p

## Content

- Postbag
- Entertainment
- Property
- Motoring
- Recruitment
- Classified
- Dial a Service

Sector	Circulation
DT1 1	138
DT1 2	302
DT1 3	96
DT2 0	32
DT2 9	389
DT6 3	2154
DT6 4	1950
DT6 5	841
DT6 6	799
DT7 3	1364
DT8 3	1976
EX13 5	535
<b>Totals:</b>	<b>10576</b>

## Readership Analysis

### Readership by demographic group

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	ABC1	C2DE
27,425	12,814	14,610	2,313	1,914	3,660	4,593	5,557	9,388	15,727	11,698
	47%	53%	8%	7%	13%	17%	20%	34%	57%	43%

### Readerships by location & demographics

Location	Adult AIR	AIR %	Men	Women	age 15-24	age 25-34	age 35-44	age 45-54	age 55-64	age 65-74	age 75+	ABC1	C2DE	Circulation
Axminster	1446	14.38	695	751	138	116	187	231	288	233	253	717	729	535
Beaminster	4777	98	2232	2545	422	365	655	742	969	785	840	2696	2081	1976
Bridport	14880	77.39	6958	7922	1245	1030	1996	2511	2944	2485	2670	8566	6314	5744
Dorchester	1426	9.74	662	765	147	130	233	267	270	192	186	868	559	536
Dorchester Rural	1140	5.7	543	598	100	89	189	227	241	161	133	657	483	421
Lyme Regis	3755	68.35	1725	2030	262	185	399	615	846	694	755	2224	1532	1364

Source: JICREG October 2008

	BLR		UK		Index
	Count	%	Count	%	
<b>AGE RANGE</b>					
15-24	5,975	13.58	7,947,080	15.85	86
25-34	4,444	10.10	7,608,309	15.17	67
35-44	7,410	16.84	9,260,471	18.47	91
45-54	6,043	13.73	8,011,076	15.98	86
55-64	7,695	17.49	7,302,232	14.56	120
65+	12,440	28.27	10,016,441	19.97	142
<b>SOCIAL GRADE</b>					
ABC1	20,060	45.58	27,109,908	54.06	84
C2DE	23,947	54.42	23,035,701	45.94	118
<b>GENDER</b>					
Male	20,793	47.25	24,360,139	48.58	97
Female	23,214	52.75	25,785,470	51.42	103
<b>MARITAL STATUS</b>					
Single	7,541	17.14	11,763,199	23.46	73
Married	28,481	64.72	30,765,174	61.35	106
Wid/div/sep	7,983	18.14	7,617,236	15.19	119
<b>CHILDREN IN HOUSEHOLD</b>					
No children	31,570	71.74	33,387,261	66.58	108
1 child	5,608	12.74	8,053,592	16.06	79
2 children	5,140	11.68	6,296,384	12.56	93
3+ children	1,688	3.84	2,408,372	4.80	80
<b>HOUSEHOLD SIZE (Base: households)</b>					
1 person	4,435	18.67	4,358,062	16.75	111
2 people	9,438	39.72	9,057,971	34.81	114
3 people	3,816	16.06	4,996,972	19.21	84
4 people	3,873	16.30	5,059,334	19.44	84
5+ people	2,199	9.26	2,546,508	9.79	95
<b>COMBINED HOUSEHOLD INCOME (Base: households)</b>					
Up To £9,999	4,636	19.51	4,723,184	18.15	107
£10,000 - £16,999	5,494	23.12	4,911,036	18.87	123
£17,000 - £22,999	3,908	16.45	3,881,477	14.92	110
£23,000 - £29,999	3,103	13.06	3,490,815	13.42	97
£30,000 - £39,999	2,950	12.41	3,716,445	14.28	87
£40,000+	3,670	15.44	5,295,890	20.35	76
<b>PERSONAL INCOME</b>					
£6,999 or less	12,878	29.26	11,763,857	23.46	125
£7,000 to £12,999	9,554	21.71	10,406,560	20.75	105
£13,000 to £19,999	8,697	19.76	8,974,250	17.90	110
£20,000 to £26,999	3,942	8.96	6,086,119	12.14	74
£27,000 to £36,999	3,238	7.36	4,648,781	9.27	79
£37,000 to £49,999	1,470	3.34	2,433,160	4.85	69
£50,000 or over	765	1.74	1,587,616	3.17	55
None	3,461	7.87	4,245,266	8.47	93

Source: TGI 2007

Base: Adults 15+, unless otherwise stated

	BLR		UK		Index
	Count	%	Count	%	
<b>PERFORMANCES ATTENDED IN LAST YEAR</b>					
Theatre	20,107	45.69	21,338,625	42.55	107
Plays	12,343	28.05	14,591,403	29.10	96
Opera	4,196	9.54	4,170,157	8.32	115
Ballet	4,018	9.13	4,355,383	8.69	105
Contemporary dance	3,440	7.82	3,466,141	6.91	113
Classical Concerts	8,073	18.35	8,046,076	16.05	114
Jazz concerts	4,448	10.11	4,982,699	9.94	102
Popular/rock concert	10,621	24.14	14,495,828	28.91	84
Art galleries	12,839	29.18	13,999,728	27.92	105
<b>EXHIBITIONS IN LAST YEAR</b>					
Visited Ideal Home Exhibition	826	1.88	1,495,888	2.98	63
Visited International Boat Show	969	2.20	727,354	1.45	152
Visited International Motor Show	929	2.11	926,960	1.85	114
<b>SOCIAL VISITS</b>					
Cinema	24,375	55.39	30,341,897	60.51	92
Pub	38,440	87.35	42,231,835	84.22	104
Restaurant	32,541	73.95	38,123,832	76.03	97
<b>RESTAURANTS LAST 3 MONTHS (BY EVENING)</b>					
Chinese	6,865	15.60	10,295,691	20.53	76
English	7,088	16.11	6,787,374	13.54	119
Indian	6,181	14.05	10,871,907	21.68	65
Italian	3,563	8.10	7,654,760	15.27	53
Pizza	3,025	6.87	5,656,402	11.28	61
Pub restaurant	15,215	34.57	15,246,257	30.40	114
<b>ACTIVITIES TAKEN PART IN</b>					
Camping	5,909	13.43	6,136,137	12.24	110
Aerobics/keep fit	6,145	13.96	8,208,201	16.37	85
Walking/rambling	16,746	38.05	14,627,274	29.17	130
Ten-pin bowling	5,588	12.70	7,794,636	15.54	82
National lottery	17,350	39.43	20,731,577	41.34	95
Placing a bet	4,313	9.80	7,027,230	14.01	70
<b>SPORTS TAKEN PART IN LAST YEAR</b>					
Football (Association)	3,403	7.73	5,861,916	11.69	66
Cycling	6,857	15.58	7,638,386	15.23	102
Darts	3,497	7.95	3,647,866	7.27	109
Fishing	5,863	13.32	4,621,182	9.22	145
Golf	4,427	10.06	4,823,564	9.62	105
Swimming	11,398	25.90	13,190,920	26.31	98
<b>SPORTS PAID TO WATCH IN LAST YEAR</b>					
Football (Association)	3,667	8.33	5,545,065	11.06	75
Cricket	1,053	2.39	1,587,738	3.17	76
Horse racing	1,543	3.51	2,100,917	4.19	84
Any Motor Racing	654	1.49	708,510	1.41	105
Rugby union	2,014	4.58	1,612,543	3.22	142

Source: TGI 2007  
Base: Adults 15+

	BLR		UK		Index
	Count	%	Count	%	
<b><u>CURRENT LICENCE</u></b>					
Have current full licence	32,706	74.32	34,233,657	68.27	109
<b><u>CAR OWNERSHIP</u></b>					
1 car in household	17,376	39.48	17,183,953	34.27	115
2 cars in household	13,261	30.13	14,736,883	29.39	103
3 or more cars in household	2,070	4.70	2,312,821	4.61	102
<b><u>PURCHASE STATUS</u></b>					
Car purchased new	9,950	22.61	11,003,686	21.94	103
Car purchased second hand	22,756	51.71	23,229,971	46.33	112
<b><u>CAR WAS OBTAINED</u></b>					
Up to 12 months ago	10,147	23.06	10,868,026	21.67	106
1 to 2 years ago	10,097	22.94	9,966,077	19.87	115
3 to 4 years ago	7,053	16.03	8,039,499	16.03	100
5 or more years ago	5,410	12.29	5,360,055	10.69	115
<b><u>COST OF CAR</u></b>					
Under £2,000	5,598	12.72	5,104,896	10.18	125
£2,000 to £3,999	4,205	9.55	4,608,646	9.19	104
£4,000 to £6,999	8,312	18.89	8,067,116	16.09	117
£7,000 to £11,999	7,338	16.68	9,154,700	18.26	91
£12,000 to £14,999	3,737	8.49	3,079,828	6.14	138
£15,000 or more	3,516	7.99	4,218,471	8.41	95
<b><u>M/CYCLE, SCOOTER, MOPED OWNERSHIP</u></b>					
Scooter/moped	635	1.44	549,160	1.10	132
51cc-125cc motor cycle	408	0.93	398,861	0.80	116
126cc-500cc motor cycle	141	0.32	201,785	0.40	80
501cc or more motor cycle	673	1.53	861,072	1.72	89
<b><u>MAKE OF CAR</u></b>					
Audi	387	0.88	589,132	1.17	75
BMW	731	1.66	918,294	1.83	91
Citroen	1,623	3.69	1,671,648	3.33	111
Fiat	372	0.84	951,776	1.90	45
Ford	6,678	15.18	6,622,070	13.21	115
Honda	1,296	2.95	1,171,334	2.34	126
Mazda	739	1.68	760,798	1.52	111
Mercedes Benz	862	1.96	1,398,954	2.79	70
Mini	153	0.35	202,921	0.40	86
Nissan	1,549	3.52	1,735,673	3.46	102
Peugeot	3,428	7.79	2,650,231	5.29	147
Renault	2,469	5.61	2,678,046	5.34	105
Rover	1,916	4.35	1,649,720	3.29	132
Saab	100	0.23	148,893	0.30	76
Seat	317	0.72	393,039	0.78	92
Skoda	1,574	3.58	1,080,767	2.16	166
Toyota	1,488	3.38	1,698,600	3.39	100
Vauxhall	3,858	8.77	5,008,329	9.99	88
Volkswagen	2,317	5.26	2,097,157	4.18	126
Volvo	851	1.93	806,275	1.61	120

Source: TGI 2007  
Base: Adults 15+

	BLR		UK		Index
	Count	%	Count	%	
<b><u>ECONOMIC ACTIVITY</u></b>					
Economically active	20372	62.12	28166738	66.49	93
Economically active: Employee	13954	42.55	22149642	52.28	81
Economically active: Self employed with employees	1740	5.31	1254024	2.96	179
Economically active: Self employed without employees	3500	10.67	2198472	5.19	206
Economically active: Unemployed	650	1.98	1458207	3.44	58
Economically active: Full-time students	528	1.61	1106393	2.61	62
Economically inactive	12422	37.88	14197317	33.51	113
Economically inactive: Retired	7470	22.78	5654426	13.35	171
Economically inactive: Student	801	2.44	1994208	4.71	52
Economically inactive: Looking after home/family	2038	6.21	2737615	6.46	96
Economically inactive: Permanently sick/disabled	1320	4.03	2447603	5.78	70
Economically inactive: Other	793	2.42	1363465	3.22	75
<i>All people aged 16 to 74 (Economic Activity)</i>	<b>32794</b>	<b>100.00</b>	<b>42364055</b>	<b>100.00</b>	<b>100</b>
<b><u>DISTANCE TRAVELLED TO WORK (RESIDENT POPULATION)</u></b>					
Works mainly at or from home	3538	17.96	2170351	9.19	195
Less than 2km	4844	24.58	4731162	20.02	123
2km to less than 5km	2127	10.79	4725183	20.00	54
5km to less than 10km	2006	10.18	4305132	18.22	56
10km to less than 20km	2474	12.56	3601639	15.24	82
20km to less than 30km	1489	7.56	1269368	5.37	141
30km to less than 40km	581	2.95	555540	2.35	125
40km to less than 60km	378	1.92	507809	2.15	89
60km and over	795	4.03	643905	2.73	148
No fixed place of work	1385	7.03	1040066	4.40	160
Working outside the UK	63	0.32	63379	0.27	119
Working at offshore installation	24	0.12	14382	0.06	200
<i>All people aged 16 to 74 in employment (Dist) (E, Wa, NI)</i>	<b>19704</b>	<b>100.00</b>	<b>23627916</b>	<b>100.00</b>	<b>100</b>
<b><u>OCCUPATION (SOC 2000)</u></b>					
Managers and Senior Officials	2963	15.08	3918075	14.74	102
Corporate Managers	1671	8.50	2922726	11.00	77
Managers and Proprietors in Agriculture and Services	1292	6.57	995349	3.75	176
Professional Occupations	1898	9.66	2957567	11.13	87
Science and Technology Professionals	448	2.28	828400	3.12	73
Health Professionals	174	0.89	233141	0.88	101
Teaching and Research Professionals	822	4.18	1201428	4.52	93
Business and Public Service Professionals	454	2.31	694598	2.61	88
Associate Professional and Technical Occupations	2369	12.05	3659206	13.77	88
Science and Technology Associate Professionals	234	1.19	530484	2.00	60
Health and Social Welfare Associate Professionals	728	3.70	896337	3.37	110
Protective Service Occupations	174	0.89	360637	1.36	65
Culture, Media and Sports Occupations	550	2.80	537981	2.02	138
Business and Public Service Associate Professionals	683	3.48	1333767	5.02	69
Administrative and Secretarial Occupations	1975	10.05	3536585	13.31	76
Administrative Occupations	1235	6.28	2591383	9.75	64
Secretarial and Related Occupations	740	3.77	945202	3.56	106
Skilled Trades Occupations	3606	18.35	3134163	11.79	156
Skilled Agricultural Trades	1024	5.21	329766	1.24	420
Skilled Metal and Electrical Trades	809	4.12	1255023	4.72	87
Skilled Construction and Building Trades	1063	5.41	947185	3.56	152
Textiles, Printing and Other Skilled Trades	710	3.61	602189	2.27	159
Personal Service Occupations	1637	8.33	1841390	6.93	120
Caring Personal Service Occupations	1257	6.40	1324892	4.99	128
Leisure and Other Personal Service Occupations	380	1.93	516498	1.94	99
Sales and Customer Service Occupations	1344	6.84	2058474	7.75	88
Sales Occupations	1287	6.55	1716943	6.46	101
Customer Service Occupations	57	0.29	341531	1.29	23
Process, Plant and Machine Operatives	1441	7.33	2299282	8.65	85
Process, Plant and Machine Operatives	942	4.79	1328825	5.00	96
Transport and Mobile Machine Drivers and Operatives	499	2.54	970457	3.65	70
Elementary Occupations	2421	12.32	3172714	11.94	103
Elementary Trades, Plant and Storage Related Occupations	1031	5.25	1088321	4.09	128
Elementary Administration and Service Occupations	1390	7.07	2084393	7.84	90
<i>All people aged 16 to 74 in employment (Occupation)</i>	<b>19654</b>	<b>100.00</b>	<b>26577456</b>	<b>100.00</b>	<b>100</b>

Source: Census 2001/Experian

	BLR		UK		Index
	Count	%	Count	%	
<b>HOUSING STOCK (HH SPACES)</b>					
Occupied household spaces	28431	90.90	24479439	95.97	95
Unoccupied household spaces	2846	9.10	1027644	4.03	226
Unocc: Second residence/holiday accommodation	1707	5.46	186027	0.73	748
Unocc: Vacant household space	1139	3.64	841617	3.30	110
<b>All Household Spaces (Housing Stock)</b>	<b>31277</b>	<b>100.00</b>	<b>25507083</b>	<b>100.00</b>	<b>100</b>
<b>PEOPLE IN HOUSEHOLDS BY TENURE (POPULATION)</b>					
Owned	45907	73.72	40998416	71.00	104
Own: Owns outright	22471	36.09	14037257	24.31	148
Own: Owns with a mortgage or loan	23131	37.15	26599425	46.07	81
Own: Shared ownership	305	0.49	361734	0.63	78
Social Rented	9362	15.03	10640214	18.43	82
Social: Rented from Council (LA/Scottish Homes)	1291	2.07	7583642	13.13	16
Social: Other social rented	8071	12.96	3056572	5.29	245
Private Rented	5447	8.75	5093469	8.82	99
Private: Private landlord or letting agency	4646	7.46	4415330	7.65	98
Private: Employer of a household member	229	0.37	172831	0.30	123
Private: Relative or friend of a household member	422	0.68	326958	0.57	120
Private: Other	150	0.24	178350	0.31	78
Living rent free	1555	2.50	1010046	1.75	143
<b>All People in Households (Tenure)</b>	<b>62271</b>	<b>100.00</b>	<b>57742145</b>	<b>100.00</b>	<b>100</b>
<b>PEOPLE IN HOUSEHOLDS BY ACCOMMODATION TYPE (POPULATION)</b>					
In an unshared dwelling	62153	99.89	57641376	99.83	100
Unshared: House or Bungalow	55424	89.08	49368984	85.50	104
House: Detached	23754	38.18	14740944	25.53	150
House: Semi-detached	16749	26.92	19380418	33.56	80
House: Terraced (including end-terrace)	14921	23.98	15247622	26.41	91
Unshared: Flat, maisonette or apartment	6516	10.47	8108486	14.04	75
Flat: In a purpose-built block of flats	4512	7.25	6070559	10.51	69
Flat: Part of a converted or shared house	1098	1.76	1530629	2.65	67
Flat: In a commercial building	906	1.46	507298	0.88	166
Unshared: Caravan or other mobile or temp structure	213	0.34	163906	0.28	121
In a shared dwelling	66	0.11	100988	0.17	61
<b>All People in Households (Accommodation Type)</b>	<b>62219</b>	<b>100.00</b>	<b>57742364</b>	<b>100.00</b>	<b>100</b>
<b>NUMBER OF PEOPLE LIVING IN HOUSEHOLDS</b>					
1 person	9035	31.72	7394985	30.21	105
2 people	11350	39.85	8303531	33.92	117
3 people	3575	12.55	3803807	15.54	81
4 people	3047	10.70	3272395	13.37	80
5 people	1093	3.84	1213159	4.96	77
6 people	282	0.99	357428	1.46	68
7 people	72	0.25	83659	0.34	74
8 or more people	27	0.09	51487	0.21	45
<b>All Occupied Household Spaces (Number of People in House)</b>	<b>28481</b>	<b>100.00</b>	<b>24480451</b>	<b>100.00</b>	<b>100</b>

# MOSAIC Groups Area Analysis **BridportNEWS**

	BLR		UK		Index
	Count	%	Count	%	
<b>MOSAIC GROUPS BY POPULATION</b>					
Symbols of Success	455	0.88	5,900,051	9.70	9
Happy Families	1,901	3.69	7,077,861	11.64	32
Suburban Comfort	4,499	8.74	8,931,818	14.69	60
Ties of the Community	4,390	8.53	9,943,818	16.36	52
Urban Intelligence	27	0.05	4,469,301	7.35	1
Welfare Borderline	326	0.63	3,748,065	6.17	10
Municipal Dependency	548	1.06	4,092,347	6.73	16
Blue Collar Enterprise	4,045	7.86	6,738,201	11.08	71
Twilight Subsistence	2,351	4.57	1,983,884	3.26	140
Grey Perspectives	17,711	34.41	4,474,554	7.36	468
Rural Isolation	15,210	29.55	3,234,581	5.32	555
<b>MOSAIC GROUPS BY HOUSEHOLD</b>					
Symbols of Success	214	0.90	2,509,951	9.65	9
Happy Families	784	3.30	2,756,508	10.59	31
Suburban Comfort	2,021	8.50	3,828,891	14.72	58
Ties of the Community	2,006	8.44	4,285,723	16.47	51
Urban Intelligence	13	0.05	2,014,576	7.74	1
Welfare Borderline	136	0.57	1,700,455	6.54	9
Municipal Dependency	221	0.93	1,696,448	6.52	14
Blue Collar Enterprise	1,665	7.01	2,788,458	10.72	65
Twilight Subsistence	1,114	4.69	951,701	3.66	128
Grey Perspectives	8,534	35.92	2,089,138	8.03	447
Rural Isolation	7,053	29.68	1,396,998	5.37	553
<b>MOSAIC GROUPS BY ADULTS 15+</b>					
Symbols of Success	387	0.88	4,873,036	9.72	9
Happy Families	1,464	3.33	5,412,930	10.79	31
Suburban Comfort	3,619	8.23	7,413,144	14.78	56
Ties of the Community	3,696	8.40	8,132,814	16.22	52
Urban Intelligence	21	0.05	4,012,020	8.00	1
Welfare Borderline	254	0.58	3,116,805	6.22	9
Municipal Dependency	399	0.91	3,168,509	6.32	14
Blue Collar Enterprise	3,005	6.83	5,283,318	10.54	65
Twilight Subsistence	2,022	4.59	1,799,104	3.59	128
Grey Perspectives	16,059	36.49	4,022,242	8.02	455
Rural Isolation	13,071	29.70	2,729,403	5.44	546
<b>MOSAIC GROUPS BY ADULTS 18+</b>					
Symbols of Success	369	0.87	4,661,954	9.76	9
Happy Families	1,397	3.30	5,138,278	10.76	31
Suburban Comfort	3,452	8.16	7,053,871	14.77	55
Ties of the Community	3,535	8.36	7,721,226	16.17	52
Urban Intelligence	21	0.05	3,872,642	8.11	1
Welfare Borderline	242	0.57	2,969,069	6.22	9
Municipal Dependency	379	0.90	2,994,634	6.27	14
Blue Collar Enterprise	2,870	6.79	5,005,243	10.48	65
Twilight Subsistence	1,921	4.54	1,710,423	3.58	127
Grey Perspectives	15,472	36.58	3,850,310	8.06	454
Rural Isolation	12,633	29.86	2,621,825	5.49	544

Source: MOSAIC 2007