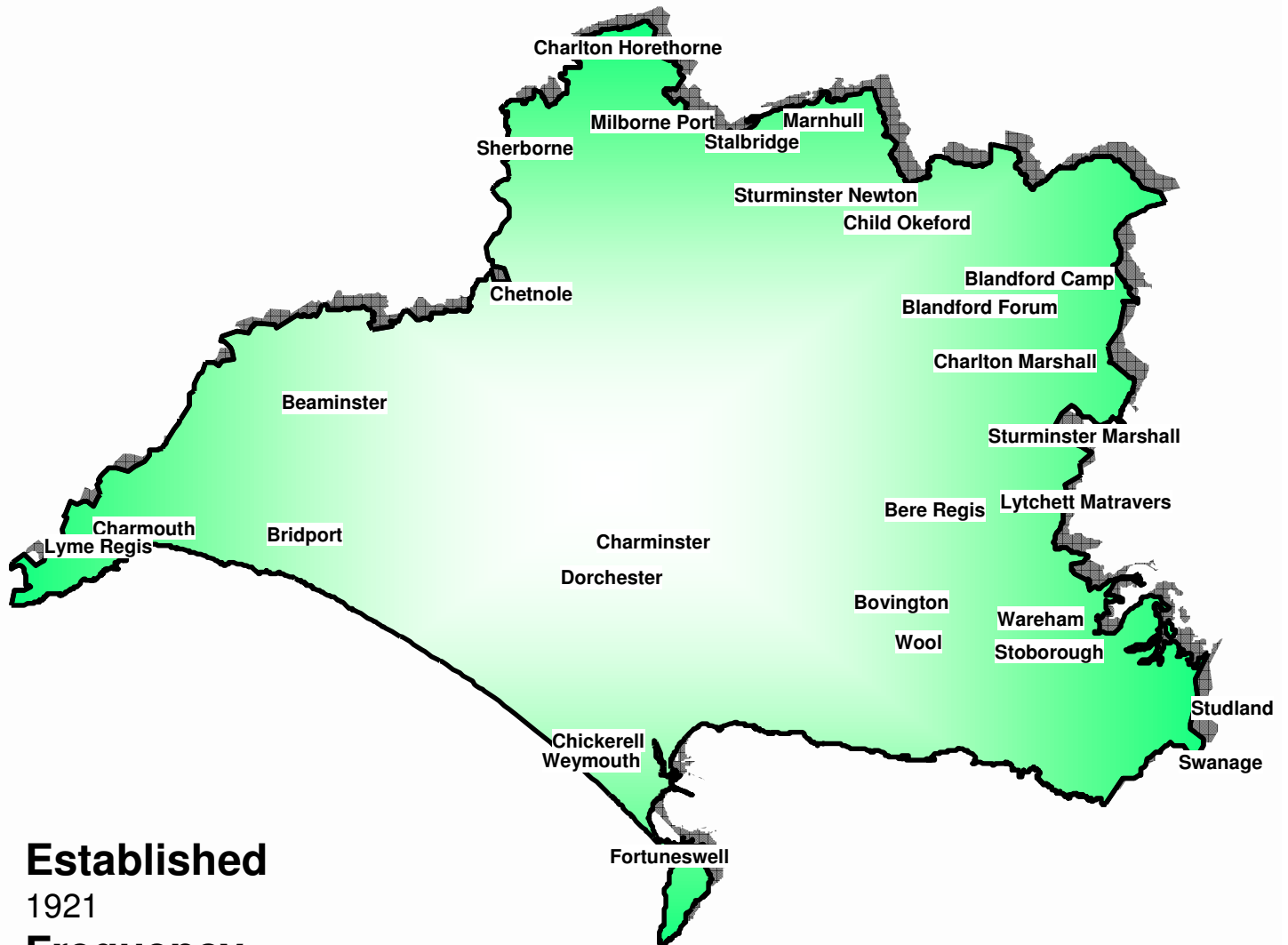


**Average Daily Circulation ABC Jan-Jun '08; 18,702**  
**Average Daily Readership JICREG Oct '08; 46,647**



## Established

1921

## Frequency

Daily (Mon to Sat PM)

## Price

32p Mon to Fri, 42p Sat

## Platforms

Monday *Sport, Taste*  
Tuesday *Business South*  
Wednesday *Jobs, Health*  
Thursday *Property*  
Friday *Wheels, Whats On*  
Saturday *Weekend Magazine, Jobs*

Mon-Fri *Business*



| Sector         | Circulation  |
|----------------|--------------|
| BH20 4         | 51           |
| BH20 5         | 34           |
| BH20 6         | 177          |
| BH20 7         | 33           |
| DT 1 1         | 1775         |
| DT 1 2         | 2018         |
| DT 1 3         | 36           |
| DT 2 0         | 114          |
| DT 2 7         | 234          |
| DT 2 8         | 583          |
| DT 2 9         | 496          |
| DT 3 4         | 683          |
| DT 3 5         | 1895         |
| DT 3 6         | 1442         |
| DT 4 0         | 1492         |
| DT 4 7         | 974          |
| DT 4 8         | 1546         |
| DT 4 9         | 2045         |
| DT 5 1         | 1105         |
| DT 5 2         | 513          |
| DT 6 3         | 398          |
| DT 6 4         | 184          |
| DT 6 5         | 157          |
| DT 6 6         | 47           |
| DT 7 3         | 35           |
| DT 8 3         | 185          |
| DT 9 3         | 30           |
| DT 9 4         | 29           |
| DT 9 5         | 35           |
| DT 9 6         | 38           |
| DT10 1         | 34           |
| DT10 2         | 32           |
| DT11 0         | 142          |
| DT11 7         | 56           |
| DT11 8         | 32           |
| DT11 9         | 22           |
| <b>Totals:</b> | <b>18702</b> |

## 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   |
|--------|--------|--------|-----------|-----------|-----------|-----------|-----------|---------|--------|--------|
| 46,647 | 23,798 | 22,850 | 5,891     | 4,669     | 7,449     | 8,213     | 8,639     | 11,787  | 25,100 | 21,547 |
|        | 51%    | 49%    | 13%       | 10%       | 16%       | 18%       | 19%       | 25%     | 54%    | 46%    |

## 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 |
|--------------------|-----------|-------|-------|-------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-------|-------|-------------|
| Beaminster         | 446       | 9.15  | 219   | 227   | 36        | 31        | 61        | 72        | 96        | 75        | 75      | 233   | 214   | 185         |
| Blandford Forum    | 690       | 2.9   | 371   | 319   | 126       | 64        | 118       | 120       | 123       | 77        | 62      | 352   | 339   | 252         |
| Bridport           | 1919      | 9.98  | 942   | 976   | 175       | 141       | 274       | 328       | 374       | 305       | 321     | 1000  | 919   | 786         |
| Dorchester         | 9375      | 64.02 | 4577  | 4798  | 1117      | 921       | 1506      | 1634      | 1588      | 1163      | 1446    | 5201  | 4175  | 3829        |
| Dorchester Rural   | 3617      | 18.09 | 1839  | 1778  | 351       | 284       | 595       | 690       | 753       | 518       | 426     | 1989  | 1628  | 1427        |
| Lyme Regis         | 89        | 1.62  | 43    | 46    | 7         | 5         | 9         | 14        | 20        | 16        | 19      | 50    | 40    | 35          |
| Portland           | 4547      | 41.08 | 2675  | 1872  | 861       | 561       | 800       | 801       | 742       | 450       | 332     | 2100  | 2448  | 1618        |
| Sherborne          | 348       | 2     | 171   | 177   | 49        | 24        | 46        | 55        | 65        | 51        | 56      | 185   | 163   | 132         |
| Sturminster Newton | 165       | 1.7   | 83    | 83    | 14        | 15        | 26        | 29        | 34        | 26        | 22      | 85    | 80    | 66          |
| Wareham            | 772       | 4.78  | 401   | 371   | 94        | 83        | 125       | 132       | 151       | 99        | 87      | 402   | 370   | 295         |
| Weymouth           | 24678     | 48.58 | 12475 | 12203 | 3059      | 2540      | 3888      | 4339      | 4693      | 3220      | 2939    | 13505 | 11173 | 10077       |

Source: JICREG October 2008

|   | DE      |       | UK         |       | Index |
|---|---------|-------|------------|-------|-------|
|   | Count   | %     | Count      | %     |       |
| <b>AGE RANGE</b>                                    |         |       |            |       |       |
| 15-24   | 28,291  | 14.75 | 7,947,080  | 15.85 | 93    |
| 25-34   | 21,515  | 11.22 | 7,608,309  | 15.17 | 74    |
| 35-44   | 34,615  | 18.04 | 9,260,471  | 18.47 | 98    |
| 45-54   | 28,257  | 14.73 | 8,011,076  | 15.98 | 92    |
| 55-64   | 30,743  | 16.03 | 7,302,232  | 14.56 | 110   |
| 65+   | 48,409  | 25.24 | 10,016,441 | 19.97 | 126   |
| <b>SOCIAL GRADE</b>                                 |         |       |            |       |       |
| ABC1  | 95,079  | 49.57 | 27,109,908 | 54.06 | 92    |
| C2DE  | 96,751  | 50.44 | 23,035,701 | 45.94 | 110   |
| <b>GENDER</b>                                       |         |       |            |       |       |
| Male  | 92,522  | 48.23 | 24,360,139 | 48.58 | 99    |
| Female  | 99,308  | 51.77 | 25,785,470 | 51.42 | 101   |
| <b>MARITAL STATUS</b>                               |         |       |            |       |       |
| Single  | 34,462  | 17.96 | 11,763,199 | 23.46 | 77    |
| Married   | 125,564 | 65.46 | 30,765,174 | 61.35 | 107   |
| Wid/div/sep   | 31,804  | 16.58 | 7,617,236  | 15.19 | 109   |
| <b>CHILDREN IN HOUSEHOLD</b>                        |         |       |            |       |       |
| No children   | 131,239 | 68.41 | 33,387,261 | 66.58 | 103   |
| 1 child   | 27,577  | 14.38 | 8,053,592  | 16.06 | 90    |
| 2 children  | 24,390  | 12.71 | 6,296,384  | 12.56 | 101   |
| 3+ children   | 8,623   | 4.50  | 2,408,372  | 4.80  | 94    |
| <b>HOUSEHOLD SIZE (Base: households)</b>            |         |       |            |       |       |
| 1 person  | 17,054  | 16.91 | 4,358,062  | 16.75 | 101   |
| 2 people  | 37,948  | 37.63 | 9,057,971  | 34.81 | 108   |
| 3 people  | 17,622  | 17.47 | 4,996,972  | 19.21 | 91    |
| 4 people  | 18,227  | 18.07 | 5,059,334  | 19.44 | 93    |
| 5+ people   | 10,009  | 9.92  | 2,546,508  | 9.79  | 101   |
| <b>COMBINED HOUSEHOLD INCOME (Base: households)</b> |         |       |            |       |       |
| Up To £9,999  | 18,198  | 18.04 | 4,723,184  | 18.15 | 99    |
| £10,000 - £16,999                                   | 21,436  | 21.25 | 4,911,036  | 18.87 | 113   |
| £17,000 - £22,999                                   | 15,832  | 15.70 | 3,881,477  | 14.92 | 105   |
| £23,000 - £29,999                                   | 13,592  | 13.48 | 3,490,815  | 13.42 | 100   |
| £30,000 - £39,999                                   | 13,728  | 13.61 | 3,716,445  | 14.28 | 95    |
| £40,000+  | 18,073  | 17.92 | 5,295,890  | 20.35 | 88    |
| <b>PERSONAL INCOME</b>                              |         |       |            |       |       |
| £6,999 or less                                      | 52,234  | 27.23 | 11,763,857 | 23.46 | 116   |
| £7,000 to £12,999                                   | 40,125  | 20.92 | 10,406,560 | 20.75 | 101   |
| £13,000 to £19,999                                  | 36,597  | 19.08 | 8,974,250  | 17.90 | 107   |
| £20,000 to £26,999                                  | 20,310  | 10.59 | 6,086,119  | 12.14 | 87    |
| £27,000 to £36,999                                  | 16,500  | 8.60  | 4,648,781  | 9.27  | 93    |
| £37,000 to £49,999                                  | 6,995   | 3.65  | 2,433,160  | 4.85  | 75    |
| £50,000 or over                                     | 4,200   | 2.19  | 1,587,616  | 3.17  | 69    |
| None  | 14,867  | 7.75  | 4,245,266  | 8.47  | 92    |

Source: TGI 2007

Base: Adults 15+, unless otherwise stated

|   | DE      |       | UK         |       | Index |
|---|---------|-------|------------|-------|-------|
|   | Count   | %     | Count      | %     |       |
| <b>PERFORMANCES ATTENDED IN LAST YEAR</b>     |         |       |            |       |       |
| Theatre                                       | 88,415  | 46.09 | 21,338,625 | 42.55 | 108   |
| Plays   | 54,458  | 28.39 | 14,591,403 | 29.10 | 98    |
| Opera   | 16,993  | 8.86  | 4,170,157  | 8.32  | 107   |
| Ballet  | 17,184  | 8.96  | 4,355,383  | 8.69  | 103   |
| Contemporary dance                            | 14,458  | 7.54  | 3,466,141  | 6.91  | 109   |
| Classical Concerts                            | 33,666  | 17.55 | 8,046,076  | 16.05 | 109   |
| Jazz concerts                                 | 19,924  | 10.39 | 4,982,699  | 9.94  | 105   |
| Popular/rock concert                          | 52,197  | 27.21 | 14,495,828 | 28.91 | 94    |
| Art galleries                                 | 54,011  | 28.16 | 13,999,728 | 27.92 | 101   |
| <b>EXHIBITIONS IN LAST YEAR</b>               |         |       |            |       |       |
| Visited Ideal Home Exhibition                 | 4,160   | 2.17  | 1,495,888  | 2.98  | 73    |
| Visited International Boat Show               | 4,790   | 2.50  | 727,354    | 1.45  | 172   |
| Visited International Motor Show              | 3,802   | 1.98  | 926,960    | 1.85  | 107   |
| <b>SOCIAL VISITS</b>                          |         |       |            |       |       |
| Cinema  | 112,440 | 58.61 | 30,341,897 | 60.51 | 97    |
| Pub   | 167,415 | 87.27 | 42,231,835 | 84.22 | 104   |
| Restaurant                                    | 144,139 | 75.14 | 38,123,832 | 76.03 | 99    |
| <b>RESTAURANTS LAST 3 MONTHS (BY EVENING)</b> |         |       |            |       |       |
| Chinese                                       | 32,533  | 16.96 | 10,295,691 | 20.53 | 83    |
| English                                       | 28,501  | 14.86 | 6,787,374  | 13.54 | 110   |
| Indian  | 31,684  | 16.52 | 10,871,907 | 21.68 | 76    |
| Italian                                       | 19,019  | 9.91  | 7,654,760  | 15.27 | 65    |
| Pizza   | 17,031  | 8.88  | 5,656,402  | 11.28 | 79    |
| Pub restaurant                                | 65,500  | 34.14 | 15,246,257 | 30.40 | 112   |
| <b>ACTIVITIES TAKEN PART IN</b>               |         |       |            |       |       |
| Camping                                       | 26,641  | 13.89 | 6,136,137  | 12.24 | 114   |
| Aerobics/keep fit                             | 29,580  | 15.42 | 8,208,201  | 16.37 | 94    |
| Walking/rambling                              | 68,360  | 35.64 | 14,627,274 | 29.17 | 122   |
| Ten-pin bowling                               | 27,681  | 14.43 | 7,794,636  | 15.54 | 93    |
| National lottery                              | 75,586  | 39.40 | 20,731,577 | 41.34 | 95    |
| Placing a bet                                 | 19,925  | 10.39 | 7,027,230  | 14.01 | 74    |
| <b>SPORTS TAKEN PART IN LAST YEAR</b>         |         |       |            |       |       |
| Football (Association)                        | 17,602  | 9.18  | 5,861,916  | 11.69 | 79    |
| Cycling                                       | 30,166  | 15.73 | 7,638,386  | 15.23 | 103   |
| Darts   | 15,437  | 8.05  | 3,647,866  | 7.27  | 111   |
| Fishing                                       | 24,546  | 12.80 | 4,621,182  | 9.22  | 139   |
| Golf  | 20,071  | 10.46 | 4,823,564  | 9.62  | 109   |
| Swimming                                      | 53,225  | 27.75 | 13,190,920 | 26.31 | 105   |
| <b>SPORTS PAID TO WATCH IN LAST YEAR</b>      |         |       |            |       |       |
| Football (Association)                        | 16,720  | 8.72  | 5,545,065  | 11.06 | 79    |
| Cricket                                       | 5,386   | 2.81  | 1,587,738  | 3.17  | 89    |
| Horse racing                                  | 6,633   | 3.46  | 2,100,917  | 4.19  | 83    |
| Any Motor Racing                              | 3,131   | 1.63  | 708,510    | 1.41  | 116   |
| Rugby union                                   | 7,188   | 3.75  | 1,612,543  | 3.22  | 117   |

Source: TGI 2007  
Base: Adults 15+

|  | DE      |       | UK         |       | Index |
|--|---------|-------|------------|-------|-------|
|  | Count   | %     | Count      | %     |       |
| <b>CURRENT LICENCE</b>                   |         |       |            |       |       |
| Have current full licence                | 141,884 | 73.96 | 34,233,657 | 68.27 | 108   |
| <b>CAR OWNERSHIP</b>                     |         |       |            |       |       |
| 1 car in household                       | 72,615  | 37.85 | 17,183,953 | 34.27 | 110   |
| 2 cars in household                      | 59,536  | 31.04 | 14,736,883 | 29.39 | 106   |
| 3 or more cars in household              | 9,734   | 5.07  | 2,312,821  | 4.61  | 110   |
| <b>PURCHASE STATUS</b>                   |         |       |            |       |       |
| Car purchased new                        | 43,132  | 22.48 | 11,003,686 | 21.94 | 102   |
| Car purchased second hand                | 98,752  | 51.48 | 23,229,971 | 46.33 | 111   |
| <b>CAR WAS OBTAINED</b>                  |         |       |            |       |       |
| Up to 12 months ago                      | 45,175  | 23.55 | 10,868,026 | 21.67 | 109   |
| 1 to 2 years ago                         | 42,177  | 21.99 | 9,966,077  | 19.87 | 111   |
| 3 to 4 years ago                         | 32,813  | 17.11 | 8,039,499  | 16.03 | 107   |
| 5 or more years ago                      | 21,719  | 11.32 | 5,360,055  | 10.69 | 106   |
| <b>COST OF CAR</b>                       |         |       |            |       |       |
| Under £2,000                             | 24,009  | 12.52 | 5,104,896  | 10.18 | 123   |
| £2,000 to £3,999                         | 18,858  | 9.83  | 4,608,646  | 9.19  | 107   |
| £4,000 to £6,999                         | 36,045  | 18.79 | 8,067,116  | 16.09 | 117   |
| £7,000 to £11,999                        | 33,851  | 17.65 | 9,154,700  | 18.26 | 97    |
| £12,000 to £14,999                       | 13,849  | 7.22  | 3,079,828  | 6.14  | 118   |
| £15,000 or more                          | 15,273  | 7.96  | 4,218,471  | 8.41  | 95    |
| <b>M/CYCLE, SCOOTER, MOPED OWNERSHIP</b> |         |       |            |       |       |
| Scooter/moped                            | 2,549   | 1.33  | 549,160    | 1.10  | 121   |
| 51cc-125cc motor cycle                   | 1,786   | 0.93  | 398,861    | 0.80  | 117   |
| 126cc-500cc motor cycle                  | 741     | 0.39  | 201,785    | 0.40  | 96    |
| 501cc or more motor cycle                | 3,355   | 1.75  | 861,072    | 1.72  | 102   |
| <b>MAKE OF CAR</b>                       |         |       |            |       |       |
| Audi                                     | 2,116   | 1.10  | 589,132    | 1.17  | 94    |
| BMW                                      | 3,421   | 1.78  | 918,294    | 1.83  | 97    |
| Citroen                                  | 7,109   | 3.71  | 1,671,648  | 3.33  | 111   |
| Fiat                                     | 2,179   | 1.14  | 951,776    | 1.90  | 60    |
| Ford                                     | 28,055  | 14.63 | 6,622,070  | 13.21 | 111   |
| Honda                                    | 5,156   | 2.69  | 1,171,334  | 2.34  | 115   |
| Mazda                                    | 3,146   | 1.64  | 760,798    | 1.52  | 108   |
| Mercedes Benz                            | 4,582   | 2.39  | 1,398,954  | 2.79  | 86    |
| Mini                                     | 691     | 0.36  | 202,921    | 0.40  | 89    |
| Nissan                                   | 6,765   | 3.53  | 1,735,673  | 3.46  | 102   |
| Peugeot                                  | 13,140  | 6.85  | 2,650,231  | 5.29  | 130   |
| Renault                                  | 10,998  | 5.73  | 2,678,046  | 5.34  | 107   |
| Rover                                    | 7,572   | 3.95  | 1,649,720  | 3.29  | 120   |
| Saab                                     | 513     | 0.27  | 148,893    | 0.30  | 90    |
| Seat                                     | 1,480   | 0.77  | 393,039    | 0.78  | 98    |
| Skoda                                    | 6,114   | 3.19  | 1,080,767  | 2.16  | 148   |
| Toyota                                   | 6,666   | 3.48  | 1,698,600  | 3.39  | 103   |
| Vauxhall                                 | 19,225  | 10.02 | 5,008,329  | 9.99  | 100   |
| Volkswagen                               | 9,322   | 4.86  | 2,097,157  | 4.18  | 116   |
| Volvo                                    | 3,635   | 1.90  | 806,275    | 1.61  | 118   |

Source: TGI 2007  
Base: Adults 15+

|  | DE            |               | UK              |               | Index      |
|--|---------------|---------------|-----------------|---------------|------------|
|  | Count         | %             | Count           | %             |            |
| <b><u>ECONOMIC ACTIVITY</u></b>                                  |               |               |                 |               |            |
| Economically active  | 102014        | 65.41         | 28166738        | 66.49         | 98         |
| Economically active: Employee                                    | 77522         | 49.71         | 22149642        | 52.28         | 95         |
| Economically active: Self employed with employees                | 6379          | 4.09          | 1254024         | 2.96          | 138        |
| Economically active: Self employed without employees             | 11796         | 7.56          | 2198472         | 5.19          | 146        |
| Economically active: Unemployed                                  | 3377          | 2.17          | 1458207         | 3.44          | 63         |
| Economically active: Full-time students                          | 2940          | 1.89          | 1106393         | 2.61          | 72         |
| Economically inactive  | 53936         | 34.59         | 14197317        | 33.51         | 103        |
| Economically inactive: Retired                                   | 28446         | 18.24         | 5654426         | 13.35         | 137        |
| Economically inactive: Student                                   | 4825          | 3.09          | 1994208         | 4.71          | 66         |
| Economically inactive: Looking after home/family                 | 9573          | 6.14          | 2737615         | 6.46          | 95         |
| Economically inactive: Permanently sick/disabled                 | 6883          | 4.41          | 2447603         | 5.78          | 76         |
| Economically inactive: Other                                     | 4209          | 2.70          | 1363465         | 3.22          | 84         |
| <b>All people aged 16 to 74 (Economic Activity)</b>              | <b>155950</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                                     | 12554         | 12.77         | 2170351         | 9.19          | 139        |
| Less than 2km  | 25847         | 26.29         | 4731162         | 20.02         | 131        |
| 2km to less than 5km   | 12673         | 12.89         | 4725183         | 20.00         | 64         |
| 5km to less than 10km  | 13080         | 13.30         | 4305132         | 18.22         | 73         |
| 10km to less than 20km   | 14107         | 14.35         | 3601639         | 15.24         | 94         |
| 20km to less than 30km   | 5621          | 5.72          | 1269368         | 5.37          | 106        |
| 30km to less than 40km   | 2757          | 2.80          | 555540          | 2.35          | 119        |
| 40km to less than 60km   | 2073          | 2.11          | 507809          | 2.15          | 98         |
| 60km and over  | 3654          | 3.72          | 643905          | 2.73          | 136        |
| No fixed place of work   | 5491          | 5.58          | 1040066         | 4.40          | 127        |
| Working outside the UK   | 369           | 0.38          | 63379           | 0.27          | 140        |
| Working at offshore installation                                 | 96            | 0.10          | 14382           | 0.06          | 160        |
| <b>All people aged 16 to 74 in employment (Dist) (E, Wa, NI)</b> | <b>98322</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                                    | 13816         | 14.03         | 3918075         | 14.74         | 95         |
| Corporate Managers   | 8557          | 8.69          | 2922726         | 11.00         | 79         |
| Managers and Proprietors in Agriculture and Services             | 5259          | 5.34          | 995349          | 3.75          | 143        |
| Professional Occupations   | 10065         | 10.22         | 2957567         | 11.13         | 92         |
| Science and Technology Professionals                             | 2541          | 2.58          | 828400          | 3.12          | 83         |
| Health Professionals   | 780           | 0.79          | 233141          | 0.88          | 90         |
| Teaching and Research Professionals                              | 4739          | 4.81          | 1201428         | 4.52          | 106        |
| Business and Public Service Professionals                        | 2005          | 2.04          | 694598          | 2.61          | 78         |
| Associate Professional and Technical Occupations                 | 14648         | 14.88         | 3659206         | 13.77         | 108        |
| Science and Technology Associate Professionals                   | 1537          | 1.56          | 530484          | 2.00          | 78         |
| Health and Social Welfare Associate Professionals                | 3580          | 3.64          | 896337          | 3.37          | 108        |
| Protective Service Occupations                                   | 3543          | 3.60          | 360637          | 1.36          | 265        |
| Culture, Media and Sports Occupations                            | 2123          | 2.16          | 537981          | 2.02          | 107        |
| Business and Public Service Associate Professionals              | 3865          | 3.93          | 1333767         | 5.02          | 78         |
| Administrative and Secretarial Occupations                       | 11448         | 11.63         | 3536585         | 13.31         | 87         |
| Administrative Occupations                                       | 8145          | 8.27          | 2591383         | 9.75          | 85         |
| Secretarial and Related Occupations                              | 3303          | 3.36          | 945202          | 3.56          | 94         |
| Skilled Trades Occupations                                       | 14632         | 14.86         | 3134163         | 11.79         | 126        |
| Skilled Agricultural Trades                                      | 2839          | 2.88          | 329766          | 1.24          | 232        |
| Skilled Metal and Electrical Trades                              | 4605          | 4.68          | 1255023         | 4.72          | 99         |
| Skilled Construction and Building Trades                         | 4581          | 4.65          | 947185          | 3.56          | 131        |
| Textiles, Printing and Other Skilled Trades                      | 2607          | 2.65          | 602189          | 2.27          | 117        |
| Personal Service Occupations                                     | 7787          | 7.91          | 1841390         | 6.93          | 114        |
| Caring Personal Service Occupations                              | 5757          | 5.85          | 1324892         | 4.99          | 117        |
| Leisure and Other Personal Service Occupations                   | 2030          | 2.06          | 516498          | 1.94          | 106        |
| Sales and Customer Service Occupations                           | 6553          | 6.66          | 2058474         | 7.75          | 86         |
| Sales Occupations  | 6186          | 6.28          | 1716943         | 6.46          | 97         |
| Customer Service Occupations                                     | 367           | 0.37          | 341531          | 1.29          | 29         |
| Process, Plant and Machine Operatives                            | 7088          | 7.20          | 2299282         | 8.65          | 83         |
| Process, Plant and Machine Operatives                            | 4044          | 4.11          | 1328825         | 5.00          | 82         |
| Transport and Mobile Machine Drivers and Operatives              | 3044          | 3.09          | 970457          | 3.65          | 85         |
| Elementary Occupations   | 12410         | 12.61         | 3172714         | 11.94         | 106        |
| Elementary Trades, Plant and Storage Related Occupations         | 4643          | 4.72          | 1088321         | 4.09          | 115        |
| Elementary Administration and Service Occupations                | 7767          | 7.89          | 2084893         | 7.84          | 101        |
| <b>All people aged 16 to 74 in employment (Occupation)</b>       | <b>98447</b>  | <b>100.00</b> | <b>26577456</b> | <b>100.00</b> | <b>100</b> |

Source: Census 2001/Experian

|  | DE            |               | UK              |               | Index      |
|--|---------------|---------------|-----------------|---------------|------------|
|  | Count         | %             | Count           | %             |            |
| <b>HOUSING STOCK (HH SPACES)</b>                                 |               |               |                 |               |            |
| Occupied household spaces  | 93804         | 93.55         | 24479439        | 95.97         | 97         |
| Unoccupied household spaces                                      | 6464          | 6.45          | 1027644         | 4.03          | 160        |
| Unocc: Second residence/holiday accommodation                    | 3089          | 3.08          | 186027          | 0.73          | 422        |
| Unocc: Vacant household space                                    | 3375          | 3.37          | 841617          | 3.30          | 102        |
| <b>All Household Spaces (Housing Stock)</b>                      | <b>100268</b> | <b>100.00</b> | <b>25507083</b> | <b>100.00</b> | <b>100</b> |
| <b>PEOPLE IN HOUSEHOLDS BY TENURE (POPULATION)</b>               |               |               |                 |               |            |
| Owned  | 154542        | 72.82         | 40998416        | 71.00         | 103        |
| Own: Owns outright   | 66704         | 31.43         | 14037257        | 24.31         | 129        |
| Own: Owns with a mortgage or loan                                | 86862         | 40.93         | 26599425        | 46.07         | 89         |
| Own: Shared ownership  | 976           | 0.46          | 361734          | 0.63          | 73         |
| Social Rented  | 29403         | 13.86         | 10640214        | 18.43         | 75         |
| Social: Rented from Council (LA/Scottish Homes)                  | 6361          | 3.00          | 7583642         | 13.13         | 23         |
| Social: Other social rented                                      | 23042         | 10.86         | 3056572         | 5.29          | 205        |
| Private Rented   | 22908         | 10.79         | 5093469         | 8.82          | 122        |
| Private: Private landlord or letting agency                      | 18150         | 8.55          | 4415330         | 7.65          | 112        |
| Private: Employer of a household member                          | 1979          | 0.93          | 172831          | 0.30          | 312        |
| Private: Relative or friend of a household member                | 1323          | 0.62          | 326958          | 0.57          | 110        |
| Private: Other   | 1456          | 0.69          | 178350          | 0.31          | 222        |
| Living rent free   | 5363          | 2.53          | 1010046         | 1.75          | 144        |
| <b>All People in Households (Tenure)</b>                         | <b>212216</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  | 211973        | 99.88         | 57641376        | 99.83         | 100        |
| Unshared: House or Bungalow                                      | 190279        | 89.66         | 49368984        | 85.50         | 105        |
| House: Detached  | 78193         | 36.84         | 14740944        | 25.53         | 144        |
| House: Semi-detached   | 59851         | 28.20         | 19380418        | 33.56         | 84         |
| House: Terraced (including end-terrace)                          | 52235         | 24.61         | 15247622        | 26.41         | 93         |
| Unshared: Flat, maisonette or apartment                          | 20360         | 9.59          | 8108486         | 14.04         | 68         |
| Flat: In a purpose-built block of flats                          | 13084         | 6.17          | 6070559         | 10.51         | 59         |
| Flat: Part of a converted or shared house                        | 4434          | 2.09          | 1530629         | 2.65          | 79         |
| Flat: In a commercial building                                   | 2842          | 1.34          | 507298          | 0.88          | 152        |
| Unshared: Caravan or other mobile or temp structure              | 1334          | 0.63          | 163906          | 0.28          | 221        |
| In a shared dwelling   | 254           | 0.12          | 100988          | 0.17          | 68         |
| <b>All People in Households (Accommodation Type)</b>             | <b>212227</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   | 27691         | 29.50         | 7394985         | 30.21         | 98         |
| 2 people   | 37097         | 39.52         | 8303531         | 33.92         | 117        |
| 3 people   | 12829         | 13.67         | 3803807         | 15.54         | 88         |
| 4 people   | 10951         | 11.67         | 3272395         | 13.37         | 87         |
| 5 people   | 3844          | 4.10          | 1213159         | 4.96          | 83         |
| 6 people   | 1111          | 1.18          | 357428          | 1.46          | 81         |
| 7 people   | 241           | 0.26          | 83659           | 0.34          | 75         |
| 8 or more people   | 105           | 0.11          | 51487           | 0.21          | 53         |
| <b>All Occupied Household Spaces (Number of People in House)</b> | <b>93869</b>  | <b>100.00</b> | <b>24480451</b> | <b>100.00</b> | <b>100</b> |

# MOSAIC Groups Area Analysis DorsetECHO

|                                    | DE     |       | UK        |       | Index |
|------------------------------------|--------|-------|-----------|-------|-------|
|                                    | Count  | %     | Count     | %     |       |
| <b>MOSAIC GROUPS BY POPULATION</b> |        |       |           |       |       |
| Symbols of Success                 | 8,323  | 3.64  | 5,900,051 | 9.70  | 38    |
| Happy Families                     | 20,593 | 9.01  | 7,077,861 | 11.64 | 77    |
| Suburban Comfort                   | 33,952 | 14.85 | 8,931,818 | 14.69 | 101   |
| Ties of the Community              | 31,171 | 13.63 | 9,943,818 | 16.36 | 83    |
| Urban Intelligence                 | 1,487  | 0.65  | 4,469,301 | 7.35  | 9     |
| Welfare Borderline                 | 2,488  | 1.09  | 3,748,065 | 6.17  | 18    |
| Municipal Dependency               | 3,349  | 1.46  | 4,092,347 | 6.73  | 22    |
| Blue Collar Enterprise             | 19,957 | 8.73  | 6,738,201 | 11.08 | 79    |
| Twilight Subsistence               | 7,912  | 3.46  | 1,983,884 | 3.26  | 106   |
| Grey Perspectives                  | 53,685 | 23.48 | 4,474,554 | 7.36  | 319   |
| Rural Isolation                    | 41,856 | 18.31 | 3,234,581 | 5.32  | 344   |
| <b>MOSAIC GROUPS BY HOUSEHOLD</b>  |        |       |           |       |       |
| Symbols of Success                 | 3,743  | 3.71  | 2,509,951 | 9.65  | 38    |
| Happy Families                     | 8,029  | 7.96  | 2,756,508 | 10.59 | 75    |
| Suburban Comfort                   | 15,180 | 15.05 | 3,828,891 | 14.72 | 102   |
| Ties of the Community              | 14,219 | 14.10 | 4,285,723 | 16.47 | 86    |
| Urban Intelligence                 | 730    | 0.72  | 2,014,576 | 7.74  | 9     |
| Welfare Borderline                 | 1,058  | 1.05  | 1,700,455 | 6.54  | 16    |
| Municipal Dependency               | 1,380  | 1.37  | 1,696,448 | 6.52  | 21    |
| Blue Collar Enterprise             | 8,168  | 8.10  | 2,788,458 | 10.72 | 76    |
| Twilight Subsistence               | 3,755  | 3.72  | 951,701   | 3.66  | 102   |
| Grey Perspectives                  | 25,679 | 25.46 | 2,089,138 | 8.03  | 317   |
| Rural Isolation                    | 18,918 | 18.76 | 1,396,998 | 5.37  | 349   |
| <b>MOSAIC GROUPS BY ADULTS 15+</b> |        |       |           |       |       |
| Symbols of Success                 | 7,014  | 3.66  | 4,873,036 | 9.72  | 38    |
| Happy Families                     | 15,458 | 8.06  | 5,412,930 | 10.79 | 75    |
| Suburban Comfort                   | 28,235 | 14.72 | 7,413,144 | 14.78 | 100   |
| Ties of the Community              | 26,353 | 13.74 | 8,132,814 | 16.22 | 85    |
| Urban Intelligence                 | 1,330  | 0.69  | 4,012,020 | 8.00  | 9     |
| Welfare Borderline                 | 1,964  | 1.02  | 3,116,805 | 6.22  | 16    |
| Municipal Dependency               | 2,521  | 1.31  | 3,168,509 | 6.32  | 21    |
| Blue Collar Enterprise             | 15,014 | 7.83  | 5,283,318 | 10.54 | 74    |
| Twilight Subsistence               | 6,896  | 3.60  | 1,799,104 | 3.59  | 100   |
| Grey Perspectives                  | 48,309 | 25.18 | 4,022,242 | 8.02  | 314   |
| Rural Isolation                    | 35,662 | 18.59 | 2,729,403 | 5.44  | 342   |
| <b>MOSAIC GROUPS BY ADULTS 18+</b> |        |       |           |       |       |
| Symbols of Success                 | 6,691  | 3.68  | 4,661,954 | 9.76  | 38    |
| Happy Families                     | 14,583 | 8.02  | 5,138,278 | 10.76 | 75    |
| Suburban Comfort                   | 26,915 | 14.79 | 7,053,871 | 14.77 | 100   |
| Ties of the Community              | 25,164 | 13.83 | 7,721,226 | 16.17 | 86    |
| Urban Intelligence                 | 1,194  | 0.66  | 3,872,642 | 8.11  | 8     |
| Welfare Borderline                 | 1,873  | 1.03  | 2,969,069 | 6.22  | 17    |
| Municipal Dependency               | 2,393  | 1.32  | 2,994,634 | 6.27  | 21    |
| Blue Collar Enterprise             | 14,336 | 7.88  | 5,005,243 | 10.48 | 75    |
| Twilight Subsistence               | 6,595  | 3.62  | 1,710,423 | 3.58  | 101   |
| Grey Perspectives                  | 46,356 | 25.48 | 3,850,310 | 8.06  | 316   |
| Rural Isolation                    | 34,272 | 18.84 | 2,621,825 | 5.49  | 343   |

Source: MOSAIC 2007