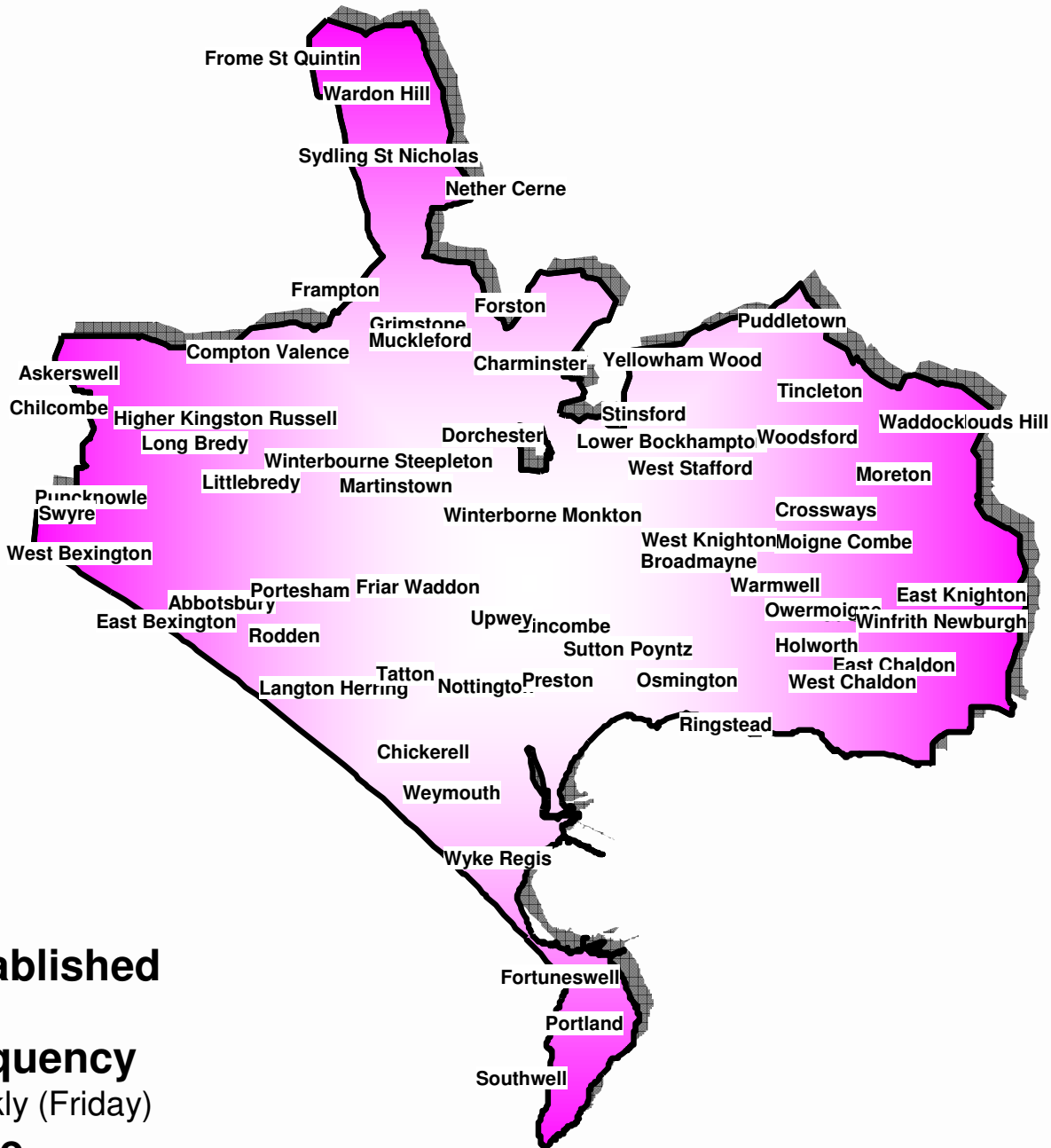


Average Weekly Distribution ABC Jan-Jun '08; 35,881 Average Weekly Readership JICREG Oct '08; 50,411



Established

1891

Frequency

Weekly (Friday)

Price

Free

Household coverage

78%*

Content

Motoring

Recruitment

Classified

Dial a Service



*ABC Jan-Jun 2008 & TGI 2007

Postal sector breakdown

Sector	Distribution
DT1 1	2788
DT1 2	4311
DT2 8	584
DT2 9	1010
DT3 4	1626
DT3 5	2783
DT3 6	3853
DT4 0	3963
DT4 7	3084
DT4 8	2149
DT4 9	5172
DT5 1	1931
DT5 2	2627
Totals:	35881

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
50,411	23,773	26,638	5,401	5,400	8,349	8,721	9,261	13,279	28,572	21,839
	47%	53%	11%	11%	17%	17%	18%	26%	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
Dorchester	9861	67.34	4449	5412	982	998	1639	1693	1688	1275	1587	5771	4090	7099
Dorchester Rural	2271	11.36	1060	1211	189	193	389	420	458	331	291	1327	945	1594
Portland	6904	62.37	3610	3294	994	848	1248	1260	1186	766	603	3533	3372	4558
Weymouth	31374	61.76	14653	16721	3236	3362	5073	5348	5930	4317	4110	17942	13432	22630

Source: JICREG October 2008

Area Demographics

	WDA		UK		Index
	Count	%	Count	%	
AGE RANGE					
15-24	13,371	15.41	7,947,080	15.85	97
25-34	10,142	11.68	7,608,309	15.17	77
35-44	15,980	18.41	9,260,471	18.47	100
45-54	12,507	14.41	8,011,076	15.98	90
55-64	13,835	15.94	7,302,232	14.56	109
65+	20,974	24.16	10,016,441	19.97	121
SOCIAL GRADE					
ABC1	40,195	46.30	27,109,908	54.06	86
C2DE	46,613	53.70	23,035,701	45.94	117
GENDER					
Male	42,164	48.57	24,360,139	48.58	100
Female	44,644	51.43	25,785,470	51.42	100
MARITAL STATUS					
Single	16,225	18.69	11,763,199	23.46	80
Married	56,190	64.73	30,765,174	61.35	106
Wid/div/sep	14,393	16.58	7,617,236	15.19	109
CHILDREN IN HOUSEHOLD					
No children	59,087	68.07	33,387,261	66.58	102
1 child	12,788	14.73	8,053,592	16.06	92
2 children	11,416	13.15	6,296,384	12.56	105
3+ children	3,517	4.05	2,408,372	4.80	84
HOUSEHOLD SIZE (Base: households)					
1 person	7,788	16.94	4,358,062	16.75	101
2 people	16,951	36.87	9,057,971	34.81	106
3 people	8,416	18.30	4,996,972	19.21	95
4 people	8,312	18.08	5,059,334	19.44	93
5+ people	4,511	9.81	2,546,508	9.79	100
COMBINED HOUSEHOLD INCOME (Base: households)					
Up To £9,999	8,639	18.79	4,723,184	18.15	104
£10,000 - £16,999	9,861	21.45	4,911,036	18.87	114
£17,000 - £22,999	7,407	16.11	3,881,477	14.92	108
£23,000 - £29,999	6,375	13.87	3,490,815	13.42	103
£30,000 - £39,999	6,146	13.37	3,716,445	14.28	94
£40,000+	7,549	16.42	5,295,890	20.35	81
PERSONAL INCOME					
£6,999 or less	24,056	27.71	11,763,857	23.46	118
£7,000 to £12,999	18,274	21.05	10,406,560	20.75	101
£13,000 to £19,999	16,838	19.40	8,974,250	17.90	108
£20,000 to £26,999	9,404	10.83	6,086,119	12.14	89
£27,000 to £36,999	7,457	8.59	4,648,781	9.27	93
£37,000 to £49,999	2,761	3.18	2,433,160	4.85	66
£50,000 or over	1,566	1.80	1,587,616	3.17	57
None	6,452	7.43	4,245,266	8.47	88

Source: TGI 2007

Base: Adults 15+, unless otherwise stated

Leisure Area Analysis

	WDA		UK		Index
	Count	%	Count	%	
PERFORMANCES ATTENDED IN LAST YEAR					
Theatre	40,488	46.64	21,338,625	42.55	110
Plays	24,673	28.42	14,591,403	29.10	98
Opera	7,295	8.40	4,170,157	8.32	101
Ballet	7,508	8.65	4,355,383	8.69	100
Contemporary dance	6,762	7.79	3,466,141	6.91	113
Classical Concerts	14,683	16.91	8,046,076	16.05	105
Jazz concerts	8,741	10.07	4,982,699	9.94	101
Popular/rock concert	23,883	27.51	14,495,828	28.91	95
Art galleries	23,783	27.40	13,999,728	27.92	98
EXHIBITIONS IN LAST YEAR					
Visited Ideal Home Exhibition	1,830	2.11	1,495,888	2.98	71
Visited International Boat Show	1,970	2.27	727,354	1.45	157
Visited International Motor Show	1,784	2.05	926,960	1.85	111
SOCIAL VISITS					
Cinema	51,380	59.19	30,341,897	60.51	98
Pub	75,511	86.99	42,231,835	84.22	103
Restaurant	65,068	74.96	38,123,832	76.03	99
RESTAURANTS LAST 3 MONTHS (BY EVENING)					
Chinese	14,795	17.04	10,295,691	20.53	83
English	12,455	14.35	6,787,374	13.54	106
Indian	13,986	16.11	10,871,907	21.68	74
Italian	8,343	9.61	7,654,760	15.27	63
Pizza	7,735	8.91	5,656,402	11.28	79
Pub restaurant	29,762	34.28	15,246,257	30.40	113
ACTIVITIES TAKEN PART IN					
Camping	11,522	13.27	6,136,137	12.24	108
Aerobics/keep fit	13,268	15.28	8,208,201	16.37	93
Walking/rambling	29,202	33.64	14,627,274	29.17	115
Ten-pin bowling	12,825	14.77	7,794,636	15.54	95
National lottery	34,618	39.88	20,731,577	41.34	96
Placing a bet	9,279	10.69	7,027,230	14.01	76
SPORTS TAKEN PART IN LAST YEAR					
Football (Association)	7,978	9.19	5,861,916	11.69	79
Cycling	13,077	15.06	7,638,386	15.23	99
Darts	6,810	7.85	3,647,866	7.27	108
Fishing	10,812	12.45	4,621,182	9.22	135
Golf	8,549	9.85	4,823,564	9.62	102
Swimming	24,534	28.26	13,190,920	26.31	107
SPORTS PAID TO WATCH IN LAST YEAR					
Football (Association)	8,209	9.46	5,545,065	11.06	86
Cricket	2,291	2.64	1,587,738	3.17	83
Horse racing	2,730	3.14	2,100,917	4.19	75
Any Motor Racing	1,322	1.52	708,510	1.41	108
Rugby union	3,207	3.69	1,612,543	3.22	115

Source: TGI 2007
 Base: Adults 15+

Motoring Area Analysis

	WDA		UK		Index
	Count	%	Count	%	
<u>CURRENT LICENCE</u>					
Have current full licence	62,245	71.70	34,233,657	68.27	105
<u>CAR OWNERSHIP</u>					
1 car in household	32,952	37.96	17,183,953	34.27	111
2 cars in household	25,440	29.31	14,736,883	29.39	100
3 or more cars in household	3,853	4.44	2,312,821	4.61	96
<u>PURCHASE STATUS</u>					
Car purchased new	18,570	21.39	11,003,686	21.94	97
Car purchased second hand	43,675	50.31	23,229,971	46.33	109
<u>CAR WAS OBTAINED</u>					
Up to 12 months ago	20,121	23.18	10,868,026	21.67	107
1 to 2 years ago	18,458	21.26	9,966,077	19.87	107
3 to 4 years ago	14,330	16.51	8,039,499	16.03	103
5 or more years ago	9,336	10.75	5,360,055	10.69	101
<u>COST OF CAR</u>					
Under £2,000	11,030	12.71	5,104,896	10.18	125
£2,000 to £3,999	8,308	9.57	4,608,646	9.19	104
£4,000 to £6,999	16,345	18.83	8,067,116	16.09	117
£7,000 to £11,999	14,766	17.01	9,154,700	18.26	93
£12,000 to £14,999	5,579	6.43	3,079,828	6.14	105
£15,000 or more	6,218	7.16	4,218,471	8.41	85
<u>M/CYCLE, SCOOTER, MOPED OWNERSHIP</u>					
Scooter/moped	1,122	1.29	549,160	1.10	118
51cc-125cc motor cycle	798	0.92	398,861	0.80	116
126cc-500cc motor cycle	308	0.36	201,785	0.40	88
501cc or more motor cycle	1,508	1.74	861,072	1.72	101
<u>MAKE OF CAR</u>					
Audi	778	0.90	589,132	1.17	76
BMW	1,634	1.88	918,294	1.83	103
Citroen	3,115	3.59	1,671,648	3.33	108
Fiat	860	0.99	951,776	1.90	52
Ford	12,249	14.11	6,622,070	13.21	107
Honda	2,399	2.76	1,171,334	2.34	118
Mazda	1,653	1.90	760,798	1.52	126
Mercedes Benz	1,676	1.93	1,398,954	2.79	69
Mini	281	0.32	202,921	0.40	80
Nissan	3,206	3.69	1,735,673	3.46	107
Peugeot	5,472	6.30	2,650,231	5.29	119
Renault	5,093	5.87	2,678,046	5.34	110
Rover	3,485	4.01	1,649,720	3.29	122
Saab	188	0.22	148,893	0.30	73
Seat	621	0.72	393,039	0.78	91
Skoda	2,711	3.12	1,080,767	2.16	145
Toyota	2,899	3.34	1,698,600	3.39	99
Vauxhall	8,561	9.86	5,008,329	9.99	99
Volkswagen	3,882	4.47	2,097,157	4.18	107
Volvo	1,482	1.71	806,275	1.61	106

Source: TGI 2007
 Base: Adults 15+

Recruitment Area Analysis

	WDA		UK		Index
	Count	%	Count	%	
<u>ECONOMIC ACTIVITY</u>					
Economically active	47567	65.93	28166738	66.49	99
Economically active: Employee	37415	51.86	22149642	52.28	99
Economically active: Self employed with employees	2447	3.39	1254024	2.96	115
Economically active: Self employed without employees	4318	5.99	2198472	5.19	115
Economically active: Unemployed	1833	2.54	1458207	3.44	74
Economically active: Full-time students	1554	2.15	1106393	2.61	82
Economically inactive	24579	34.07	14197317	33.51	102
Economically inactive: Retired	12271	17.01	5654426	13.35	127
Economically inactive: Student	1882	2.61	1994208	4.71	55
Economically inactive: Looking after home/family	4241	5.88	2737615	6.46	91
Economically inactive: Permanently sick/disabled	3806	5.28	2447603	5.78	91
Economically inactive: Other	2379	3.30	1363465	3.22	102
All people aged 16 to 74 (Economic Activity)	72146	100.00	42364055	100.00	100
<u>DISTANCE TRAVELLED TO WORK (RESIDENT POPULATION)</u>					
Works mainly at or from home	4497	9.86	2170351	9.19	107
Less than 2km	12948	28.40	4731162	20.02	142
2km to less than 5km	7643	16.77	4725183	20.00	84
5km to less than 10km	6628	14.54	4305132	18.22	80
10km to less than 20km	5531	12.13	3601639	15.24	80
20km to less than 30km	1435	3.15	1269368	5.37	59
30km to less than 40km	1487	3.26	555540	2.35	139
40km to less than 60km	1205	2.64	507809	2.15	123
60km and over	1708	3.75	643905	2.73	137
No fixed place of work	2281	5.00	1040066	4.40	114
Working outside the UK	169	0.37	63379	0.27	138
Working at offshore installation	57	0.13	14382	0.06	205
All people aged 16 to 74 in employment (Dist) (E, Wa, NI)	45589	100.00	23627916	100.00	100
<u>OCCUPATION (SOC 2000)</u>					
Managers and Senior Officials	6226	13.64	3918075	14.74	93
Corporate Managers	3917	8.58	2922726	11.00	78
Managers and Proprietors in Agriculture and Services	2309	5.06	995349	3.75	135
Professional Occupations	4434	9.71	2957567	11.13	87
Science and Technology Professionals	1131	2.48	828400	3.12	79
Health Professionals	380	0.83	233141	0.88	95
Teaching and Research Professionals	2129	4.66	1201428	4.52	103
Business and Public Service Professionals	794	1.74	694598	2.61	67
Associate Professional and Technical Occupations	6689	14.65	3659206	13.77	106
Science and Technology Associate Professionals	784	1.72	530484	2.00	86
Health and Social Welfare Associate Professionals	1906	4.18	896337	3.37	124
Protective Service Occupations	1344	2.94	360637	1.36	217
Culture, Media and Sports Occupations	867	1.90	537981	2.02	94
Business and Public Service Associate Professionals	1788	3.92	1333767	5.02	78
Administrative and Secretarial Occupations	5804	12.72	3536585	13.31	96
Administrative Occupations	4389	9.62	2591383	9.75	99
Secretarial and Related Occupations	1415	3.10	945202	3.56	87
Skilled Trades Occupations	6239	13.67	3134163	11.79	116
Skilled Agricultural Trades	717	1.57	329766	1.24	127
Skilled Metal and Electrical Trades	2287	5.01	1255023	4.72	106
Skilled Construction and Building Trades	2092	4.58	947185	3.56	129
Textiles, Printing and Other Skilled Trades	1143	2.50	602189	2.27	111
Personal Service Occupations	3837	8.41	1841390	6.93	121
Caring Personal Service Occupations	2848	6.24	1324892	4.99	125
Leisure and Other Personal Service Occupations	989	2.17	516498	1.94	111
Sales and Customer Service Occupations	3447	7.55	2058474	7.75	98
Sales Occupations	3263	7.15	1716943	6.46	111
Customer Service Occupations	184	0.40	341531	1.29	31
Process, Plant and Machine Operatives	3231	7.08	2299282	8.65	82
Process, Plant and Machine Operatives	1717	3.76	1328825	5.00	75
Transport and Mobile Machine Drivers and Operatives	1514	3.32	970457	3.65	91
Elementary Occupations	5737	12.57	3172714	11.94	105
Elementary Trades, Plant and Storage Related Occupations	1898	4.16	1088321	4.09	102
Elementary Administration and Service Occupations	3839	8.41	2084393	7.84	107
All people aged 16 to 74 in employment (Occupation)	45644	100.00	26577456	100.00	100

Source: Census 2001/Experian

Property Area Analysis

	WDA		UK		Index
	Count	%	Count	%	
HOUSING STOCK (HH SPACES)					
Occupied household spaces	43162	94.77	24479439	95.97	99
Unoccupied household spaces	2380	5.23	1027644	4.03	130
Unocc: Second residence/holiday accommodation	988	2.17	186027	0.73	297
Unocc: Vacant household space	1392	3.06	841617	3.30	93
All Household Spaces (Housing Stock)	45542	100.00	25507083	100.00	100
PEOPLE IN HOUSEHOLDS BY TENURE (POPULATION)					
Owned	73667	75.30	40998416	71.00	106
Own: Owns outright	28505	29.14	14037257	24.31	120
Own: Owns with a mortgage or loan	44730	45.72	26599425	46.07	99
Own: Shared ownership	432	0.44	361734	0.63	70
Social Rented	13237	13.53	10640214	18.43	73
Social: Rented from Council (LA/Scottish Homes)	3756	3.84	7583642	13.13	29
Social: Other social rented	9481	9.69	3056572	5.29	183
Private Rented	9100	9.30	5093469	8.82	105
Private: Private landlord or letting agency	8006	8.18	4415330	7.65	107
Private: Employer of a household member	271	0.28	172831	0.30	93
Private: Relative or friend of a household member	612	0.63	326958	0.57	110
Private: Other	211	0.22	178350	0.31	70
Living rent free	1833	1.87	1010046	1.75	107
All People in Households (Tenure)	97837	100.00	57742145	100.00	100
PEOPLE IN HOUSEHOLDS BY ACCOMMODATION TYPE (POPULATION)					
In an unshared dwelling	97673	99.81	57641376	99.83	100
Unshared: House or Bungalow	85016	86.87	49368984	85.50	102
House: Detached	28421	29.04	14740944	25.53	114
House: Semi-detached	25981	26.55	19380418	33.56	79
House: Terraced (including end-terrace)	30614	31.28	15247622	26.41	118
Unshared: Flat, maisonette or apartment	12077	12.34	8108486	14.04	88
Flat: In a purpose-built block of flats	7841	8.01	6070559	10.51	76
Flat: Part of a converted or shared house	2871	2.93	1530629	2.65	111
Flat: In a commercial building	1365	1.39	507298	0.88	159
Unshared: Caravan or other mobile or temp structure	580	0.59	163906	0.28	209
In a shared dwelling	189	0.19	100988	0.17	110
All People in Households (Accommodation Type)	97862	100.00	57742364	100.00	100
NUMBER OF PEOPLE LIVING IN HOUSEHOLDS					
1 person	12858	29.77	7394985	30.21	99
2 people	16674	38.61	8303531	33.92	114
3 people	6157	14.26	3803807	15.54	92
4 people	5095	11.80	3272395	13.37	88
5 people	1720	3.98	1213159	4.96	80
6 people	510	1.18	357428	1.46	81
7 people	121	0.28	83659	0.34	82
8 or more people	54	0.13	51487	0.21	59
All Occupied Household Spaces (Number of People in House)	43189	100.00	24480451	100.00	100

Source: Census 2001/Experian

MOSAIC Groups Area Analysis

	WDA		UK		Index
	Count	%	Count	%	
MOSAIC GROUPS BY POPULATION					
Symbols of Success	3,828	3.70	5,900,051	9.70	38
Happy Families	10,281	9.95	7,077,861	11.64	85
Suburban Comfort	19,915	19.27	8,931,818	14.69	131
Ties of the Community	21,267	20.58	9,943,818	16.36	126
Urban Intelligence	1,034	1.00	4,469,301	7.35	14
Welfare Borderline	1,982	1.92	3,748,065	6.17	31
Municipal Dependency	2,411	2.33	4,092,347	6.73	35
Blue Collar Enterprise	10,493	10.15	6,738,201	11.08	92
Twilight Subsistence	3,187	3.08	1,983,884	3.26	94
Grey Perspectives	21,421	20.72	4,474,554	7.36	282
Rural Isolation	6,426	6.22	3,234,581	5.32	117
MOSAIC GROUPS BY HOUSEHOLD					
Symbols of Success	1,756	3.82	2,509,951	9.65	40
Happy Families	4,179	9.09	2,756,508	10.59	86
Suburban Comfort	9,000	19.57	3,828,891	14.72	133
Ties of the Community	9,776	21.26	4,285,723	16.47	129
Urban Intelligence	497	1.08	2,014,576	7.74	14
Welfare Borderline	858	1.87	1,700,455	6.54	29
Municipal Dependency	992	2.16	1,696,448	6.52	33
Blue Collar Enterprise	4,296	9.34	2,788,458	10.72	87
Twilight Subsistence	1,498	3.26	951,701	3.66	89
Grey Perspectives	10,226	22.24	2,089,138	8.03	277
Rural Isolation	2,899	6.31	1,396,998	5.37	117
MOSAIC GROUPS BY ADULTS 15+					
Symbols of Success	3,239	3.73	4,873,036	9.72	38
Happy Families	7,952	9.16	5,412,930	10.79	85
Suburban Comfort	16,686	19.22	7,413,144	14.78	130
Ties of the Community	18,131	20.89	8,132,814	16.22	129
Urban Intelligence	909	1.05	4,012,020	8.00	13
Welfare Borderline	1,586	1.83	3,116,805	6.22	29
Municipal Dependency	1,801	2.07	3,168,509	6.32	33
Blue Collar Enterprise	7,894	9.09	5,283,318	10.54	86
Twilight Subsistence	2,761	3.18	1,799,104	3.59	89
Grey Perspectives	19,218	22.14	4,022,242	8.02	276
Rural Isolation	5,517	6.36	2,729,403	5.44	117
MOSAIC GROUPS BY ADULTS 18+					
Symbols of Success	3,110	3.76	4,661,954	9.76	38
Happy Families	7,525	9.09	5,138,278	10.76	84
Suburban Comfort	15,939	19.25	7,053,871	14.77	130
Ties of the Community	17,309	20.90	7,721,226	16.17	129
Urban Intelligence	868	1.05	3,872,642	8.11	13
Welfare Borderline	1,513	1.83	2,969,069	6.22	29
Municipal Dependency	1,711	2.07	2,994,634	6.27	33
Blue Collar Enterprise	7,504	9.06	5,005,243	10.48	86
Twilight Subsistence	2,626	3.17	1,710,423	3.58	89
Grey Perspectives	18,439	22.27	3,850,310	8.06	276
Rural Isolation	5,238	6.33	2,621,825	5.49	115

Source: MOSAIC 2007