

Student sex work survey – coverage report

Headline figures:

Between January 2013 and end of April 2015

- 163 items of coverage recorded
- 130 of these were around the launch of the report
- Coverage recorded from 19 countries
- Reach - at least 43 million people, and probably several multiples of this.

1 Items of coverage listed below:

The source for these was the daily news summaries produced by the University PR team (Jan 2013 to April 2015). These in turn draw on online, print and broadcast coverage picked up by our monitoring service.

The monitoring service works on keywords (eg “Swansea University”). It is therefore possible that there are items of coverage that were not picked up as they did not contain a keyword. But the news summaries do draw on online, print and broadcast material and are therefore the most comprehensive source we have. It is likely that the list below does capture the vast majority of the coverage the story gained.

For newspaper websites, it is not always possible to be certain whether a story has appeared only in print, only online, or both.

Finally, note that the list below includes all items mentioning the student sex work survey, even where it is not the main focus of the story. In practice, however, this is the case in only a small number of items.

2 Reach:

Reach means the number of people who are likely to have seen the story. It is calculated by using two measures:

- *Average issue readership*, compiled by the Audit Bureau of Circulations for newspapers: the number of people on average reading an issue of a particular paper
- *Daily unique browsers*: the average number of different browsers who view a website each day.

Our current figures for these measures for key media outlets – which are the basis for the 43 million total – are in the tables below for reference. Note that these are being updated and are not yet necessarily the most up-to-date figures in all cases.

Any reach figure can only ever be a rough approximation, but they can nevertheless give a general sense of the audience for the story.

Two specific limitations of the 43 million figure are as follows:

Firstly, readership and browser figures are averages for the paper/site as a whole, and it does not follow that everyone who accesses the site/paper will definitely see our item. This means that these figures would tend to inflate the true reach figure.

However, secondly, and much more significantly, our reach figure is based only on newspapers and websites for which we have robust industry-standard data on readership/browsers.

It therefore excludes other papers and websites, plus, much more significantly, ALL TV and radio broadcast coverage and all BBC Online coverage.

For this story we have data for only 25 of the 163 items of coverage.

Taking these two limitations together, the net effect is that **the true reach of this story is likely to be far greater than the 43 million figure, and is probably several multiples of this.**

Kevin Sullivan
Swansea University PR office

01792 513 245
k.g.sullivan@swansea.ac.uk

June 2015

2013

January

The Telegraph

<http://www.telegraph.co.uk/education/educationnews/9710596/Students-turn-to-sex-work-to-fund-university-degrees.html>

The Independent

<http://www.independent.co.uk/news/uk/home-news/how-sex-work-has-replaced-a-bar-job-for-some-students-who-struggle-to-pay-bills-8364948.html>

The Hereford Times

http://www.herefordtimes.com/news/10138717.Hay_on_Wye_s_former_brothel_keeper_helps_sex_trade_research/

March

Wales Online

<http://www.walesonline.co.uk/news/wales-news/2013/03/03/50-shades-of-stis-as-mummy-porn-blamed-for-sexually-transmitted-infections-boom-91466-32911381/>

April

Wired.gov

<http://www.wired-gov.net/wg/wg-news-1.nsf/0/72611C1DE8397A2F80257B43003E0669?OpenDocument>

This is South Wales

<http://www.thisissouthwales.co.uk/Sex-worker-project-date/story-18811878-detail/story.html#ixzz2RYqbU0v4>.

This is South Wales

<http://www.thisissouthwales.co.uk/Sex-worker-project-date/story-18811878-detail/story.html#axzz2Rq9Ps2GX>

July

Nouse

<http://www.nouse.co.uk/2013/07/26/the-secret-world-of-the-student-sex-worker/>

August

The Blog – Huffington Post

http://www.huffingtonpost.co.uk/rebecca-schofield/student-sex-workers_b_3706988.html

October

National Student.com

http://www.thenationalstudent.com/Features/2013-10-18/Student_sex_work_study_underway_at_Swansea_University.html

2014

February

The Huffington Post (UK)

http://www.huffingtonpost.co.uk/2014/02/11/nus-to-release-project-on-student-sex-work_n_4765472.html.

April

BBC Radio 1's Stories programme (21.00hrs on 21 April)

<http://www.bbc.co.uk/programmes/b04146bf>

September

The Mancunion

<http://mancunion.com/2014/09/22/escort-agency-targets-freshers-facebook-groups/>

2015

March

1 PRE-RELEASE

The Mail Online:

<http://www.dailymail.co.uk/news/article-3005437/Sex-industry-targeting-cash-strapped-students-social-media-offering-800-night-work-lap-dancers-escorts-web-cam-performers.html>

The Mirror

<http://www.mirror.co.uk/news/uk-news/cash-strapped-students-being-recruited-escorts-5374378>

The Times – no link

Capital Bay also reports the news: <http://www.capitalbay.com/news/759391-sex-industry-targeting-cash-strapped-students-through-social-media-offering-up-to-%C2%A3800-a-night-to-work-as-lap-dancers%2C-escorts-and-web-cam-performers.html>

2 RELEASE

Day 1

i) UK-national

BBC Radio 1 breakfast show at 7:05 -

<http://mms.tveyes.com/transcript.asp?StationID=5710&DateTime=3%2f27%2f2015+7%3a05%3a05+AM&PlayClip=true>.

The Press Association (PA), (no link)

Sky News

<http://news.sky.com/story/1453464/one-quarter-of-students-consider-sex-work>

Daily Star,

<http://www.dailystar.co.uk/news/latest-news/433087/student-porn-naked-butlers-debt-tuition-fees>

Yahoo! Finance UK,

<https://uk.finance.yahoo.com/news/one-quarter-uk-students-consider-042644993.html>

Thisismoney.co.uk (UK),

<http://www.thisismoney.co.uk/news/article-3014158/One-20-students-turning-sex-industry-pay-way-university.html>

ITV.com,

<http://www.itv.com/news/2015-03-27/students-turning-to-sex-work-to-pay-off-debts-according-to-study/>

ii) Regional/local

BBC One Wales TV breakfast news at 06:27, 06:56, 07:56, 07:29.

<http://mms.tveyes.com/transcript.asp?StationID=6155&DateTime=3%2f27%2f2015+6%3a27%3a21+AM&PlayClip=true>,

<http://mms.tveyes.com/transcript.asp?StationID=6155&DateTime=3%2f27%2f2015+6%3a56%3a46+AM&PlayClip=true>,

<http://mms.tveyes.com/transcript.asp?StationID=6155&DateTime=3%2f27%2f2015+7%3a56%3a46+AM&PlayClip=true>, and

<http://mms.tveyes.com/transcript.asp?StationID=6155&DateTime=3%2f27%2f2015+7%3a29%3a20+AM&PlayClip=true>.

BBC Radio Wales' Good Morning Wales programme at 06:11, 06:39, 06:51, 07:11.
Listen again at:

<http://mms.tveyes.com/transcript.asp?StationID=5680&DateTime=3%2f27%2f2015+6%3a11%3a14+AM&PlayClip=true>,
<http://mms.tveyes.com/transcript.asp?StationID=5680&DateTime=3%2f27%2f2015+6%3a39%3a56+AM&PlayClip=true>,
<http://mms.tveyes.com/transcript.asp?StationID=5680&DateTime=3%2f27%2f2015+6%3a51%3a43+AM&PlayClip=true>, and
<http://mms.tveyes.com/transcript.asp?StationID=5680&DateTime=3%2f27%2f2015+7%3a11%3a02+AM&PlayClip=true>.

BBC News Online Wales

<http://www.bbc.co.uk/news/uk-wales-32068678>
<http://www.bbc.co.uk/news/uk-wales-32068673>
<http://www.bbc.co.uk/news/uk-wales-32042887>

Wales Online (Western Mail),

<http://www.walesonline.co.uk/news/wales-news/students-turn-prostitution-sex-work-8925159>

The Courier,

<http://www.thecourier.co.uk/news/uk/one-in-20-students-working-in-sex-industry-to-pay-their-way-says-survey-1.856622>

Maldon and Burnham Standard,

http://www.maldonandburnhamstandard.co.uk/news/national/11884416.Students_sell_bodies_to_pay_debts/

South Wales Evening Post,

<http://www.southwales-eveningpost.co.uk/Swansea-students-stripping-offering-sexual/story-26241826-detail/story.html>

Swansea Sound,

<http://www.swanseasound.co.uk/news/local/student-sex-workers/>

The Wave,

<http://www.thewave.co.uk/news/local/student-sex-workers/>

BBC Cymru Fyw,

<http://www.bbc.co.uk/cymrufyw/32076860>

Oxford Mail,

http://www.oxfordmail.co.uk/news/national/11884416.Students_sell_bodies_to_pay_debts/

Liverpool Echo,

<http://www.liverpoolecho.co.uk/news/uk-world-news/morning-news-headlines-david-cameron-8931384>

News724.com (UK),

<http://uk.news724.com/one-quarter-of-students-consider-sex-work/>

Snapnews.co.uk,

<http://snapnews.co.uk/article/45165/22-of-students-consider-sex-work-swansea-university-study>

Septin911,

<http://septin911.com/tag/swansea-university/>

Western Morning News (UK),

<http://www.westernmorningnews.co.uk/Students-turning-sex-trade-help-pay-loan-debts/story-26241820-detail/story.html>

Care Appointments,

<http://www.careappointments.co.uk/education-training/item/36853-findings-revealed-from-students-involved-in-sex-work-project>

iii) International:

International Business Times UK,

<http://www.ibtimes.co.uk/one-20-students-turn-prostitution-fund-their-way-through-university-1493794>

TimesOfMalta.com (Malta),

<http://www.timesofmalta.com/articles/view/20150327/world/students-sell-their-bodies-to-pay-debts.561565>

Day 2

i) UK-national

Mail Online:

<http://www.dailymail.co.uk/wires/pa/article-3014332/Students-sell-bodies-pay-debts.html>

i-Independent Print Ltd: (no link)

The Independent:

<http://www.independent.co.uk/news/uk/home-news/nearly-a-quarter-of-students-consider-sex-work-study-finds-10138762.html?origin=internalSearch#>

Daily Star: (no link)

The Sun: (no link)

Mirror:

<http://www.mirror.co.uk/news/uk-news/one-20-students-sell-bodies-5409372>

Press Association: (no link)

Sky News: (no link)

Cosmopolitan:

<http://www.cosmopolitan.com/sex-love/news/a38310/study-shows-students-are-turning-to-sex-work-to-pay-for-university/>

Express.co.uk:

<http://www.express.co.uk/news/uk/566685/Prostitution-UK-students-pay-loans>

The Guardian:

<http://www.theguardian.com/education/2015/mar/27/university-students-sex-work-living-costs-tuition-fee-debts>

The Independent:

<http://www.independent.co.uk/news/uk/home-news/nearly-a-quarter-of-students-consider-sex-work-study-finds-10138762.html>

Daily Star:

<http://www.dailystar.co.uk/news/latest-news/433137/Money-problems-force-Brit-students-into-prostitution>

ii) Regional/local

London Evening Standard:

<http://www.standard.co.uk/news/uk/students-turning-to-sex-industry-to-pay-off-loans-10138557.html?origin=internalSearch>

Birmingham Mail: (no link)

ChronicleLive: (no link)

Coventry Telegraph (no link)

Daily Post (no link)

The Huddersfield Daily Examiner: (no link)

Gazette Live: (no link)

Getreading: (no link)

GetSurrey: (no link)

Trinity Mirror:

<http://reason.com/blog/2015/03/27/uk-student-sex-workers>

Liverpool Echo: (no link)

Manchester Evening News: (no link)

South Wales Echo: (no link)

The Journal: (no link)

Wales Online:

<http://www.walesonline.co.uk/news/wales-news/students-turn-prostitution-sex-work-8925159>

Western Daily Press: (no link)

Birmingham Evening Mail: (no link)

Gloucestershire Echo: (no link)

Scottish Express: (no link)

Daily Tribune: (no link)

Bailiwick Express:

http://www.bailiwickexpress.com/jsy/uk/students-sell-bodies-pay-debts/#.VRk2FzF_Fw

Capital Bay:

<http://www.capitalbay.com/news/764824-students-sell-bodies-to-pay-debts.html>

PinkNews.co.uk:

<http://www.pinknews.co.uk/2015/03/29/male-students-turning-to-sex-work-to-avoid-getting-into-debt/>

Wessex FM:

<http://www.wessexfm.com/news/business-news/1571391/one-quarter-of-students-consider-sex-work/>

Shropshire Star:

<http://www.shropshirestar.com/news/editors-picks/2015/03/28/poll-should-more-be-done-to-help-students-financially/>

Kingston Guardian:

http://www.kingstonguardian.co.uk/news/national/news/11884416.Students_sell_bodies_to_pay_debts/

Dazed & Confused Magazine:

<http://www.dazeddigital.com/artsandculture/article/24247/1/5-of-uk-students-have-worked-in-the-sex-industry>

The Voice:

<http://www.voice-online.co.uk/article/students-turning-sex-work-pay-debts>

LondonLovesBusiness.com:

<http://www.londonlovesbusiness.com/students-turn-to-sex-work-to-fund-studies-says-report/10030.article>

Christian Today:

<http://www.christiantoday.com/article/students.turn.to.prostitution.to.fund.studies.and.lifestyles/50872.htm>

Debrief Staff:

http://www.thedebrief.co.uk/2015/03/one-in-20-students-do-sex-work-to-pay-fees#.VRk87_zF_Fw

BT.com:

<http://home.bt.com/news/uk-news/students-turning-to-sex-work-and-selling-their-bodies-to-pay-their-way-through-university-11363971464728>

Golwg.com:

<http://www.golwg360.com/newyddion/cymru/181811-miloedd-o-fyfyrrwyr-yn-y-diwydiant-rhyw>

Essex Chronicle

<http://www.essexchronicle.co.uk/1-500-Anglia-Ruskin-students-using-sex-trade-pay/story-26242410-detail/story.html>

Inquire Live

<http://www.inquirelive.co.uk/news/article-11361/sex-industry-uses-social-media-to-target-cash-strapped-students/>

iii) International:

Italy

Universita.it:

<http://service.meltwaternews.com/mnews/translate/translate.html?sourceld=223723&translateURL=http://www.universita.it/studenti-britannici-industria- Sesso/>

Intopic:

<http://www.intopic.it/notizia/8029244/>

Corriere Della Sera:

http://www.corriere.it/scuola/universita/15_marzo_27/dalla-lap-dance-telefoni-erotici-cosi-si-pagano-studi-inglesi-0be5c066-d4a0-11e4-831f-650093316b0e.shtml

Liberoquotidiano.it:

<http://www.liberoquotidiano.it/news/esteri/11772300/Chat-erotiche-e-spogliarelli--studenti.html>

Libero Reporter:

<http://www.libero reporter.it/2015/03/esteri/chat-erotiche-spogliarelli-o-escort-22-studenti-gb-disposto-a-vendere-il-proprio-corpo-per-pagarsi-gli-studi.html>

ANSA.it:

http://www.ansa.it/sito/notizie/mondo/2015/03/27/studenti-britannici-disposti-a-sesso-a-pagamento-per-pagare-la-retta-alluniversita_5f006f06-30aa-4ac2-8816-6ee394b30b59.html

IlGiornale.it:

<http://www.ilgiornale.it/news/mondo/gb-22-dei-ragazzi-disposto-fare-sesso-pagarsi-studi-1110200.html>

Italia Chiama Italia:

http://www.italiachiamaitalia.it/articoli/detalles/26789/RegnoOUnito_O22_OdegliOstudentiOdispostiOaOvendereOilOproprioOcorpoOperOpagarsiOgliOstudi.html

Germany

Short News:

<http://www.shortnews.de/id/1148483/grossbritannien-studentische-sexarbeit-im-kommen-22-prozent-der-studentinnen-bereit>

Blick am Abend:

<http://www.blickamabend.ch/news/jeder-vierte-wuerds-fuer-geld-machen-so-populaer-ist-sexarbeit-bei-studenten-id3608050.html>

Schattenblick:

<http://www.schattenblick.de/infopool/medien/hoerpro/prby2904.html>

Focus Online:

http://www.focus.de/panorama/welt/fuenf-prozent-der-maenner-studie-zeigt-britische-studenten-prostituieren-sich-fuer-das-studium_id_4575177.html

India

The Hans India:

<http://www.thehansindia.com/posts/index/2015-03-28/British-students-entering-sex-trade-to-pay-debts-140445>

Times of India (Pune):

<http://epaperbeta.timesofindia.com/Article.aspx?eid=31814&articlexml=HARD-TIMES-1-in-20-Brit-students-works-28032015015058>

Times of India (Jaipur):

<http://epaperbeta.timesofindia.com/Article.aspx?eid=31810&articlexml=1-in-20-Brit-students-works-in-sex-28032015010044>

Times of India (Kolkata):

<http://epaperbeta.timesofindia.com/Article.aspx?eid=31812&articlexml=HARD-TIMES-1-in-20-Brit-students-works-28032015015098>

DNA India (epaper):

http://epaper.dnaindia.com/story.aspx?id=63511&boxid=5489&ed_date=2015-3-28&ed_code=1310005&ed_page=3

Yespunjab.com:

<http://www.yespunjab.com/global/important-news/item/65087-british-students-entering-sex-trade-to-pay-debts-survey>

OutlookIndia.com:

<http://www.outlookindia.com/news/article/One-in-20-UK-Students-Worked-in-Sex-Trade-to-Fund-Living-Cost-Survey/888201>

Bangaloremirror.com:

<http://www.bangaloremirror.com/news/world/1-in-20-UK-students-do-sex-work-to-pay-bills/articleshow/46717259.cms?>

The New Indian Express:

<http://www.newindianexpress.com/world/1-in-20-Students-in-UK-Worked-in-Sex-Trade-to-Fund-Living-Cost/2015/03/27/article2733525.ece>

The Tribune:

<http://www.tribuneindia.com/news/world/1-in-20-students-in-uk-worked-in-sex-industry-to-fund-living-cost-survey/59255.html>

Zee News:

http://zeenews.india.com/news/world/one-in-20-students-in-uk-worked-in-sex-trade-to-fund-living-cost_1568817.html

Webindia123.com:

<http://news.webindia123.com/news/Articles/World/20150327/2561282.html>

Afternoon Despatch & Courier:

http://www.afternoondc.in/dairy/one-in-20-students-in-uk-worked-in-sex-trade/article_134974

China/Taiwan

Match:

<http://service.meltwaternews.com/mnews/translate/translate.html?sourceld=195648&translateURL=http://m.match.net.tw/pc/news/strange/20150328/2829534>

Nextmag:

<http://www.nextmag.com.tw/breaking-news/news/20150328/17146615>

China Daily:

http://language.chinadaily.com.cn/bbc/studyinuk/2015-03/30/content_19950938.htm

CRI English:

<http://english.cri.cn/12394/2015/03/27/4081s871921.htm>

International – other countries:

The Irish Mirror: (no link)

She Knows (US)

<http://www.sheknows.com/living/articles/1079656/should-student-sex-workers-be-supported-not-stigmatised>

MSN New Zealand:

<http://www.msn.com/en-nz/lifestyle/relationships/nearly-a-quarter-of-students-consider-sex-work-study-finds/ar-AAa5f78>

Fanatik.ro: (Romania)

<http://www.fanatik.ro/studentii-britanici-fac-sex-pe-bani-ca-sa-si-plateasca-facultatea-436798>

Jornal SOL: (Portugal)

<http://www.sol.pt/SOL/noticia/127983>

DigiSchool: (France)

<http://www.digischool.fr/a-la-une/etudiants-prostitution-argent-dettes-universite-27333.php>

Ondertussen.nl: (Netherlands)

<http://www.ondertussen.nl/lifestyle/een-op-de-twintig-britse-studenten-seksindustrie-om-studie-te-betalen/>

The Gulf Today (UAE)

<http://gulftoday.ae/portal/b4a07c5c-2131-4a50-b278-6d3e1a31a1a6.aspx>

Daily Tribune Bahrain:

<http://dt.bh/british-students-opt-for-sex-work-to-pay-debt/>

Tribunnews.com (Malaysia):

<http://sumsel.tribunnews.com/2015/03/27/penelitian-ini-bilang-1-dari-20-mahasiswa-bekerja-di-industri-prostitusi>

Headlines and Global News (US),

<http://www.hngn.com/articles/81132/20150330/sex-as-a-career-nearly-a-quarter-of-u-k-students-say-it-s-good-work-new-survey-shows.htm>

Standard Digital (Kenya)

<http://www.standardmedia.co.ke/lifestyle/article/2000156307/new-study-shows-more-university-students-are-selling-their-bodies-to-pay-fees-and-cater-for-the-high-cost-of-living>

Onet.news Poland

<http://service.meltwaternews.com/mnews/translate/translate.html?sourceld=138091&translateURL=http://wiadomosci.onet.pl/wielka-brytania-i-irlandia/prostytucja-wsrod-studentow-w-uk/rb0cg1>

International - general

AVN Media Network:

<http://business.avn.com/articles/legal/Survey-1-In-20-UK-Students-Engage-in-Sex-Work-During-University-592643.html>

WorldNetDaily:

<http://www.wnd.com/2015/03/survey-5-of-u-k-college-students-pay-bills-with-sex-work/>

Congoo News:

<http://www.congoo.com/news/2015March27/Students-Turn-Sex-Work>

Before It's News:

<http://beforeitsnews.com/libertarian/2015/03/1-in-20-u-k-students-has-engaged-in-sex-work-2601888.html>

Business Standard:

http://www.business-standard.com/article/pti-stories/1-in-20-students-in-uk-worked-in-sex-trade-to-fund-living-cost-115032700728_1.html

News on Feeds:

http://www.newsonfeeds.com/article/19784305/Students%20turn%20to%20sex%20work%20to%20make%20ends%20meet%20at%20university,%20study%20finds#.VRkzyfzF_Fw

April

i) UK-national

Yahoo news UK

<https://uk.news.yahoo.com/britains-student-gigolos-why-thousands-young-men-topping-130727795.html#wlzpSOk>

Mirror

<http://www.mirror.co.uk/news/uk-news/why-weve-turned-prostitution-british-5525504>

Mailonline

<http://www.dailymail.co.uk/femail/article-3039717/Student-escort-claims-forced-prostitution-soaring-cost-tuition-left-poor-afford-food-rent-says-universities-rife-sex-work.html>

Daily Star no link

ii) Regional/local/specialist

BBC Radio Lancashire (no link)

Daily Post

<http://www.dailypost.co.uk/news/fifth-students-consider-sex-work-9017948>

Golwg 360

<http://www.golwg360.com/newyddion/cymru/183140-dangos-myfyrwyr-ar-y-gem>

Worldpress.com,

<https://ukstudentshelp.wordpress.com/2015/04/16/swansea-university-students-research-report-about-sex-industry>

Teaching Times

<http://www.teachingtimes.com/articles/sex-industry-students.htm>

Kinky.com

<http://kinky.com/study-finds-22-percent-students-involved-sex-work/>

The South Wales Echo

iii) International

Le Figaro Etudiant (France)

<http://etudiant.lefigaro.fr/vie-etudiante/news/detail/article/travail-sexuel-22-des-etudiants-britanniques-declarent-avoir-envisage-de-franchir-le-pas-13085>,

CBS Atlanta (US)

<http://atlanta.cbslocal.com/2015/03/31/study-22-percent-of-students-considered-working-in-sex-industry>

International Business Times

<http://www.ibtimes.co.uk/britains-student-gigolos-why-thousands-young-men-are-topping-student-loans-sex-work-1494756>

Vice.com (Canada)

http://www.vice.com/en_ca/read/this-is-what-its-like-to-pay-your-way-through-uni-with-sex-work

Taizhou Daily (China)

Media Coverage – readership/reach figures

Reach

Newspapers:

Average Issue Readership (AIR)	(000s)
Nationals - taken from National Readership Survey www.nrs.co.uk	
The Sun x	7084
Daily Mail	4320
Daily Mirror	3062
Sunday Times	2508
Daily Star xxx	1421
Daily Telegraph	1394
Times x	1310
Daily Express x	1265
The Guardian	1062
Daily Record	810
i x	561
The Independent x	506
Financial Times	285

Wales - taken from JICREG www.jicreg.co.uk/

Evening Post x	120
Wales on Sunday	73
Western Mail	64

Websites:

Daily unique browsers

(000s)

Nationals - figures from Audit Bureau of Circulations, via The Guardian

Mail Online xx	7109
Guardian.co.uk x	3961
Telegraph.co.uk x	2978
Sun.co.uk	1560
Independent.co.uk xxx	853
Mirror Group Digital xxx	797
Metro.co.uk	319
Standard.co.uk	156

Wales - figures from JICREG www.jicreg.co.uk

Wales Online (monthly fig div by 30) xxxx	38
This is South Wales (ditto) xx	4

Notes:

*Reach is only an indicative figure and has two main limitations. Firstly, readership and browser figures are averages for the paper/site as a whole, and it does not follow that everyone who accesses the site/paper will definitely see our item. This means that these figures would tend to **inflate** the true reach figure. However, secondly, the reach figure is based only on newspapers and websites for which we have data on readership/browsers. It therefore excludes other papers and websites, plus, much more significantly, ALL TV and radio broadcast coverage and all BBC Online coverage. Taking these two limitations together, the net effect is that our reach is likely to be much greater than these figures suggest.*