

Audience

ALL
ADULTS



Station	Impacts	Reach	Frequency
Cannon Street	2,281,818	125,863	18
Charing Cross	5,696,512	329,734	17
Euston	1,869,912	408,272	5
Kings Cross	5,500,472	347,562	16
Liverpool Street	17,962,080	505,808	36
London Bridge	11,627,195	832,396	14
Paddington	3,844,265	401,306	10
Victoria	21,381,500	686,240	31
Waterloo	22,368,860	847,862	26
Waterloo East	994,712	241,128	4
All Termini	91,681,140	3,125,247	29

All figures based on concourse side for this demographic. The data taken from Route in June 2017 represents a 2 week campaign period.



To discuss your next campaign give us a call on 020 7233 9777

Audience

ABC1



Station	Impacts	Reach	Frequency	Index	*% Impacts
Cannon Street	1,954,265	102,042	19	158	86%
Charing Cross	4,891,954	271,077	18	159	86%
Euston	1,579,076	324,280	5	156	84%
Kings Cross	4,729,266	280,524	17	159	86%
Liverpool Street	13,432,440	359,507	37	138	75%
London Bridge	9,746,705	660,779	15	155	84%
Paddington	3,375,462	328,919	10	162	88%
Victoria	17,098,060	535,904	32	148	80%
Waterloo	19,791,570	701,276	28	164	88%
Waterloo East	865,942	202,723	4	161	87%
All Termini	75,917,250	2,424,118	31	156	84%

* % of AdGate Impacts for this demographic.
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Audience

AB



Station	Impacts	Reach	Frequency	Index	*% Impacts
Cannon Street	1,256,987	62,616	20	208	55%
Charing Cross	3,091,566	169,767	18	205	54%
Euston	1,014,265	193,629	5	205	54%
Kings Cross	2,887,616	168,554	17	198	52%
Liverpool Street	7,458,716	197,191	38	157	42%
London Bridge	6,470,190	409,569	16	210	56%
Paddington	2,407,102	214,876	11	236	63%
Victoria	10,275,120	326,740	31	181	48%
Waterloo	14,059,010	477,384	30	237	63%
Waterloo East	634,124	141,825	5	241	64%
All Termini	48,527,980	1,475,562	33	208	55%

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Audience

A



Station	Impacts	Reach	Frequency	Index	*% Impacts
Cannon Street	99,897	4,877	21	123	4%
Charing Cross	208,719	12,884	16	103	4%
Euston	104,881	26,032	4	158	6%
Kings Cross	362,189	21,946	17	185	7%
Liverpool Street	622,742	19,828	31	98	3%
London Bridge	576,308	42,453	14	139	5%
Paddington	392,668	33,297	12	287	10%
Victoria	1,412,731	41,382	34	186	7%
Waterloo	1,598,568	54,667	29	201	7%
Waterloo East	35,902	10,307	4	102	4%
All Termini	5,323,210	180,422	30	158	6%

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Audience

B



Station	Impacts	Reach	Frequency	Index	*% Impacts
Cannon Street	1,157,090	57,739	20	221	51%
Charing Cross	2,882,846	156,883	18	221	51%
Euston	909,384	167,597	5	212	49%
Kings Cross	2,525,426	146,609	17	200	46%
Liverpool Street	6,835,974	177,363	39	166	38%
London Bridge	5,893,882	367,115	16	221	51%
Paddington	2,014,434	181,579	11	228	52%
Victoria	8,862,384	285,358	31	181	41%
Waterloo	12,460,440	422,717	30	243	56%
Waterloo East	598,222	131,518	5	262	60%
All Termini	43,204,770	1,295,140	33	215	49%

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