



All Adults

Pack Title	Start	End	Total Universe	Audience Reached of total universe	Coverage of total universe	Total Tube Users	Coverage of total of tube users	Total OTS	Average OTS
Baker street	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	187,659	2.0%	2,458,697	7.6%	468,756	2.5
Bank	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	270,639	2.8%	2,458,697	11.0%	972,906	3.6
Bond st	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	157,334	1.6%	2,458,697	6.4%	451,783	2.9
Charing X	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	59,859	0.6%	2,458,697	2.4%	254,877	4.3
Embankment	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	177,969	1.9%	2,458,697	7.2%	167,008	0.9
Euston	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	178,843	1.9%	2,458,697	7.3%	379,922	2.1
Green Park	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	285,302	3.0%	2,458,697	11.6%	460,757	1.6
Holborn	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	196,571	2.0%	2,458,697	8.0%	885,920	4.5
Knightsbridge	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	56,406	0.6%	2,458,697	2.3%	329,022	5.8
Kings X	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	340,887	3.5%	2,458,697	13.9%	905,634	2.7
Leicester sq	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	197,964	2.1%	2,458,697	8.1%	567,307	2.9
L'pool St	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	224,871	2.3%	2,458,697	9.1%	1,395,206	6.2
London Bridge	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	204,478	2.1%	2,458,697	8.3%	507,798	2.5
Oxford Circus	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	143,678	1.5%	2,458,697	5.8%	711,992	5.0
Paddington	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	88,333	0.9%	2,458,697	3.6%	326,664	3.7
Piccadilly Circus	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	161,915	1.7%	2,458,697	6.6%	333,445	2.1
TCR	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	166,936	1.7%	2,458,697	6.8%	667,501	4.0
Victoria	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	371,796	3.9%	2,458,697	15.1%	2,046,869	5.5
Waterloo	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	264,267	2.7%	2,458,697	10.7%	642,854	2.4
Pack A	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	744,554	7.7%	2,458,697	30.3%	2,001,852	2.7
Pack B	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	591,421	6.2%	2,458,697	24.1%	2,148,322	3.6
WestEnd	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	710,811	7.4%	2,458,697	28.9%	2,377,818	3.3
Interchange	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	640,036	6.7%	2,458,697	26.0%	2,101,378	3.3
LCDs x50	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	1,624,634	16.9%	2,458,697	66.1%	14,241,890	8.8
LCDs x100	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	1,709,973	17.8%	2,458,697	69.5%	25,555,383	14.9
XTPs x75	MF:600, Sat:600, Sun:600	MF:30, Sat:30, Sun:30	9,611,938	1,748,542	18.2%	2,458,697	71.1%	7,114,536	4.1

Pack Title	Type	No of sites	Population	Reach of total population	Coverage of total population	OTS	Frequency	Encounters
LEDs 2, AA	GD	25 SS	1,016,740	418,227	41.1%	887,706	2.1	1+ Encounters
LEDs 4 wks, AA	GD	25 SS	1,016,740	563,366	55.4%	1,775,410	3.2	1+ Encounters

