

Railways

Station facts

- ❖ Stands in 9 London stations: Charing Cross, Euston, Kings Cross, London Bridge, Marylebone, Paddington, Victoria, Waterloo, Liverpool Street
- ❖ Around 650 million people travel in and out of London by rail every year
- ❖ Millions of affluent business travellers and commuters are ABC1 demographic
- ❖ Over 71 million people use Euston station each year
- ❖ With 136 million users a year, Victoria is one of Britain's busiest stations
- ❖ 46% of people that use Charing Cross station are business users
- ❖ 27% who use Kings Cross visit friends and family
- ❖ Birmingham New Street handles 87% of the daily total services to Birmingham, over 35 million people every year.
- ❖ The train was the most frequently used mode of transport to and from London by both UK staying (67%) and day visitors (68%) – **London Visitor Survey 2009**

All visitor stats from Network Rail 2007 & demographic data Pragma Consulting 2004



Take One facts

- ❖ Take One's stands are serviced weekly, ensuring your leaflet supply never runs out
- ❖ 'Wait' time on the station concourse before trains arrive is a key 'point of interest moment' for the captive audience
- ❖ Leaflets in their 'take away' format means that people can read them whilst on their journey and will take the information home