

LondonAir iPhone users – November 2011

Background

The LondonAir iPhone application was launched as a pilot in 2009 and then as a full version in 2010. The application is available in the App Store and is free to download (see <http://www.londonair.org.uk/london/asp/iphone/default.asp>). It allows users to view hourly updated air pollution measurement while they are on move and provides information on the corresponding air pollution health effects. The application also allows users to subscribe to free notifications which are sent when air pollution reaches moderate or above. The application is shown in Figure 1.



Figure 1 Screenshots from the LondonAir iPhone application.

Subscriber numbers

The full application was assessed by Apple in 2010 and they chose to feature it on the front page of the App Store where it remained in the UK top ten downloaded applications for several weeks. Subscribers grew rapidly and peaked at over 13,000.

Following the initial publicity active subscriber numbers reduced to 4,639 by February 2011. Many other people used the application to view air pollution but these are not counted in the subscriber numbers. News stories around the spring time PM₁₀ episodes lead to increased subscriber numbers which stood at 5,056 by March. The Easter pollution episodes lead to significant interest in air pollution with over 400,000 notifications being sent during the last week of April.

The most recent audits of subscriber numbers during autumn 2011 showed a steady increase of around 100 net subscribers per month to stand at 5440 in November.

Subscribers per borough

The identity of subscribers is not known to us but subscriber numbers can be counted. Just over half of the iPhone subscribers (2967) opt to receive notifications for all monitoring sites in the London Air Quality Network. 207 subscribers receive notifications from a composite of all roadside sites and 190 receive notifications from a composite of all background sites. A further 1893 subscribers opt to get information from specific monitoring sites on the network. Using this data, the total number of subscribers per borough can be calculated. This is shown in Figure 2.

The most subscribed boroughs are located in central London where air pollution concentrations are greatest and numbers of workers may boost subscriber numbers. The most subscribed boroughs are:

Camden (3,543)

Westminster (3,530)

City of London (3,499)

Kensington & Chelsea (3,476)

Ealing (3,466).

Sites and boroughs in suburban and outer-London locations tend to have lower subscriber numbers however; even local authorities with the lowest numbers have over 3,000 active subscribers from the 'All London' subscribers.

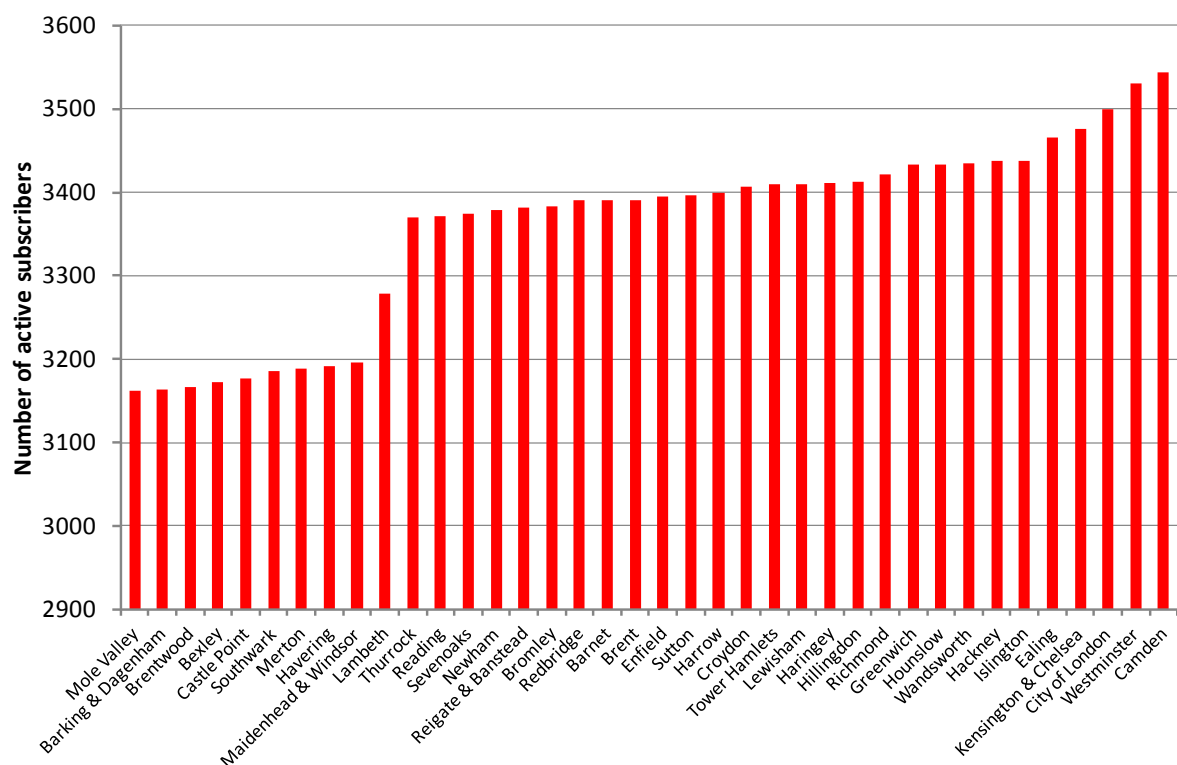


Figure 2 iPhone subscribers by borough (November 2011).

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