

Most popular monitoring sites in London

King's have today published a ranking of the most popular monitoring sites in the LAQN in different mediums as voted for by Londoners.

Interestingly the most visited or most subscribed to sites vary between different electronic media.

The most subscribed to site for users of the London Air **iPhone** App is the central London Bloomsbury site. The rest of the iPhone top 10 also reflect this central London focus with users subscribing to all of Camden and Westminster's sites.

iPhone users	
Position	Monitoring Site
1	Camden - Bloomsbury
2	Camden - Shaftsbury Ave
3	Lambeth – Bondway Interchange
4	City – Upper Thames St
5	Islington – Holloway Road
6	Camden – Swiss Cottage
7	Westminster- Covent Garden
8	Westminster - Marylebone Road
9	Westminster – Horseferry Road
10	Hackney – Old Street

Subscribers to our **RSS** feeds also show this central London focus with the City of London sites Upper Thames street proving the most popular followed by sites in Westminster, Hackney and Barnet.

RSS Subscribers	
Position	Monitoring Site
1	City – Upper Thames St
2	Kens & Chelsea – Cromwell Rd
3	Westminster – Marylebone Rd
4	Westminster – Charing Cross
5	Hackney – Old Street
6	Hackney - Clapton
7	Barnet - Finchley
8	Barnet – Tally Ho Corner
9	Barking & Dagenham – Scrattons Farm
10	Barking & Dagenham – Rush Green

By contrast, visitors to our **webpages** show more interest in outer London sites with Enfield's Salisbury School monitoring site being the most visited page followed closely by two other Enfield sites and sites in Ealing and Brent.

LondonAir web users	
Position	Monitoring Site
1	Enfield – Salisbury School
2	Enfield – Bushill Park
3	Enfield – Church Street
4	Ealing – Horn Lane
5	Hams & Fulham – Bounds Green
6	Ealing – Action Town Hall
7	Barnet - Finchley
8	Westminster – Marylebone Road
9	Brent - Ikea
10	Brent - Kingsbury

These ranking show that different dissemination methods reach different audiences within London and emphasise the importance of providing a variety of ways for the public to access and keep up to date with London's air quality.

The iPhone subscriptions are based on all active users at the end of February 2011. The RSS and web votes are based on subscriptions and page views during the last 6 months.

All data is collected anonymously.

Andrew Grieve and Gary Fuller - 2nd March 2011.