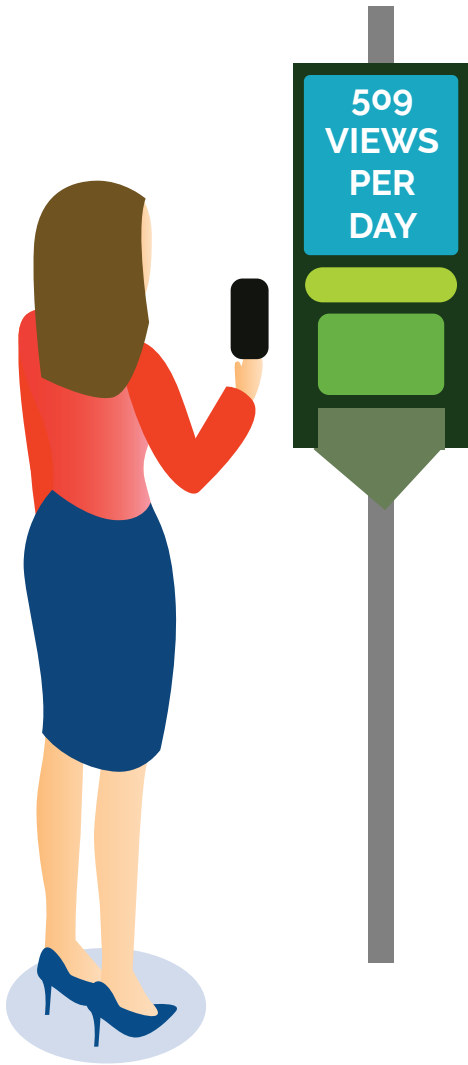


Eco Green Stations: The Statistics



136m views per year

1

Total Reach on existing **726 available stations** **135,520,000 visitors/views per year** based on an average 30 passers-by per bag taken

500 views per day

2

This equates to **509 views per station per day** (conservative given only 30 people per bag taken i.e. Schools and City Parks or Beach-fronts will be higher)

316m views per year potential

3

With additional stations requested by existing councils, this increases to **1704 stations giving a reach of 316,586,667 visitors/views per year**

455 views for 1p

5

Building this into our rate card of £416-£612 per station per year equates to **303 to 455 views per 1p spend** which we believe are some solid numbers for Reach without the other aspects we bring to raise profile and create community engagement



6

185k views per year

Which results in **509 people viewing per day** or **185,790 views per year, per station**

