

# Visitor Count Zone Report: {Enter Name of Your Market}

Date of Count:

Counting Zone:

Name of Data Collector:

## Instructions:

- Count only adults.
- Count individuals.
- Do not count visitors that re-enter.
- Do not count vendors.
- Depending on your collection method, record the total from each hour, or each 20-minute counting period below.
- If you can, set an alarm on your phone or watch for 5 minutes before the start of each period and 5 minutes before the end of each period, to help maintain accuracy.

### Sample Count Tracking

Period 1: {XX:20 to XX:40am} \_\_\_\_\_ visitors

Period 2: {XX:20 to XX:40am} \_\_\_\_\_ visitors

Period 3: {XX:20 to XX:40am} \_\_\_\_\_ visitors

Period 4: {XX:20 to XX:40am} \_\_\_\_\_ visitors

Period 5: {XX:20 to XX:40am} \_\_\_\_\_ visitors

Period 6: {XX:20 to XX:40am} \_\_\_\_\_ visitors

Total Period Visitors \_\_\_\_\_ X 3 = \_\_\_\_\_ visitors

### Full Count Tracking

Hour 1: \_\_\_\_\_ visitors

Hour 2: \_\_\_\_\_ visitors

Hour 3: \_\_\_\_\_ visitors

Hour 4: \_\_\_\_\_ visitors

Hour 5: \_\_\_\_\_ visitors

Hour 6: \_\_\_\_\_ visitors

Total Visitors: \_\_\_\_\_

{Insert your Market Map here}