



Good research tells a story. Do you know yours?

# pedestrianscount<sup>©</sup>

**Pedestrianscount** is a cost-effective way of determining daily foot traffic at a venue or along a street. Whether manually or using various measurement devices and tools, we conduct pedestrian counts across North America through our extensive network of field staff. Count set-ups and duration can be tailored to individual needs and all short-term counts are expanded to reflect daily or weekly pedestrian volumes. Peoplecount’s years of experience and in-house database ensure a cost-effective approach to estimating daily pedestrian volumes.

From simple mid-block pedestrian volumes to a complex breakdown of pedestrians crossing a busy intersection, Peoplecount is uniquely qualified to deliver timely and accurate results.

For simple set-ups and shorter duration counts, Peoplecount deploys survey staff to conduct custom short-term manual counts. For more complex areas or longer term studies, we employ various technology solutions including **video counting, Wi-Fi counting, Beacons, beam counters and other devices.**

Peoplecount has extensive experience in counting foot traffic at various types of indoor venues including university and college campuses, restaurants and bars, health clubs, medical offices and shopping malls.

Pedestrianscount results are delivered as a standard report that includes an image of the count location and outlines the dates, hours and specific pedestrian streams counted, along with the actual counts summarized by hour and may include observations gleaned from the counts.

Pedestrianscount is of interest in transportation and urban planning, retail and commercial site evaluation and out-of-home advertising audience metrics.

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## About peoplecount

Peoplecount is a registered consulting engineering firm supplying traffic and pedestrian counts, transportation models and retail and out-of-home advertising audience metrics for over 20 years. We are proud to have **won the 2009 MediaPost DOOH Award** for Most Innovative Audience Research/Metrics System for our Pedestrianscount model. Peoplecount continues to innovate by adding the latest measurement technologies to its toolbox including Wi-Fi, Beacons, videocounting and other technology.

Peoplecount is staffed with professional engineers, geographic information specialists, data analysts and a network of field surveyors across the country. Clients include retailers, mall property managers, outdoor advertising associations, and individual operators of out-of-home advertising, place-based media and digital signage.

Peoplecount balances traditional values of **integrity** and client support with a constantly evolving, **creative** perspective.

For more information, contact us:

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# pedestrianscount<sup>®</sup> rate card 2016

# Count hours per location	# Gates Counted (\$/hr)							
	1	2	3	4	5	6	7	8
1	\$345	\$380	\$725	\$760	\$795	\$830	\$870	\$905
2-5	\$325	\$380	\$435	\$490	\$545	\$600	\$655	\$710
6-10	\$175	\$230	\$285	\$340	\$395	\$450	\$505	\$560
11-15	\$130	\$185	\$240	\$295	\$350	\$405	\$460	\$515
16-20	\$110	\$165	\$220	\$275	\$330	\$385	\$440	\$495
21-25	\$95	\$150	\$205	\$260	\$315	\$370	\$425	\$480
26-30	\$90	\$145	\$200	\$255	\$310	\$365	\$420	\$475
31-35	\$85	\$140	\$195	\$250	\$305	\$360	\$415	\$470
36-40	\$80	\$135	\$190	\$245	\$300	\$355	\$410	\$465
>40	\$75	\$130	\$185	\$240	\$295	\$350	\$405	\$460

**Terms and Conditions:**

- A Gate is defined as a total count for one or more pedestrian streams;
- Number of Gates required varies by count location;
- Rates include all data analysis and reporting costs;
- Minimum charges apply to counts of 1 hour;
- Counts requiring more than 8 Gates quoted on request;
- Overnight counts may be subject to a surcharge;
- Count hours can be customized to fit the needs of the client;
- Bulk discount of 10% applies when 5 or more counts are done in the same city at the same time;
- Rates quoted in the currency of the country in which the counts are conducted and are valid until December 31, 2016.
- All taxes are in addition to rates quoted.

## pedestrianscount<sup>®</sup> Example Count Scenarios *(custom scenarios available on request):*

Scenario	Example Description	Est. # of gates
<b>Mid-block count</b>	All pedestrians passing in front of a venue	1
<b>Intersection crossing counts</b>	Crossing volumes for all legs of an intersection	4-8
<b>Corner counts</b>	A total of all pedestrians arriving at a specific corner of an intersection	1
<b>Indoor venue counts</b>	Entrance counts at a large shopping mall	Varies