

| | Fixed Point Counts | Direct observation | Time lapse/CCTV | Transects | GPS units | Interview transcription | Crowd sourced/App data |
|---|--------------------|--------------------|-----------------|-----------|-----------|-------------------------|------------------------|
| <u>Method</u> | | | | | | | |
| Straightforward to ensure a random/unbiased sample | x | ✓✓ | ✓✓ | ✓✓ | ✓ | ✓✓ | xx |
| Requires intercepting visitors before and after their walk | xx | xx | xx | xx | ✓✓ | x | ✓ |
| Requires field surveyors | ✓ | ✓✓ | xx | ✓✓ | ✓✓ | ✓✓ | xx |
| Involves deploying field equipment | ✓ | xx | ✓✓ | xx | ✓✓ | xx | ✓ |
| <u>Accuracy of data</u> | | | | | | | |
| Provides information on precise footfall in different parts of the site | ✓ | ✓✓ | ✓✓ | ✓✓ | ✓✓ | ✓ | ✓ |
| Effective in woodland or areas with dense foliage | ✓ | ✓ | xx | ✓✓ | xx | ✓ | ✓ |
| Allows data capture for open areas or areas with poor maps | ✓ | ✓ | ✓✓ | x | ✓✓ | xx | ✓✓ |
| Covert and therefore limited influence on behaviour | ✓ | ✓ | ✓ | xx | xx | xx | xx |
| <u>Added data</u> | | | | | | | |
| Provides information on how far individuals walk | xx | x | x | xx | ✓✓ | ✓✓ | ✓✓ |
| Data on activity types etc can be captured | ✓ | ✓✓ | ✓✓ | ✓✓ | ✓✓ | ✓✓ | ✓✓ |
| Can be combined with questionnaire data (visitor profiles, opinions etc.) | xx | xx | xx | xx | ✓ | ✓✓ | x |
| Allow accurate data on visitor numbers | ✓✓ | ✓✓ | ✓✓ | ✓✓ | x | x | xx |
| Can show time spent in different areas as well as footfall | ✓ | ✓ | ✓ | x | ✓✓ | ✓ | ✓✓ |