

	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	✓✓	✓	✓✓