

Traffic Counts Calculation

Below is a formula to calculate a traffic count for any location. The formula will provide you with a traffic count for your location in one direction. The count will be accurate to +/- 10%. Below are the 5 steps.

Step 1: Choose one day to count the traffic at the location, Tuesday to Friday only.

Step 2: The time period to count the traffic at the location must be between 9:00 am and 1:30 pm.

Step 3: Go to the location in which you are interested in calculating traffic counts. Choose the direction to count.
(The count total will be for one direction only.)

Step 4: Count the cars that pass the location in 1 direction for 15 minutes.
(ex: Count all the cars going Eastbound for 15 minutes)

Step 5: Multiply the total amount of cars counted in Step 4 by 76 to get the cars per day.
(ex: 214 cars in 15 minutes * 76 = 16,264 cars per day)

This simple calculation will give you a very accurate traffic count for the location and direction you choose.

Once you have the traffic counts calculated, you can upload one User Point or a set of User Points using Excel in the NEW Site Analysis 3.0 and have the traffic counts become a Map Layer on the map.