

Age + Gender Tally

This tool is about counting people. It involves estimating the approximate age and gender of the people moving through an area or spending time there. It does not require mapping. For this exercise, you do not ask people to state their gender or how old they are; you make your best guess. Your guesses may not always be perfect, but they can be complemented with more exact information on identity obtained through a participant survey.

DIRECTIONS

- See below for age and gender categories. The categories will also be on your tally sheet so no need to memorize them.
- If you are counting people spending time in a space, move through it and tally the approximate age and gender of the people there. Disregard the other steps listed below.
- If you are counting people moving, stand at the location shown on your map and tally the approximate age and gender of the people passing by. Focus on pedestrians unless instructed otherwise.
- Tally for 10-30 minutes or until you have counted 100 people (circle which one at the top of your sheet). Keep in mind that a low number of people surveyed may not provide adequate data representation.
- If the space is too busy to record every person, the sample method you used must be consistent and random to get accurate ratios of age/gender in the space (e.g., counting every other person).
- Please note on your sheets if anything out of the ordinary happens (e.g., a group of school children on a field trip passing by).

ADD YOUR NAME, DATE, & DAY OF THE WEEK TO THE SHEET.
SUM TOTALS BEFORE HANDING IN.

Categories

- Toddlers ages 0-4, no gender distinction
- Kids ages 5-14, gender distinction
- Young adults ages 15-24, gender distinction
- Adults ages 25-64, gender distinction
- Seniors ages 65 and over, gender distinction

Note: Tallying age and gender of people spending time in an area can indicate whether a place invites a diverse audience to spend time there. Alternatively, tallying age and gender of people moving can indicate who chooses to move through the space. Decide if you want to measure one or both based on project goals and what you are researching.

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**Gehl
Institute**

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PEDESTRIANS—10–30 MIN OR 100 PEOPLE (CIRCLE ONE)

AGE			
0-4 toddlers	TOTAL:		
	MALE	FEMALE	OTHER/NOT SURE
5-14 kids			
	TOTAL:	TOTAL:	TOTAL:
15-24 young adults			
	TOTAL:	TOTAL:	TOTAL:
25-64 adults			
	TOTAL:	TOTAL:	TOTAL:
65+ seniors			
	TOTAL:	TOTAL:	TOTAL:

NAMEDATEWEATHER

LOCATIONTIME

ADD MAP HERE

Instructions: Place map over the above box. If you are counting people moving, draw a dotted line across the zone of observation. Count pedestrians moving across the indicated line, noting age and gender for 100 people or 10-30 minutes, whichever comes first. Do not count individuals who do not cross the line, even if they move alongside it.