



Validating pedestrian counts from Wi-Fi sensors to aid in quantifying the ambient population

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Defining the ambient population



The number of people



Defined geography



Given point in time



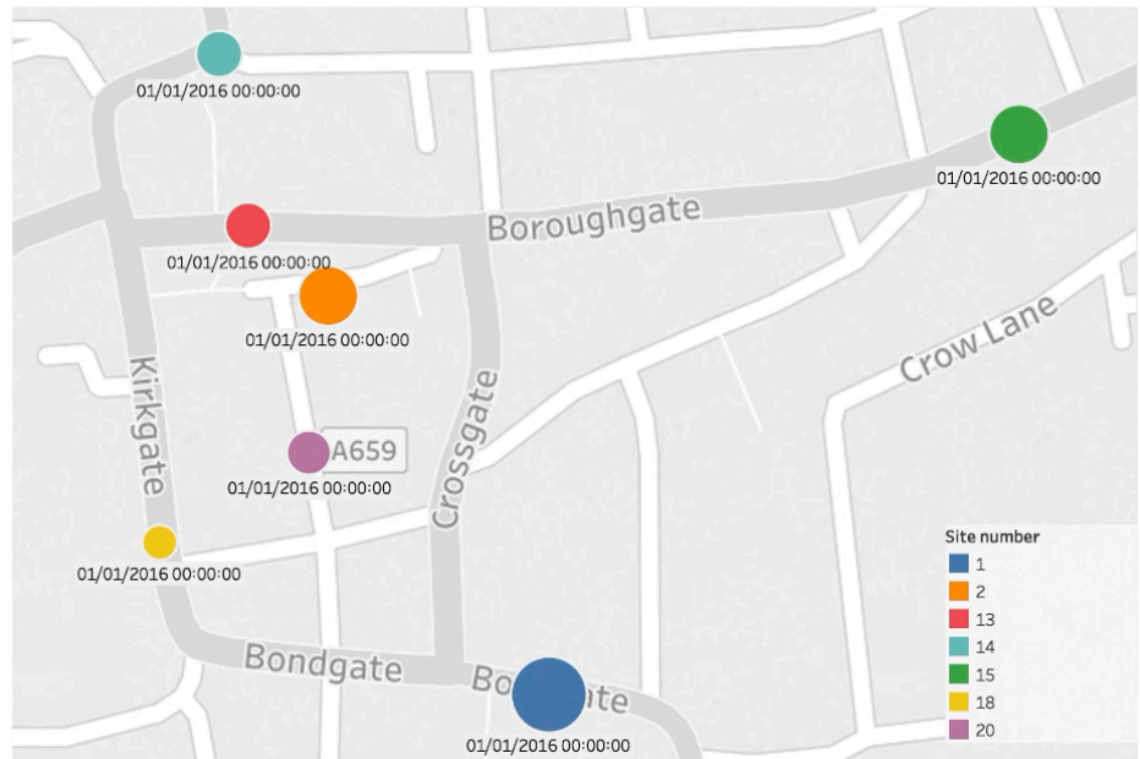
Excluding place of residence



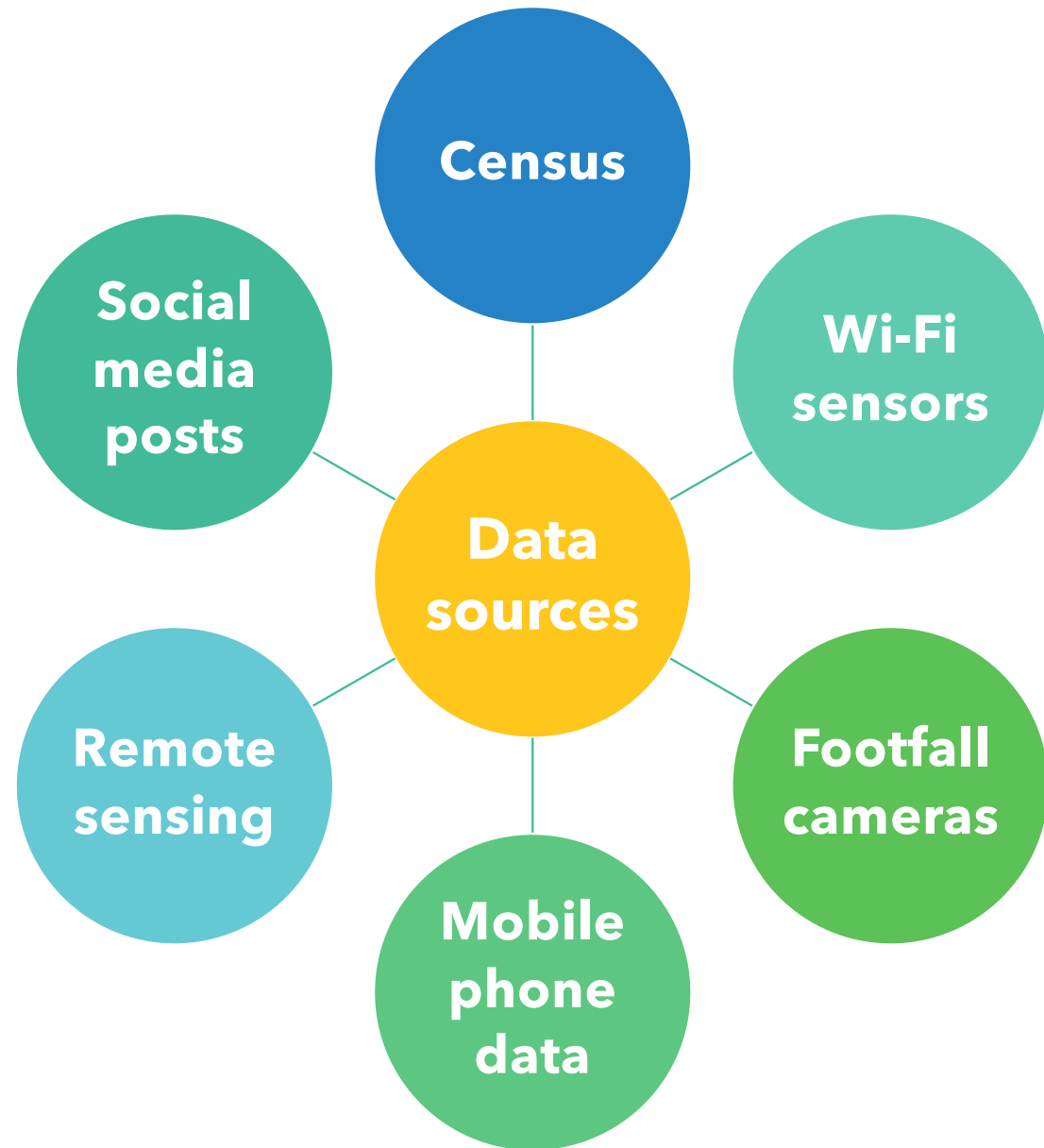
Excluding those on transport

Traditional methods

Temporal fluctuations in proportional footfall count by camera locations in Otley, West Yorkshire



Potential data sources



Limitations of the data

Geo-privacy of mobile phone and social media data

Unknown accuracy of devices due to private sector

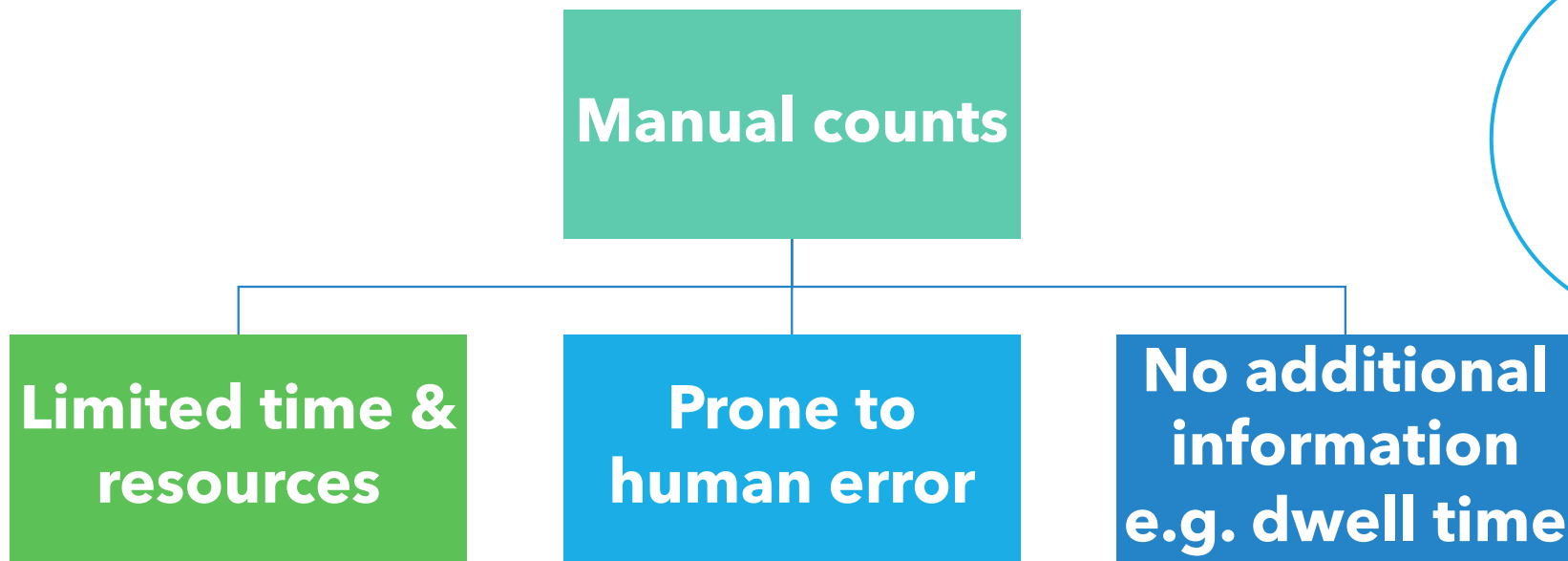
Resource location

Validation

Limited resources

Influence of passers-by

How can we validate footfall counts?



Points for discussion

Are manual counts the most appropriate source of data for validating footfall counts?

- Minimizing human error
- Validating busy periods

Average footfall for all sensors by hour during a week

