

## NASA Landsat Counting Study Sheet

*Please retain this form for return to NASA Landsat Education and Public Outreach*



**Thank you for helping us to collect data on the NASA Landsat exhibit being hosted by your institution! Please take a moment to review the instructions below, as they will help guide your observation activities.**

1. *At the beginning of each observation shift, make note of the date, your name, and the time you begin observing the exhibit and audience members. Also be sure to bring along necessary equipment, including pens or pencils. Use one form per shift.*
2. *To track audience demographics and group composition, please use the table on Page 2 to note the type of group and each group member's characteristics. For example, if you observe a group of two adults with estimated ages of 40, one child with an estimated age of 8, and one infant with an estimated age of 1, you should write "2" under "Adults (36-55 yrs.)," "1" under "Early Elementary (6-8 yrs.)," and "1" under "Infant/Toddler (Under 6 yrs.)," as well as "1" under "Family." (A full list of age categories and group types is provided at the top of the table on Page 2.) In addition, depending upon audience members' gender, you would place the appropriate numbers under "Female," "Male," and "Unable to tell." The table on Page 2 includes an example of how to keep track of group types and individual visitor demographics in this way. **Only count groups in which at least one person stops and interacts with the exhibit in some way.** When possible, avoid counting the same visitor(s) more than once in each observation shift. One of the biggest challenges is often when groups of visitors merge together or separate – when this happens, just make sure you count each individual visitor only once, and count the group(s) as accurately as you can.*
3. *Once you've finished observation for the day, make note of the time observation ended and the total amount of time spent in observation during this shift. At this time you should also total up the counts for each of the demographic and group composition categories in the table on Page 2.*
4. *Make note of the total attendance for the day (if available)*
5. *After you have finished all observation shifts (eight hours total, as outlined in the **NASA Landsat Counting Study Instructions**), you should calculate the total number of groups observed, total number of individuals observed, and total numbers for each of the demographic and group composition categories and write these totals in the appropriate line on the **NASA Landsat Counting Study Reporting Form**.*
6. *Please retain all completed Counting Study Sheets in the evaluation binder, as they should be returned to NASA at the end of your hosting period.*

Date: \_\_\_\_\_ Day: M T W Th F Sat Sun Data collector: \_\_\_\_\_

Time data collection begun: \_\_\_\_\_ AM / PM Concluded: \_\_\_\_\_ AM / PM

Total time observed: \_\_\_\_\_ hours \_\_\_\_\_ minutes

	Group Type					Age							Gender			
	Single visitor	School Group	Family	Multiple Adults Only	Multiple Children Only	Infant/Toddler (under 6 yrs.)	Early Elementary (6-8 yrs.)	Late Elementary (9-11 yrs.)	Middle School (12-14 yrs.)	High School (15-18 yrs.)	Young Adult (19-35 yrs.)	Adult (36-55 yrs.)	Senior (over 55 yrs.)	Female	Male	Unable to tell
<i>Example</i>			1			1	1					2		2	1	1
Group 1																
Group 2																
Group 3																
Group 4																
Group 5																
Group 6																
Group 7																
Group 8																
Group 9																
Group 10																
Group 11																
Group 12																
Group 13																
Group 14																
Group 15																
Group 16																
Group 17																
Group 18																
Group 19																
Group 20																
Group 21																
Group 22																
Group 23																
Group 24																
Group 25																
<b>Total (Final Count)</b>																