

# QMR Method for Estimating Traffic Counts

1. Select your exact starting time from the chart (9 a.m. - 11:45 a.m. or 1 p.m. - 3:45 p.m.) Monday through Friday.
2. Count all vehicles going both ways for exactly 15 minutes. A small hand-held "click-off" counter and a kitchen timer make it easier.
3. Multiply the number of vehicles counted during the 15 minute period by the factor from the table. The answer will be the 24 hour traffic count.



MORNING		AFTERNOON	
9:00 - 9:45	80.00	1:00 - 1:45	61.85
9:46	82.52	1:46	61.69
9:47	82.19	1:47	61.52
9:48	81.71	1:48	61.52
9:49	81.39	1:49	61.36
9:50	80.90	1:50	61.20
9:51	80.42	1:51	61.04
9:52	80.09	1:52	60.88
9:53	79.61	1:53	60.88
9:54	79.59	1:54	60.72
9:55	78.80	1:55	60.56
9:56	78.32	1:56	60.39
9:57	78.00	1:57	60.23
9:58	77.51	1:58	60.23
9:59	77.19	1:59	60.07
10:00 - 10:45	76.70	2:00 - 2:45	59.91
10:46	75.90	2:46	59.43
10:47	75.25	2:47	58.94
10:48	74.44	2:48	58.46
10:49	73.64	2:49	57.97
10:50	72.83	2:50	57.49
10:51	72.18	2:51	57.00
10:52	71.37	2:52	56.52
10:53	70.57	2:53	56.03
10:54	69.76	2:54	55.55
10:55	69.11	2:55	55.07
10:56	68.31	2:56	54.58
10:57	67.50	2:57	54.10
10:58	66.69	2:58	53.61
10:59	66.05	2:59	53.13
11:00 - 11:45	65.24	3:00 - 3:45	52.64

**EXAMPLE:** Standing directly in front of the subject, you begin counting at 9:53 a.m. In exactly 15 minutes you count 181 vehicles (autos, trucks, motorcycles, all, etc.) going both ways.

181

x 79.61

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14,409

The estimated 24 hour count.

If the subject is a corner location, count both streets, as above.

Avoid counting traffic on Friday afternoons.

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We have found this simple method very accurate when compared to actual counts. This formula is used in the QMR Model and is preferred over numbers furnished by outside (state/city/county) sources. Counts can be pinpointed at the specific site/location while providing consistency and continuity when making comparisons.