

# TRAFFICCOUNTS RELEASE NOTES

## DATA VINTAGE

2023

## BASE LEVEL GEOGRAPHY

Geocoded points

## VARIABLES

14 - ENVISION

35 - Flat File

## UPDATE FREQUENCY

Annual

To view the complete list of variables please visit:

[environicsanalytics.com/variables](https://environicsanalytics.com/variables)

## WHAT IT IS

TrafficCounts provides the most up-to-date information on consumers' traffic patterns and volume from Kalibrate's TrafficMetrix® database. As the industry's most current traffic measurement product, TrafficMetrix offers 24-hour average daily traffic counts for highways and major roads throughout Canada. Kalibrate collects this data through a variety of sources: city governments, engineering firms, highway and transportation departments, as well as their own field verifications. With TrafficCounts, businesses and not-for-profits can make better site and territory analysis decisions. And because the data are field-verified, users can be confident they have the most accurate traffic count database for various geo-analytics projects.

## HOW IT'S USED



Retailers can identify and understand traffic patterns around potential site locations to reveal high-demand opportunities for better site selection decisions.



Users can link their customer data to traffic counts for mapping, direct marketing, and competitive analyses.

## SAMPLE QUESTIONS IT CAN ANSWER

- What are the busiest intersections inside my trade area?
- Are there sections in my trade area that are seeing an increase in traffic over time?
- Are any of my stores located in a very low-trafficked area?
- How many vehicles pass by this location?