

TRAFFICCOUNTS RELEASE NOTES

DATA VINTAGE

2022

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

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 the 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 decisions about site and territory analysis. And because the data are field-verified, users can be confident they have the most accurate traffic count database for a variety of 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?