

TrafficCounts

Release Notes

What is it?

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 such as 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; because the data is field-verified, users can be confident that they have the most accurate traffic count database for various geo-analytics projects.

How is it 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-traffic area?
- How many vehicles pass by this location?

Data Vintage

2024

Base Level Geography

Geocoded points

Variables

13 – ENVISION

34 – Flat File

Update Frequency

Annual

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables