TRAFFICCOUNTS RELEASE NOTES

DATA VINTAGE
2019 Q2

BASE LEVEL GEOGRAPHY
Geocoded points

RECORDS
1,584,823

UPDATE FREQUENCY
Quarterly

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

WHAT IT IS

TrafficCounts provides the most up-to-date information on consumers' traffic patterns and volume. It is derived from the TrafficMetrix® database, which is produced by Kalibrate Technologies. As the industry's most current traffic measurement product, TrafficMetrix offers 24-hour average daily traffic counts for highways and major roads throughout the U.S. Kalibrate Technologies collects these data through a variety of sources, including city governments, engineering firms, highway and transportation departments, as well as their own field verifications.

With TrafficCounts, businesses and non-profits can make better decisions about site and territory analysis. Moreover, 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.

You can access TrafficCounts in ENVISION through the Location Lists tool.

WHAT'S NEW

This release features 6,495 new records for a total of 1,584,823 unique records in TrafficCounts.

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 to understand the relationship between customer volume and traffic volume.

To understand if traffic counts near a proposed restaurant location meet the minimum requirements for a franchise.

SAMPLE QUESTIONS IT CAN ANSWER

- How many vehicles pass by a particular location?
- What are the busiest intersections inside my trade area?
- Are any of my stores located in a low traffic area?

FOR DIRECT DATA DELIVERIES

Standard data deliveries are in comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery. The data delivery file features up to five traffic counts per location.