

## DATA VINTAGE

2020 Q4

## BASE LEVEL GEOGRAPHY

Geocoded points

## RECORDS

2,015,971

## UPDATE FREQUENCY

Quarterly

To view the complete list of variables please visit:

[environicsanalytics.com/en-us/variables](https://environicsanalytics.com/en-us/variables)

## WHAT IT IS

TrafficCounts lets you make better business decisions, especially regarding site selection and sales territory analysis. It provides the most up-to-date information on consumers' traffic patterns and volume from Kalibrate Technologies' TrafficMetrix® database. TrafficMetrix® offers 24-hour average daily traffic counts for highways and major roads in the U.S. Kalibrate assembles this data from more than 1.8 million traffic collection points from many sources, including city governments, engineering firms and highway and transportation departments. The data are field verified, so you can be confident you are working with the most accurate traffic count available.

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

## WHAT'S NEW

This release features 52,035 new records for a total of 2,015,971 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 sales data to traffic counts to understand the relationship between sales volume and traffic volume.



To understand if traffic counts near a proposed restaurant location meet the minimum volume 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?
- Will this site meet the minimum franchise requirements of 60,000 vehicles at the nearest highway and 25,000 vehicles near the proposed location?

## 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.