ENVIRONICS ANALYTICS

TrafficCounts

Release Notes

What is it?

TrafficCounts lets you make better business decisions 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 nearly 2.4 million traffic collection points from many sources, including city governments, engineering firms, and highway and transportation departments. The data is field verified, so you can be confident that you are working with the most accurate traffic counts available. TrafficCounts can be accessed in ENVISION through the Location Lists tool.

Data Vintage
2024

Update Frequency
Quarterly

Records
Nearly 2.4 Million

Base Level Geography
Geocoded points

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

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 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

- Where are my competitors located?
- Where should my warehouse be located to supply my quick-service restaurants (QSRs) more efficiently?
- Can I acquire my competitors' chain geographic coordinates for a digital ad campaign?
- How does the market penetration of my stores compare to the presence of competitive chains operating within the same industry or NAICS code?

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.