

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 approximately 2.9 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.

How is it used?



Retail

Retailers can assess traffic patterns around potential locations to identify high-demand areas and support stronger site selection decisions.



Marketing and analytics

Organizations can connect customer data to traffic counts to support mapping, direct marketing and competitive analysis.

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

2026

Update Frequency

Quarterly

Base Level Geography

Geocoded points

Records

2,903,599

Reference Period

Q2 2026

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