

# TrafficMetrix Published Counts

Kalibrate

## Make business decisions based on over 3.5 million traffic counts.

Consumers are continually moving throughout the marketplace as they go about their daily activities. Understanding these movement patterns is essential to evaluating the success of a location.

### The solution

TrafficMetrix® traffic count database is the most complete commercially available database of US annual daily traffic counts. From the nation's largest metropolitan six-lane freeways to the smallest two lane rural roads, we are continuously updating the accuracy of our traffic count intelligence.

Traffic count data is collected from more than 6,000 sources nationwide. Counts are available to you in common GIS, spreadsheet, and database formats.

- ▶ Over 3.5 million published traffic counts at more than 1.5 million unique traffic point locations.
- ▶ Historical published counts.
- ▶ Street and nearest cross street information.
- ▶ Available by state, region, county, or any area you choose.

It's time to get ahead.

Your expert source for fuel and convenience retail intelligence, insight, and action

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## Rapid implementation

Delivery is within a matter of days. Counts are available in common GIS, spreadsheet, and database formats.

## Business impact

Businesses that rely on TrafficMetrix published counts save thousands of labor hours that it would normally take to contact 6,000+ different sources and then process the data into a common format.

## Related Kalibrate offerings

[TrafficMetrix Current Year Estimates](#) — Kalibrate implemented its years of modeling experience to develop a forecasting technique to convert aged published traffic count data to represent the current year.

## Benefits

The most popular business uses for TrafficMetrix include:

- ▶ Choosing optimal locations for:
  - Retail
  - Commercial real estate
  - Restaurants
  - Residential planned communities
  - Government planning
- ▶ Internal modeling.
- ▶ Value-added resellers (VAR).

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