

Generation5 Traffic Counts

Added Dimensions for Understanding and Targeting Your Customers

Generation5 provides Canadian marketers with detailed and accurate information on traffic flows in and around key intersections in Canadian cities. This information is especially useful for retailers, financial institutions, and other organizations which rely on high vehicular volumes to generate store traffic and therefore revenue.

What is Unique about G5 Traffic Counts?

Increased competition and shrinking margins have necessitated the demand for predictive analytics. Generation5 associates traffic count coordinates with postal codes so that analysts may use these measures with other G5 predictions for location analysis and optimization. Traffic Counts is one another attribute set that will help you predict the potential returns in your investment

Which Markets are available?

Information on traffic counts is available for the following regions:

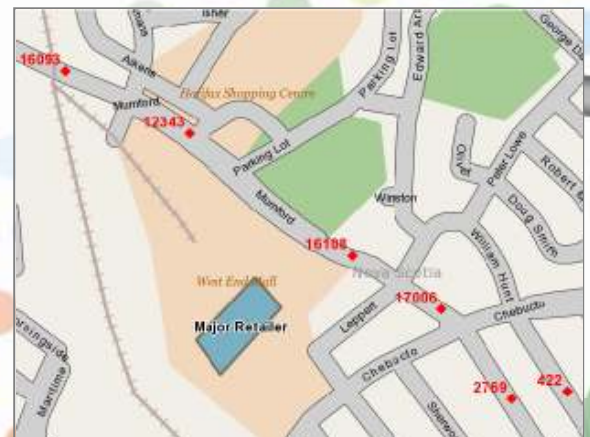
Provinces: New Brunswick, Nova Scotia, Prince Edward Island, Alberta, Ontario

These include markets in: Calgary, Halifax, Moncton, Toronto, Ottawa-Hull, Edmonton, Guelph, Lethbridge, St. Catharines – Niagara

See your customers. Find your customers.

TRAFFIC COUNTS ANSWERS MARKETING QUESTIONS LIKE:

- HOW MUCH TRAFFIC PASSES THROUGH AN INTERSECTION EACH DAY?
- WHERE ARE MY RETAIL LOCATIONS AND HOW MANY CONSUMERS PASS BY EACH LOCATION DAILY?
- WHAT IS THE OPTIMAL LOCATION FOR A NEW STORE?



Traffic counts at key routes and intersections near a major retail chain in Halifax

Sample Fields :

Street

Most recent traffic count

Type of Count

- Average weekday daily traffic
- Average daily northeastbound
- Average weekday eastbound
- Average weekday one-way
- Average weekend traffic
- Estimated counts
- etc

Nearest cross street to count

Direction from the count to the nearest cross street

Distance to nearest cross street

Year the count was taken

Unique reference ID

Longitude of traffic point

Latitude of traffic point



8020

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