



# Validated AADT for 4.5 million miles of U.S. and Canadian roadway, urban and rural.

Automate AADT Counts. Right on your desktop.  
2020 U.S. AADT counts available now.

Temporary counters are too expensive for every road, and they only provide a few days of real-world data. Try our 365-day big-data alternative.

Industry's biggest dataset, processed and accessible on demand in seconds:

1

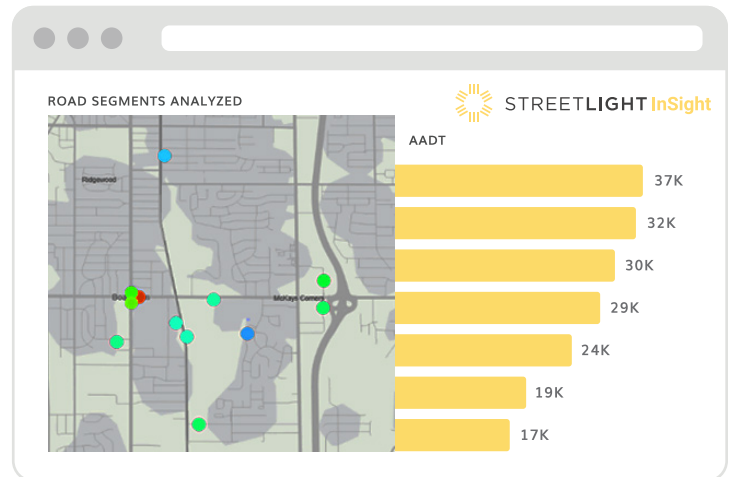
365 days of data from more than 1 trillion location records

2

Vehicle counts provided for 4.5 million miles of U.S. and Canadian roadway

3

Available on demand on our StreetLight InSight® platform



Measure every road impacted by your project – safely, quickly and consistently.



No staff in harm's way  
100% safe alternative to manual temporary AADT counts



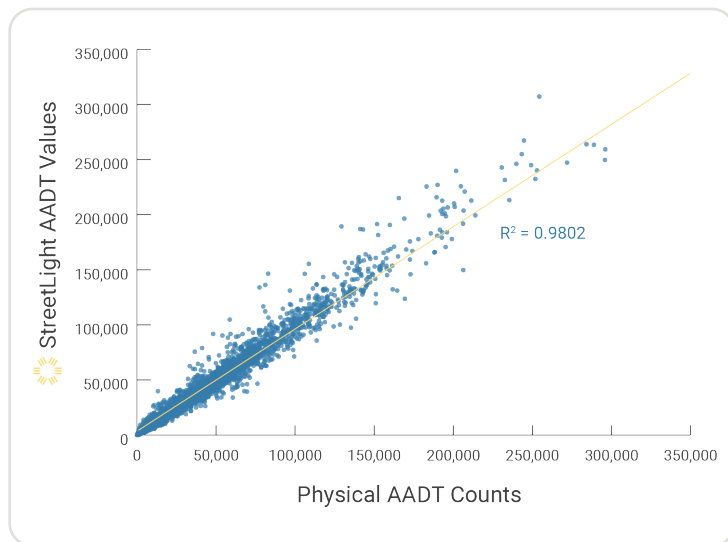
Counts available in minutes  
Saves weeks on approvals, time needed to deploy manual counts



Consistency for all U.S. roads  
One methodology to measure traffic counts in your county, state, other states

## StreetLight AADT has unmatched accuracy, validated with permanent counters.

- Trained and validated using 6,600+ permanent counts in the U.S. and 1,300 permanent counts across Canada, spanning range of road types and weather conditions
- Better than temporary counter AADT for most roadway classifications
- $R^2$  of .98
- Both absolute and root mean square error rates exceed industry targets



## Our Big Data Resources

Every month, we ingest, index and process over ~40 billion anonymized location records from smart phones and navigation devices in connected cars and trucks in the U.S. and Canada, with archival data available for trend analysis over time.

### TYPES OF DATA WE USE INCLUDE:



Location-Based Services data from smartphone apps



Navigation-GPS data from connected cars and trucks



Road network, census, parcel, and other contextual data



Visit [StreetLightData.com](https://StreetLightData.com) to learn more today.

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