



Peoplecount Announces The Release of traffikcounts for Canada

A one-stop shop for nationwide Canadian traffic counts has arrived with the launch of Peoplecount's traffikcounts GIS data layer.

Toronto, ON ([PRWEB](#)) November 18, 2009 -- Peoplecount announces the release of its 2009 Canadian traffikcounts data layer. With this release users will have access to 25,000 geocoded vehicular traffic counts in 80 markets across Canada. Users can choose to purchase individual markets or the nationwide layer depending on their needs. Prices vary depending on the size of the market. The data can be purchased in either line or point format with the line format delineating the exact segment of road to which the traffic count is applicable. "We're very excited about this launch as it truly represents a one-stop shop for traffic counts across Canada," says Mike Latka, Peoplecount's Manager of GeoMedia Services. "Being a traffic engineering firm we have the expertise to work with a variety of traffic count formats to convert them to that of an average day of the year thus providing a standard delivery format for the counts," adds Latka.

About Peoplecount:

Peoplecount a division of Transearch Group Inc., is an award-winning, highly respected and innovative transportation engineering firm established in 1995. Transearch Group Inc. has extensive experience in all aspects of traditional traffic engineering and transportation planning. In addition, Peoplecount provides unique services in applying the principles of traffic and pedestrian flow, statistical analysis and surveying to the research and measurement of out-of-home and in-store advertising audiences. Peoplecount is staffed with professional transportation engineers, geographers, GIS specialists, a network of field surveyors across North America, executives and support staff. Offering research and measurement solutions related to traffic and pedestrian operations, our client base includes government entities, landowners and developers, outdoor advertising associations, operators of out-of-home media and digital signage, and recreational and retail companies.

SAVE \$1,500.00 NOW – if purchased before Dec 15, 2009

For more information or to purchase traffikcounts contact

Mike Latka , Manager, GeoMedia Services – 1-866-491-0616 Ext 223

Peoplecount

263 Adelaide St W Suite 204

Toronto, ON, Canada M5H 1Y2

mike (at) peoplecount.biz

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Contact Information

Mike Latka

Peoplecount

866-491-0616 ext. 223

Online Web 2.0 Version

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