INRIX

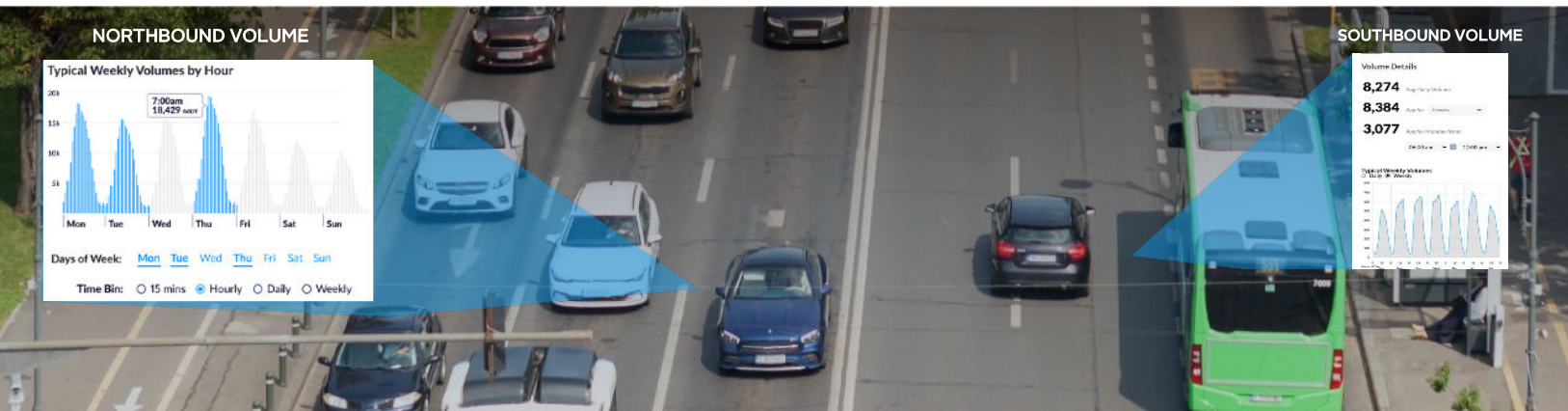# INRIX Volume Profiles 3.0
Our next-generation traffic volume dataset delivers fresher, more accurate, dayparted and directional volume estimates.

NORTHBOUND VOLUME

SOUTHBOUND VOLUME

KEY BENEFITS

Dayparted: Provides the number of typical vehicle counts by time of day, day of week in 15-min bins.

Directional: Reveals traffic flow by side of road—crucial for transportation planning & selecting high-visibility business locations.

Accurate Insights, Cost Effective: Flexible, cost-efficient alternative to traditional traffic counting.

FOR PUBLIC SECTOR

Traffic Impact Analysis for development & land use decisions.

Transportation Planning and performance monitoring at corridor & network levels.

Safety Studies to identify high-risk areas by time of day, direction, & road class.

FOR BUSINESSES

Site Selection: Identify best locations with directional volumes for specific times of day.

Out-of-Home Advertising: True exposure data for better placement and ROI analysis

Dayparted and directional vehicle volume insights by time and day globally.

Equipment-based traffic counts, and incomplete and outdated datasets leave agencies and businesses with unreliable volume insights.

INRIX Volume Profiles 3.0 our next-generation dataset built to solve these challenges. Powered by a diverse mix of probe-based and third-party sources, it delivers dayparted, directional traffic volumes across more than 3 million miles of roadway globally, with monthly updates.

By removing reliance on major data providers and applying advanced normalization and validation techniques, INRIX delivers the most scalable, accurate, and globally consistent traffic volume solution available.

Whether you're planning road networks or evaluating real estate, Volume Profiles 3.0 enables faster, smarter, and more confident decisions—with reliable, up-to-date insights for every road.

Developed through rigorous data collection, quality assessment, and ground truth validation, INRIX sets the standard for modern traffic volume data.

Plan smarter. Understand faster. Invest with confidence.

Key Features

Expanded Global Coverage
Now available in the UK & Canada with 5 more European countries coming in 2026.

Ability to Filter Insights
Provides number of typical vehicles by time of day, day of week in 15-min bins by road segment.

Dayparted, Directional & Current
Accurate and recent dayparted, directional vehicle count data for informed decision making.

Improved Accuracy
Validated against DOT sensor data and HPMS datasets using Mean Absolute Percentage Error (MAPE) testing.

CSV Data Feed for Easy Integration
Direct data feeds for integration into existing systems or other datasets for custom analysis.

Accessible Via Cloud-Based Applications
Insights also accessible in visualization tools on INRIX IQ or through our site selection partners.

Data You Can Trust

▶ INRIX uses derived penetration rates, ground truth sensor validation, and robust quality assurance to deliver traffic volume estimates with precision.

▶ Outputs can be rounded or expressed as confidence ranges based on the functional road class and data signal strength.

▶ Each volume estimate includes transparency on data point density and modeled output confidence.

▶ MAPE scores consistently meet targets:
  • ≤20% for FRC 1–2
  • ≤50% for FRC 3–5

▶ Quarterly data updates supported with validation reports.

Diverse Data

▶ Our 650+ data sources include commercial fleets, vehicles, phones & IoT devices.

▶ INRIX is continually adding and diversifying data sources to provide the best insights.

Thousands of Professionals Rely on INRIX Volume Profiles

Transportation Agencies

Helps agencies make faster, more cost-efficient planning decisions using fresh, accurate volume data.

Site Selection

Reduces the guesswork & legwork of pinpointing the perfect retail or commercial real-estate location.

Out-Of-Home Advertising

Helps outdoor advertisers measure true vehicle volume impression count data.

INRIX

Connect & Learn More
sales@INRIX.com | INRIX.com/products/volume