Claritas CultureCode Workday Demographics 2024 Release Notes

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OVERVIEW

Claritas CultureCode® Workday Demographics quantifies populations during a normal Monday to Friday workday, as opposed to where they live, which can help you discover new opportunities and unmet needs by both time and location. Additionally, Workday population counts are also available for the Hispanic and Not Hispanic Black/African American and Asian communities as part of this dataset.

WHAT'S NEW

This data has been updated based on the newest source data available, including Claritas Pop-Facts® Demographics 2024 estimates.

DATA DESCRIPTION

Variable Roster

The CultureCode® Workday Demographics dataset contains the following variables:

- CY Workday Pop
- CY Workday Pop, Hisp/Lat
- CY Workday Pop, Not Hisp/Lat, Black/Af Am
- CY Workday Pop, Not Hisp/Lat, Asian

identify
deliver
optimize

METHODOLOGY

Workday population computations for an area start with the daytime population formula from the Census Bureau, which takes the residential population count for an area, adds the number of workers commuting into the area, and finally subtracts the number of workers living in the area that commute to another area. This is done using population base counts and occupation and employment status population estimates from Claritas Pop-Facts® Demographics, counts of businesses and employees from Claritas Business-Facts®, and commuter flow data from the U.S. Census Bureau. This workday population estimate is then adjusted to account for institutional group quarters population (i.e., person living in nursing homes, correctional facilities or juvenile facilities) that typically does not shop at nearby businesses.

GEOGRAPHIC LEVELS

Claritas CultureCode Workday Demographics are prepared for a wide range of census and other geographic areas including the following:

STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Place [29K+]	Wire Centers [18K+]
State [51]	Tract [72K+]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
County [3,142]	Block Group [217K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [210]	Residential Zip Code [30K+]	
Combined Statistical Area (CSA) [100+]	Minor Civil Division (MCD) [Includes Census Civil Divisions (CCD)] [35K+]	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]		
Congressional District [400+]		
Three-Digit Zip (TDZ) [800+]		

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

LEGAL NOTIFICATIONS

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