Claritas CultureCode Workday Demographics 2027 Release Notes

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OVERVIEW

Claritas CultureCode® Workday Demographics quantifies populations during a normal Monday to Friday workday. This can help users discover new opportunities and unmet needs by both time and location by going beyond where a person lives to reflect where they spend an average workday. Workday population counts are available for total population, as well as the Hispanic/Latino, Black/African American Alone, and Asian Alone populations to allow for more detailed analysis.

WHAT'S NEW

This update is based on the newest data sources available, including Local Employer Household Dynamics (LEHD) data and American Community Survey (ACS) data from the Census Bureau, Defense Manpower Data Center (DMDC) data, and Claritas Pop-Facts® Demographics 2027 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, Black/Af Am
- CY Workday Pop, Asian

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METHODOLOGY

Workday population estimates include worker-based data from the Local Employer Household Dynamics (LEHD) data and American Community Survey (ACS) data, both from the Census Bureau. Computations for an area start with the daytime population formula as recommended by 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 residents in the area that commute to another area daily for work. These estimates are then supplemented with data on installation-specific counts of active-duty military and civilian personnel from the Defense Manpower Data Center (DMDC).

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 [3,144]	Block Group [217K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [209]	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 855.400.2778.

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