

# Popcast At Home

Synthetic-population intelligence for residential cohorts.

250

ROWS  
SAMPLE SIZE

US

SCOPE  
GEOGRAPHY

2026-Q1

VINTAGE  
DATA VINTAGE

Quarterly

CADENCE  
REFRESH

SCHEMA PREVIEW

First five rows. *Production schema, synthetic values.*

BLOCK_GROUP_ID	STATE_FIPS	COUNTY_FIPS	TRACT_FIPS	ADULTS_18_PLUS	HOUSEHOLDS
250250304001	25	25025	25025030400	1967	1125
360470012001	36	36047	36047001200	1931	818
482010120004	48	48201	48201012000	2951	1052
170318304001	17	17031	17031830400	1944	705
482010120004	48	48201	48201012000	2418	1113

FORMAT: CSV · ROWS IN DOWNLOAD: 250 · FIELDS: 11

METHODOLOGY

How *Popcast At Home* is built.

Synthetic adult population is generated from a hierarchical Bayesian model conditioned on ACS five-year estimates, decennial census counts, and a panel-derived behavioral overlay. The model outputs a posterior population sample per block group with measurable uncertainty.

→ Full methodology at </docs/motionworks-methods/methods-people/methods-people-synthetic-populations/>

VALIDATION

How *we audit it*.

Held-out cross-validation against ACS five-year estimates shows posterior coverage of 0.92 at the 95% credible interval. Population totals reconcile to within ±0.4% of the public benchmark at the state level.

→ Full validation report at </docs/popcast/popcast-at-home-validation/>

PROVENANCE

SOURCE Motionworks Popcast At Home  
 MODEL VERSION popcast-at-home-2026.1  
 VINTAGE 2026-Q1  
 CONFIDENCE 0.96  
 SAMPLE SIZE 250 rows  
 GENERATED 2026-05-16

SAMPLE DISCLAIMER

Illustrative synthetic data. Not for production use. For production data, request a sandbox API key at [app2.mworks.com](https://app2.mworks.com).

TRY IT FOR REAL

Get a sandbox API key at [app2.mworks.com](https://app2.mworks.com).

GET SANDBOX KEY →

