

# Importing Custom Data

## File Format Requirements

### OVERVIEW

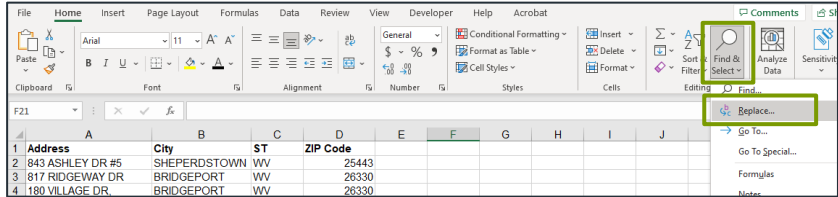
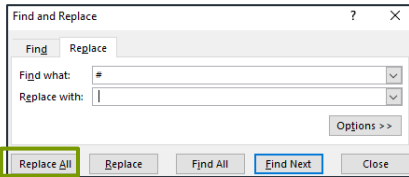
This document provides the formatting requirements necessary for importing various custom data into Claritas 360:

- [Customer Address & Location Files](#)
- [Geosummary Files](#)
- [Segment Summary Files](#)
- [Polygon Files](#)
- [Geography Files](#)

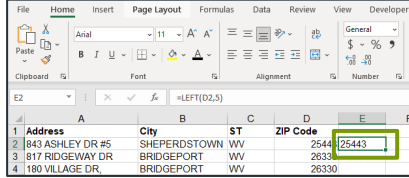
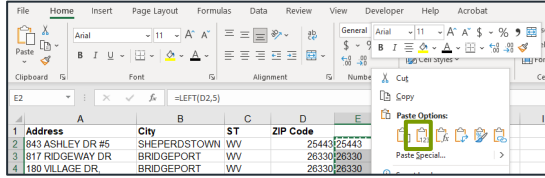
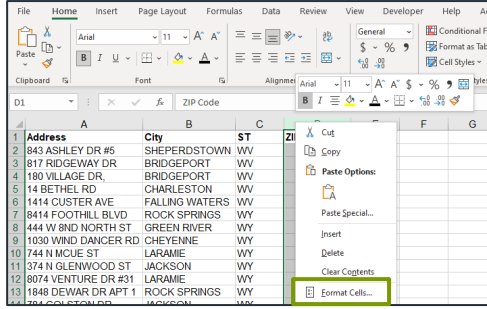
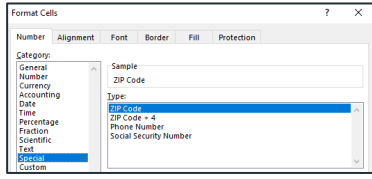
### FILE FORMAT REQUIREMENTS

#### Customer Address and Location Files

For use in File Enhancement, Profile Builder, Analysis Area Builder & Location Builder

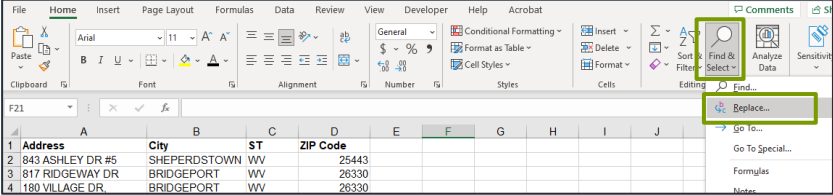
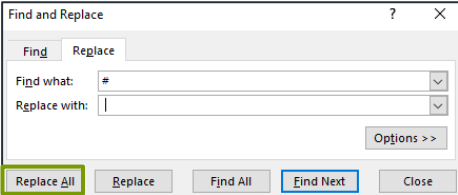
CUSTOMER ADDRESS AND LOCATION FILE FORMAT REQUIREMENTS	
REQUIREMENT	DETAILS
Remove Special Characters	<ul style="list-style-type: none"> <li>Highlight file using Ctl A</li> <li>Click Find &amp; Select and then select Replace</li> </ul>  <ul style="list-style-type: none"> <li>Use Replace All within the Find and Replace box to remove special characters. Repeat until all special characters are removed.</li> </ul> 
Remove Extra Spacing in Headers	<ul style="list-style-type: none"> <li>Make sure there are no extra spaces at the end of each header name.</li> </ul>

## CUSTOMER ADDRESS AND LOCATION FILE FORMAT REQUIREMENTS

REQUIREMENT	DETAILS
<p><b>ZIP Codes:</b> Remove any '+4'</p>	<ul style="list-style-type: none"> <li>In an empty column to the immediate left of the ZIP Code column type '=LEFT(D2,5)' in Row 2</li> </ul>  <ul style="list-style-type: none"> <li>Drag or double-click the cell's bottom right corner to copy the equation to the remaining cells within that column</li> <li>Copy the new ZIP Code column and paste the Values to remove the formula</li> </ul>  <ul style="list-style-type: none"> <li>Delete the original ZIP Code column</li> <li>Label the new ZIP Code column</li> </ul>
<p><b>ZIP Codes:</b> Display leading zeros</p>	<ul style="list-style-type: none"> <li>Check that leading zeros (00834) are shown in the ZIP Code column. If they are not (834), select the ZIP Code column.</li> <li>Right-click and select Format Cells</li> </ul>  <ul style="list-style-type: none"> <li>Select Special and then ZIP Code</li> </ul> 
<p><b>Confirm File Name Length</b></p>	<ul style="list-style-type: none"> <li>In Profile Builder, the file name must be less than 80 characters.</li> </ul>
<p><b>Header Name Length</b></p>	<ul style="list-style-type: none"> <li>There is a 45 character limit for each header.</li> </ul>
<p><b>Header Names</b></p>	<ul style="list-style-type: none"> <li>"ID" cannot be used as a field name (all uppercase). "ID" field names must be changed to either "Id" or "id" (e.g., Geography Id or Geography id).</li> </ul>
<p><b>Remove Carriage Returns and Hidden Formatting</b></p>	<ul style="list-style-type: none"> <li>If there is continued formatting issues after addressing the above requirements, reach out to the Claritas Solution Center.</li> </ul>

## Segment Summary Files

For use in Profile Builder

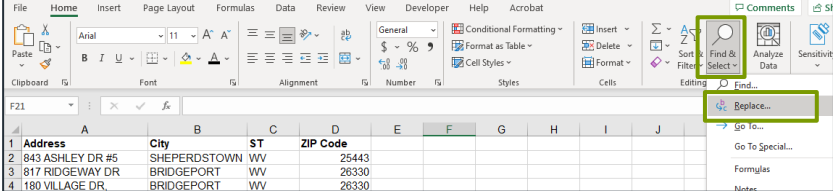
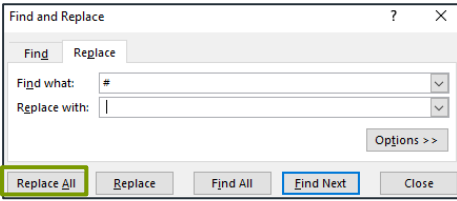
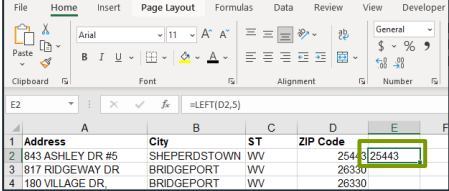
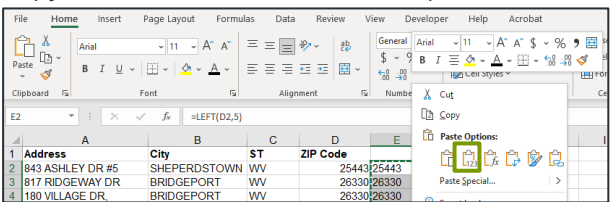
SEGMENT SUMMARY FILE FORMAT REQUIREMENTS	
REQUIREMENT	DETAILS
<b>Remove Special Characters</b>	<ul style="list-style-type: none"> <li>Highlight file using Ctl A</li> <li>Click Find &amp; Select and then select Replace</li> </ul>  <ul style="list-style-type: none"> <li>Use Replace All within the Find and Replace box to remove special characters. Repeat until all special characters are removed.</li> </ul> 
<b>Column Header:</b> Segment Number	<ul style="list-style-type: none"> <li>The segment number column must include the word 'Segment'</li> </ul>
<b>Column Header:</b> Base	<ul style="list-style-type: none"> <li>The base column(s) must include the word "Base"</li> </ul>
<b>Consumption Column(s)</b>	<ul style="list-style-type: none"> <li>Each consumption value column must have an associated behavior values column</li> </ul>
<b>Header Names</b>	<ul style="list-style-type: none"> <li>"ID" cannot be used as a field name (all uppercase). "ID" field names must be changed to either "Id" or "id" (e.g., Geography Id or Geography id).</li> </ul>

**SEGMENT SUMMARY FILE  
FORMAT REQUIREMENTS**

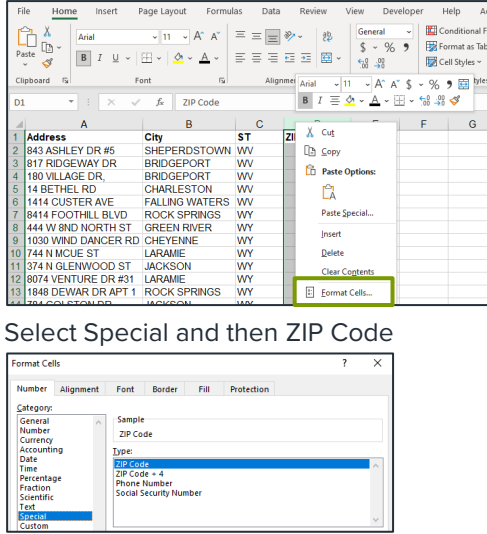
REQUIREMENT	DETAILS																																																																																																																																																																																								
<b>File Layout Options</b>	<ul style="list-style-type: none"> <li>One Profile: Segment Code, Base Count, Profile Count           <table border="1" data-bbox="617 451 912 619"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Segment Code</td> <td>Base Count</td> <td>Bought Shoes</td> </tr> <tr> <td>2</td> <td>1</td> <td>2150</td> <td>95</td> </tr> <tr> <td>3</td> <td>2</td> <td>2049</td> <td>147</td> </tr> <tr> <td>4</td> <td>3</td> <td>2912</td> <td>140</td> </tr> <tr> <td>5</td> <td>4</td> <td>3056</td> <td>133</td> </tr> <tr> <td>6</td> <td>5</td> <td>4731</td> <td>199</td> </tr> <tr> <td>7</td> <td>6</td> <td>2831</td> <td>141</td> </tr> </tbody> </table> </li> <li>Multiple Profiles, each using the same base: Segment Code, Base Count, Profile Count 1, Profile Count 2, Profile Count 3, etc.           <table border="1" data-bbox="617 693 1140 861"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Segment Code</td> <td>Base Count1</td> <td>Bought Shoes</td> <td>Shopped Online</td> <td>Shopped In Store</td> </tr> <tr> <td>2</td> <td>1</td> <td>2150</td> <td>95</td> <td>153</td> <td>27</td> </tr> <tr> <td>3</td> <td>2</td> <td>2049</td> <td>147</td> <td>242</td> <td>132</td> </tr> <tr> <td>4</td> <td>3</td> <td>2912</td> <td>140</td> <td>306</td> <td>81</td> </tr> <tr> <td>5</td> <td>4</td> <td>3056</td> <td>133</td> <td>258</td> <td>456</td> </tr> <tr> <td>6</td> <td>5</td> <td>4731</td> <td>199</td> <td>510</td> <td>201</td> </tr> <tr> <td>7</td> <td>6</td> <td>2831</td> <td>141</td> <td>264</td> <td>199</td> </tr> </tbody> </table> </li> <li>Multiple Profiles, each using their own base: Segment Code, Base Count 1, Profile Count 1, Base Count 2, Profile Count 2, etc.           <table border="1" data-bbox="617 934 1326 1102"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> <th>G</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Segment Code</td> <td>Base Count1</td> <td>Bought Shoes</td> <td>Base Count2</td> <td>Shopped Online</td> <td>Base Count3</td> <td>Shopped In Store</td> </tr> <tr> <td>2</td> <td>1</td> <td>2150</td> <td>95</td> <td>888</td> <td>153</td> <td>750</td> <td>27</td> </tr> <tr> <td>3</td> <td>2</td> <td>2049</td> <td>147</td> <td>1440</td> <td>242</td> <td>900</td> <td>132</td> </tr> <tr> <td>4</td> <td>3</td> <td>2912</td> <td>140</td> <td>1696</td> <td>306</td> <td>1241</td> <td>81</td> </tr> <tr> <td>5</td> <td>4</td> <td>3056</td> <td>133</td> <td>1693</td> <td>258</td> <td>1535</td> <td>456</td> </tr> <tr> <td>6</td> <td>5</td> <td>4731</td> <td>199</td> <td>2410</td> <td>510</td> <td>2158</td> <td>201</td> </tr> <tr> <td>7</td> <td>6</td> <td>2831</td> <td>141</td> <td>1631</td> <td>264</td> <td>1785</td> <td>199</td> </tr> </tbody> </table> </li> <li>Profiles containing consumption data: Segment Code, Base Count, Profile Count, Consumption           <table border="1" data-bbox="617 1176 1052 1344"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Segment Code</td> <td>Base Count</td> <td>Bought Shoes</td> <td>Consumption Sales</td> </tr> <tr> <td>2</td> <td>1</td> <td>2150</td> <td>95</td> <td>1447</td> </tr> <tr> <td>3</td> <td>2</td> <td>2049</td> <td>147</td> <td>1078</td> </tr> <tr> <td>4</td> <td>3</td> <td>2912</td> <td>140</td> <td>789</td> </tr> <tr> <td>5</td> <td>4</td> <td>3056</td> <td>133</td> <td>528</td> </tr> <tr> <td>6</td> <td>5</td> <td>4731</td> <td>199</td> <td>2076</td> </tr> <tr> <td>7</td> <td>6</td> <td>2831</td> <td>141</td> <td>599</td> </tr> </tbody> </table> </li> </ul>		A	B	C	1	Segment Code	Base Count	Bought Shoes	2	1	2150	95	3	2	2049	147	4	3	2912	140	5	4	3056	133	6	5	4731	199	7	6	2831	141		A	B	C	D	E	1	Segment Code	Base Count1	Bought Shoes	Shopped Online	Shopped In Store	2	1	2150	95	153	27	3	2	2049	147	242	132	4	3	2912	140	306	81	5	4	3056	133	258	456	6	5	4731	199	510	201	7	6	2831	141	264	199		A	B	C	D	E	F	G	1	Segment Code	Base Count1	Bought Shoes	Base Count2	Shopped Online	Base Count3	Shopped In Store	2	1	2150	95	888	153	750	27	3	2	2049	147	1440	242	900	132	4	3	2912	140	1696	306	1241	81	5	4	3056	133	1693	258	1535	456	6	5	4731	199	2410	510	2158	201	7	6	2831	141	1631	264	1785	199		A	B	C	D	1	Segment Code	Base Count	Bought Shoes	Consumption Sales	2	1	2150	95	1447	3	2	2049	147	1078	4	3	2912	140	789	5	4	3056	133	528	6	5	4731	199	2076	7	6	2831	141	599
	A	B	C																																																																																																																																																																																						
1	Segment Code	Base Count	Bought Shoes																																																																																																																																																																																						
2	1	2150	95																																																																																																																																																																																						
3	2	2049	147																																																																																																																																																																																						
4	3	2912	140																																																																																																																																																																																						
5	4	3056	133																																																																																																																																																																																						
6	5	4731	199																																																																																																																																																																																						
7	6	2831	141																																																																																																																																																																																						
	A	B	C	D	E																																																																																																																																																																																				
1	Segment Code	Base Count1	Bought Shoes	Shopped Online	Shopped In Store																																																																																																																																																																																				
2	1	2150	95	153	27																																																																																																																																																																																				
3	2	2049	147	242	132																																																																																																																																																																																				
4	3	2912	140	306	81																																																																																																																																																																																				
5	4	3056	133	258	456																																																																																																																																																																																				
6	5	4731	199	510	201																																																																																																																																																																																				
7	6	2831	141	264	199																																																																																																																																																																																				
	A	B	C	D	E	F	G																																																																																																																																																																																		
1	Segment Code	Base Count1	Bought Shoes	Base Count2	Shopped Online	Base Count3	Shopped In Store																																																																																																																																																																																		
2	1	2150	95	888	153	750	27																																																																																																																																																																																		
3	2	2049	147	1440	242	900	132																																																																																																																																																																																		
4	3	2912	140	1696	306	1241	81																																																																																																																																																																																		
5	4	3056	133	1693	258	1535	456																																																																																																																																																																																		
6	5	4731	199	2410	510	2158	201																																																																																																																																																																																		
7	6	2831	141	1631	264	1785	199																																																																																																																																																																																		
	A	B	C	D																																																																																																																																																																																					
1	Segment Code	Base Count	Bought Shoes	Consumption Sales																																																																																																																																																																																					
2	1	2150	95	1447																																																																																																																																																																																					
3	2	2049	147	1078																																																																																																																																																																																					
4	3	2912	140	789																																																																																																																																																																																					
5	4	3056	133	528																																																																																																																																																																																					
6	5	4731	199	2076																																																																																																																																																																																					
7	6	2831	141	599																																																																																																																																																																																					
<b>Column Heading Length: Customer Counts</b>	<ul style="list-style-type: none"> <li>The character count of each Customer Count column's heading, combined with the character count of the file name, must be less than 80 characters</li> </ul>																																																																																																																																																																																								
<b>Files with &gt; 100 Columns</b>	<ul style="list-style-type: none"> <li>Only behavior and/or consumption data can be included beyond the first 100 columns</li> </ul>																																																																																																																																																																																								

# Geosummary Files

## For use in Custom Data Manager

GEOSUMMARY FILE FORMAT REQUIREMENTS	
TASK	DETAILS
Remove Special Characters	<ul style="list-style-type: none"> <li>Highlight file using Ctl A</li> <li>Click Find &amp; Select and then select Replace</li> </ul>  <ul style="list-style-type: none"> <li>Use Replace All within the Find and Replace box to remove special characters. Repeat until all special characters are removed.</li> </ul> 
ZIP Codes: Remove any '+4'	<ul style="list-style-type: none"> <li>In an empty column to the immediate left of the ZIP Code column type '=LEFT(D2,5)' in Row 2</li> </ul>  <ul style="list-style-type: none"> <li>Drag or double-click the cell's bottom right corner to copy the equation to the remaining cells within that column</li> <li>Copy the new ZIP Code column and paste the Values to remove the fomula</li> </ul>  <ul style="list-style-type: none"> <li>Delete the original ZIP Code column</li> <li>Label the new ZIP Code column</li> </ul>

## GEOSUMMARY FILE FORMAT REQUIREMENTS

TASK	DETAILS																																																										
<p><b>ZIP Codes:</b> Display leading zeros</p>	<ul style="list-style-type: none"> <li>Check that leading zeros (00834) are shown in the ZIP Code column. If they are not (834), select the ZIP Code column.</li> <li>Right-click and select Format Cells</li> </ul>  <ul style="list-style-type: none"> <li>Select Special and then ZIP Code</li> </ul>																																																										
<p><b>Geography Level Identifier</b></p>	<ul style="list-style-type: none"> <li>For geosummarized files, the Geography Level column must contain the appropriate three-digit geography level:</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">THREE-DIGIT GEOGRAPHY LEVEL</th> <th style="text-align: center;">GEOGRAPHY LEVEL NAME</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">USA</td><td style="text-align: center;">Country</td></tr> <tr><td style="text-align: center;">STA</td><td style="text-align: center;">State</td></tr> <tr><td style="text-align: center;">CTY</td><td style="text-align: center;">County</td></tr> <tr><td style="text-align: center;">MCD</td><td style="text-align: center;">Minor Civil Division</td></tr> <tr><td style="text-align: center;">PLA</td><td style="text-align: center;">Census Place</td></tr> <tr><td style="text-align: center;">TRA</td><td style="text-align: center;">Census Tract</td></tr> <tr><td style="text-align: center;">BGR</td><td style="text-align: center;">Census Block Group</td></tr> <tr><td style="text-align: center;"> </td><td style="text-align: center;"> </td></tr> <tr><td style="text-align: center;">CSA</td><td style="text-align: center;">Combined Statistical Area</td></tr> <tr><td style="text-align: center;">CBS</td><td style="text-align: center;">Core Based Statistical Area</td></tr> <tr><td style="text-align: center;">DMA</td><td style="text-align: center;">Designated Market Area</td></tr> <tr><td style="text-align: center;"> </td><td style="text-align: center;"> </td></tr> <tr><td style="text-align: center;">TDZ</td><td style="text-align: center;">Three-Digit ZIP Code</td></tr> <tr><td style="text-align: center;">ZIP</td><td style="text-align: center;">ZIP Code</td></tr> <tr><td style="text-align: center;">AZP</td><td style="text-align: center;">All ZIP Codes</td></tr> <tr><td style="text-align: center;">ZP4</td><td style="text-align: center;">ZIP+4</td></tr> <tr><td style="text-align: center;">ZP6</td><td style="text-align: center;">ZIP+6</td></tr> <tr><td style="text-align: center;"> </td><td style="text-align: center;"> </td></tr> <tr><td style="text-align: center;">CBL</td><td style="text-align: center;">Claritas Cable - Incumbents</td></tr> <tr><td style="text-align: center;">CBM</td><td style="text-align: center;">Claritas Cable - Major Overbuilders</td></tr> <tr><td style="text-align: center;">CBN</td><td style="text-align: center;">Claritas Cable - Minor Overbuilders</td></tr> <tr><td style="text-align: center;"> </td><td style="text-align: center;"> </td></tr> <tr><td style="text-align: center;">MTA</td><td style="text-align: center;">Major Trading Areas</td></tr> <tr><td style="text-align: center;">BTA</td><td style="text-align: center;">Basic Trading Area</td></tr> <tr><td style="text-align: center;">RSA</td><td style="text-align: center;">Metro/Rural Service Area</td></tr> <tr><td style="text-align: center;">LAT</td><td style="text-align: center;">Local Access Transport Area</td></tr> <tr><td style="text-align: center;">LEC</td><td style="text-align: center;">Incumbent Local Exchange Carrier</td></tr> <tr><td style="text-align: center;">CTR</td><td style="text-align: center;">Wire Center</td></tr> </tbody> </table>	THREE-DIGIT GEOGRAPHY LEVEL	GEOGRAPHY LEVEL NAME	USA	Country	STA	State	CTY	County	MCD	Minor Civil Division	PLA	Census Place	TRA	Census Tract	BGR	Census Block Group			CSA	Combined Statistical Area	CBS	Core Based Statistical Area	DMA	Designated Market Area			TDZ	Three-Digit ZIP Code	ZIP	ZIP Code	AZP	All ZIP Codes	ZP4	ZIP+4	ZP6	ZIP+6			CBL	Claritas Cable - Incumbents	CBM	Claritas Cable - Major Overbuilders	CBN	Claritas Cable - Minor Overbuilders			MTA	Major Trading Areas	BTA	Basic Trading Area	RSA	Metro/Rural Service Area	LAT	Local Access Transport Area	LEC	Incumbent Local Exchange Carrier	CTR	Wire Center
THREE-DIGIT GEOGRAPHY LEVEL	GEOGRAPHY LEVEL NAME																																																										
USA	Country																																																										
STA	State																																																										
CTY	County																																																										
MCD	Minor Civil Division																																																										
PLA	Census Place																																																										
TRA	Census Tract																																																										
BGR	Census Block Group																																																										
CSA	Combined Statistical Area																																																										
CBS	Core Based Statistical Area																																																										
DMA	Designated Market Area																																																										
TDZ	Three-Digit ZIP Code																																																										
ZIP	ZIP Code																																																										
AZP	All ZIP Codes																																																										
ZP4	ZIP+4																																																										
ZP6	ZIP+6																																																										
CBL	Claritas Cable - Incumbents																																																										
CBM	Claritas Cable - Major Overbuilders																																																										
CBN	Claritas Cable - Minor Overbuilders																																																										
MTA	Major Trading Areas																																																										
BTA	Basic Trading Area																																																										
RSA	Metro/Rural Service Area																																																										
LAT	Local Access Transport Area																																																										
LEC	Incumbent Local Exchange Carrier																																																										
CTR	Wire Center																																																										
<p><b>Field Names</b></p>	<ul style="list-style-type: none"> <li>"ID" cannot be used as a field name (all uppercase). "ID" field names must be changed to either "Id" or "id" (e.g., Geography Id or Geography id).</li> </ul>																																																										

## Polygon Files

For use in Analysis Area Builder

POLYGON FILE FORMAT REQUIREMENTS														
TASK	DETAILS													
<b>File Name</b>	<ul style="list-style-type: none"> <li>The file must be given a unique file name, that has not been used for a previously uploaded file</li> </ul>													
<b>File Size</b>	<ul style="list-style-type: none"> <li>The imported file must contain no more than 25,000 polygons</li> </ul>													
<b>Header Names</b>	<ul style="list-style-type: none"> <li>"ID" cannot be used as a field name (all uppercase). "ID" field names must be changed to either "Id" or "id" (e.g., Geography Id or Geography id).</li> </ul>													
<b>File Format</b>	<ul style="list-style-type: none"> <li>The imported file must be a ZIP file consisting of tab, shp or mif files</li> <li>Depending on the type of polygon file being imported, certain file types must be included in the ZIP file:</li> </ul> <table border="1"> <thead> <tr> <th>POLYGON FILE TYPE</th> <th>MANDATORY FILES</th> <th>ADDITIONAL INFORMATION</th> </tr> </thead> <tbody> <tr> <td>ESRI Shapefile (shp)</td> <td>.shp .shx .dbf</td> <td>If extraneous files are available, it is recommended to keep them in the zipped file as they may contain additional information. However, if your import fails, extract the zipped file and re-zip including only the listed mandatory files.</td> </tr> <tr> <td>MapInfo Interchange Format (mif)</td> <td>.mid .mif</td> <td></td> </tr> <tr> <td>MapInfo Table (tab)</td> <td>.tab .dat .id .map</td> <td>If extraneous files are available, keep them in the zipped file as they contain certain additional information.</td> </tr> </tbody> </table>		POLYGON FILE TYPE	MANDATORY FILES	ADDITIONAL INFORMATION	ESRI Shapefile (shp)	.shp .shx .dbf	If extraneous files are available, it is recommended to keep them in the zipped file as they may contain additional information. However, if your import fails, extract the zipped file and re-zip including only the listed mandatory files.	MapInfo Interchange Format (mif)	.mid .mif		MapInfo Table (tab)	.tab .dat .id .map	If extraneous files are available, keep them in the zipped file as they contain certain additional information.
POLYGON FILE TYPE	MANDATORY FILES	ADDITIONAL INFORMATION												
ESRI Shapefile (shp)	.shp .shx .dbf	If extraneous files are available, it is recommended to keep them in the zipped file as they may contain additional information. However, if your import fails, extract the zipped file and re-zip including only the listed mandatory files.												
MapInfo Interchange Format (mif)	.mid .mif													
MapInfo Table (tab)	.tab .dat .id .map	If extraneous files are available, keep them in the zipped file as they contain certain additional information.												

## Geography Files

For use in Analysis Area Builder

GEOGRAPHY FILE FORMAT REQUIREMENTS																																																											
TASK	DETAILS																																																										
<b>Required Columns</b>	<ul style="list-style-type: none"> <li>Columns that need to be specified are: Geography Level, Geography ID and Analysis Area Name</li> </ul>																																																										
<b>Header Names</b>	<ul style="list-style-type: none"> <li>"ID" cannot be used as a field name (all uppercase). "ID" field names must be changed to either "Id" or "id" (e.g., Geography Id or Geography id).</li> </ul>																																																										
<b>Optional Columns</b>	<ul style="list-style-type: none"> <li>Additional columns that can be imported are: Analysis Area Group Name and Area ID</li> </ul>																																																										
<b>Column Details:</b> Geography ID	<ul style="list-style-type: none"> <li>If any Geography ID records are missing leading zeros, the system will update those records to include the necessary leading zeros</li> </ul>																																																										
<b>Column Details:</b> Geography Level Identifier	<ul style="list-style-type: none"> <li>The Geography Level column must contain the appropriate three-digit geography level: <table border="1" data-bbox="618 877 992 1570"> <thead> <tr> <th>THREE-DIGIT GEOGRAPHY LEVEL</th> <th>GEOGRAPHY LEVEL NAME</th> </tr> </thead> <tbody> <tr><td>USA</td><td>Country</td></tr> <tr><td>STA</td><td>State</td></tr> <tr><td>CTY</td><td>County</td></tr> <tr><td>MCD</td><td>Minor Civil Division</td></tr> <tr><td>PLA</td><td>Census Place</td></tr> <tr><td>TRA</td><td>Census Tract</td></tr> <tr><td>BGR</td><td>Census Block Group</td></tr> <tr><td> </td><td> </td></tr> <tr><td>CSA</td><td>Combined Statistical Area</td></tr> <tr><td>CBS</td><td>Core Based Statistical Area</td></tr> <tr><td>DMA</td><td>Designated Market Area</td></tr> <tr><td> </td><td> </td></tr> <tr><td>TDZ</td><td>Three-Digit ZIP Code</td></tr> <tr><td>ZIP</td><td>ZIP Code</td></tr> <tr><td>AZP</td><td>All ZIP Codes</td></tr> <tr><td>ZP4</td><td>ZIP+4</td></tr> <tr><td>ZP6</td><td>ZIP+6</td></tr> <tr><td> </td><td> </td></tr> <tr><td>CBL</td><td>Claritas Cable - Incumbents</td></tr> <tr><td>CBM</td><td>Claritas Cable - Major Overbuilders</td></tr> <tr><td>CBN</td><td>Claritas Cable - Minor Overbuilders</td></tr> <tr><td> </td><td> </td></tr> <tr><td>MTA</td><td>Major Trading Areas</td></tr> <tr><td>BTA</td><td>Basic Trading Area</td></tr> <tr><td>RSA</td><td>Metro/Rural Service Area</td></tr> <tr><td>LAT</td><td>Local Access Transport Area</td></tr> <tr><td>LEC</td><td>Incumbent Local Exchange Carrier</td></tr> <tr><td>CTR</td><td>Wire Center</td></tr> </tbody> </table> </li> </ul>	THREE-DIGIT GEOGRAPHY LEVEL	GEOGRAPHY LEVEL NAME	USA	Country	STA	State	CTY	County	MCD	Minor Civil Division	PLA	Census Place	TRA	Census Tract	BGR	Census Block Group			CSA	Combined Statistical Area	CBS	Core Based Statistical Area	DMA	Designated Market Area			TDZ	Three-Digit ZIP Code	ZIP	ZIP Code	AZP	All ZIP Codes	ZP4	ZIP+4	ZP6	ZIP+6			CBL	Claritas Cable - Incumbents	CBM	Claritas Cable - Major Overbuilders	CBN	Claritas Cable - Minor Overbuilders			MTA	Major Trading Areas	BTA	Basic Trading Area	RSA	Metro/Rural Service Area	LAT	Local Access Transport Area	LEC	Incumbent Local Exchange Carrier	CTR	Wire Center
THREE-DIGIT GEOGRAPHY LEVEL	GEOGRAPHY LEVEL NAME																																																										
USA	Country																																																										
STA	State																																																										
CTY	County																																																										
MCD	Minor Civil Division																																																										
PLA	Census Place																																																										
TRA	Census Tract																																																										
BGR	Census Block Group																																																										
CSA	Combined Statistical Area																																																										
CBS	Core Based Statistical Area																																																										
DMA	Designated Market Area																																																										
TDZ	Three-Digit ZIP Code																																																										
ZIP	ZIP Code																																																										
AZP	All ZIP Codes																																																										
ZP4	ZIP+4																																																										
ZP6	ZIP+6																																																										
CBL	Claritas Cable - Incumbents																																																										
CBM	Claritas Cable - Major Overbuilders																																																										
CBN	Claritas Cable - Minor Overbuilders																																																										
MTA	Major Trading Areas																																																										
BTA	Basic Trading Area																																																										
RSA	Metro/Rural Service Area																																																										
LAT	Local Access Transport Area																																																										
LEC	Incumbent Local Exchange Carrier																																																										
CTR	Wire Center																																																										