Data Export

Export Geography Level Data

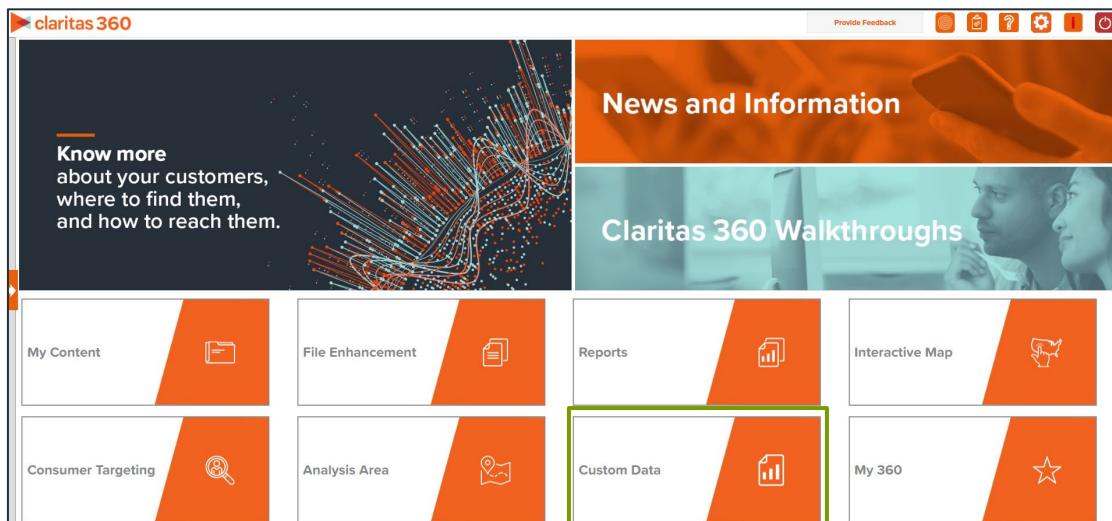## OVERVIEW

This document will take you through the process of exporting geography level data.

LOCATE DATA EXPORT TOOL

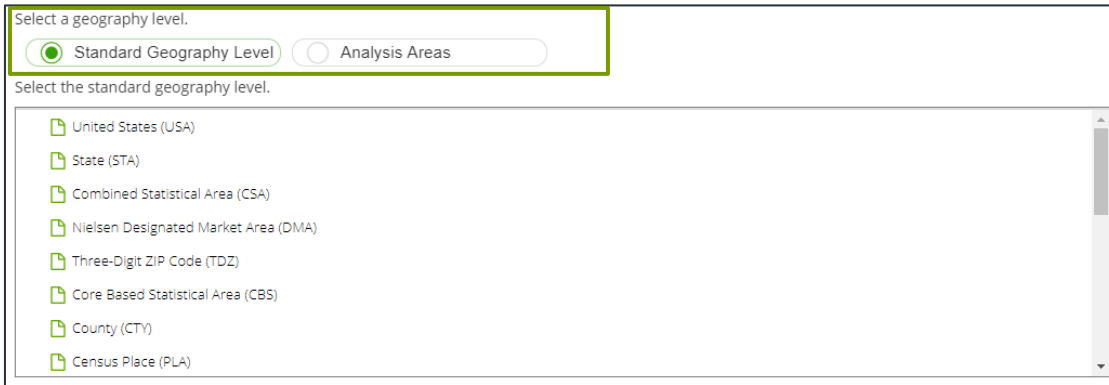1. From the homepage, click on Custom Data.

2. Select Data Export ➡ Geography Level.

identify
deliver
optimize

SELECT INPUTS

1. Specify whether you want to export standard geography level or analysis area based data. Then, navigate to and select your desired geography level or previously saved analysis area(s).

Select a geography level.

(●) Standard Geography Level   ( ) Analysis Areas
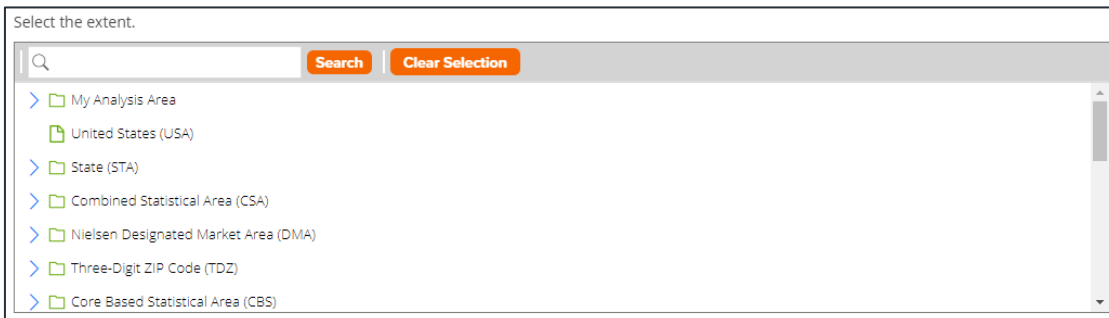
Select the standard geography level.

- United States (USA)
- State (STA)
- Combined Statistical Area (CSA)
- Nielsen Designated Market Area (DMA)
- Three-Digit ZIP Code (TDZ)
- Core Based Statistical Area (CBS)
- County (CTY)
- Census Place (PLA)

2. (Optional). If you selected a standard geography level, you must also select the extent – which is the actual geographies you want included in your export.

   For example, if you want a data export that contains all ZIP Codes in the U.S.:

   a. The geography level will be ZIP Code.
   b. The extent will be the United States.

   Note: Clicking on the folder (without opening it) will select all areas contained within the folder.

Select the extent.

| Q | Search | Clear Selection |

- > 📁 My Analysis Area
  - United States (USA)
- > 📁 State (STA)
- > 📁 Combined Statistical Area (CSA)
- > 📁 Nielsen Designated Market Area (DMA)
- > 📁 Three-Digit ZIP Code (TDZ)
- > 📁 Core Based Statistical Area (CBS)

3. Navigate to and select the data variable(s) that you want to export.

   You can also use the Search function to locate variables.

Select the data variables that you want to export.

| Q | Search | Clear Selection |

- > 📁 My Data
- > 📁 Claritas Data

claritas

4. Select your desired output file format. You can select to export either data only or data & boundaries:

| DATA ONLY EXPORT FORMATS	
EXPORT FORMAT	ADDITIONAL INFORMATION
.CSV File	Generates a comma-separated values file.
Excel File	Generates an output file in Microsoft Excel format.
Delimited Text	Generates an output file with tab or other symbols as delimiters.

DATA & BOUNDARY EXPORT FORMATS	
EXPORT FORMAT	ADDITIONAL INFORMATION
.TAB	The MapInfo® .TAB format is a popular geospatial vector data format for geographic information systems software.
.MIF	The MapInfo Interchange Format (MIF) is a map and database exporting file format of the MapInfo software product, which contains information about the projection and the data that is needed to draw the map features (point, line, or polygon) on the map.
ESRI-FGB	An Esri geodatabase file format that can store, query, and manage both spatial and nonspatial data.

5. Specify the data export name, and click Submit Job.

RETRIEVE DATA EXPORT

1. Click OK to retrieve the data export.
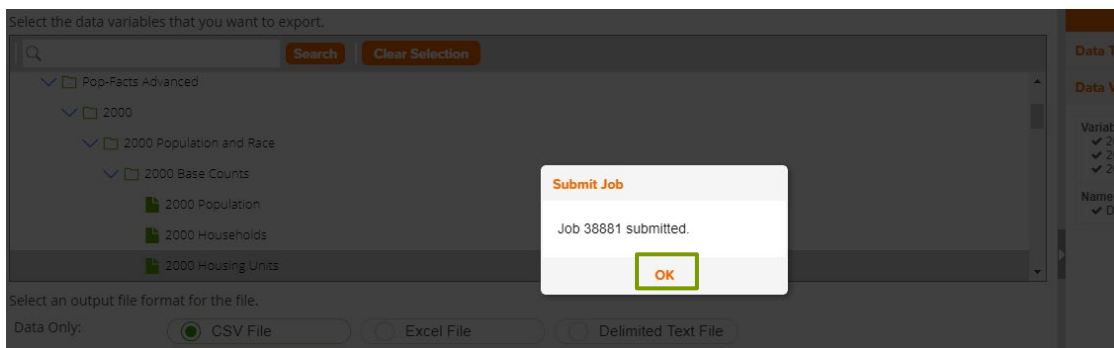
2. Once the export is complete click the Job ID number.

3. Click Downloaded Data Export Files to view the data.
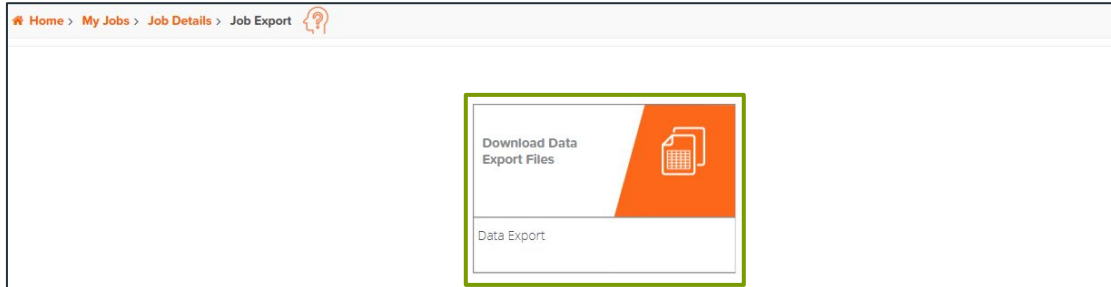
4. The data will be in a ZIP file containing, two files:

OUTPUT FILES	
FILE NAME	**DESCRIPTION**
Data Export	This file contains the exported data pool (using variable ID to identify the variables).
Variable_Metadata	This file contains the variable ID and variable name.

5. (Optional) Follow these steps if you would like the variable name included in your exported data output:

   a. Highlight and copy the variable name(s) contained in the Variable_Metadata.

   b. Open the Data Export file, and right click in the leftmost cell containing a variable ID.

c. Hover over the arrow next to Paste Special, and select the transpose option.

d. The variable names will have now replaced the variable ID.

	A	B	C	D	E	F	G	H	I	J
1	comp_geo_level	comp_gcode	geographic_name	geolevel_gcode	geo_level	CY Population	CY Households	CY Pop, Age 35 - 44	CY Pop, Age 45 - 54	CY Avg HH Inc
2	ZIP	36003	Autaugaville	-1	ANALYSIS_AREA	1868	763	213	241	54023
3	ZIP	36006	Billingsley	-1	ANALYSIS_AREA	1592	592	195	211	64242
4	ZIP	36051	Marbury	-1	ANALYSIS_AREA	2266	867	262	317	63564
5	ZIP	36066	Prattville	-1	ANALYSIS_AREA	20896	8007	2971	3027	70611
6	ZIP	36067	Prattville	-1	ANALYSIS_AREA	26628	9825	3262	3709	71826
7	ZIP	36749	Jones	-1	ANALYSIS_AREA	905	361	101	120	64015
8	ZIP	36758	Plantersville	-1	ANALYSIS_AREA	1248	498	138	171	64924