



Geoscape® Intelligence System (GIS)

Importing American Community Survey (ACS) Data

OVERVIEW

This document will take you through the process of downloading ACS data tables from the U.S. Census Bureau and importing the data into GIS.

DOWNLOAD ACS DATA TABLE

Download Data Table

1. To download ACS data, go to <https://data.census.gov/>

Select Data Table

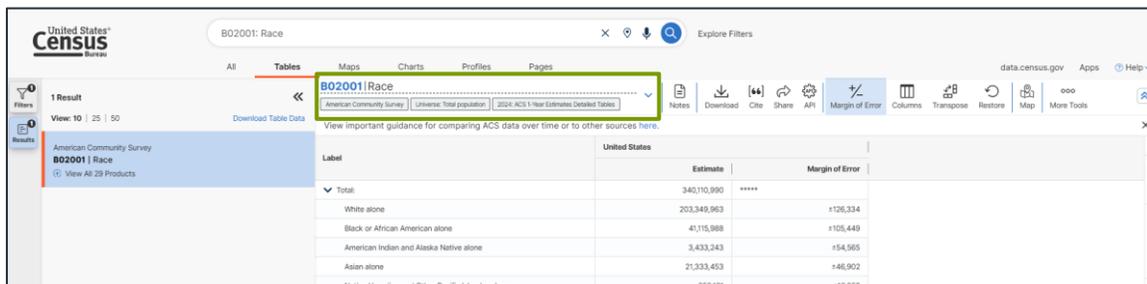
2. Enter the table code or search for a subject.

Note: Filters can also be used to ensure you're searching only for ACS data.



3. After locating the table, use the blue drop-down arrow to choose the desired vintage of ACS 5-year data.

Note: The system defaults to the most recent 1-year data. However, that does not include data at smaller geographic areas, so 5-year data is strongly recommended.



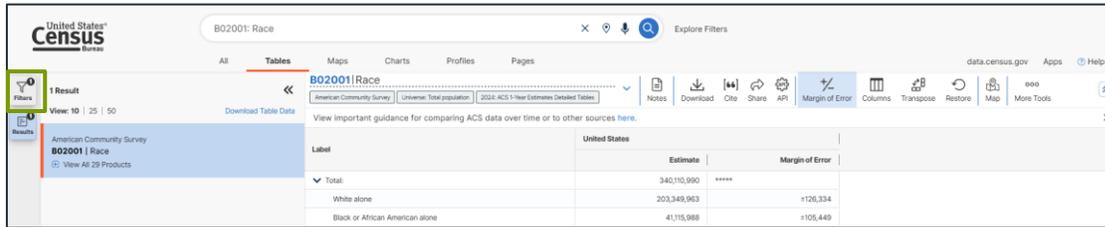
1

Go to the [Knowledge Center](#) to view additional walkthroughs.
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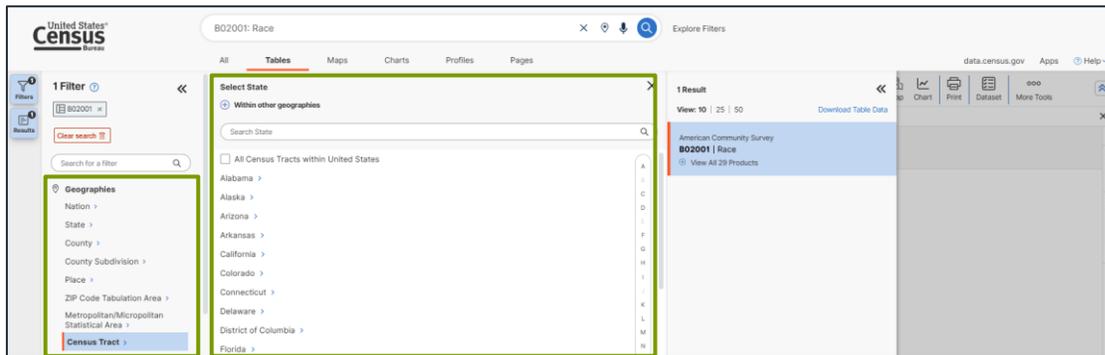
Select Geography

1. Click the filter button on the upper left.



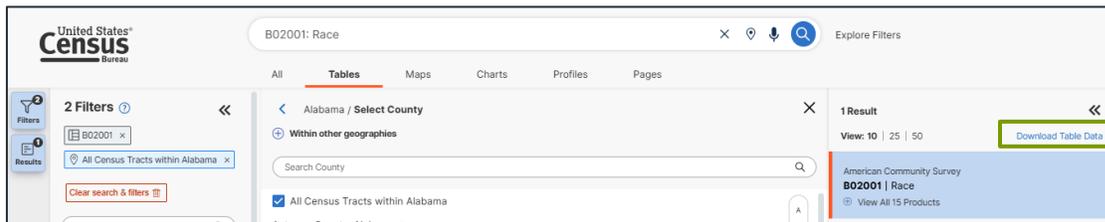
2. Select the needed geography level and geographic area/s.

Note: If data needs to be rolled up to several geography levels in AMDS, or to geography levels like DMA that the Census Bureau does not cover, it is recommended you download Block Group. If Block Group is not available, then select Census Tract.

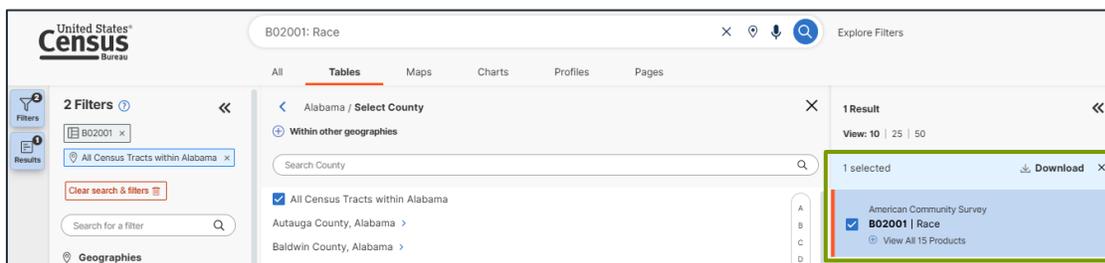


Download Data Table

1. Once all selections have been made, click “Download Table Data” on the right.

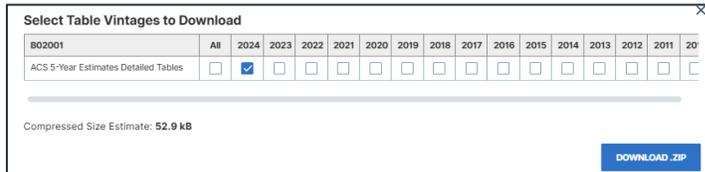


2. Check the box next to the ACS table and then click Download.



3. A screen will appear for you to download a .zip file. Click DOWNLOAD.ZIP. The download will include files with metadata, data, and table notes.

Note: If the download doesn't launch, you may need to allow pop-ups on the website and try again.



Format Data Table

Open the data file and save it in Microsoft® Excel® format.

Additionally, the following changes will be required prior to loading the data into GIS:

GEO_ID

The corresponding prefixes will need to be removed from GEO_ID values:

- Census Tract codes: 1400000US
- Block Group codes: 1500000US

	A	B	
1	GEO_ID	NAME	B05003
2	Geography	Geographic Area Name	Estimate!!Total
3	1400000US01001020100	Census Tract 201; Autauga County; Alabama	
4	1400000US01001020200	Census Tract 202; Autauga County; Alabama	
5	1400000US01001020300	Census Tract 203; Autauga County; Alabama	

Important: Do not use find/replace to remove these codes as it will remove leading zeros in the geography codes.

1. Insert a column to the right of the GEO_ID column. Label this column GEO_ID.
2. Enter the following formula next to the first geography:
 - =RIGHT(A3,11) for Census Tract
 - =RIGHT(A3,12) for Block Group

This will provide the 11-digit Census Tract or 12-digit Block Group code.

	A	B	C	D
1	GEO_ID	GEO_ID	NAME	B05003_001E
2	Geography		Geographic Area Name	Estimate!!Total
3	1400000US01001020100	01001020100	Census Tract 201; Autauga County; Alabama	1840
4	1400000US01001020200		Census Tract 202; Autauga County; Alabama	2017
5	1400000US01001020300		Census Tract 203; Autauga County; Alabama	3515

3. Double-click the lower right-hand corner of the highlighted cell to copy the formula for the remainder of the column.
4. Select and copy the entire column, then right-click to paste special > values to replace the formula with the actual geocode.
5. Delete the original GEO_ID field.

Additional Changes

1. (Optional) The Margin of Error columns can also be deleted.
2. Delete the second header row.

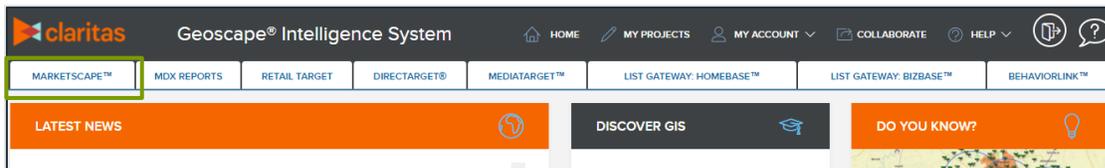
Note: The metadata file describes what each code in the top row represents.

GEO_ID	B05003_001E	B05003_002E	B05003_003E	B05003_004E	B05003_005E
	Estimate!!Total:	Estimate!!Total!!Male:	Estimate!!Total!!Male!!Under 18 years:	Estimate!!Total!!Male!!Under 18 years!!Native	Estimate!!Total!!Male!!Under 18 ye
01001020100	1840	928	252	252	
01001020200	2017	1087	195	195	
01001020300	3515	1502	417	417	

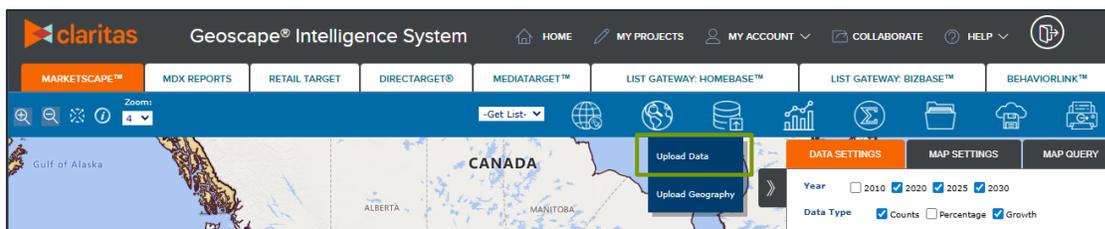
IMPORT AMERICAN COMMUNITY SURVEY DATA INTO GIS

Upload File

1. From the homepage, click the MARKETSCAPE™ tab.



2. Click the Upload Data icon and select Upload Data.



3. Select the file to upload by clicking inside the empty text box. Click Next.

Note: The Browse button may not work depending on browser and/or browser version.

FILE PROCESSING WIZARD

We recommend that your file not exceed 100 MB. Larger files can be processed by our Consulting Services Group. Please contact your Client Advisor for more information.
File can be in Excel, FoxPro, ASCII Delimited, or Fixed length format.

4. Select the checkbox “First Row Contains Field Names” if the top row contains column headers. Click Next.

FILE DEFINITION

ACSPYS0033_005003_Data

First Row Contains Field Names

File Preview

F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	F13	F14	F15	F16
GEO_ID	B05003_001E05003	002E05003	003E05003	004E05003	005E05003	006E05003	007E05003	008E05003	009E05003	010E05003	011E05003	012E05003	013E05003	014E05003	015E05003
01001020100	1840	928	252	252	0	0	0	676	606	70	49	21	912	183	183
01001020200	2017	1087	195	195	0	0	0	892	883	9	9	0	930	192	192
01001020300	3515	1502	417	417	0	0	0	1085	1085	0	0	0	2013	537	537
01001020400	3913	2014	357	357	0	0	0	1657	1513	144	104	40	1899	254	240

Define Import Fields

1. Define the geography field.

- Geography ID Column: Column containing the geography IDs.
- Geography ID Level: Geography level used in the Geography ID column.

DEFINE IMPORT FIELDS

GEO_ID	B05003_001E05003	002E05003	003E05003	004E05003	005E05003	006E05003	007E05003	008E05003	009E05003	010E05003	011E05003	012E05003	013E05003	014E05003	015E05003
01001020100	1840	928	252	252	0	0	0	676	606	70	49	21	912	183	183
01001020200	2017	1087	195	195	0	0	0	892	883	9	9	0	930	192	192
01001020300	3515	1502	417	417	0	0	0	1085	1085	0	0	0	2013	537	537
01001020400	3913	2014	357	357	0	0	0	1657	1513	144	104	40	1899	254	240
01001020501	4053	1767	323	278	45	0	45	1444	1332	112	0	112	2286	341	308

Geography ID Column: Geography ID Level: [What is this?](#)

Indicator Column: Modify Indicator Name: Data Type: Type of aggregation: Base Indicator:

2. Define the data fields:

- a. Indicator Column: Data column to be imported.
- b. Modify Indicator Name: Enter a unique name. If this field is left blank, the column name will be used.
Note: To avoid duplicate names, include the year in the indicator name. Otherwise, remove the previous year's data vintage from GIS.
- c. Data Type: Select Count if the numeric data does not contain decimals. Select Numeric if the data does contain decimals.
- d. Type of Aggregation: Select Sum if the data should aggregate to higher geography levels.
- e. Base Indicator: This field should remain empty.

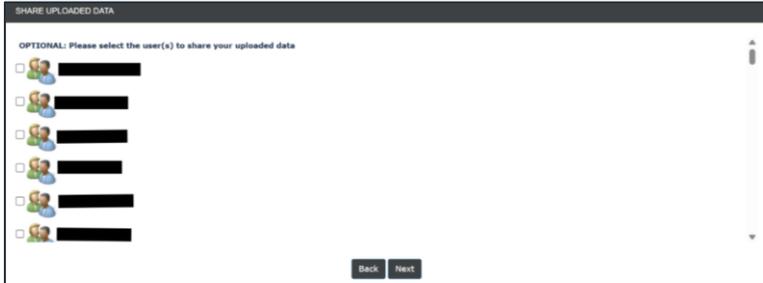
GEO_ID	B05003	B01EB05003	B02EB05003	B03EB05003	B04EB05003	B05EB05003	B06EB05003	B07EB05003	B08EB05003	B09EB05003	B10EB05003	B11EB05003	B12EB05003	B13EB05003	B14EB05003	B15EB05003
01001020100	1840	928	252	252	0	0	0	676	606	70	49	21	912	183	183	
01001020200	2017	1087	195	195	0	0	0	892	883	9	9	0	930	192	192	
01001020300	3515	1502	417	417	0	0	0	1085	1085	0	0	0	2013	537	537	
01001020400	3913	2014	357	357	0	0	0	1657	1513	144	104	40	1899	254	240	
01001020501	4053	1767	323	278	45	0	45	1444	1332	112	0	112	2286	341	308	

3. Click Upload More Indicators to add additional data fields. Once all needed data fields have been added, click Next.

GEO_ID	B05003	B01EB05003	B02EB05003	B03EB05003	B04EB05003	B05EB05003	B06EB05003	B07EB05003	B08EB05003	B09EB05003	B10EB05003	B11EB05003	B12EB05003	B13EB05003	B14EB05003	B15EB05003
01001020100	1840	928	252	252	0	0	0	676	606	70	49	21	912	183	183	
01001020200	2017	1087	195	195	0	0	0	892	883	9	9	0	930	192	192	
01001020300	3515	1502	417	417	0	0	0	1085	1085	0	0	0	2013	537	537	
01001020400	3913	2014	357	357	0	0	0	1657	1513	144	104	40	1899	254	240	
01001020501	4053	1767	323	278	45	0	45	1444	1332	112	0	112	2286	341	308	

Additional Options

1. (Optional) Select if the uploaded data should be shared with additional users.



2. If needed, update the Project Name. Click Process.



Review Output

Once the upload is complete, GIS may need to be refreshed to display the uploaded data. The uploaded data can be found in the User Defined section on the Data Settings tab.

