

# **POLIDATA ® REGION MAPS**

County-Based Regions  
and Markets for

## **CALIFORNIA**

58 Counties and Portions of

*25 MSAs (Metropolitan Statistical Areas from OMB for 1999)*

*6 GMRs (Metro Groups from Polidata and Gary Maloney for 1999)*

*14 DMAs (Designated Markets Areas from Nielsen for 2000)*

*9 ISRs (Internal State Regions from Polidata for 1996)*

# CALIFORNIA, 58 Counties

## Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 06

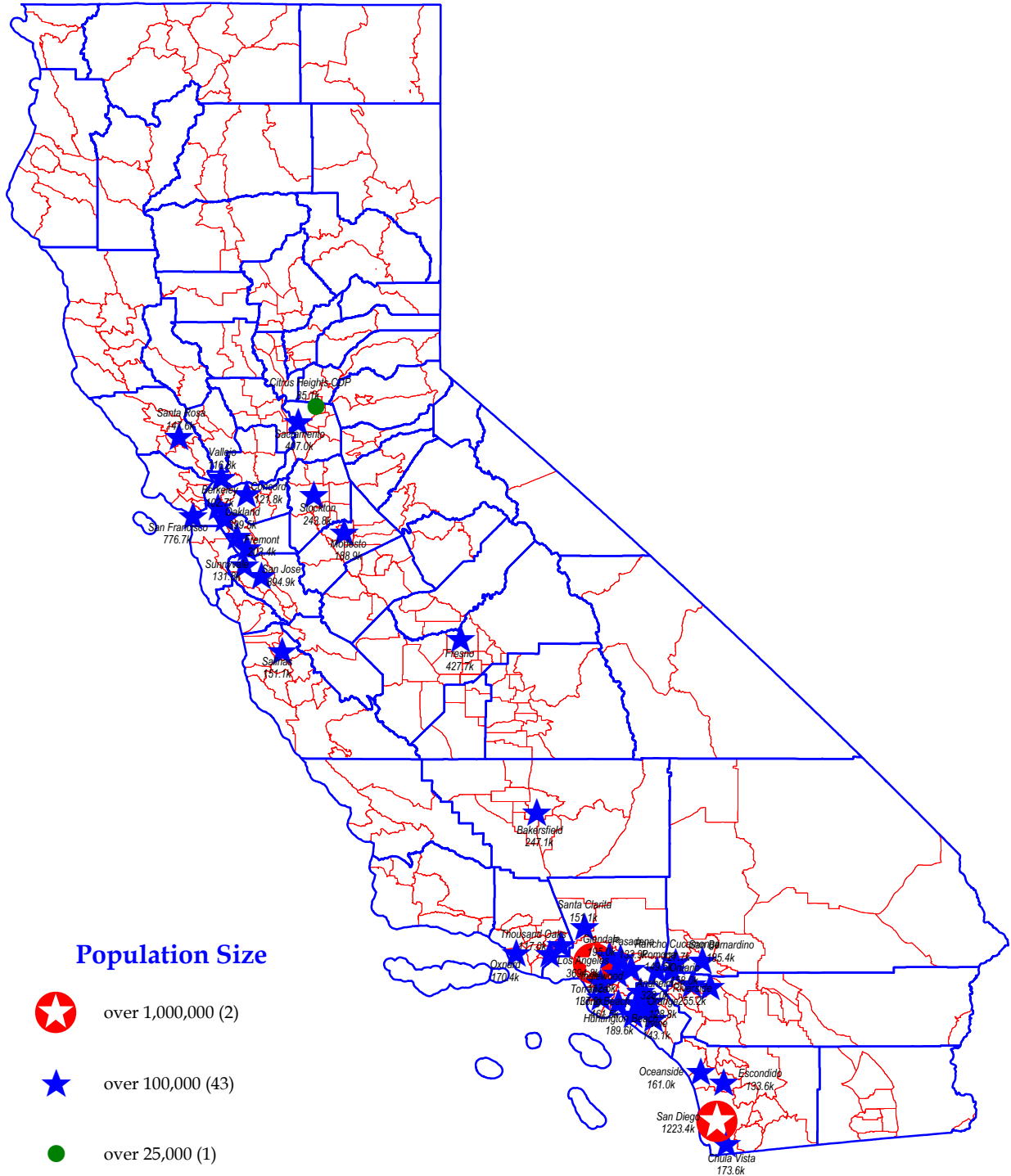


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



# CALIFORNIA, Selected Places

2000 Census of Population and Housing, County Subdivisions



## County Code Listing

### CALIFORNIA, 58 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
ALAMEDA	1	Oakland	Oakland	1,304,347	1,443,741	1	ALAME
ALPINE	2	Markleeville	Markleeville	1,113	1,208	3	ALPIN
AMADOR	3	Ione	Jackson	30,039	35,100	5	AMADO
BUTTE	4	Chico	Oroville	182,120	203,171	7	BUTTE
CALAVERAS	5	Arnold	San Andreas (CDP)	31,998	40,554	9	CALAV
COLUSA	6	Colusa	Colusa	16,275	18,804	11	COLUS
CONTRA COSTA	7	Concord	Martinez	803,731	948,816	13	CONTR
DEL NORTE	8	Crescent City	Crescent City	23,460	27,507	15	DEL_N
EL DORADO	9	South Lake Tahoe	Placerville	125,995	156,299	17	EL_DO
FRESNO	10	Fresno	Fresno	667,479	799,407	19	FRESN
GLENN	11	Willows	Willows	24,798	26,453	21	GLENN
HUMBOLDT	12	Eureka	Eureka	119,118	126,518	23	HUMBO
IMPERIAL	13	El Centro	El Centro	109,303	142,361	25	IMPER
INYO	14	Bishop	Independence	18,281	17,945	27	INYO_
KERN	15	Bakersfield	Bakersfield	544,981	661,645	29	KERN_
KINGS	16	Hanford	Hanford	101,469	129,461	31	KINGS
LAKE	17	Clearlake	Lakeport	50,631	58,309	33	LAKE_
LASSEN	18	Susanville	Susanville	27,598	33,828	35	LASSE
LOS ANGELES	19	Los Angeles.	Los Angeles	8,863,052	9,519,338	37	LOS_A
MADERA	20	Madera	Madera	88,090	123,109	39	MADER
MARIN	21	San Rafael	San Rafael	230,096	247,289	41	MARIN
MARIPOSA	22	Bootjack	Mariposa (CDP)	14,302	17,130	43	MARIP
MENDOCINO	23	Ukiah	Ukiah	80,345	86,265	45	MENDO
MERCED	24	Merced	Merced	178,403	210,554	47	MERCE
MODOC	25	Alturas	Alturas	9,678	9,449	49	MODOC
MONO	26	Bridgeport	Bridgeport	9,956	12,853	51	MONO_
MONTEREY	27	Salinas	Salinas	355,660	401,762	53	MONTE
NAPA	28	Napa	Napa	110,765	124,279	55	NAPA_
NEVADA	29	Grass Valley	Nevada City	78,510	92,033	57	NEVAD
ORANGE	30	Santa Ana	Santa Ana	2,410,668	2,846,289	59	ORANG
PLACER	31	Roseville	Auburn	172,796	248,399	61	PLACE
PLUMAS	32	Quincy-East Quincy	Quincy	19,739	20,824	63	PLUMA
RIVERSIDE	33	Riverside	Riverside	1,170,413	1,545,387	65	RIVER
SACRAMENTO	34	Sacramento	Sacramento	1,066,789	1,223,499	67	SACRA
SAN BENITO	35	Hollister	Hollister	36,697	53,234	69	SANBN
SAN BERNARDINO	36	San Bernardino	San Bernardino	1,418,380	1,709,434	71	SANBR
SAN DIEGO	37	San Diego	San Diego	2,498,016	2,813,833	73	SAN_D
SAN FRANCISCO	38	San Francisco	San Francisco	723,959	776,733	75	SAN_F
SAN JOAQUIN	39	Stockton	Stockton	480,628	563,598	77	SAN_J
SAN LUIS OBISPO	40	San Luis Obispo	San Luis Obispo	217,162	246,681	79	SAN_L

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1. County Equivalents include Independent Cities in MD, MO, NV and VA; Boroughs or Census Areas in AK; Parishes in LA; DC treated as State and County.

2. Counties are the primary legal subdivisions of a state. In the New England states they perform few, if any, governmental functions.

3. In some states (CT, RI) they are recognized as historic geographic areas for statistical purposes only.

4. The FIPS Code is the Federal Information Processing Standards code; 3 digit county code unique within the state, 2 digit state code unique within the nation.

5. The Polidata CyAbb is an abbreviation used primarily on our maps. The Cy Seq is a sequential count of county units within the state. Asterisk indicates a break in sequence.

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County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
SAN MATEO	41	Daly City	Redwood City	649,623	707,161	81	SAN_M
SANTA BARBARA	42	Santa Barbara	Santa Barbara	369,608	399,347	83	SANBA
SANTA CLARA	43	San Jose	San Jose	1,497,577	1,682,585	85	SANCL
SANTA CRUZ	44	Santa Cruz	Santa Cruz	229,734	255,602	87	SANCR
SHASTA	45	Redding	Redding	147,036	163,256	89	SHAST
SIERRA	46	Downieville	Downieville	3,318	3,555	91	SIERR
SISKIYOU	47	Yreka	Yreka	43,531	44,301	93	SISKI
SOLANO	48	Vallejo	Fairfield	339,469	394,542	95	SOLAN
SONOMA	49	Santa Rosa	Santa Rosa	388,222	458,614	97	SONOM
STANISLAUS	50	Modesto	Modesto	370,522	446,997	99	STANI
SUTTER	51	Yuba City	Yuba City	64,409	78,930	101	SUTTE
TEHAMA	52	Red Bluff	Red Bluff	49,625	56,039	103	TEHAM
TRINITY	53	Weaverville	Weaverville (CDP)	13,063	13,022	105	TRINI
TULARE	54	Visalia	Visalia	311,932	368,021	107	TULAR
TUOLUMNE	55	Sonora	Sonora	48,456	54,501	109	TUOLU
VENTURA	56	Oxnard	Ventura	669,016	753,197	111	VENTU
YOLO	57	Davis	Woodland	141,212	168,660	113	YOLO_
YUBA	58	Linda	Marysville	58,234	60,219	115	YUBA_
CALIFORNIA		Los Angeles	Sacramento	29,811,427	33,871,648	6	STATE

## Population by Areas/Markets

### CALIFORNIA

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
CA	33,871,648	13.6	CALIFORNIA		

#### MSAs-Metropolitan Statistical Areas (OMB, 1999)

1	661,645	21.7	Bakersfield, CA MSA	2.0	100.0
2	203,171	11.6	Chico - Paradise, CA MSA	0.6	100.0
3	922,516	22.1	Fresno, CA MSA	2.7	100.0
4	9,519,338	7.4	Los Angeles - Long Beach, CA PMSA	28.1	100.0
5	210,554	18.0	Merced, CA MSA	0.6	100.0
6	446,997	20.6	Modesto, CA MSA	1.3	100.0
7	2,392,557	14.9	Oakland, CA PMSA	7.1	100.0
8	2,846,289	18.1	Orange County, CA PMSA	8.4	100.0
9	163,256	11.0	Redding, CA MSA	0.5	100.0
10	3,254,821	25.7	Riverside - San Bernardino, CA PMSA	9.6	100.0
11	1,628,197	21.5	Sacramento, CA PMSA	4.8	100.0
12	401,762	13.0	Salinas, CA MSA	1.2	100.0
13	2,813,833	12.6	San Diego, CA MSA	8.3	100.0
14	1,731,183	8.0	San Francisco, CA PMSA	5.1	100.0
15	1,682,585	12.4	San Jose, CA PMSA	5.0	100.0
16	246,681	13.6	San Luis Obispo - Atascadero - Paso Robles, CA MSA	0.7	100.0
17	399,347	8.1	Santa Barbara - Santa Maria - Lompoc, CA MSA	1.2	100.0
18	255,602	11.3	Santa Cruz - Watsonville, CA PMSA	0.8	100.0
19	458,614	18.1	Santa Rosa, CA PMSA	1.4	100.0
20	563,598	17.3	Stockton - Lodi, CA MSA	1.7	100.0
21	518,821	15.0	Vallejo - Fairfield - Napa, CA PMSA	1.5	100.0
22	753,197	12.6	Ventura, CA PMSA	2.2	100.0
23	368,021	18.0	Visalia - Tulare - Porterville, CA MSA	1.1	100.0
24	168,660	19.5	Yolo, CA PMSA	0.5	100.0
25	139,149	13.5	Yuba City, CA MSA	0.4	100.0
26	1,121,254	16.6	Not Assigned to Metro Area (NAM)	3.3	100.0

#### GMRs-Metro Groups (Polidata/Maloney, 1999)

1	9,519,338	7.4	LA Co.	28.1	100.0
2	6,854,307	20.9	LA Suburbs	20.2	100.0
3	2,813,833	12.6	San Diego Co.	8.3	100.0
4	7,039,362	12.6	Bay Area Metro	20.8	100.0
5	6,523,554	18.3	Other Metro	19.3	100.0
6	1,121,254	16.6	Non Metro	3.3	100.0

#### DMAs-Designated Market Areas (Nielsen, 2000)

1	142,361	30.2	Yuma - El Centro, AZ - CA DMA	0.4	47.1
2	661,645	21.7	Bakersfield, CA DMA	2.0	100.0
3	154,025	8.0	Eureka DMA	0.5	100.0

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1. Areas/Markets are county-based regions comprised of whole counties or equivalents. This includes Parishes (LA), Independent Cities (MD,MO,NV,VA) Boroughs (AK), and Census Areas (AK).
2. Metropolitan Statistical Areas (MSAs) reflect federal statistical areas. Some counties are not assigned. MSAs are contiguous yet may cross state borders. NECMAs are used in New England.
3. Designated Market Areas (DMAs) reflect television media markets. All counties are assigned to one DMA (a few counties are actually split). DMAs may be noncontiguous and may cross state borders.
4. Internal State Regions (ISRs) reflect geographic regions based largely upon travel regions. All counties are assigned. ISRs are contiguous and internal to state borders.
5. Metro Groups (GMRs) reflect the size and nature of metropolitan counties. They are based upon work done by Dr. Gary Maloney in 1997 and updated/modified/expanded by Polidata.
6. Codes are assigned by either OMB, Nielsen or Polidata to be unique within the nation. Counties unassigned to a metro area are grouped together for consistency purposes.

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
4	14,846,203	11.0	Los Angeles, CA DMA	43.8	100.0
5	1,545,387	32.0	Palm Springs, CA DMA	4.6	100.0
6	6,928,334	12.6	San Francisco - Oakland - San Jose, CA DMA	20.5	100.0
7	47,889	23.9	Reno, NV - CA DMA	0.1	8.3
8	53,750	1.0	Medford - Klamath Falls, OR - CA DMA	0.2	13.3
9	2,813,833	12.6	San Diego, CA DMA	8.3	100.0
10	710,598	14.2	Monterey - Salinas, CA DMA	2.1	100.0
11	646,028	10.1	Santa Barbara - Santa Maria - San Luis Obispo, CA DMA	1.9	100.0
12	3,211,972	19.7	Sacramento - Stockton - Modesto, CA DMA	9.5	100.0
13	1,647,682	21.0	Fresno - Visalia, CA DMA	4.9	100.0
14	461,941	10.9	Chico - Redding, CA DMA	1.4	100.0

### ISRs-Internal State Regions (Polidata, 1996)

1	881,492	14.1	North Coast	2.6	100.0
2	6,061,927	12.0	San Francisco Bay Area	17.9	100.0
3	1,854,221	12.5	Central Coast	5.5	100.0
4	9,519,338	7.4	Los Angeles County	28.1	100.0
5	5,660,122	15.3	Orange & San Diego Counties*	16.7	100.0
6	3,415,127	25.7	Inland Empire & Deserts*	10.1	100.0
7	1,945,350	20.4	Gold Country & High Sierra*	5.7	100.0
8	3,990,181	19.9	Central Valley*	11.8	100.0
9	543,890	10.5	Shasta Cascade	1.6	100.0

# *Metropolitan Statistical Areas, MSAs*

*Groups of Counties assigned by OMB (1999)*



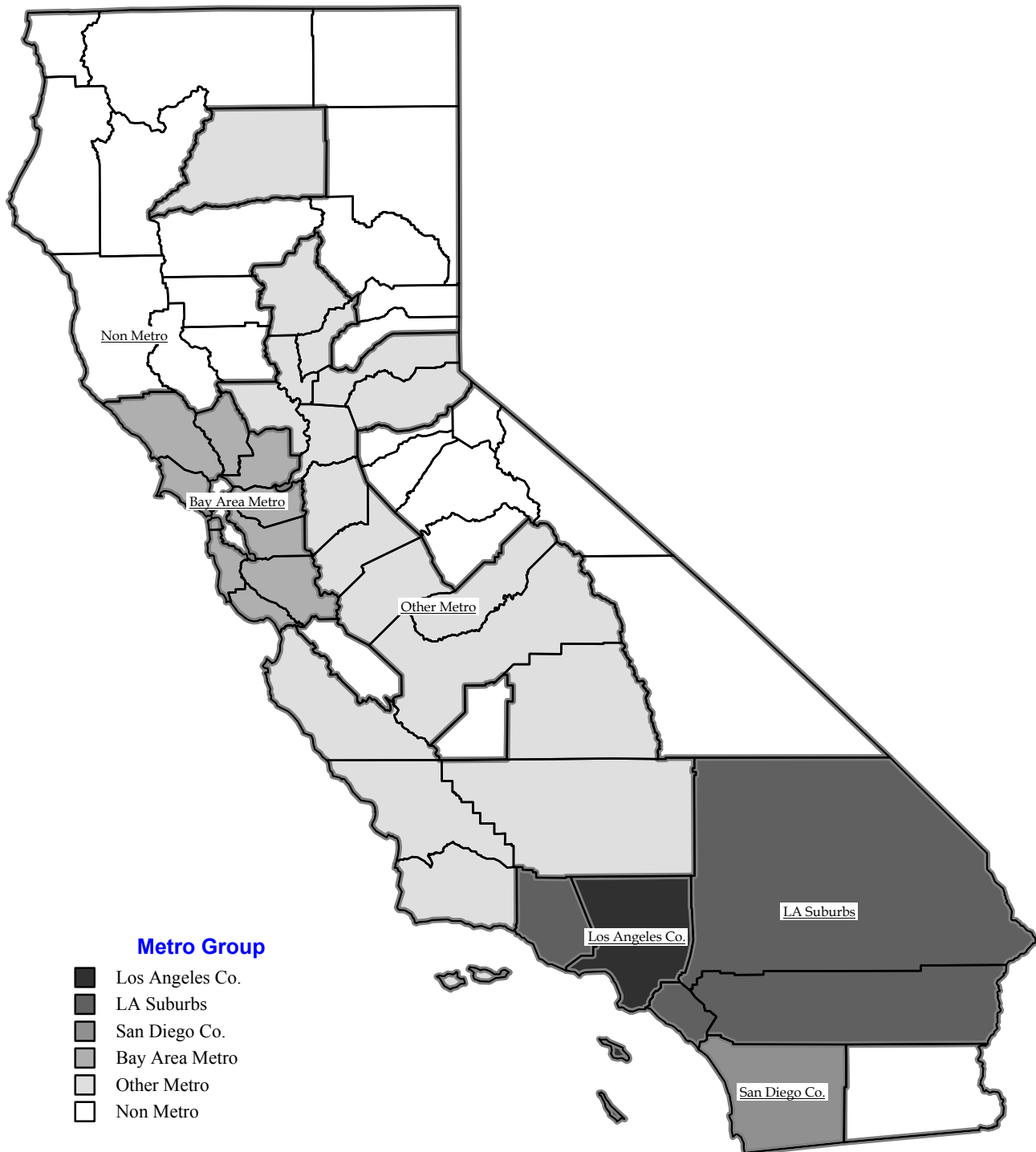
*MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.*





# Metro Groups, GMRs

*Groups of Counties assigned by Polidata and Dr. Gary Maloney (1999)*



*GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.*



# *Designated Market Areas, DMAs*

*Groups of Counties assigned by Nielsen Media Research (2000)*



*DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.*



# *Internal State Regions, ISRs*

*Groups of Counties assigned by Polidata (1996)*



*ISRs reflect geographic regions based largely upon travel regions. Every county is assigned and regions are internal to state borders.*



County County-Based Area/Market Assignments

## CALIFORNIA

ALAMEDA	San Francisco Bay Area ISR; San Francisco - Oakland - San Jose, CA DMA; Oakland, CA PMSA; Bay Area Metro GMR.
ALPINE	Gold Country & High Sierra* ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
AMADOR	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BUTTE	Shasta Cascade ISR; Chico - Redding, CA DMA; Chico - Paradise, CA MSA; Other Metro GMR.
CALAVERAS	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
COLUSA	Central Valley* ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CONTRA COSTA	San Francisco Bay Area ISR; San Francisco - Oakland - San Jose, CA DMA; Oakland, CA PMSA; Bay Area Metro GMR.
DEL NORTE	North Coast ISR; Eureka, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
EL DORADO	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Sacramento, CA PMSA; Other Metro GMR.
FRESNO	Central Valley* ISR; Fresno - Visalia, CA DMA; Fresno, CA MSA; Other Metro GMR.
GLENN	Central Valley* ISR; Chico - Redding, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
HUMBOLDT	North Coast ISR; Eureka, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
IMPERIAL	Inland Empire & Deserts* ISR; Yuma - El Centro, AZ - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
INYO	Inland Empire & Deserts* ISR; Los Angeles, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
KERN	Central Valley* ISR; Bakersfield, CA DMA; Bakersfield, CA MSA; Other Metro GMR.
KINGS	Central Valley* ISR; Fresno - Visalia, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LAKE	North Coast ISR; San Francisco - Oakland - San Jose, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LASSEN	Shasta Cascade ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LOS ANGELES	Los Angeles County ISR; Los Angeles, CA DMA; Los Angeles - Long Beach, CA PMSA; LA Co. GMR.
MADERA	Central Valley* ISR; Fresno - Visalia, CA DMA; Fresno, CA MSA; Other Metro GMR.
MARIN	San Francisco Bay Area ISR; San Francisco - Oakland - San Jose, CA DMA; San Francisco, CA PMSA; Bay Area Metro GMR.
MARIPOSA	Gold Country & High Sierra* ISR; Fresno - Visalia, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MENDOCINO	North Coast ISR; San Francisco - Oakland - San Jose, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MERCED	Central Valley* ISR; Fresno - Visalia, CA DMA; Merced, CA MSA; Other Metro GMR.
MODOC	Shasta Cascade ISR; Medford - Klamath Falls, OR - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MONO	Gold Country & High Sierra* ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MONTEREY	Central Coast ISR; Monterey - Salinas, CA DMA; Salinas, CA MSA; Other Metro GMR.
NAPA	North Coast ISR; San Francisco - Oakland - San Jose, CA DMA; Vallejo - Fairfield - Napa, CA PMSA; Bay Area Metro GMR.
NEVADA	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ORANGE	Orange & San Diego Counties* ISR; Los Angeles, CA DMA; Orange County, CA PMSA; LA Suburbs GMR.
PLACER	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Sacramento, CA PMSA; Other Metro GMR.
PLUMAS	Shasta Cascade ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
RIVERSIDE	Inland Empire & Deserts* ISR; Palm Springs, CA DMA; Riverside - San Bernardino, CA PMSA; LA Suburbs GMR.
SACRAMENTO	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Sacramento, CA PMSA; Other Metro GMR.
SAN BENITO	Central Coast ISR; Monterey - Salinas, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SAN BERNARDINO	Inland Empire & Deserts* ISR; Los Angeles, CA DMA; Riverside - San Bernardino, CA PMSA; LA Suburbs GMR.
SAN DIEGO	Orange & San Diego Counties* ISR; San Diego, CA DMA; San Diego, CA MSA; San Diego GMR.
SAN FRANCISCO	San Francisco Bay Area ISR; San Francisco - Oakland - San Jose, CA DMA; San Francisco, CA PMSA; Bay Area Metro GMR.
SAN JOAQUIN	Central Valley* ISR; Sacramento - Stockton - Modesto, CA DMA; Stockton - Lodi, CA MSA; Other Metro GMR.
SAN LUIS OBISPO	Central Coast ISR; Santa Barbara - Santa Maria - San Luis Obispo, CA DMA; San Luis Obispo - Atascadero - Paso Robles, CA MSA; Other Metro GMR.
SAN MATEO	San Francisco Bay Area ISR; San Francisco - Oakland - San Jose, CA DMA; San Francisco, CA PMSA; Bay Area Metro GMR.
SANTA BARBARA	Central Coast ISR; Santa Barbara - Santa Maria - San Luis Obispo, CA DMA; Santa Barbara - Lompoc, CA MSA; Other Metro GMR.
SANTA CLARA	San Francisco Bay Area ISR; San Francisco - Oakland - San Jose, CA DMA; San Jose, CA PMSA; Bay Area Metro GMR.
SANTA CRUZ	San Francisco Bay Area ISR; Monterey - Salinas, CA DMA; Santa Cruz - Watsonville, CA PMSA; Bay Area Metro GMR.
SHASTA	Shasta Cascade ISR; Chico - Redding, CA DMA; Redding, CA MSA; Other Metro GMR.
SIERRA	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SISKIYOU	Shasta Cascade ISR; Medford - Klamath Falls, OR - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SOLANO	Central Valley* ISR; San Francisco - Oakland - San Jose, CA DMA; Vallejo - Fairfield - Napa, CA PMSA; Bay Area Metro GMR.
SONOMA	North Coast ISR; San Francisco - Oakland - San Jose, CA DMA; Santa Rosa, CA PMSA; Bay Area Metro GMR.
STANISLAUS	Central Valley* ISR; Sacramento - Stockton - Modesto, CA DMA; Modesto, CA MSA; Other Metro GMR.
SUTTER	Central Valley* ISR; Sacramento - Stockton - Modesto, CA DMA; Yuba City, CA MSA; Other Metro GMR.
TEHAMA	Shasta Cascade ISR; Chico - Redding, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
TRINITY	Shasta Cascade ISR; Chico - Redding, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
TULARE	Central Valley* ISR; Fresno - Visalia, CA DMA; Visalia - Porterville, CA MSA; Other Metro GMR.
TUOLUMNE	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
VENTURA	Central Coast ISR; Los Angeles, CA DMA; Ventura, CA PMSA; LA Suburbs GMR.

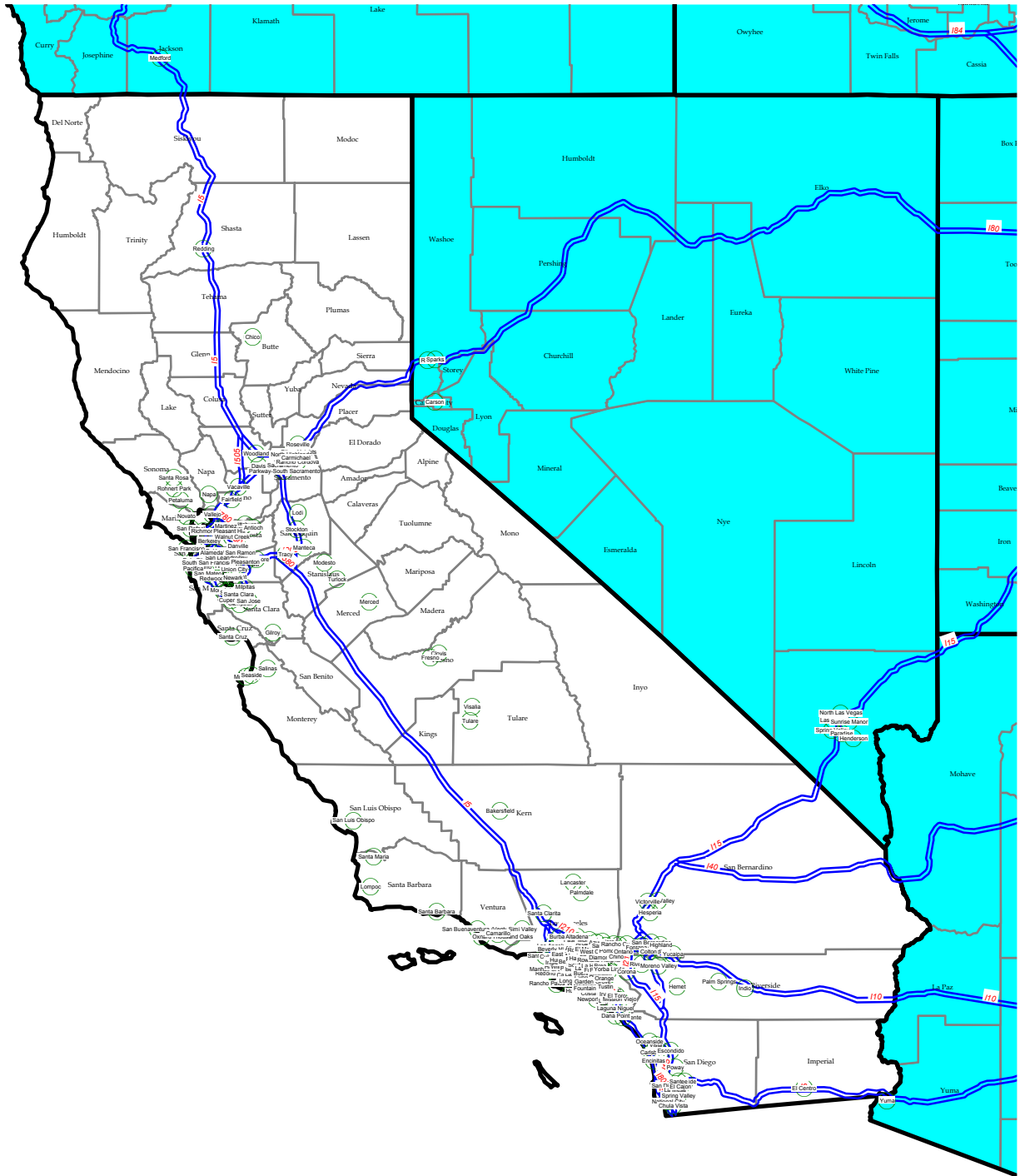
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County	County-Based Area/Market Assignments
YOLO	Central Valley* ISR; Sacramento - Stockton - Modesto, CA DMA; Yolo, CA PMSA; Other Metro GMR.
YUBA	Gold Country & High Sierra* ISR; Sacramento - Stockton - Modesto, CA DMA; Yuba City, CA MSA; Other Metro GMR.

## Regional Overview Map



See other maps for census geography



Refer to Gazetteer for profile material