

# **POLIDATA ® REGION MAPS**

County-Based Regions  
and Markets for

## **NEW MEXICO**

33 Counties and Portions of

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

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

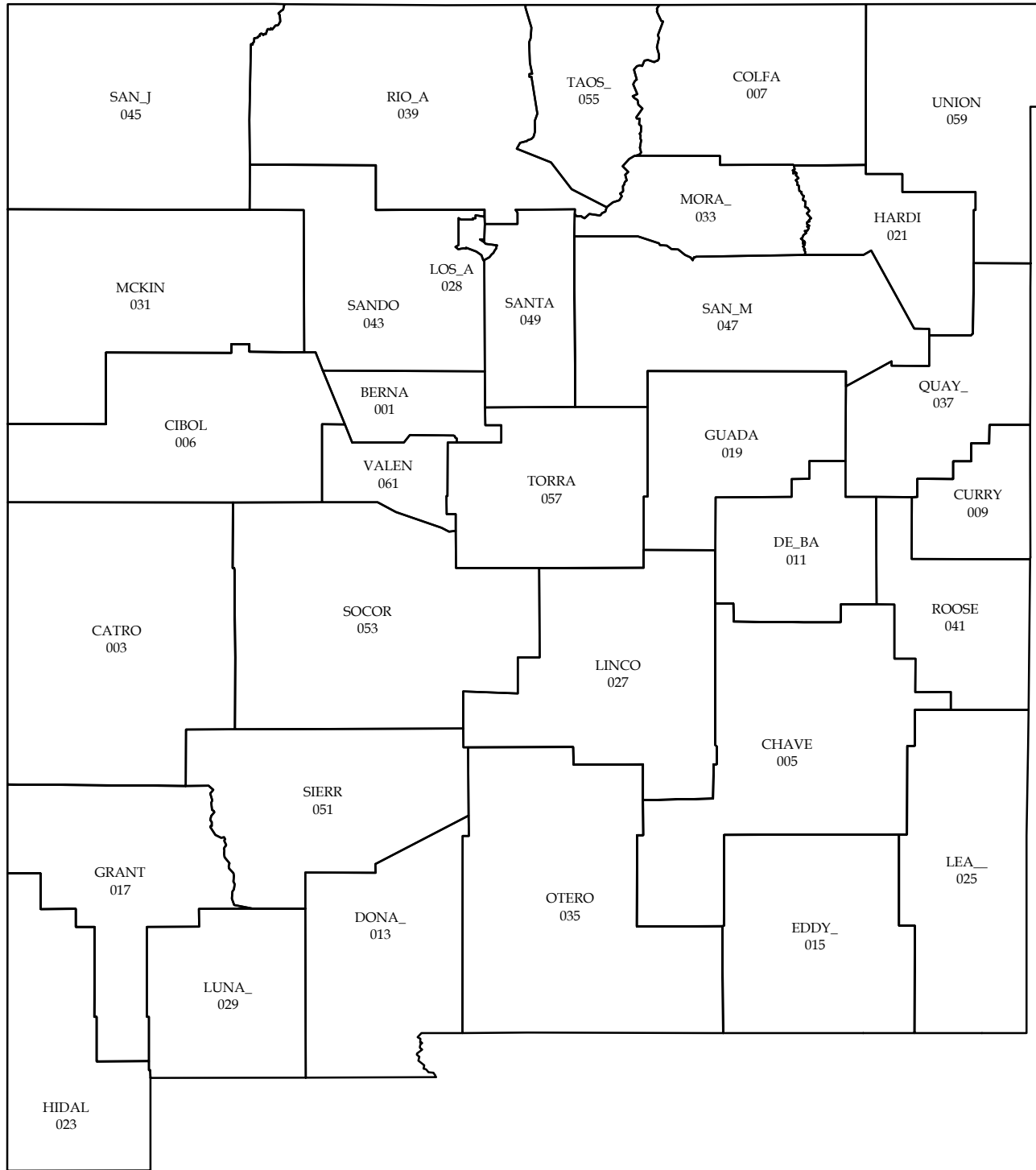
*3 DMAs (Designated Markets Areas from Nielsen for 2000)*

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

# NEW MEXICO, 33 Counties

## Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 35

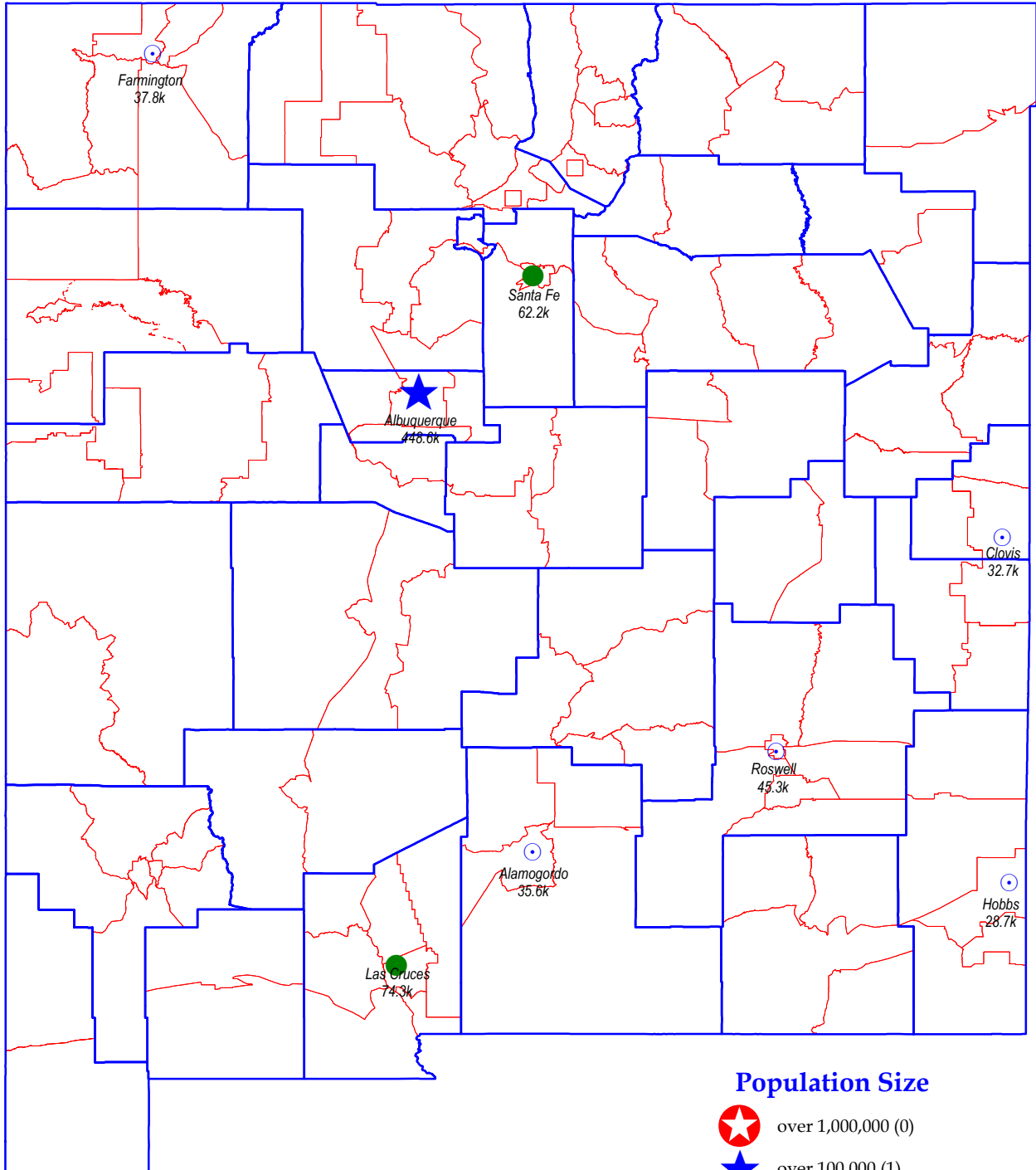


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



# NEW MEXICO, Selected Places

2000 Census of Population and Housing, County Subdivisions



Labels for some places may be missing to assist in the clarity of the map.



## Population Size

-  over 1,000,000 (0)
-  over 100,000 (1)
-  over 50,000 (2)
-  over 25,000 (5)

## County Code Listing

### NEW MEXICO, 33 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
BERNALILLO	1	Albuquerque	Albuquerque	480,577	556,678	1	BERNA
CATRON	2	Reserve	Reserve	2,563	3,543	3	CATRO
CHAVES	3	Roswell	Roswell	57,849	61,382	5	CHAVE
CIBOLA	4	Grants	Grants	23,794	25,595	* 6	CIBOL
COLFAX	5	Raton	Raton	12,925	14,189	* 7	COLFA
CURRY	6	Clovis	Clovis	42,207	45,044	9	CURRY
DE BACA	7	East De Baca	Fort Sumner	2,252	2,240	11	DE_BA
DONA ANA	8	Las Cruces	Las Cruces	135,510	174,682	13	DONA_
EDDY	9	Carlsbad	Carlsbad	48,605	51,658	15	EDDY_
GRANT	10	Silver City	Silver City	27,676	31,002	17	GRANT
GUADALUPE	11	Santa Rosa	Santa Rosa	4,156	4,680	19	GUADA
HARDING	12	North Harding	Mosquero	987	810	21	HARDI
HIDALGO	13	North Hidalgo	Lordsburg	5,958	5,932	23	HIDAL
LEA	14	Hobbs	Lovington	55,765	55,511	25	LEA_
LINCOLN	15	Ruidoso	Carrizozo	12,219	19,411	27	LINCO
LOS ALAMOS	16	Los Alamos	Los Alamos	18,115	18,343	* 28	LOS_A
LUNA	17	Deming North	Deming	18,110	25,016	* 29	LUNA_
MCKINLEY	18	Gallup	Gallup	60,686	74,798	31	MCKIN
MORA	19	Mora	Mora	4,264	5,180	33	MORA_
OTERO	20	Alamogordo	Alamogordo	51,928	62,298	35	OTERO
QUAY	21	Tucumcari	Tucumcari	10,823	10,155	37	QUAY_
RIO ARRIBA	22	Espanola	Tierra Amarilla	34,365	41,190	39	RIO_A
ROOSEVELT	23	Portales	Portales	16,702	18,018	41	ROOSE
SANDOVAL	24	Bernalillo	Bernalillo	63,319	89,908	43	SANDO
SAN JUAN	25	Farmington	Aztec	91,605	113,801	45	*SAN_J
SAN MIGUEL	26	Las Vegas	Las Vegas	25,743	30,126	47	SAN_M
SANTA FE	27	Santa Fe	Santa Fe	98,928	129,292	49	SANTA
SIERRA	28	Truth or Consequences	Truth or Consequences	9,912	13,270	51	SIERR
SOCORRO	29	Rio Grande	Socorro	14,764	18,078	53	SOCOR
TAOS	30	Taos	Taos	23,118	29,979	55	TAOS_
TORRANCE	31	Estancia	Estancia	10,285	16,911	57	TORRA
UNION	32	Clayton South	Clayton	4,124	4,174	59	UNION
VALENCIA	33	Los Lunas	Los Lunas	45,235	66,152	61	VALEN
NEW MEXICO		Alburquerque	Santa Fe	1,515,069	1,819,046	35	STATE

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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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## Population by Areas/Markets NEW MEXICO

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	1,819,046	20.1	NEW MEXICO		

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

1	712,738	21.0	Albuquerque, NM MSA	39.2	100.0
2	174,682	28.9	Las Cruces, NM MSA	9.6	100.0
3	147,635	26.1	Santa Fe, NM MSA	8.1	100.0
4	783,991	16.4	Not Assigned to Metro Area (NAM)	43.1	100.0

### GMRs-Metro Groups (Polidata/Maloney, 1998)

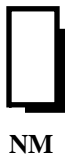
1	712,738	21.0	Albuquerque Metro	39.2	0.0
2	303,974	29.7	Other Metro	16.7	0.0
3	802,334	16.0	Non Metro	44.1	0.0

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

1	77,391	4.8	Amarillo, TX -NM - OK DMA	4.3	15.1
2	174,682	28.9	El Paso, TX - NM DMA	9.6	20.3
3	1,566,973	20.0	Albuquerque - Santa Fe, NM - AZ - CO DMA	86.1	91.8

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

1	729,649	21.7	Central	40.1	100.0
2	69,314	10.0	Northeast	3.8	100.0
3	214,194	21.6	Northwest	11.8	100.0
4	315,562	9.8	Southeast	17.3	100.0
5	271,523	26.6	Southwest	14.9	100.0
6	218,804	25.4	North-Central	12.0	100.0

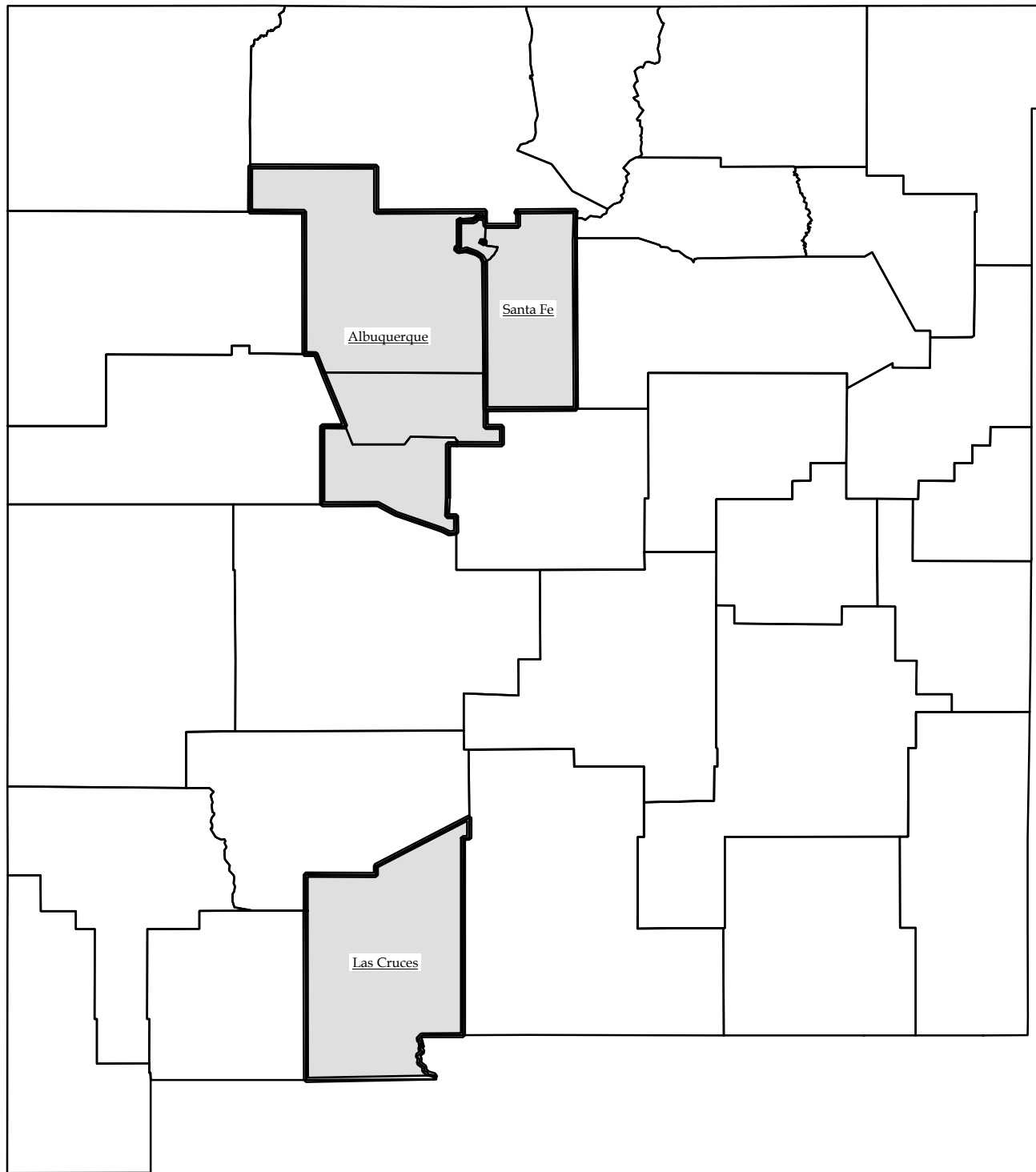


NM

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# Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)



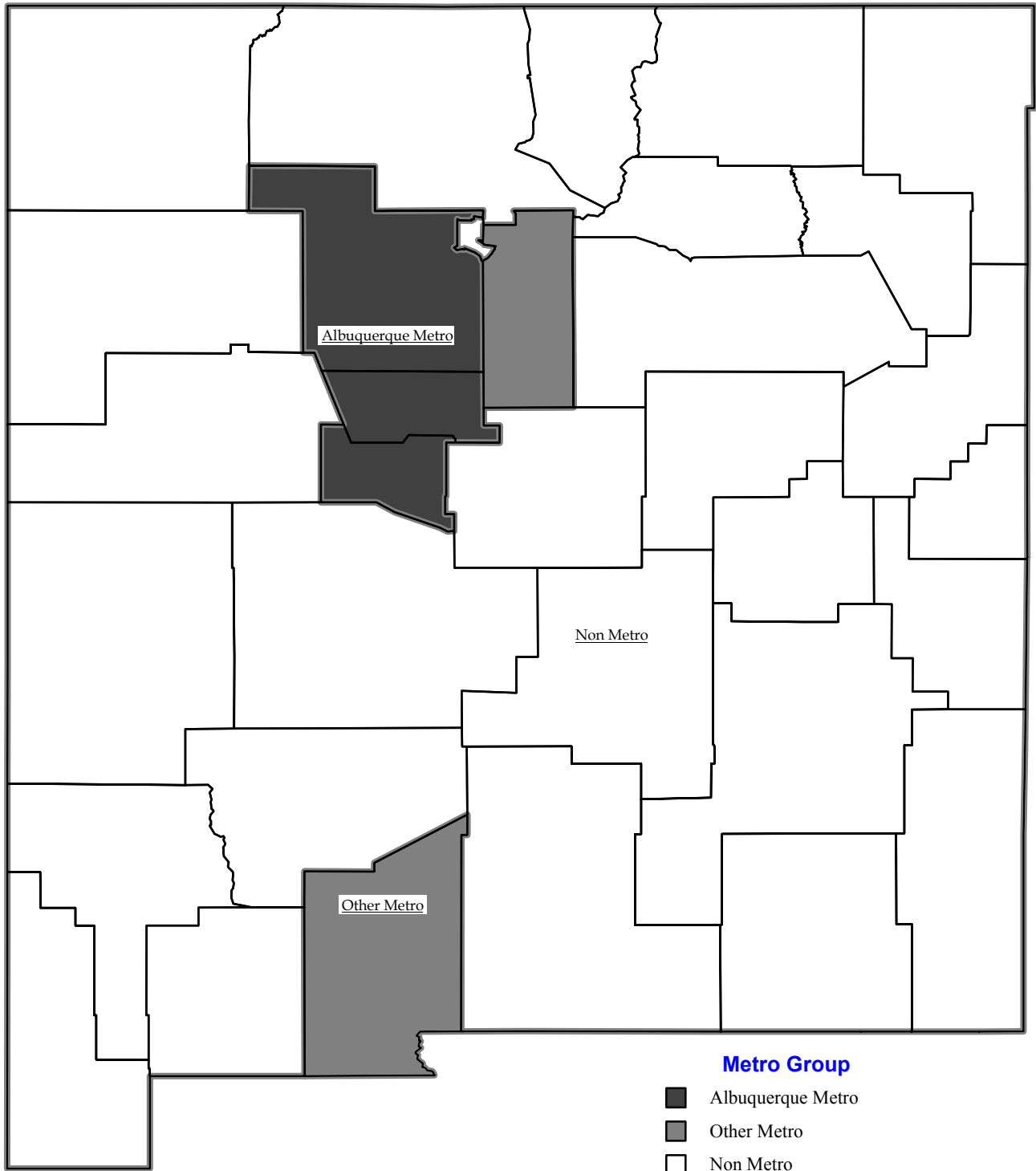
MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.





# Metro Groups, GMRs

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

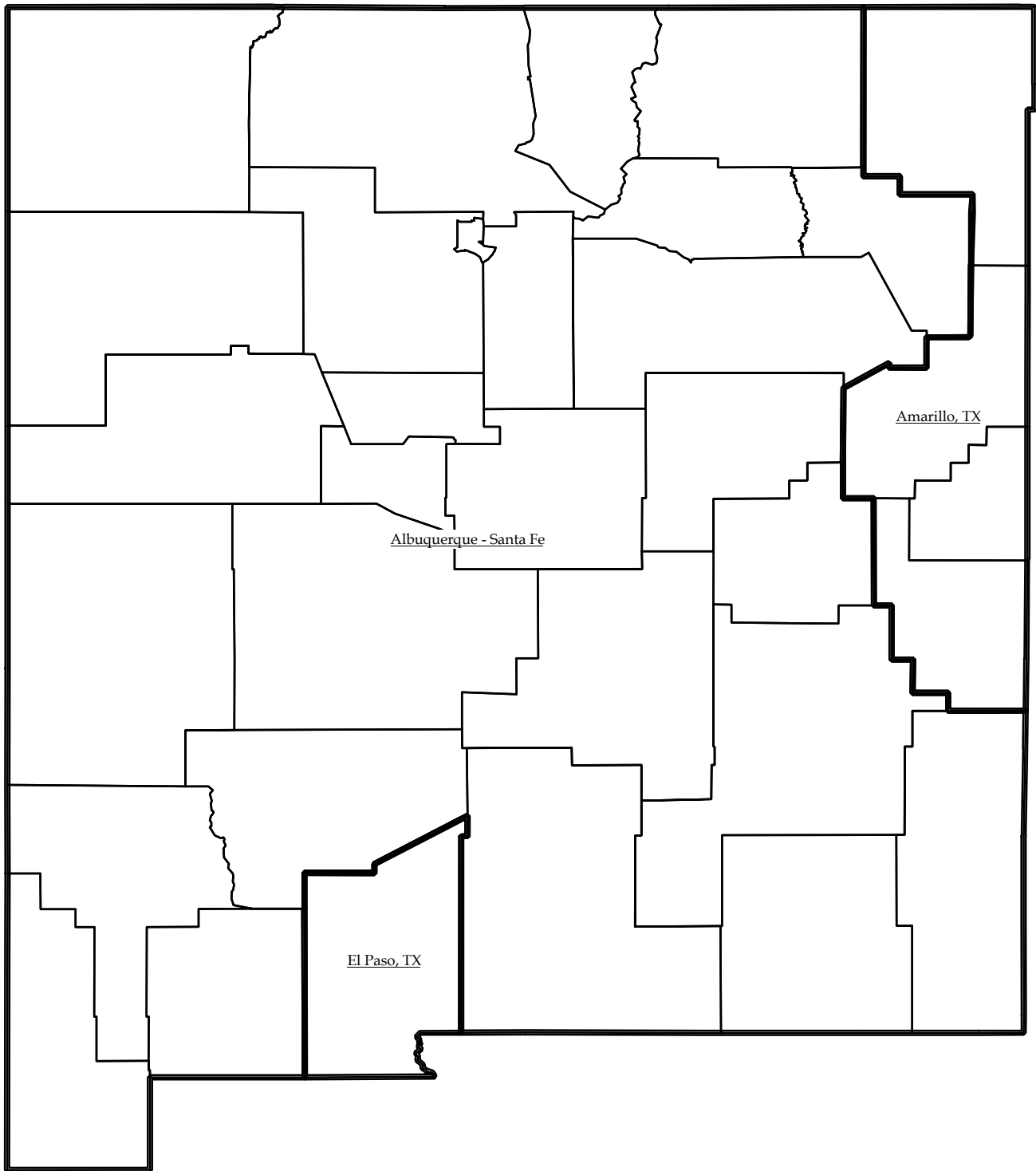


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



# Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)

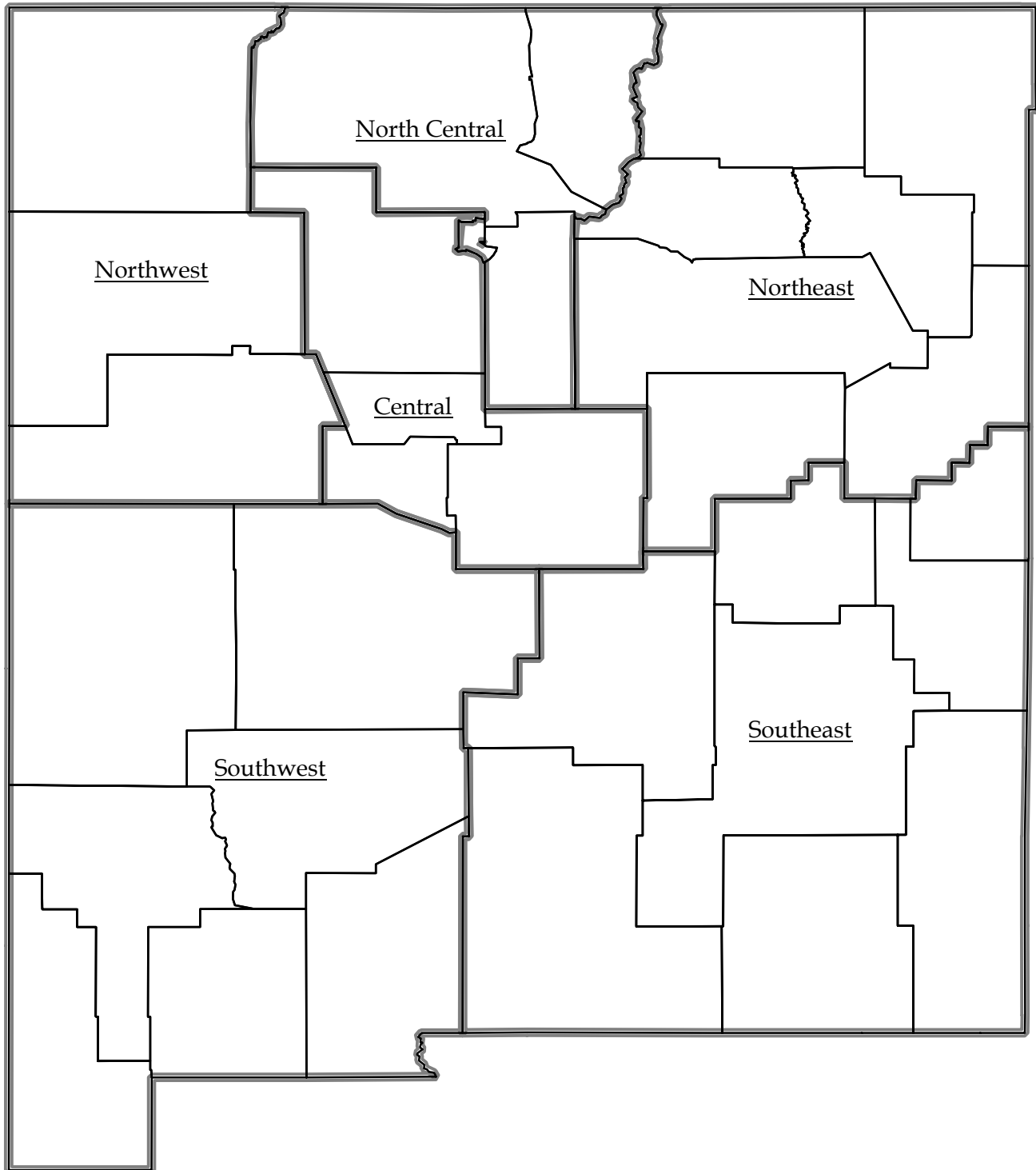


DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.



# *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

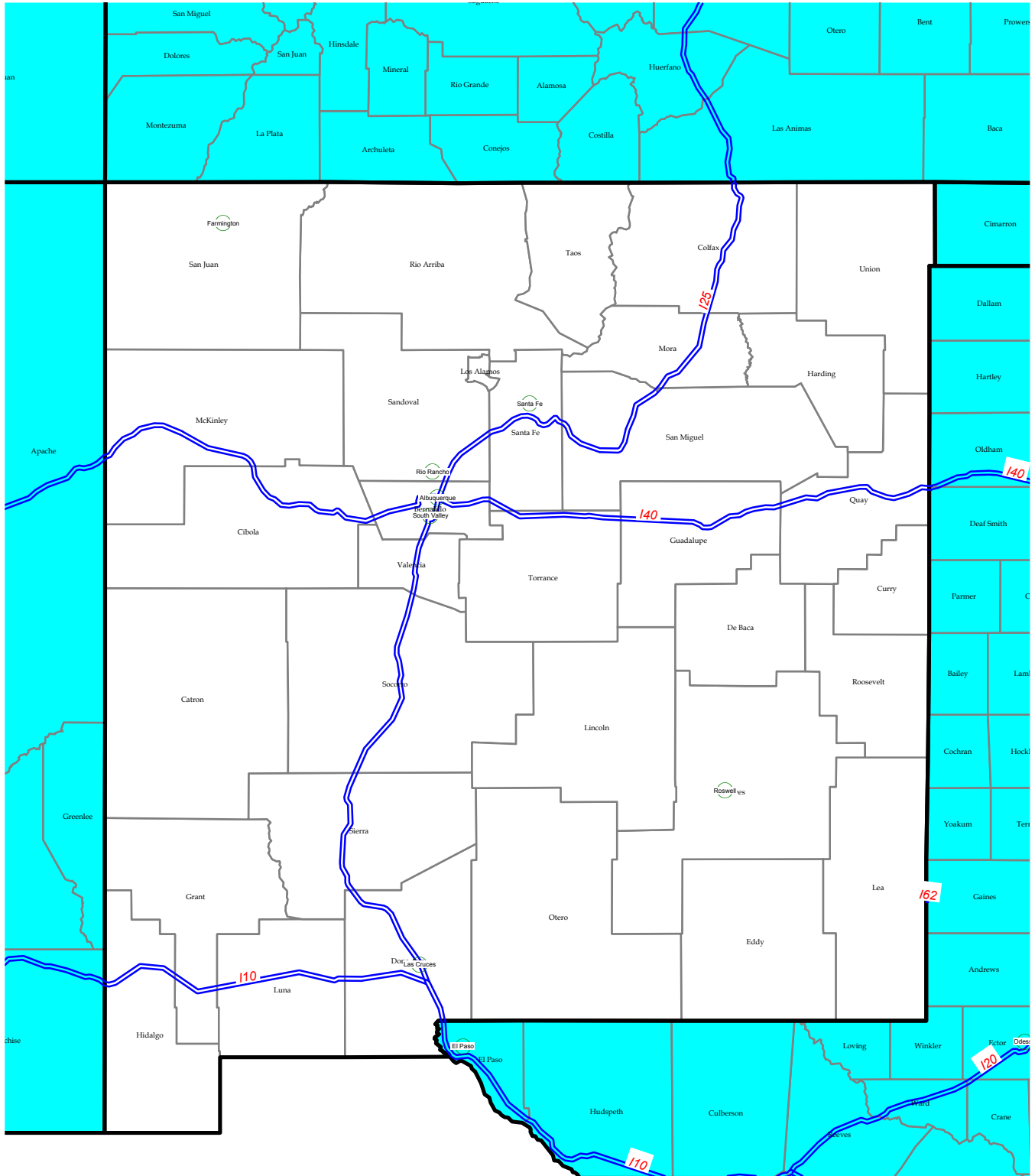
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**NEW MEXICO**

BERNALILLO	Central ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Albuquerque, NM MSA; Albuquerque Metro GMR.
CATRON	Southwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CHAVES	Southeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CIBOLA	Northwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
COLFAX	Northeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CURRY	Southeast ISR; Amarillo, TX - NM - OK DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DE BACA	Southeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DONA ANA	Southwest ISR; El Paso, TX - NM DMA; Las Cruces, NM MSA; Other Metro GMR.
EDDY	Southeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GRANT	Southwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GUADALUPE	Northeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
HARDING	Northeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
HIDALGO	Southwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LEA	Southeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LINCOLN	Southeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LOS ALAMOS	North-Central ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Santa Fe, NM MSA; Non Metro GMR.
LUNA	Southwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MCKINLEY	Northwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MORA	Northeast ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
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SANDOVAL	Central ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Albuquerque, NM MSA; Non Metro GMR.
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SANTA FE	North-Central ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Santa Fe, NM MSA; Other Metro GMR.
SIERRA	Southwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SOCORRO	Southwest ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
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UNION	Northeast ISR; Amarillo, TX - NM - OK DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
VALENCIA	Central ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Albuquerque, NM MSA; Non Metro GMR.

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# Regional Overview Map



See other maps for census geography



Refer to Gazetteer for profile material