POLIDATA ® REGION MAPS

County-Based Regions and Markets for

NEVADA

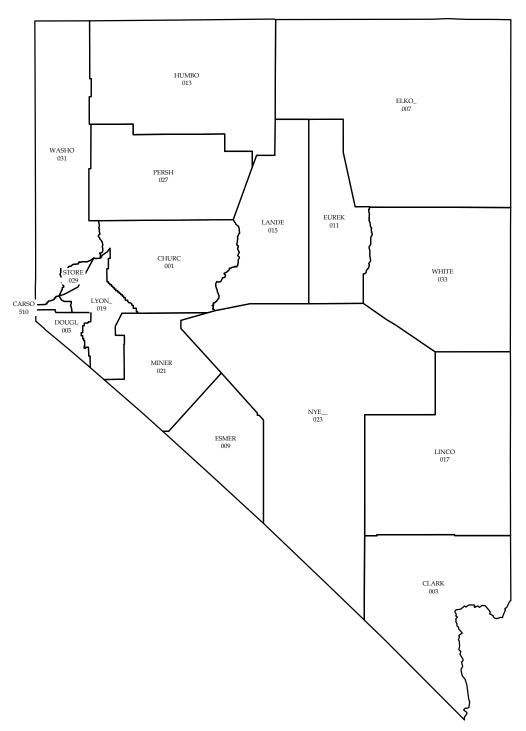
17 Counties and Portions of

2 MSAs (Metropolitan Statistical Areas from OMB for 1999)
3 GMRs (Metro Groups from Polidata and Gary Maloney for 1999)
4 DMAs (Designated Markets Areas from Nielsen for 2000)
5 ISRs (Internal State Regions from Polidata for 1996)

NEVADA, 16 Counties & 1 Ind. City

Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 32

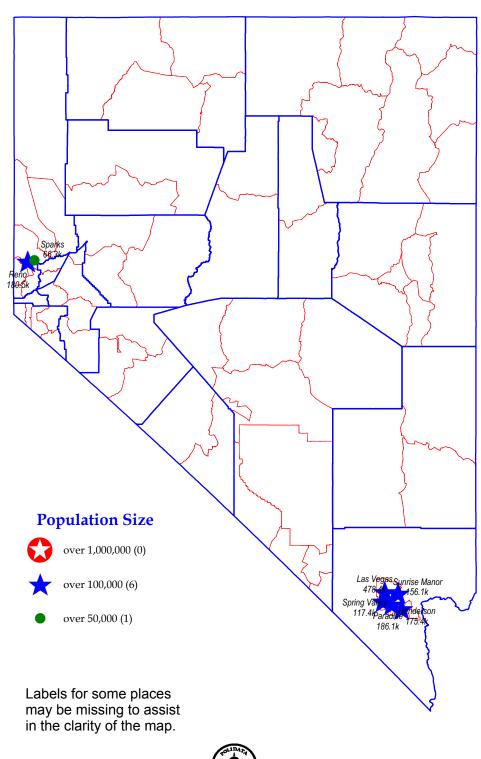


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



NEVADA, Selected Places

2000 Census of Population and Housing, County Subdivisions



County Code Listing NEVADA, 17 Counties/Ind.Cities

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
CHURCHILL	1	Fallon	Fallon	17,938	23,982	1	CHURC
CLARK	2	Las Vegas	Las Vegas	741,368	1,375,765	3	CLARK
DOUGLAS	3	Gardnerville-Minden	Minden	27,637	41,259	5	DOUGL
ELKO	4	Elko	Elko	33,463	45,291	7	ELKO_
ESMERALDA	5	Silverpeak	Goldfield	1,344	971	9	ESMER
EUREKA	6	Eureka	Eureka	1,547	1,651	11	EUREK
HUMBOLDT	7	Winnemucca	Winnemucca	12,844	16,106	13	HUMBO
LANDER	8	Battle Mountain	Battle Mtn	6,266	5,794	15	LANDE
LINCOLN	9	Pioche	Pioche	3,775	4,165	17	LINCO
LYON	10	Yerington	Yerington	20,001	34,501	19	LYON_
MINERAL	11	Hawthorne	Hawthorne	6,475	5,071	21	MINER
NYE	12	Pahrump	Tonopah	17,781	32,485	23	NYE_
PERSHING	13	Lovelock	Lovelock	4,336	6,693	* 27	PERSH
STOREY	14	Virginia City	Virginia City	2,526	3,399	29	STORE
WASHOE	15	Reno-Sparks	Reno	254,667	339,486	31	WASHO
WHITE PINE	16	Ely	Ely	9,264	9,181	33	WHITE
CARSON CITY	17	Independent City	Carson City	40,443	52,457	*510	*CARSO
NEVADA		Las Vegas	Carson City	1,201,675	1,998,257	32	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. [psccl11-32ccla00.ps-2105]

Population by Areas/Markets NEVADA

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	1,998,257	66.3	NEVADA		
			MSAs-Metropolitan Statistical Areas (Ol	MB, 1999)	
1	1,408,250	85.5	Las Vegas, NV - AZ MSA	70.5	90.1
2	339,486	33.3	Reno, NV MSA	17.0	100.0
3	250,521	33.3	Not Assigned to Metro Area (NAM)	12.5	100.0
			GMRs-Metro Groups (Polidata/Maloney	, 1999)	
1	1,408,250	85.5	Las Vegas Metro	70.5	100.0
2	339,486	33.3	Other Metro	17.0	100.0
3	250,521	33.3	Non Metro	12.5	100.0
			DMAs-Designated Market Areas (Nielsen	n, 2000)	
1	1,651	6.7	Denver, CO - NE - NV - WY DMA	0.1	0.0
2	54,472	27.3	Salt Lake City, UT - ID - WY DMA	2.7	2.3
3	529,719	34.3	Reno, NV - CA DMA	26.5	91.7
4	1,412,415	85.1	Las Vegas, NV DMA	70.7	100.0
			ISRs-Internal State Regions (Polidata, 19	996)	
1	68,090	34.3	Cowboy Country	3.4	100.0
2	436,601	34.2	Reno-Tahoe Territory	21.8	100.0
3	40,608	16.0	Pony Express Territory	2.0	100.0
4	77,193	56.3	Pioneer Territory	3.9	100.0
5	1,375,765	85.6	Las Vegas Territory	68.8	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.

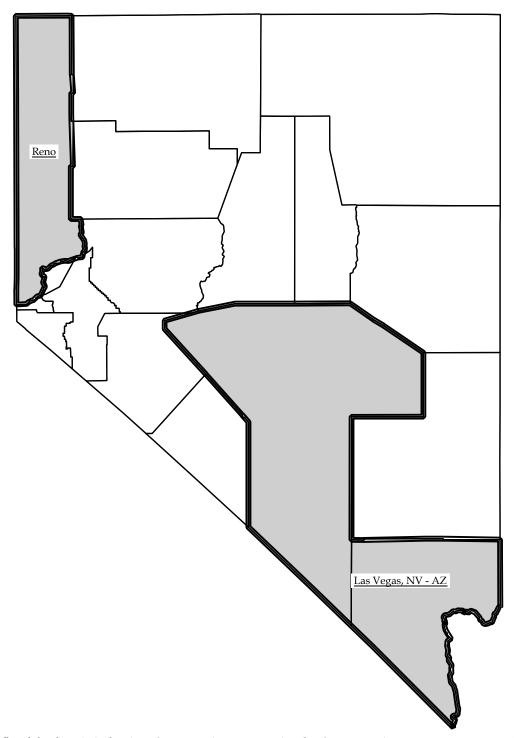
^{4.} Internal State Regions (ISRs) reflect geographic regions based largely upon travel regions. All counties are assigned. ISRs are contiguous and internal to state borders

^{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.

Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)

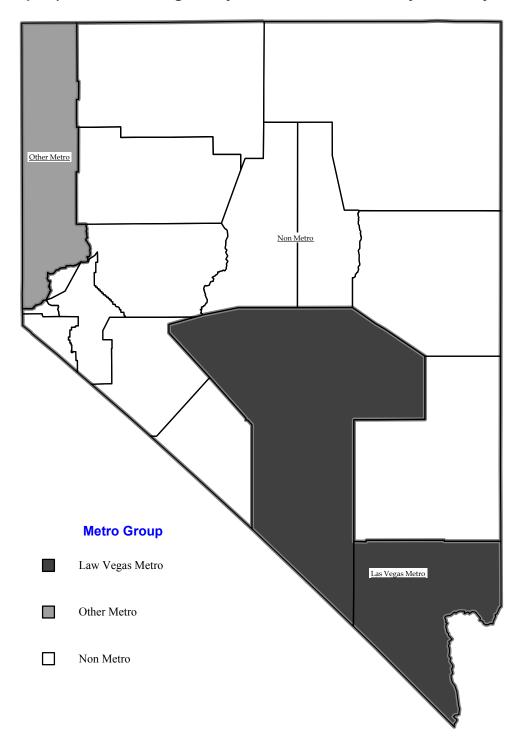


 $MSAs\ reflect\ federal\ statistical\ regions.\ Some\ counties\ are\ not\ assigned.\ MSAs\ are\ contiguous\ yet\ may\ cross\ state\ boundaries.$



Metro Groups, GMRs

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

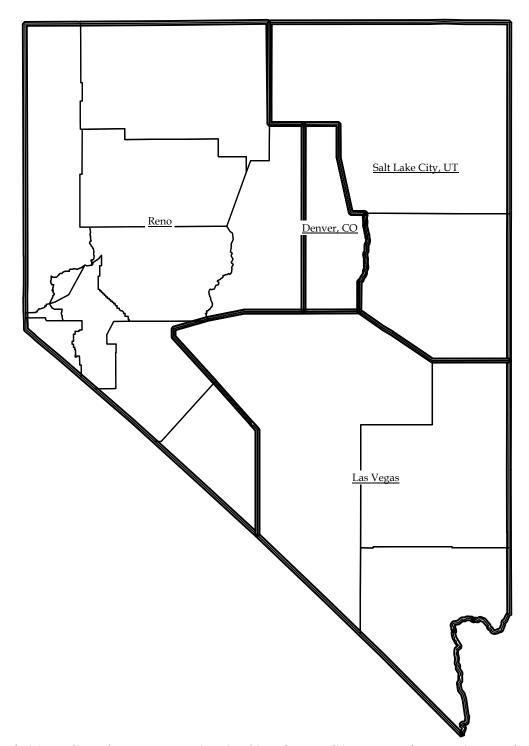


 $GMRs\ reflect\ the\ size\ and\ nature\ of\ metropolitan\ counties.\ Shaded\ counties\ are\ Metropolitan.$



Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)

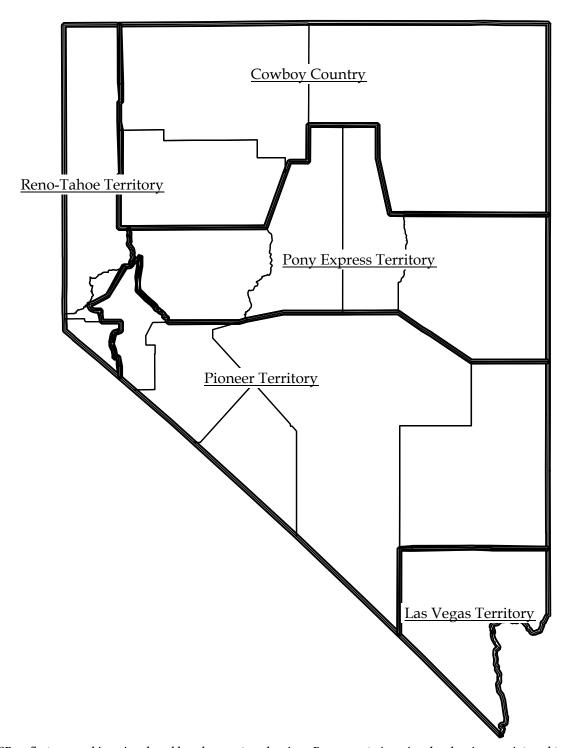


 $DMAs\ reflect\ television\ media\ markets.\ Every\ county\ is\ assigned\ (very\ few\ are\ split).\ DMAs\ may\ be\ noncontiguous\ and\ cross\ state\ borders.$



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

NEVADA

CHURCHILL
Pony Express Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

CLARK
Las Vegas Territory ISR; Las Vegas, NV DMA; Las Vegas, NV - AZ MSA; Las Vegas Metro GMR.

DOUGLAS
Reno-Tahoe Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

ELKO
Cowboy Country ISR; Salt Lake City, UT - ID - WY DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

ESMERALDA Pioneer Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

EUREKA Pony Express Territory ISR; Denver, CO - NE - NV - WY DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

HUMBOLDT Cowboy Country ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **LANDER** Pony Express Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. LINCOLN Pioneer Territory ISR; Las Vegas, NV DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. LYON Pioneer Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **MINERAL** Pioneer Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. NYF Pioneer Territory ISR; Las Vegas, NV DMA; Las Vegas, NV - AZ MSA; Las Vegas Metro GMR. **PERSHING** Cowboy Country ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. STOREY Reno-Tahoe Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

WASHOE Reno-Tahoe Territory ISR; Reno, NV - CA DMA; Reno, NV MSA; Other Metro GMR.

WHITE PINE Pony Express Territory ISR; Salt Lake City, UT - ID - WY DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

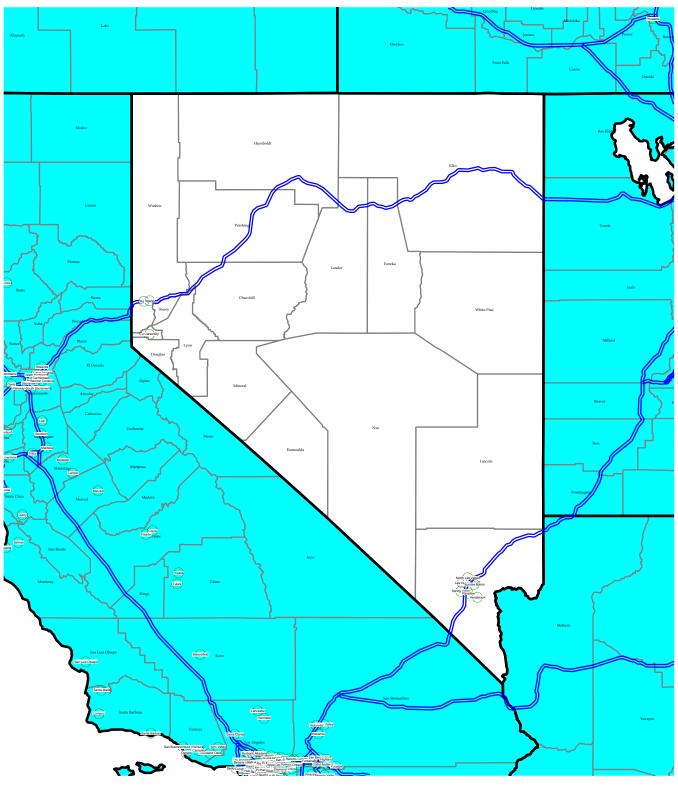
CARSON CITY Reno-Tahoe Territory ISR; Reno, NV - CA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

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Regional Overview Map



 $See \ other \ maps \ for \ census \ geography$



Refer to Gazetteer for profile material