

# **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)*

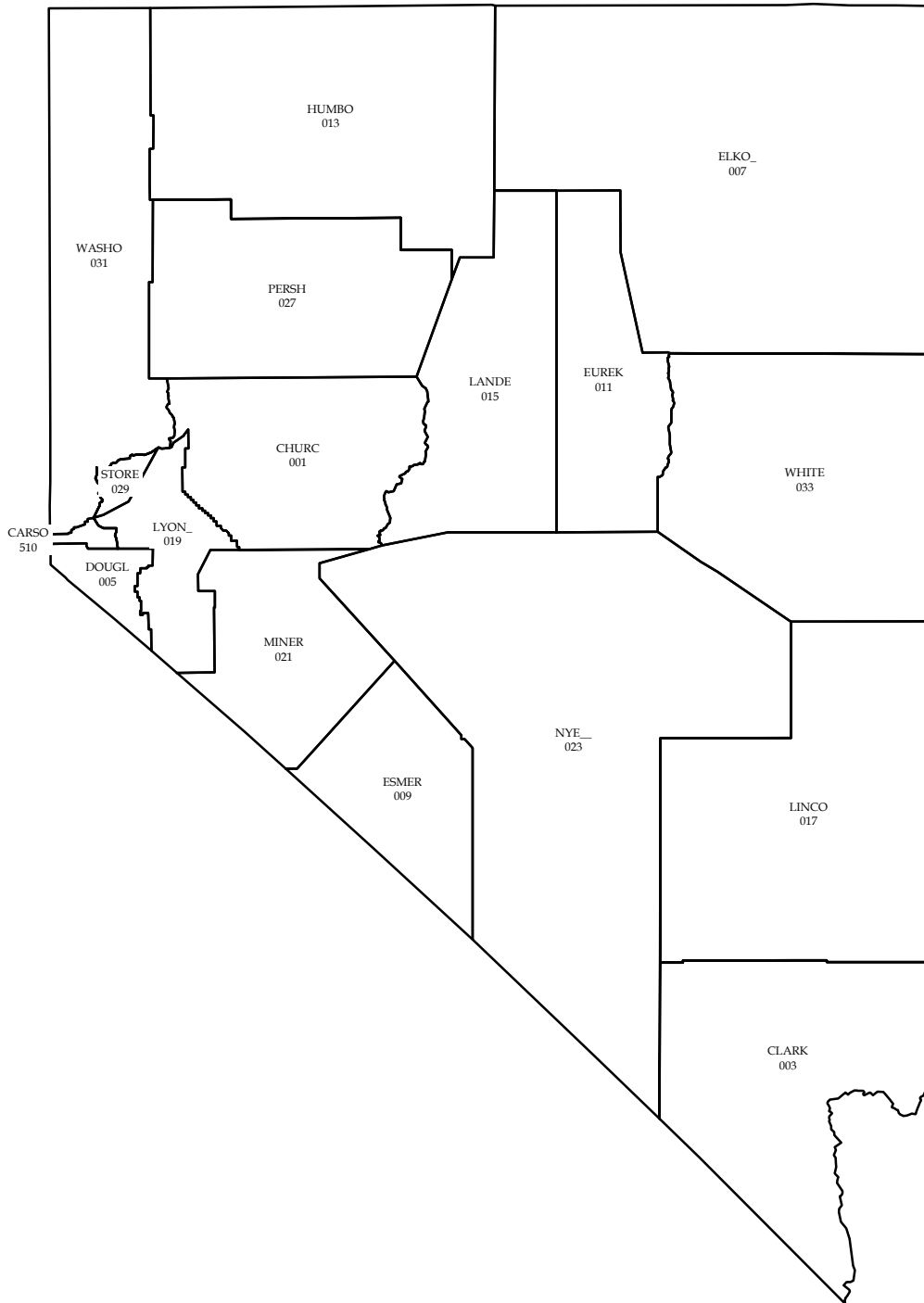
*4 DMAs (Designated Markets Areas from Nielsen for 2000)*

*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

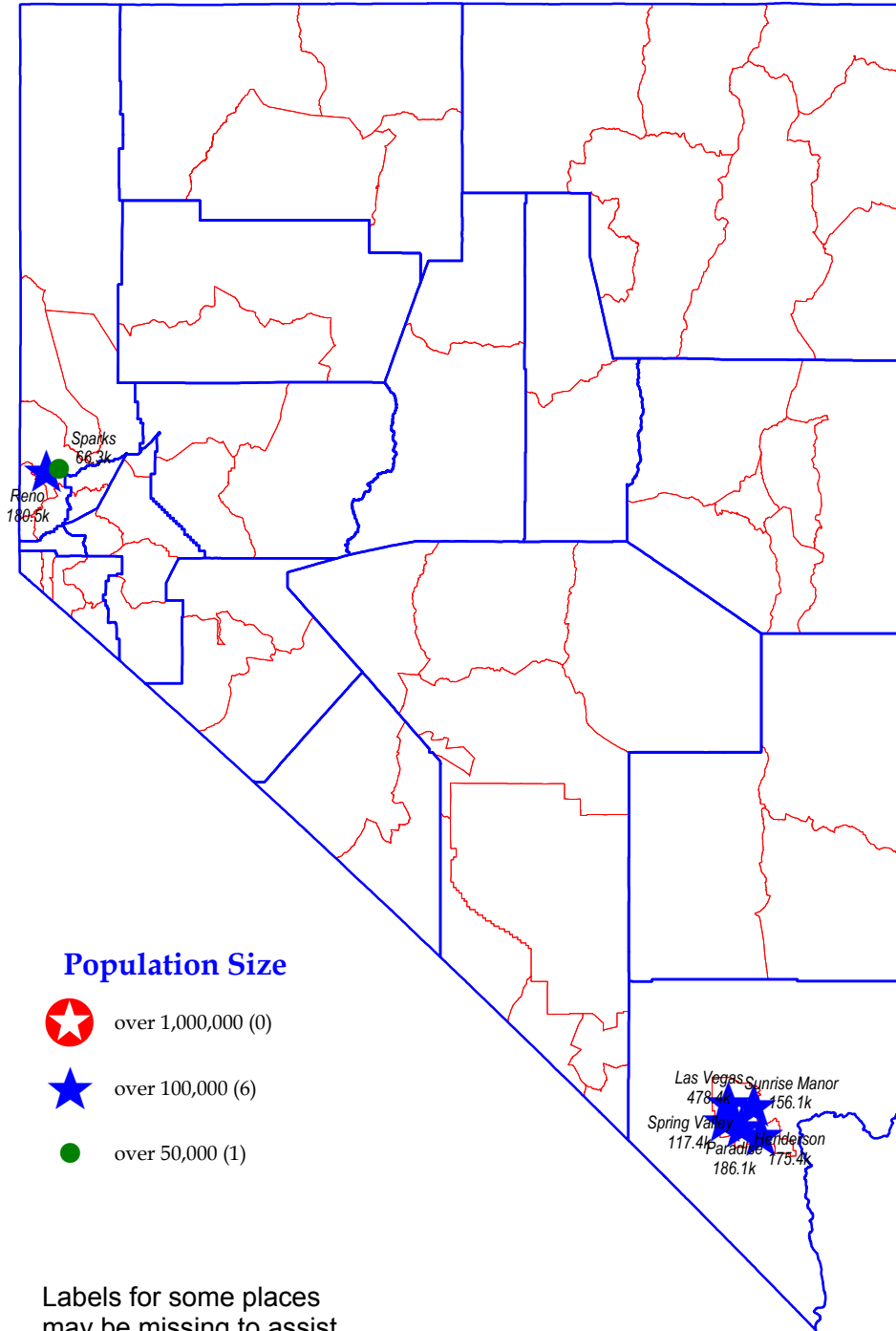


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



# 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

## 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 (OMB, 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, 2000)

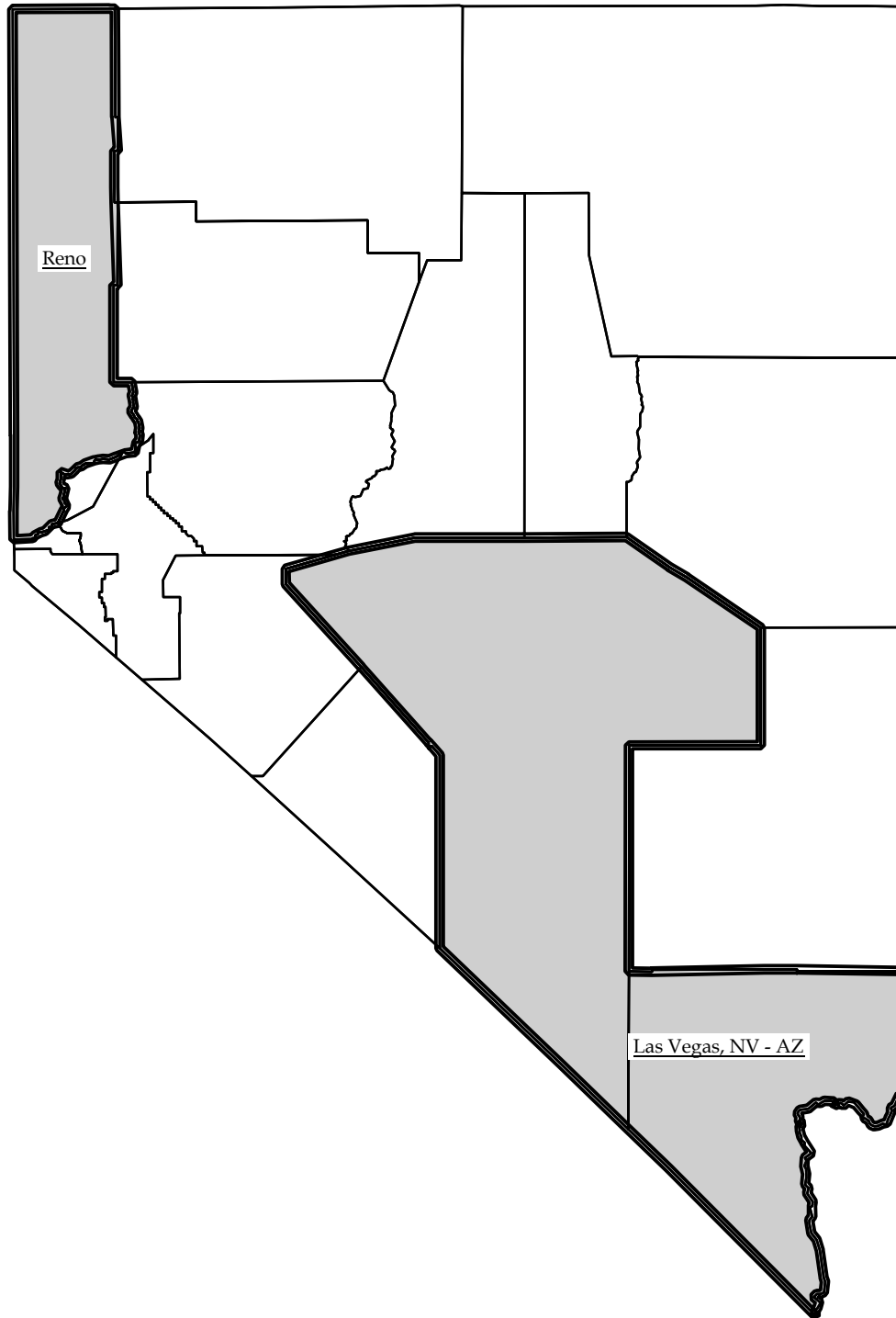
1	1,651	6.7	Denver, CO - NE - NV - WY DMA	0.1	0.0
2	54,472	27.3	Salt Lake City, UT - ID - WY DMA	2.7	2.3
3	529,719	34.3	Reno, NV - CA DMA	26.5	91.7
4	1,412,415	85.1	Las Vegas, NV DMA	70.7	100.0

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

 NV	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

# *Metropolitan Statistical Areas, MSAs*

*Groups of Counties assigned by OMB (1999)*

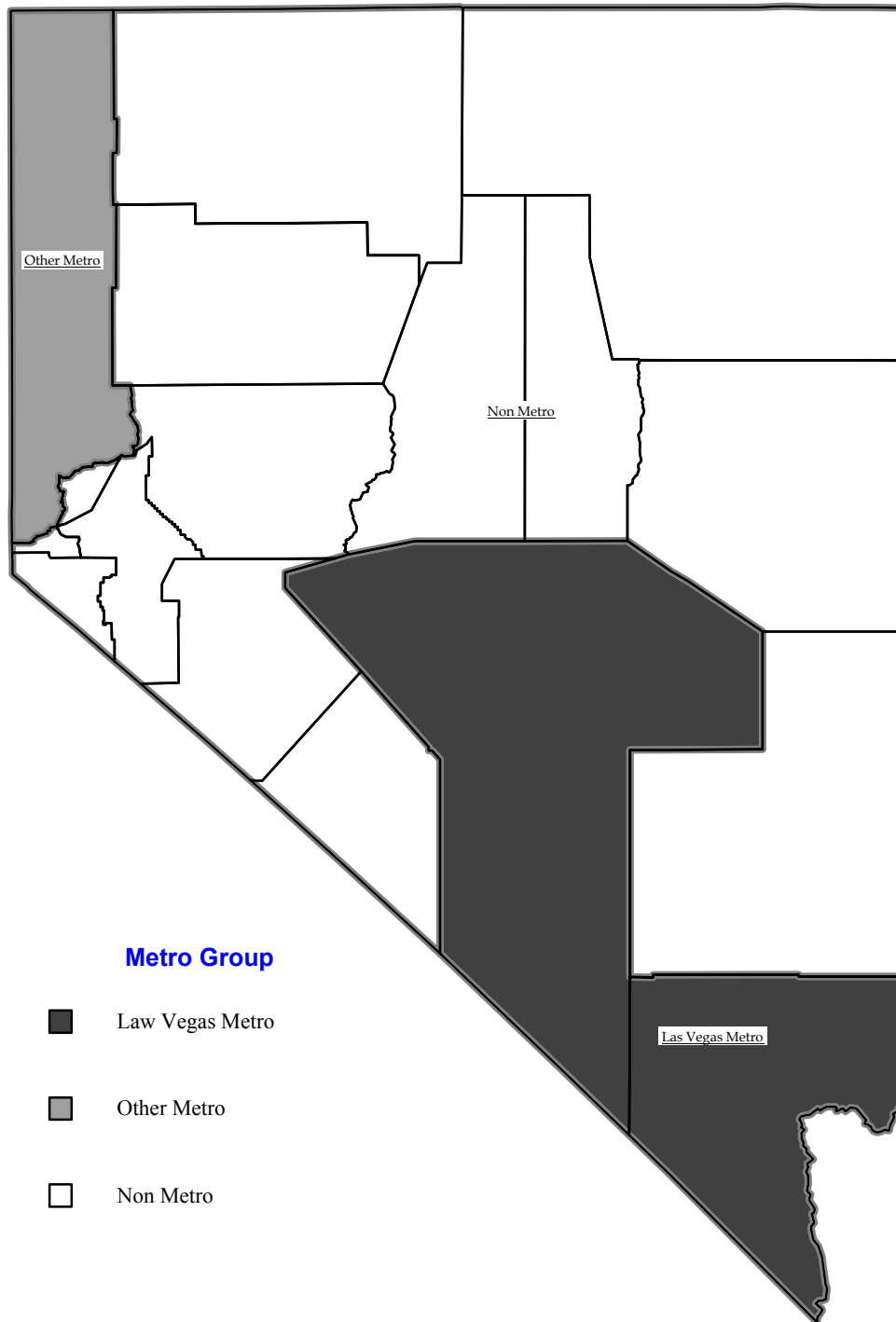


*MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.*



# Metro Groups, GMRs

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

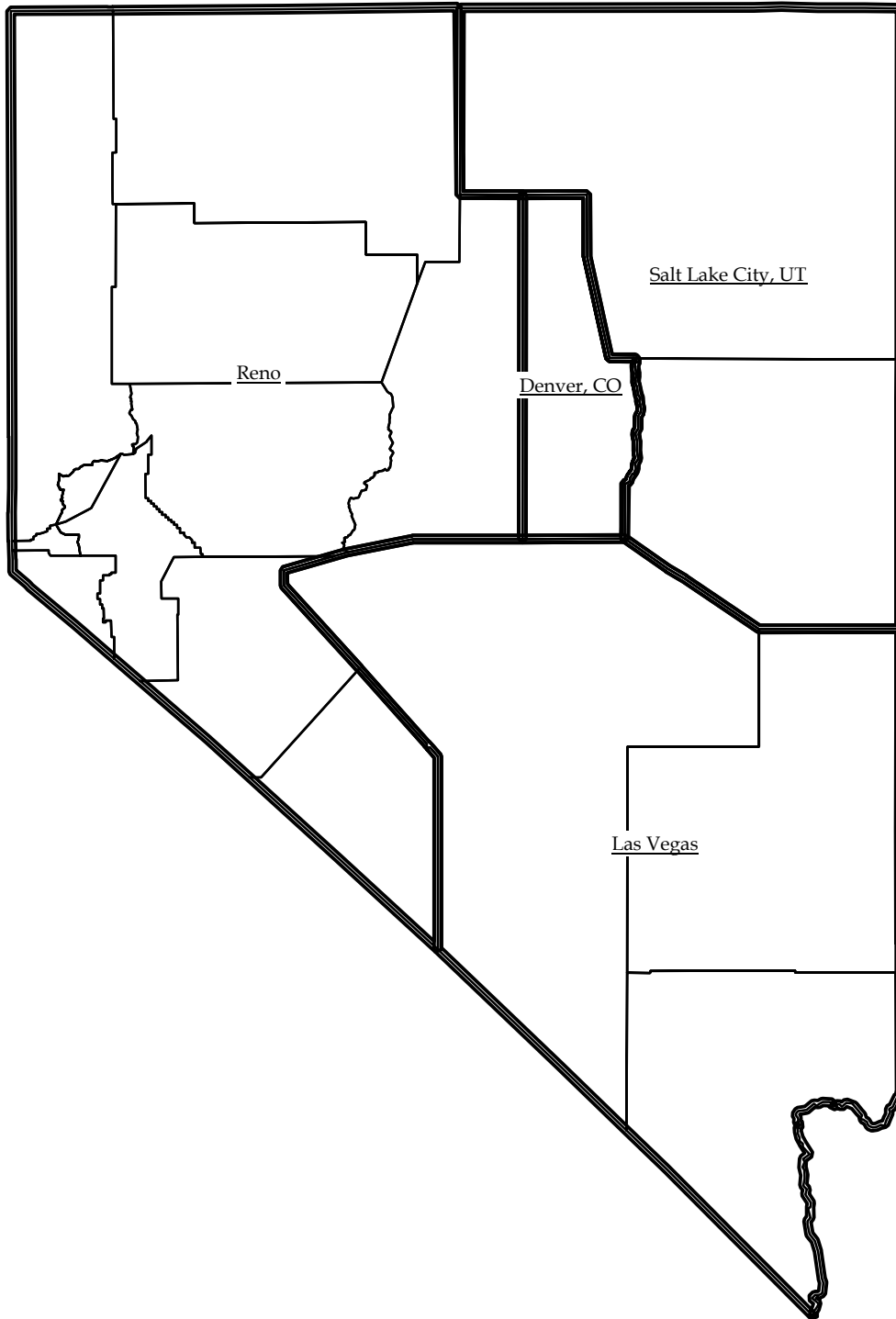


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



# *Designated Market Areas, DMAs*

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



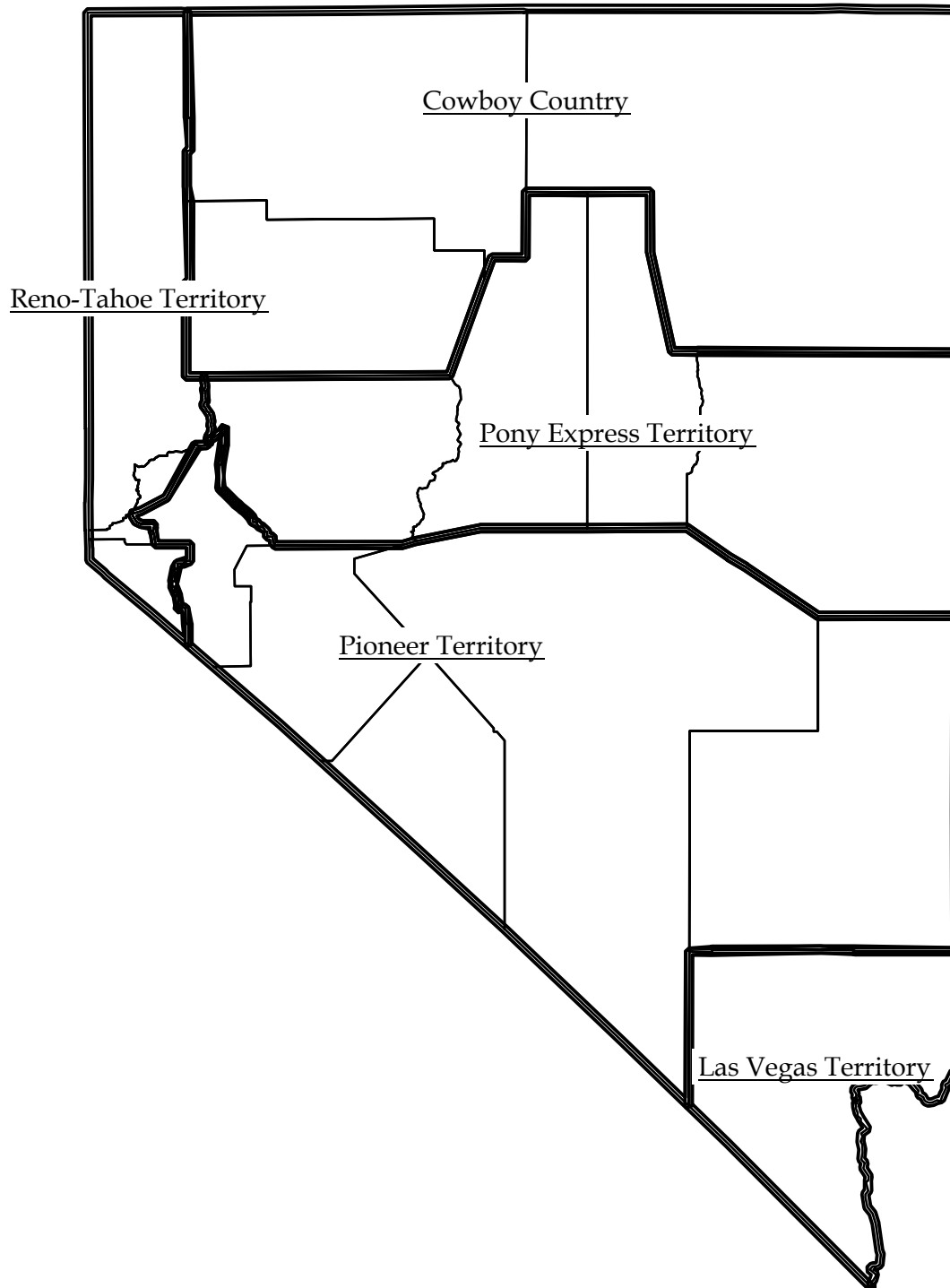
*DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.*





# *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

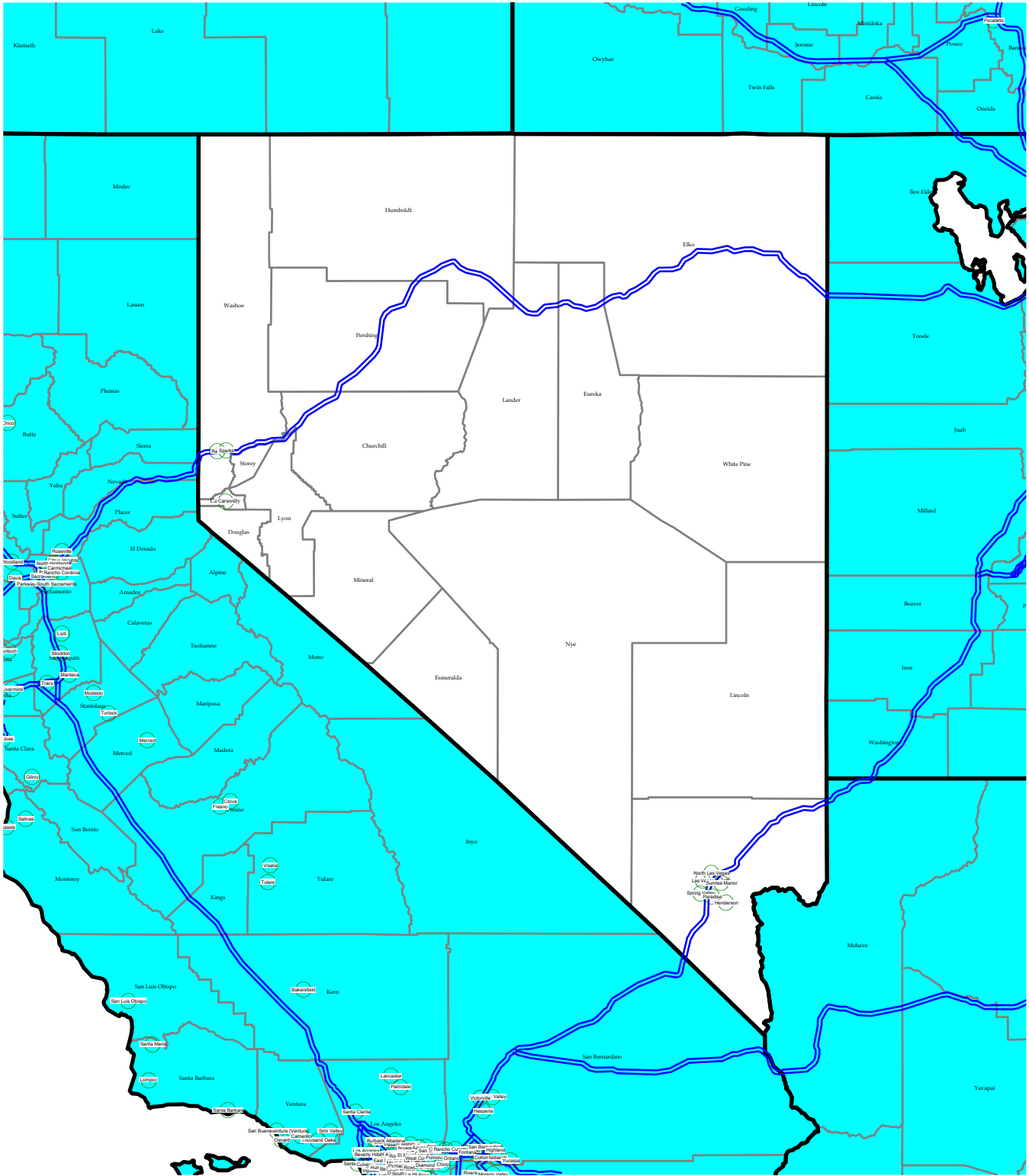
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**NEVADA**

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.
NYE	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