

POLIDATA ® REGION MAPS

County-Based Regions
and Markets for

UTAH

29 Counties and Portions of

3 MSAs (Metropolitan Statistical Areas from OMB for 1999)

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

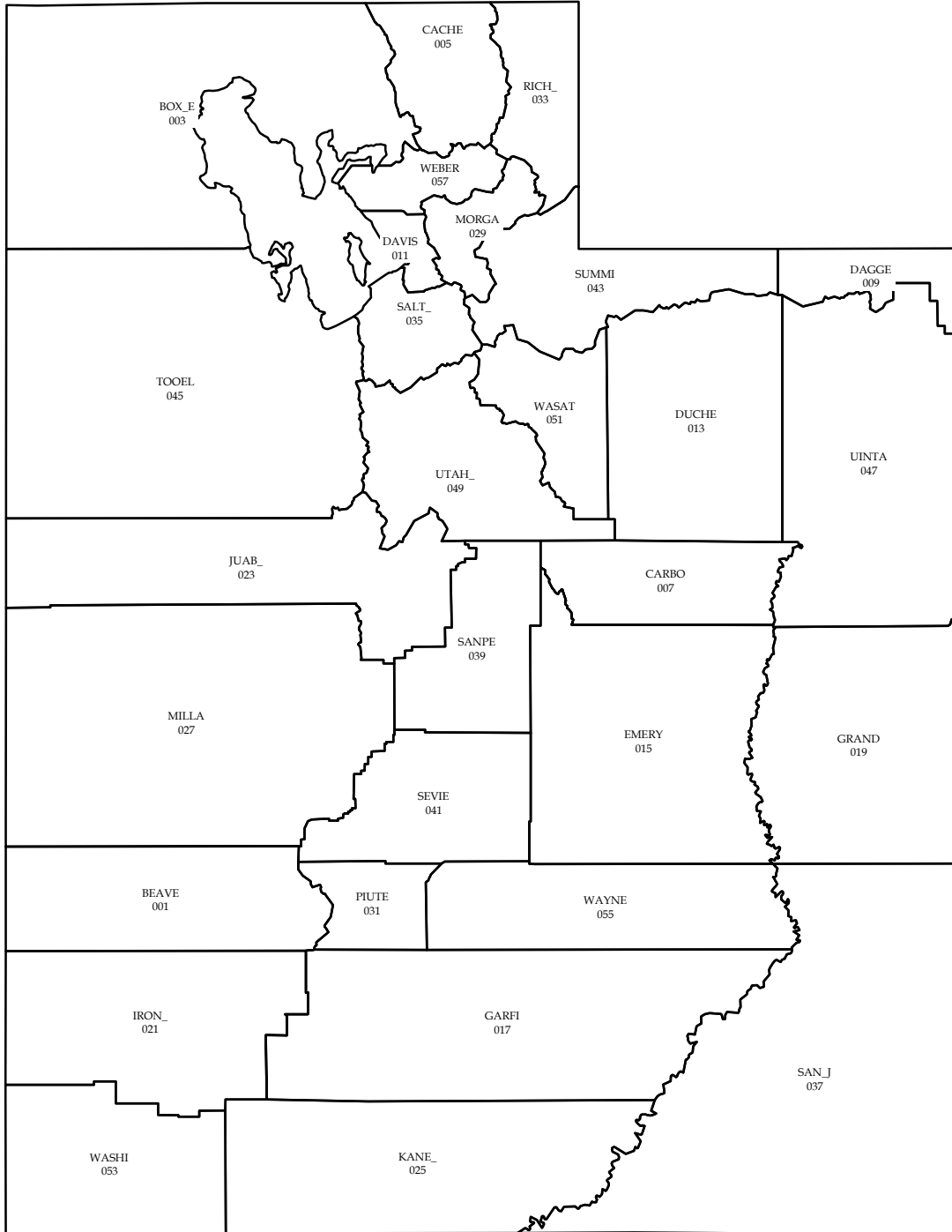
1 DMAs (Designated Markets Areas from Nielsen for 2000)

8 ISRs (Internal State Regions from Polidata for 1996)

UTAH, 29 Counties

Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 49

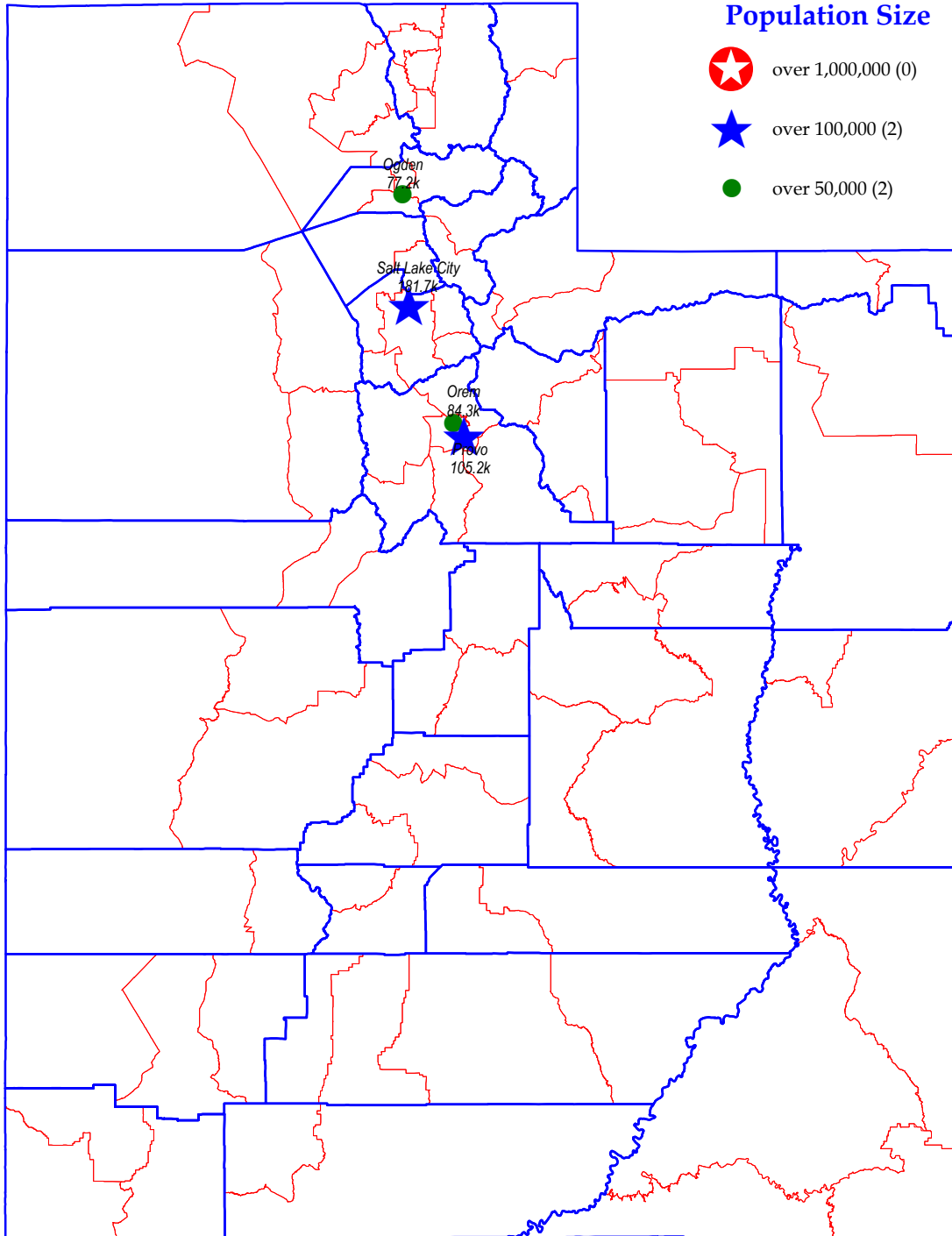


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



UTAH, 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.



County Code Listing UTAH, 29 Counties

| County or Equivalent | Cy Seq | Population Centers | County Seat | 1990 Tot. Pop. | 2000 Tot. Pop. | FIPS Code | Polidata CyAbb |
|----------------------|--------|--------------------|----------------|----------------|----------------|-----------|----------------|
| BEAVER | 1 | Beaver | Beaver | 4,765 | 6,005 | 1 | BEAVE |
| BOX ELDER | 2 | Brigham City | Brigham City | 36,485 | 42,745 | 3 | BOX_E |
| CACHE | 3 | Logan | Logan | 70,183 | 91,391 | 5 | CACHE |
| CARBON | 4 | Price | Price | 20,228 | 20,422 | 7 | CARBO |
| DAGGETT | 5 | West Daggett | Manila | 690 | 921 | 9 | DAGGE |
| DAVIS | 6 | North Davis | Farmington | 187,941 | 238,994 | 11 | DAVIS |
| DUCHESNE | 7 | Roosevelt | Duchesne | 12,645 | 14,371 | 13 | DUCHE |
| EMERY | 8 | Castle Dale | Castle Dale | 10,332 | 10,860 | 15 | EMERY |
| GARFIELD | 9 | Panguitch | Panguitch | 3,980 | 4,735 | 17 | GARFI |
| GRAND | 10 | Moab | Moab | 6,620 | 8,485 | 19 | GRAND |
| IRON | 11 | Cedar City | Parowan | 20,789 | 33,779 | 21 | IRON_ |
| JUAB | 12 | Nephi | Nephi | 5,817 | 8,238 | 23 | JUAB_ |
| KANE | 13 | Kanab | Kanab | 5,169 | 6,046 | 25 | KANE_ |
| MILLARD | 14 | Delta | Fillmore | 11,333 | 12,405 | 27 | MILLA |
| MORGAN | 15 | Morgan North | Morgan | 5,528 | 7,129 | 29 | MORGA |
| PIUTE | 16 | Circleville | Junciton | 1,277 | 1,435 | 31 | PIUTE |
| RICH | 17 | Randolph-Woodruff | Randolph | 1,725 | 1,961 | 33 | RICH_ |
| SALT LAKE | 18 | Salt Lake City | Salt Lake City | 725,956 | 898,387 | 35 | SALT_ |
| SAN JUAN | 19 | Blanding | Monticello | 12,621 | 14,413 | 37 | SAN_J |
| SANPETE | 20 | Mantti | Mantti | 16,259 | 22,763 | 39 | SANPE |
| SEVIER | 21 | Richfield | Richfield | 15,431 | 18,842 | 41 | SEVIE |
| SUMMIT | 22 | Park City | Coalville | 15,518 | 29,736 | 43 | SUMMI |
| TOOELE | 23 | Tooele-Grantsville | Tooele | 26,601 | 40,735 | 45 | TOOEL |
| UINTAH | 24 | Vernal | Vernal | 22,211 | 25,224 | 47 | UINTA |
| UTAH | 25 | Provo-Orem | Provo | 263,590 | 368,536 | 49 | UTAH_ |
| WASATCH | 26 | Heber | Heber City | 10,089 | 15,215 | 51 | WASAT |
| WASHINGTON | 27 | St. George | St George | 48,560 | 90,354 | 53 | WASHI |
| WAYNE | 28 | Loa | Loa | 2,177 | 2,509 | 55 | WAYNE |
| WEBER | 29 | Ogden | Ogden | 158,330 | 196,533 | 57 | WEBER |
| UTAH | | Salt Lake | Salt Lake City | 1,722,850 | 2,233,169 | 49 | STATE |

Population by Areas/Markets

UTAH

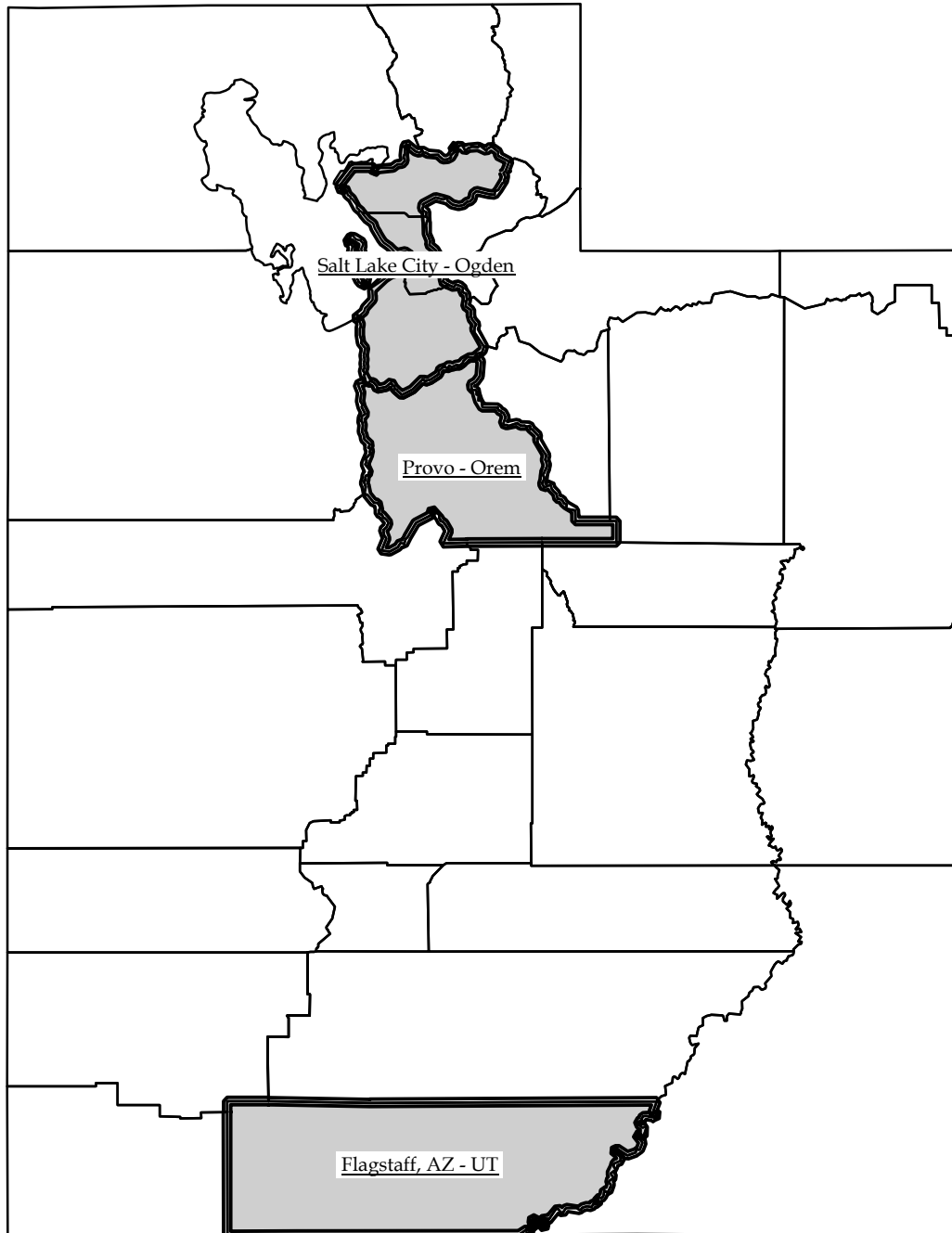
| Seq | 2000 Est. Pop. | Net % 90-00 | Area/Market | % of State | % of Market |
|--|-------------------|----------------|----------------------------------|---------------|----------------|
| | 2,233,169 | 29.6 | UTAH | | |
| MSAs-Metropolitan Statistical Areas (OMB, 1999) | | | | | |
| 1 | 6,046 | 17.0 | Flagstaff, AZ - UT MSA | 0.3 | 4.9 |
| 2 | 368,536 | 39.8 | Provo - Orem, UT MSA | 16.5 | 100.0 |
| 3 | 1,333,914 | 24.4 | Salt Lake City - Ogden, UT MSA | 59.7 | 100.0 |
| 4 | 524,673 | 37.4 | Not Assigned to Metro Area (NAM) | 23.5 | 100.0 |
| GMRs-Metro Groups (Polidata/Maloney, 1999) | | | | | |
| 1 | 1,333,914 | 24.4 | Salt Lake Metro | 59.7 | 100.0 |
| 2 | 374,582 | 39.4 | Other Metro | 16.8 | 100.0 |
| 3 | 524,673 | 37.4 | Non Metro | 23.5 | 100.0 |
| DMAs-Designated Market Areas (Nielsen, 2000) | | | | | |
| 1 | 2,233,169 | 29.6 | Salt Lake City, UT - ID - WY DMA | 100.0 | 94.1 |
| ISRs-Internal State Regions (Polidata, 1996) | | | | | |
| 1 | 485,401 | 25.0 | Golden Spike Empire | 21.7 | 100.0 |
| 2 | 93,352 | 29.8 | Bridgerland | 4.2 | 100.0 |
| 3 | 939,122 | 24.8 | Great Salt Lake Country | 42.1 | 100.0 |
| 4 | 413,487 | 43.0 | Mountainland | 18.5 | 100.0 |
| 5 | 40,516 | 14.0 | Dinosaurland | 1.8 | 100.0 |
| 6 | 66,192 | 26.6 | Panoramaland | 3.0 | 100.0 |
| 7 | 140,919 | 69.3 | Color Country | 6.3 | 100.0 |
| 8 | 54,180 | 8.8 | Canyonlands | 2.4 | 100.0 |



UT

Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)

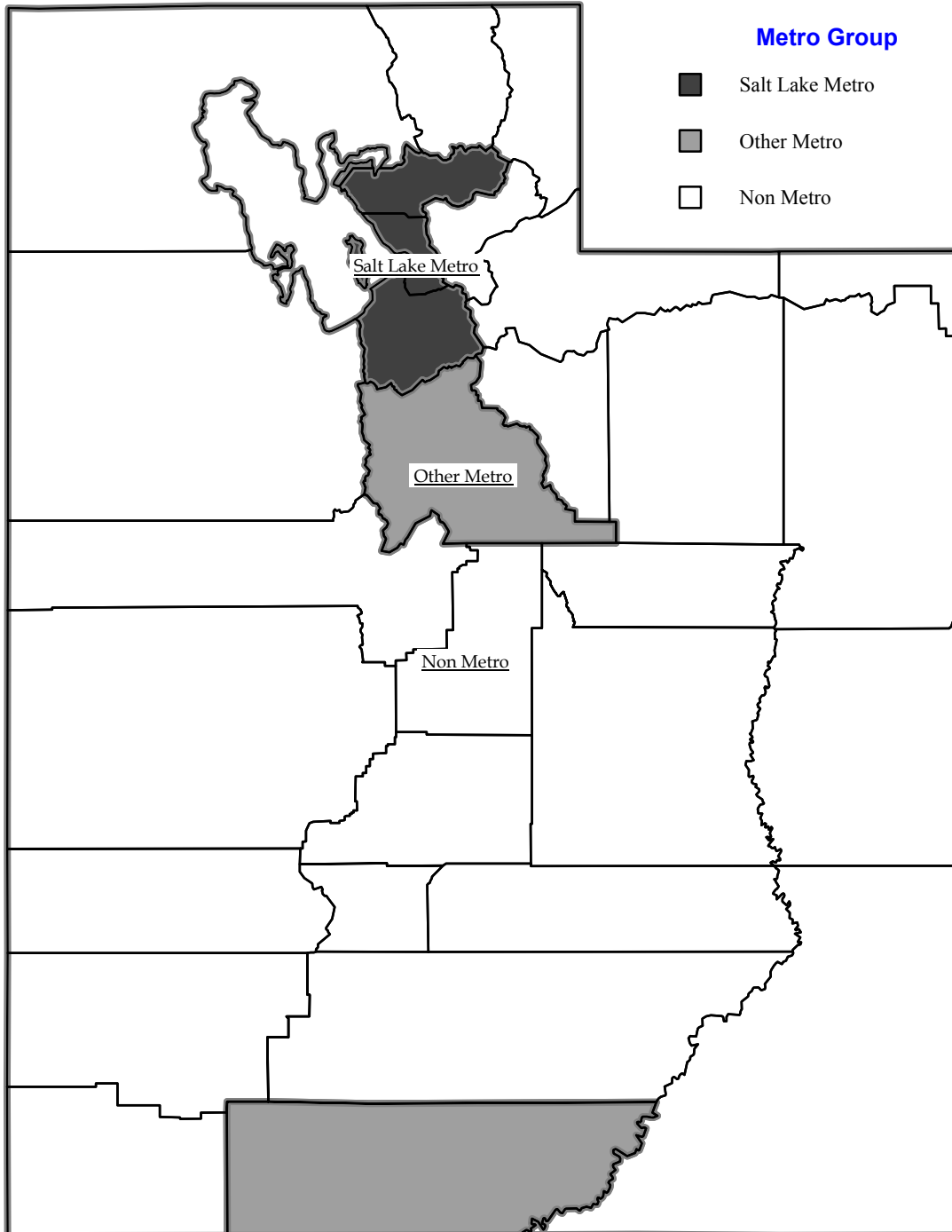


MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.



Metro Groups, GMRs

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

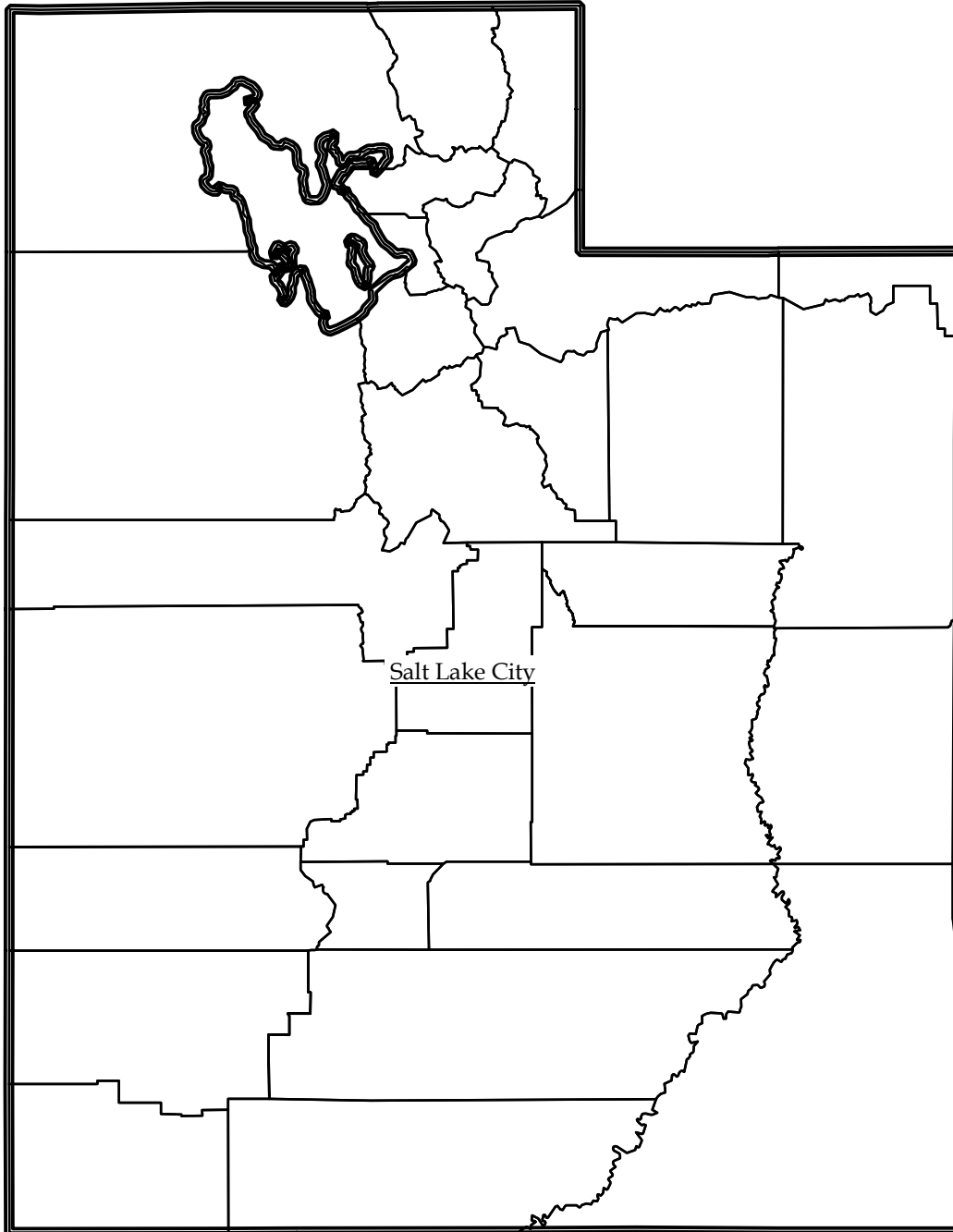


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)



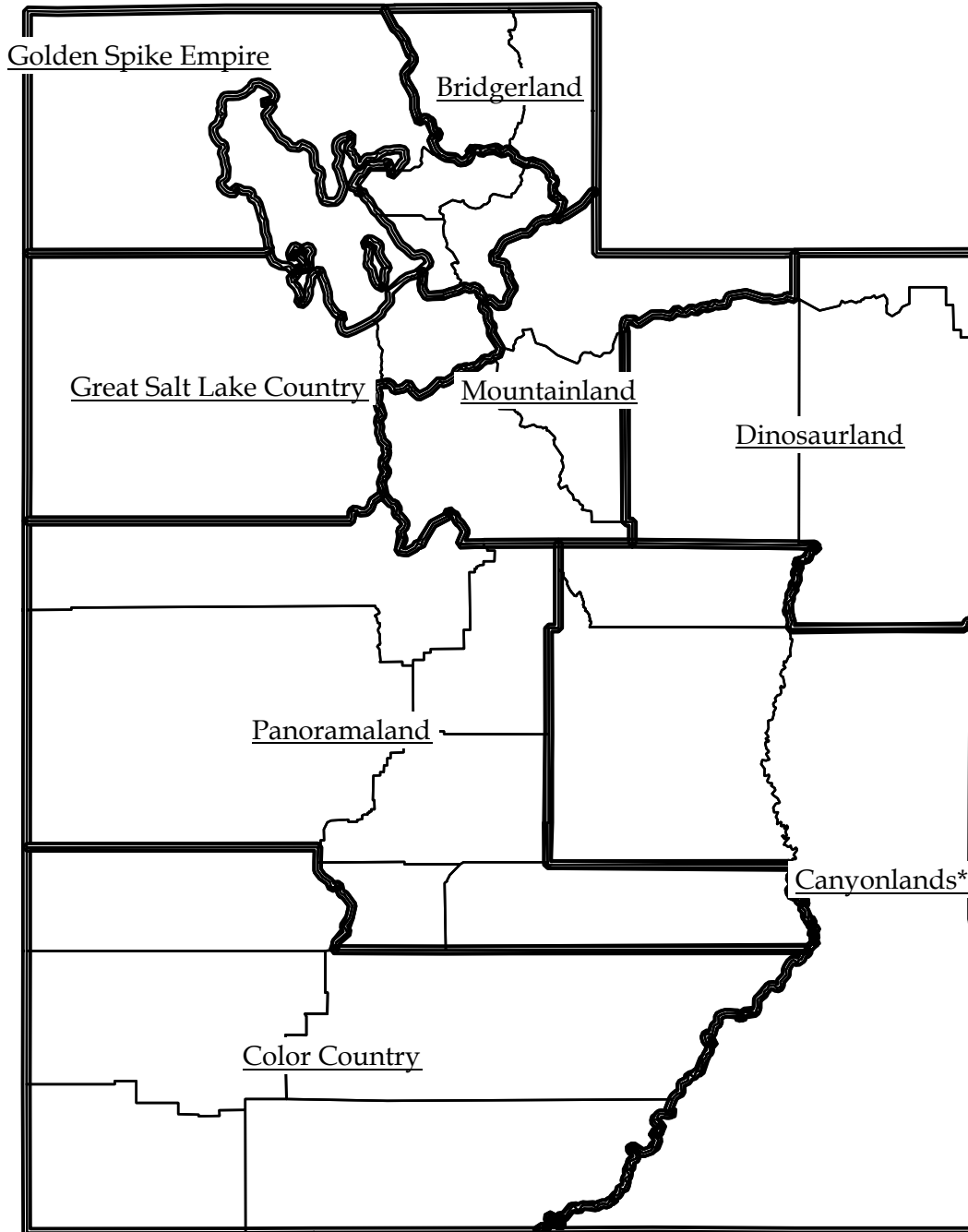
DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.



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Map: UTRDMABA.*

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.



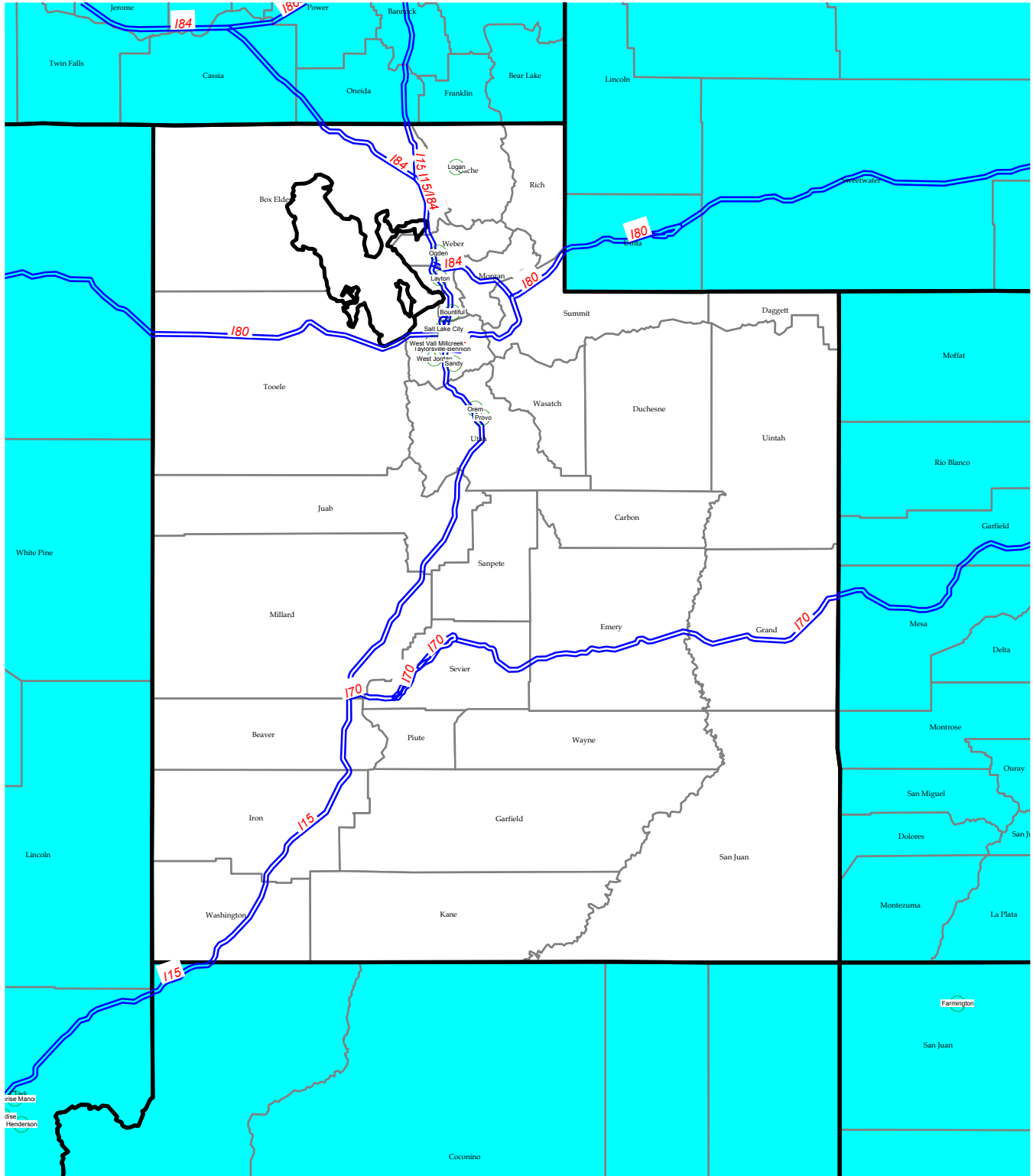
County County-Based Area/Market Assignments

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. |
| 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