

POLIDATA ® REGION MAPS

County-Based Regions
and Markets for

ARIZONA

15 Counties and Portions of

5 MSAs (Metropolitan Statistical Areas from OMB for 1999)

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

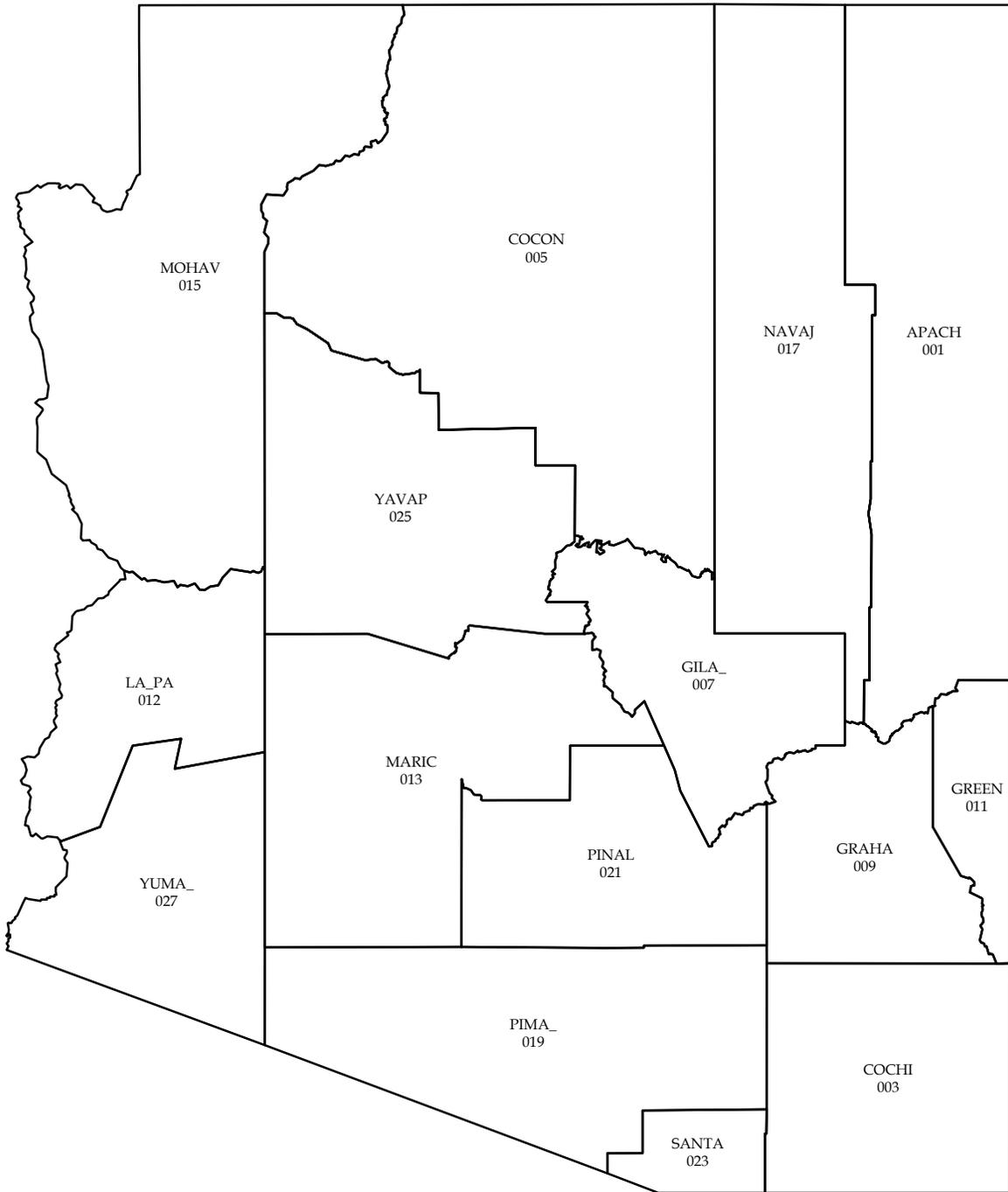
4 DMAs (Designated Markets Areas from Nielsen for 2000)

7 ISRs (Internal State Regions from Polidata for 1996)

ARIZONA, 15 Counties

Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 04

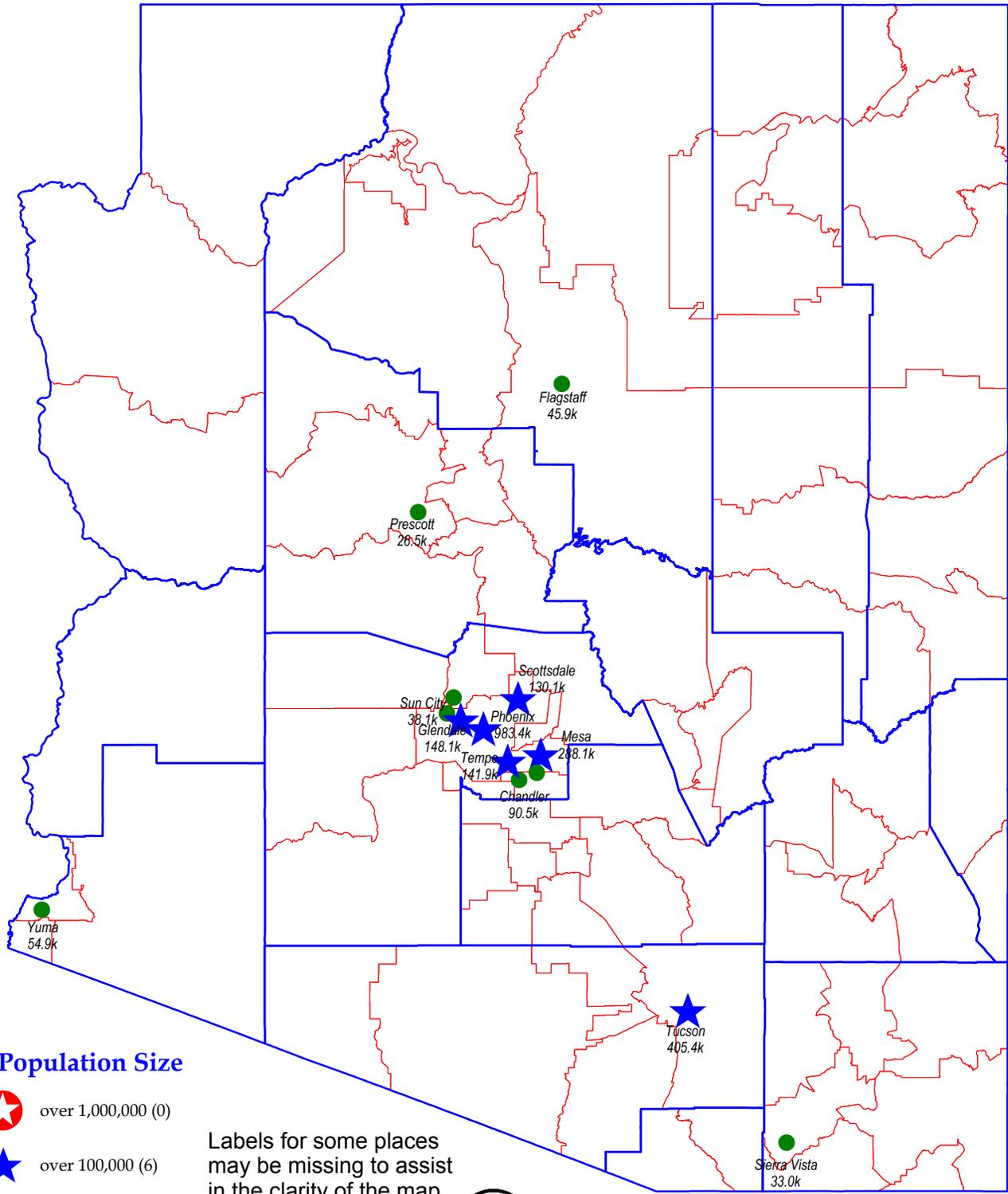


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



ARIZONA, Selected Places

2000 Census of Population and Housing, County Subdivisions



County Code Listing

ARIZONA, 15 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
APACHE	1	Chinle	St. Johns	61,591	69,423	1	APACH
COCHISE	2	Sierra Vista	Bisbee	97,624	117,755	3	COCHI
COCONINO	3	Flagstaff	Flagstaff	96,591	116,320	5	COCON
GILA	4	Payson	Globe	40,216	51,335	7	GILA_
GRAHAM	5	Safford	Safford	26,554	33,489	9	GRAHA
GREENLEE	6	Clifton	Clifton	8,008	8,547	11	GREEN
LA PAZ	7	Parker	Parker	13,844	19,715	* 12	LA_PA
MARICOPA	8	Phoenix	Phoenix	2,122,101	3,072,149	* 13	MARIC
MOHAVE	9	Lake Havasu City	Kingman	93,497	155,032	15	MOHAV
NAVAJO	10	Winslow	Holbrook	77,674	97,470	17	NAVAJ
PIMA	11	Tucson	Tucson	666,957	843,746	19	PIMA_
PINAL	12	Casa Grande	Florence	116,397	179,727	21	PINAL
SANTA CRUZ	13	Nogales	Nogales	29,676	38,381	23	SANTA
YAVAPAI	14	Prescott	Prescott	107,714	167,517	25	YAVAP
YUMA	15	Yuma	Yuma	106,895	160,026	27	YUMA_
ARIZONA		Phoenix	Phoenix	3,665,339	5,130,632	4	STATE

Population by Areas/Markets

ARIZONA



AZ	Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
		5,130,632	40.0	ARIZONA		

MSAs-Metropolitan Statistical Areas (OMB, 1999)

1	116,320	20.4	Flagstaff, AZ - UT MSA	2.3	95.1
2	155,032	65.8	Las Vegas, NV - AZ MSA	3.0	9.9
3	3,251,876	45.3	Phoenix - Mesa, AZ MSA	63.4	100.0
4	843,746	26.5	Tucson, AZ MSA	16.4	100.0
5	160,026	49.7	Yuma, AZ MSA	3.1	100.0
6	603,632	30.4	Not Assigned to Metro Area (NAM)	11.8	100.0

GMRs-Metro Groups (Polidata/Maloney, 1999)

1	3,251,876	45.3	Phoenix Metro	63.4	100.0
2	843,746	26.5	Tucson Metro	16.4	100.0
3	431,378	45.3	Other Metro	8.4	100.0
4	603,632	30.4	Non Metro	11.8	100.0

DMAs-Designated Market Areas (Nielsen, 2000)

1	3,901,301	44.4	Phoenix, AZ DMA	76.0	100.0
2	160,026	49.7	Yuma - El Centro, AZ - CA DMA	3.1	52.9
3	999,882	25.9	Tucson (Nogales), AZ DMA	19.5	100.0
4	69,423	12.7	Albuquerque - Santa Fe, NM - AZ - CO DMA	1.4	4.1

ISRs-Internal State Regions (Polidata, 1996)

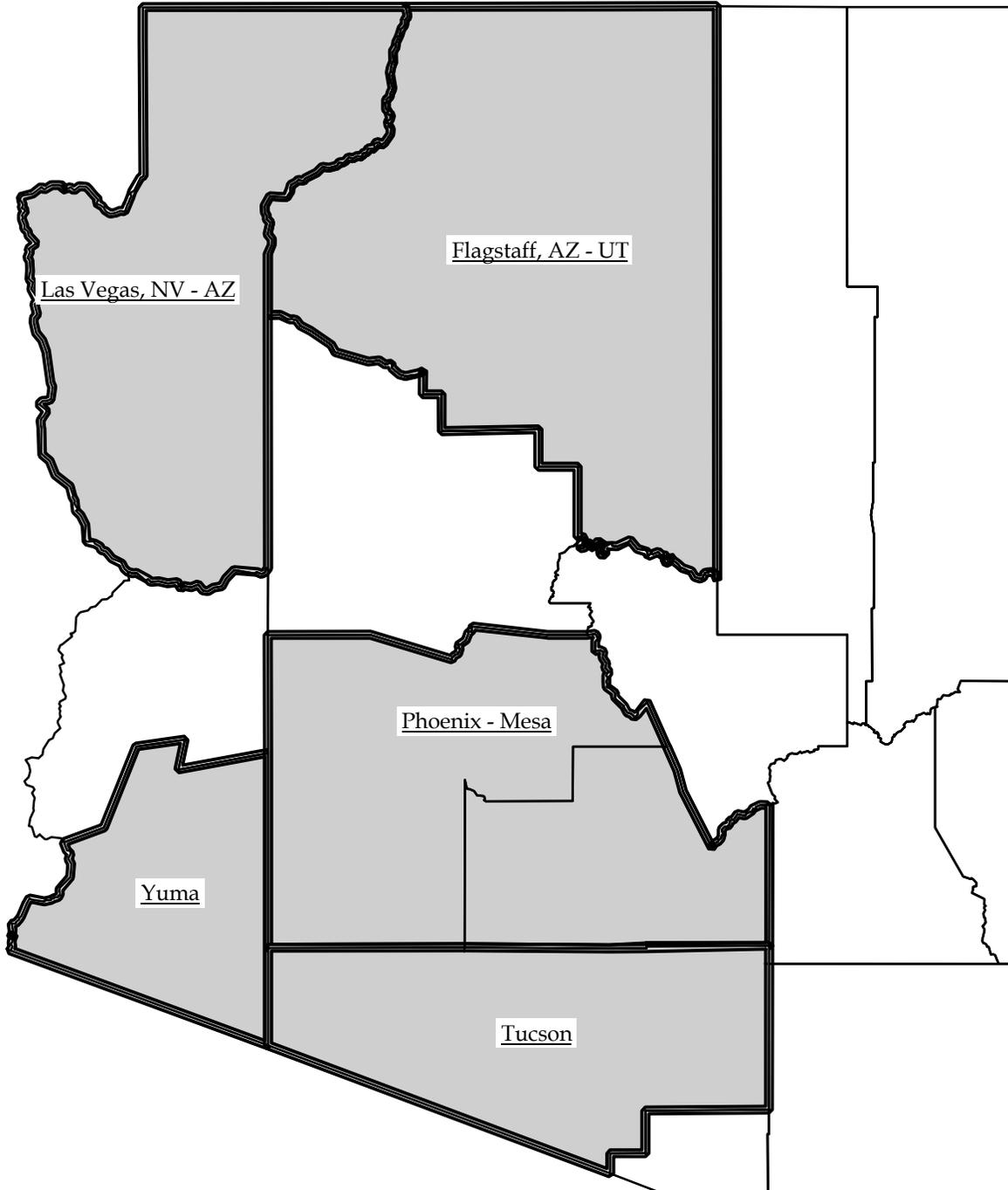
1	116,320	20.4	Canyon Country	2.3	100.0
2	166,893	19.9	Indian Country	3.3	100.0
3	93,371	24.9	High Country	1.8	100.0
4	167,517	55.5	Central Territory	3.3	100.0
5	3,251,876	45.3	Valley of the Sun	63.4	100.0
6	334,773	56.3	Arizona's West Coast	6.5	100.0
7	999,882	25.9	Old West Country	19.5	100.0

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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.

Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)

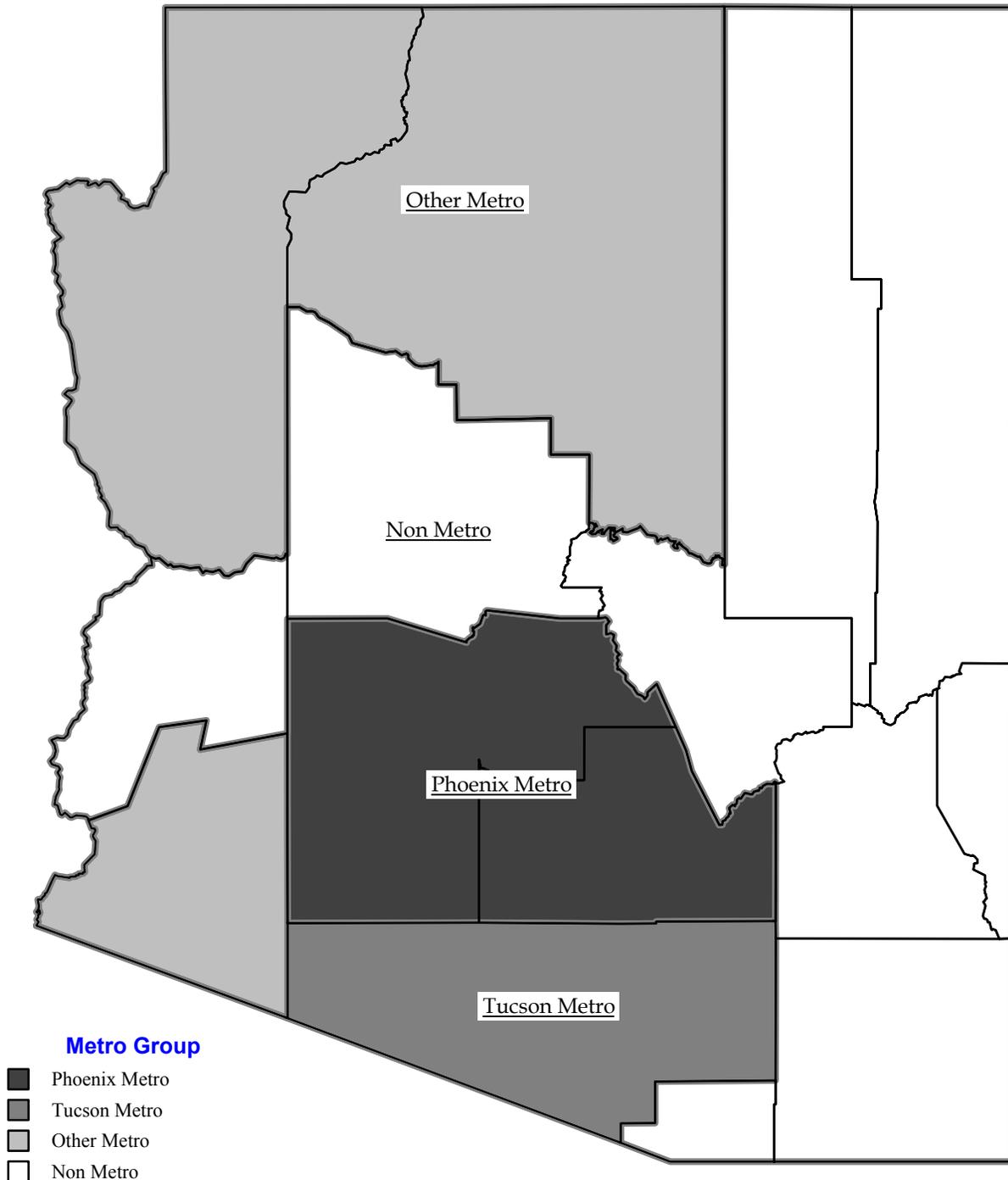


MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.



Metro Groups, GMRs

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

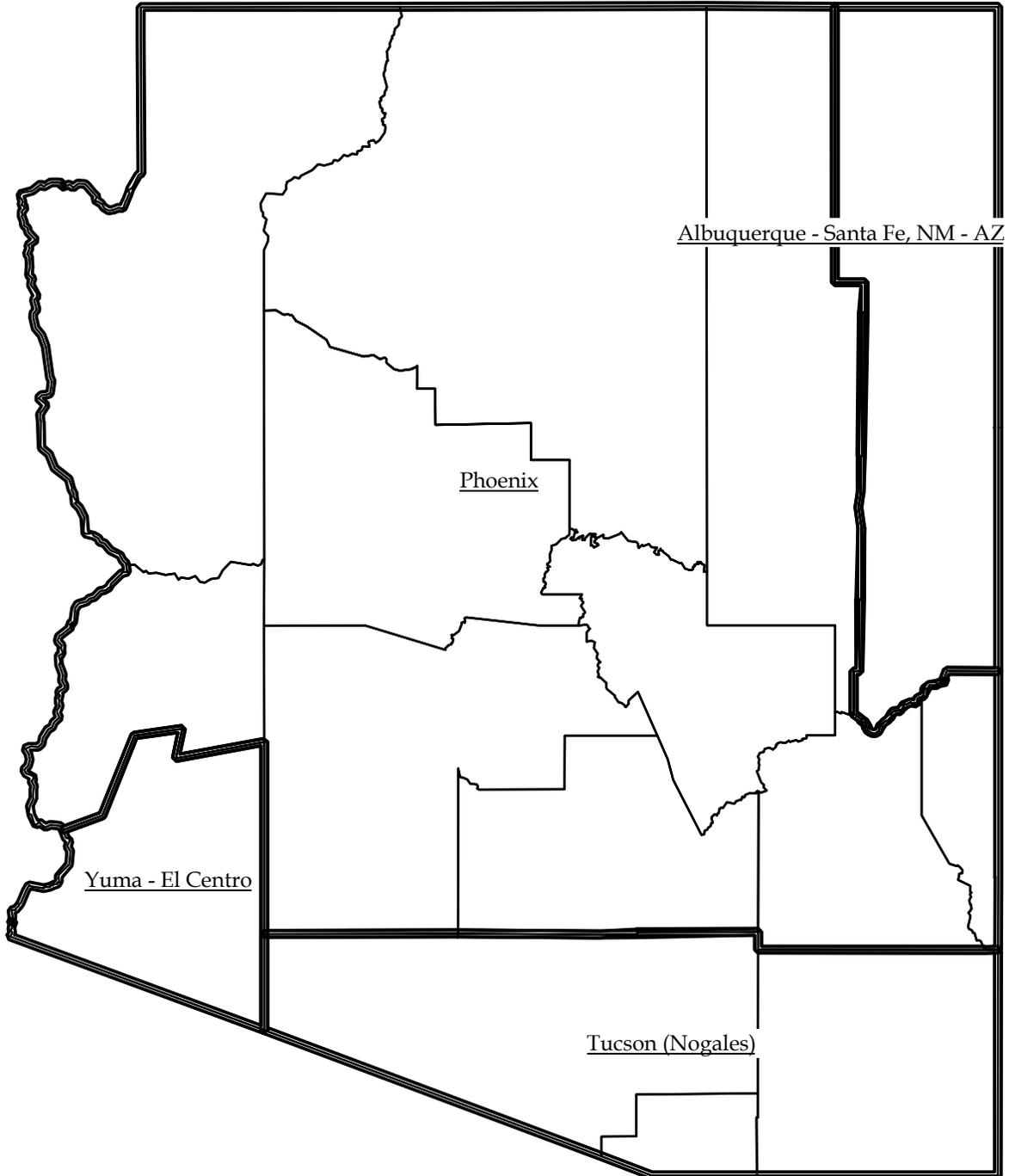


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)

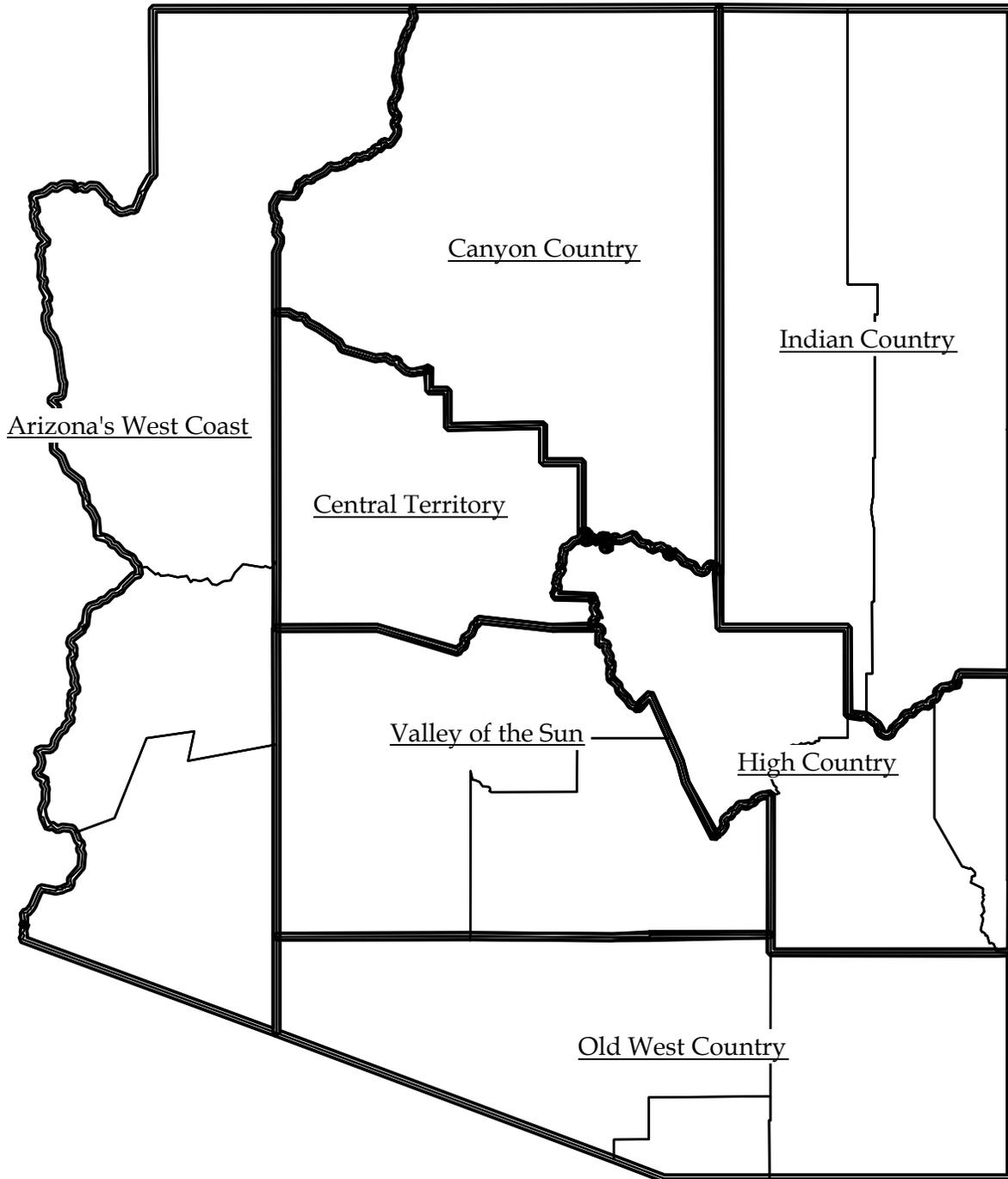


DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.



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.



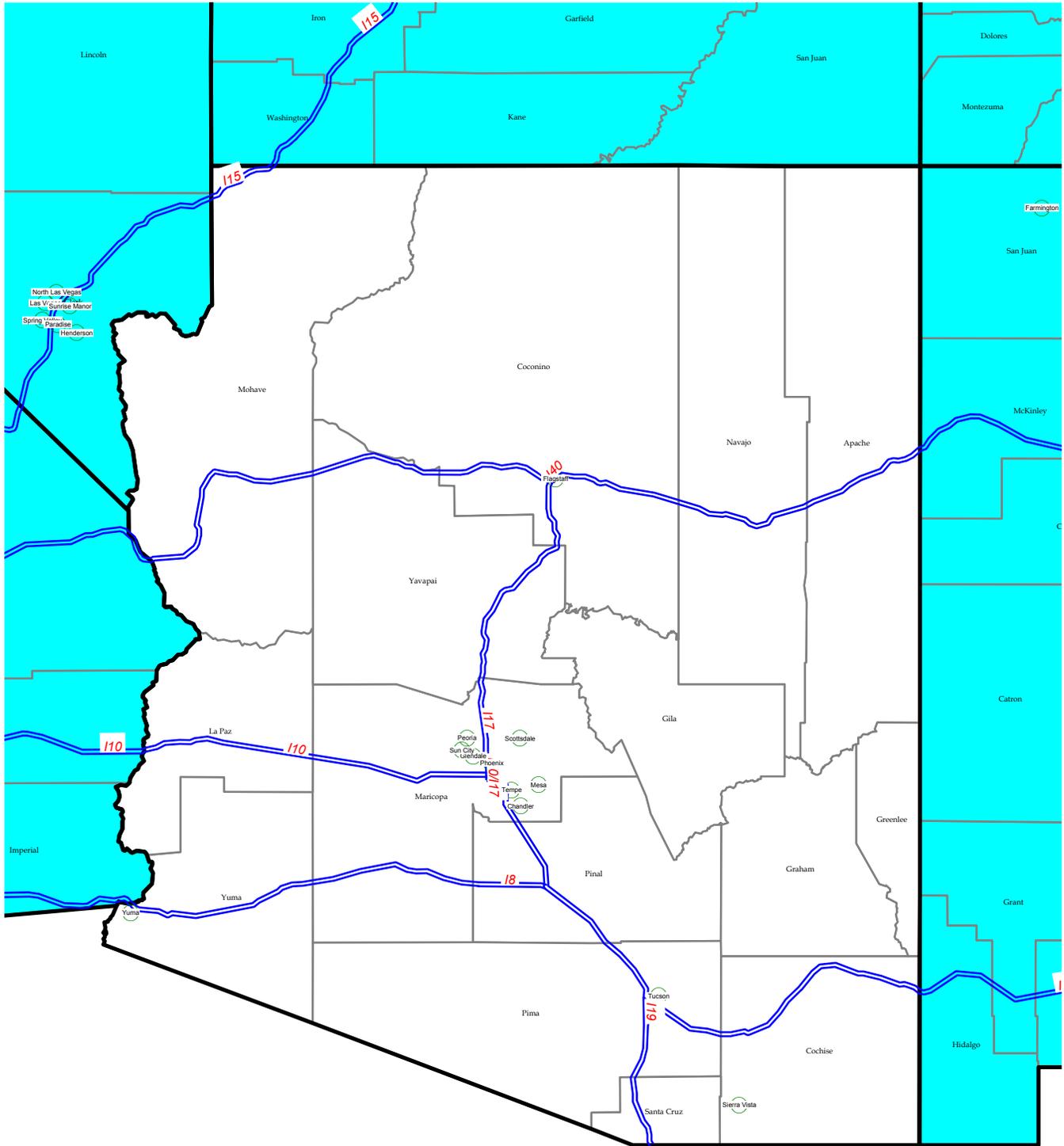
County County-Based Area/Market Assignments

ARIZONA

APACHE	Indian Country ISR; Albuquerque - Santa Fe, NM - AZ - CO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
COCHISE	Old West Country ISR; Tucson (Nogales), AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
COCONINO	Canyon Country ISR; Phoenix, AZ DMA; Flagstaff, AZ - UT MSA; Other Metro GMR.
GILA	High Country ISR; Phoenix, AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GRAHAM	High Country ISR; Phoenix, AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GREENLEE	High Country ISR; Phoenix, AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LA PAZ	Arizona's West Coast ISR; Phoenix, AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MARICOPA	Valley of the Sun ISR; Phoenix, AZ DMA; Phoenix - Mesa, AZ MSA; Phoenix Metro GMR.
MOHAVE	Arizona's West Coast ISR; Phoenix, AZ DMA; Las Vegas, NV - AZ MSA; Other Metro GMR.
NAVAJO	Indian Country ISR; Phoenix, AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
PIMA	Old West Country ISR; Tucson (Nogales), AZ DMA; Tucson, AZ MSA; Tucson Metro GMR.
PINAL	Valley of the Sun ISR; Phoenix, AZ DMA; Phoenix - Mesa, AZ MSA; Phoenix Metro GMR.
SANTA CRUZ	Old West Country ISR; Tucson (Nogales), AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
YAVAPAI	Central Territory ISR; Phoenix, AZ DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
YUMA	Arizona's West Coast ISR; Yuma - El Centro, AZ - CA DMA; Yuma, AZ MSA; Other Metro GMR.

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Regional Overview Map



See other maps for census geography



Refer to Gazetteer for profile material