# POLIDATA ® REGION MAPS

County-Based Regions and Markets for

#### **NORTH CAROLINA**

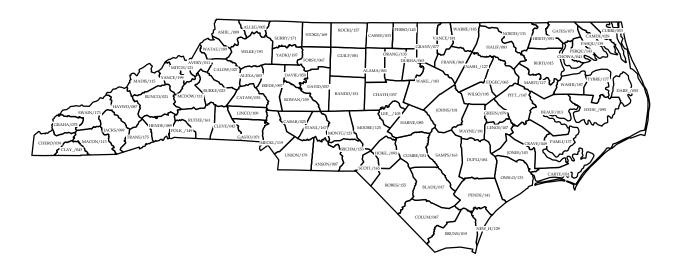
100 Counties and Portions of

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

## NORTH CAROLINA, 100 Counties

#### Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 37

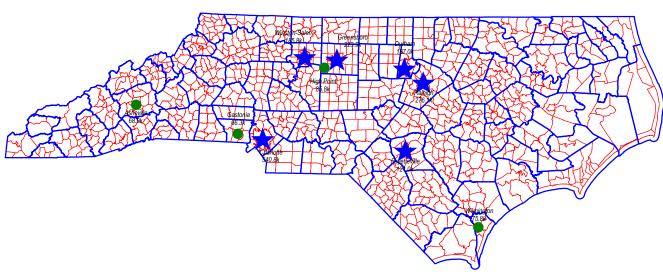


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



### NORTH CAROLINA, Selected Places

2000 Census of Population and Housing, County Subdivisions



#### **Population Size**



over 1,000,000 (0)



over 100,000 (6)

over 50,000 (4)



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

# County Code Listing NORTH CAROLINA, 100 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
ALAMANCE	1	Burlington	Graham	108,213	130,800	1	ALAMA
ALEXANDER	2	Taylorsville	Taylorsville	27,544	33,603	3	ALEXA
ALLEGHANY	3	Gap Civil	Sparta	9,590	10,677	5	ALLEG
ANSON	4	Wadesboro	Wadesboro	23,474	25,275	7	ANSON
ASHE	5	West Jefferson	Jefferson	22,209	24,384	9	ASHE_
AVERY	6	Linville	Newland	14,867	17,167	11	AVERY
BEAUFORT	7	Washington	Washington	42,283	44,958	13	<b>BEAUF</b>
BERTIE	8	Windsor	Windsor	20,388	19,773	15	BERTI
BLADEN	9	Elizabethtown	Elizabethtown	28,663	32,278	17	BLADE
BRUNSWICK	10	Shallotte	Southport	50,985	73,143	19	BRUNS
BUNCOMBE	11	Asheville	Asheville	174,357	206,330	21	BUNCO
BURKE	12	Morganton	Morganton	75,740	89,148	23	BURKE
CABARRUS	13	Township 4	Concord	98,935	131,063	25	CABAR
CALDWELL	14	Lenoir	Lenoir	70,709	77,415	27	CALDW
CAMDEN	15	South Mills	Camden	5,904	6,885	29	CAMDE
CARTERET	16	Morehead	Beaufort	52,407	59,383	31	CARTE
CASWELL	17	Pelham	Yanceyville	20,662	23,501	33	<b>CASWE</b>
CATAWBA	18	Hickory	Newton	118,412	141,685	35	CATAW
CHATHAM	19	Matthews	Pittsboro	38,979	49,329	37	CHATH
CHEROKEE	20	Murphy	Murphy	20,170	24,298	39	CHERO
CHOWAN	21	Township 1	Edenton	13,506	14,526	41	CHOWA
CLAY	22	Hayesville	Hayesville	7,155	8,775	43	CLAY_
CLEVELAND	23	Township 6	Shelby	84,958	96,287	45	CLEVE
COLUMBUS	24	Whiteville	Whiteville	49,587	54,749	47	COLUM
CRAVEN	25	Township 8	New Bern	81,812	91,436	49	CRAVE
CUMBERLAND	26	Seventy-First	Fayetteville	274,713	302,963	51	CUMBE
CURRITUCK	27	Crawford	Currituck	13,736	18,190	53	CURRI
DARE	28	Atlantic	Manteo	22,746	29,967	55	DARE_
DAVIDSON	29	Thomasville	Lexington	126,688	147,246	57	DAVID
DAVIE	30	Farmington	Mocksville	27,859	34,835	59	DAVIE
DUPLIN	31	Island Creek	Kenansville	39,995	49,063	61	DUPLI
DURHAM	32	Durham	Durham	181,844	223,314	63	DURHA
EDGECOMBE	33	Township 12	Tarboro	56,692	55,606	65	<b>EDGEC</b>
FORSYTH	34	Winston-Salem	Winston-Salem	265,855	306,067	67	<b>FORSY</b>
FRANKLIN	35	Township 10	Louisburg	36,414	47,260	69	FRANK
GASTON	36	Gastonia	Gastonia	174,769	190,365	71	GASTO
GATES	37	Gatesville	Gatesville	9,305	10,516	73	<b>GATES</b>
GRAHAM	38	Cheoah	Robbinsville	7,196	7,993	75	GRAHA
GRANVILLE	39	Dutchville	Oxford	38,341	48,498	77	GRANV
GREENE	40	Hookerton	Snow Hill	15,384	18,974	79	GREEN

<sup>1.</sup> 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.

<sup>2.</sup> Counties are the primary legal subdivisions of a state. In the New England states they perform few, if any, governmental functions.

<sup>3.</sup> In some states (CT, RI) they are recognized as historic geographic areas for statistical purposes only.

<sup>4.</sup> 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.

<sup>5.</sup> 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. [psccl11-37ccla00.ps-2G18]

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
GUILFORD	41	Greensboro	Greensboro	347,431	421,048	81	GUILF
HALIFAX	42	Roanoke Rapids	Halifax	55,516	57,370	83	HALIF
HARNETT	43	Averasboro	Lillington	67,833	91,025	85	HARNE
HAYWOOD	44	Waynesville	Waynesville	46,948	54,033	87	HAYWO
HENDERSON	45	Hendersonville	Hendersonville	69,747	89,173	89	HENDE
HERTFORD	46	Ahoskie	Winton	22,317	22,601	91	HERTF
HOKE	47	Raeford	Raeford	22,856	33,646	93	HOKE_
HYDE	48	Lake Landing	Swan Quarter	5,411	5,826	95	$HYDE_{-}$
IREDELL	49	Statesville	Statesville	93,205	122,660	97	<b>IREDE</b>
JACKSON	50	Cullowhee	Sylva	26,835	33,121	99	JACKS
JOHNSTON	51	Smithfield	Smithfield	81,306	121,965	101	JOHNS
JONES	52	Township 2	Trenton	9,361	10,381	103	<b>JONES</b>
LEE	53	Sanford	Sanford	41,370	49,040	105	LEE
LENOIR	54	Kinston	Kinston	57,274	59,648	107	LENOI
LINCOLN	55	Lincolnton	Lincolnton	50,319	63,780	109	LINCO
MCDOWELL	56	Marion	Marion	35,681	42,151	111	MCDOW
MACON	57	Franklin	Franklin	23,504	29,811	113	*MACON
MADISON	58	Township 3	Marshall	16,953	19,635	115	MADIS
MARTIN	59	Williamston	Williamston	25,078	25,593	117	MARTI
MECKLENBURG	60	Charlotte	Charlotte	511,211	695,454	119	MECKL
MITCHELL	61	Grassy Creek	Bakersville	14,433	15,687	121	MITCH
MONTGOMERY	62	Troy	Troy	23,359	26,822	123	MONTG
MOORE	63	Township 7	Carthage	59,000	74,769	125	MOORE
NASH	64	Rocky Mount	Nashville	76,677	87,420	127	NASH_
NEW HANOVER	65	Wilmington	Wilmington	120,284	160,307	129	NEW_H
NORTHAMPTON	66	Gaston	Jackson	21,004	22,086	131	NORTH
ONSLOW	67	Jacksonville	Jacksonville	149,838	150,355	133	ONSLO
ORANGE	68	Chapel Hill	Hillsborough	93,662	118,227	135	ORANG
PAMLICO	69	Township 1	Bayboro	11,368	12,934	137	<b>PAMLI</b>
PASQUOTANK	70	Elizabeth City	Elizabeth City	31,298	34,897	139	PASQU
PENDER	71	Topsail	Burgaw	28,855	41,082	141	PENDE
PERQUIMANS	72	Hertford	Hertford	10,447	11,368	143	PERQU
PERSON	73	Roxboro	Roxboro	30,180	35,623	145	PERSO
PITT	74	Greenville	Greenville	108,480	133,798	147	PITT_
POLK	75	Columbus	Columbus	14,458	18,324	149	POLK_
RANDOLPH	76	Trinity	Asheboro	106,546	130,454	151	RANDO
RICHMOND	77	Rockingham	Rockingham	44,511	46,564	153	<b>RICHM</b>
ROBESON	78	Lumberton	Lumberton	105,170	123,339	155	ROBES
ROCKINGHAM	79	Leaksville	Wentworth	86,064	91,928	157	ROCKI
ROWAN	80	Salisbury	Salisbury	110,605	130,340	159	ROWAN
RUTHERFORD	81	Cool Spring	Rutherfordton	56,956	62,899	161	RUTHE
SAMPSON	82	North Clinton	Clinton	47,297	60,161	163	SAMPS
SCOTLAND	83	Stewartsville	Laurinburg	33,763	35,998	165	SCOTL
STANLY	84	Albemarle	Albermarle	51,765	58,100	167	STANL
STOKES	85	Yadkin	Danbury	37,224	44,711	169	STOKE
			•	,	*		

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SURRY	86	Mount Airy	Dobson	61,704	71,219	171	SURRY
SWAIN	87	Charleston		,			SWAIN
	٠.		Bryson City	11,268	12,968	173	
TRANSYLVANIA	88	Brevard	Brevard	25,520	29,334	175	TRANS
TYRRELL	89	Columbia	Columbia	3,856	4,149	177	TYRRE
UNION	90	Monroe	Monroe	84,210	123,677	179	UNION
VANCE	91	Henderson	Henderson	38,892	42,954	181	VANCE
WAKE	92	Raleigh	Raleigh	426,311	627,846	183	WAKE
WARREN	93	Warrenton	Warrenton	17,265	19,972	185	WARRE
WASHINGTON	94	Plymouth	Plymouth	13,997	13,723	187	WASHI
WATAUGA	95	Boone	Boone	36,952	42,695	189	WATAU
WAYNE	96	Goldsboro	Goldsboro	104,666	113,329	191	WAYNE
WILKES	97	Wilkesboro	Wilkesboro	59,393	65,632	193	WILKE
WILSON	98	Wilson	Wilson	66,061	73,814	195	WILSO
YADKIN	99	North Liberty	Yadkinville	30,488	36,348	197	YADKI
YANCEY	100	Burnsville	Burnsville	15,419	17,774	199	YANCE
NORTH CAROLINA		Charlotte	Raleigh	6,632,448	8,049,313	37	STATE

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# Population by Areas/Markets NORTH CAROLINA

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	8,049,313	21.4	NORTH CAROLINA		
			MSAs-Metropolitan Statistical Areas (OMB, 1	999)	
1	225,965	17.8	Asheville, NC MSA	2.8	100.0
2	1,334,679	29.5	Charlotte - Gastonia - Rock Hill, NC - SC MSA	16.6	89.0
3	302,963	10.3	Fayetteville, NC MSA	3.8	100.0
4	113,329	8.3	Goldsboro, NC MSA	1.4	100.0
5	1,251,509	19.2	Greensboro - Winston-Salem - High Point, NC MSA	15.5	100.0
6	133,798	24.0	Greenville, NC MSA	1.7	100.0
7	341,851	16.9	Hickory - Morganton - Lenoir, NC MSA	4.2	100.0
8	150,355	0.4	Jacksonville, NC MSA	1.9	100.0
9	18,190	32.4	Norfolk - Virginia Beach - Newport News, VA - NC MSA	0.2	1.2
10	1,187,941	38.9	Raleigh - Durham - Chapel Hill, NC MSA	14.8	100.0
11	143,026	7.4	Rocky Mount, NC MSA	1.8	100.0
12	233,450	36.3	Wilmington, NC MSA	2.9	100.0
13	2,612,257	16.0	Not Assigned to Metro Area (NAM)	32.5	100.0
			GMRs-Metro Groups (Polidata/Maloney, 1999	))	
1	1,334,679	29.5	Charlotte Metro	16.6	100.0
2	1,330,967	34.6	Research Triangle Metro	16.5	100.0
3	1,251,509	19.2	Greensboro-WS-HP Metro	15.5	100.0
4	1,519,901	16.4	Other Metro	18.9	100.0
5	2,612,257	16.0	Non Metro	32.5	100.0
			DMAs-Designated Market Areas (Nielsen, 200	0)	
1	2,109,662	24.5	Charlotte, NC - SC DMA	26.2	87.4
2	1,541,288	17.6	Greensboro - H.Point - W.Salem, NC - VA DMA	19.1	97.6
3	8,775	22.6	Atlanta, GA - AL - NC DMA	0.1	0.2
4	148,950	15.1	Norfolk - Portsmouth - Newport News, VA - NC DMA	1.9	8.5
5	699,994	10.0	Greenville - New Bern - Washington, NC DMA	8.7	100.0
6	361,559	29.9	Wilmington, NC DMA	4.5	100.0
7	2,356,217	25.8	Raleigh - Durham, NC - VA DMA	29.3	98.6
8	639,233	18.6	Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA	7.9	32.8
9	159,337	14.7	Florence - Myrtle Beach, SC - NC DMA	2.0	24.7
10	24,298	20.5	Chattanooga, TN - GA - NC DMA	0.3	2.8
			ISRs-Internal State Regions (Polidata, 1996)		
1	376,408	13.6	Northern Mountains	4.7	100.0
2	485,620	18.7	Central Mountains	6.0	100.0
3	170,999	19.5	Southern Mountains	2.1	100.0

<sup>1.</sup> 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).

<sup>2.</sup> 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.

<sup>3.</sup> 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.

<sup>4.</sup> Internal State Regions (ISRs) reflect geographic regions based largely upon travel regions. All counties are assigned. ISRs are contiguous and internal to state borders.

<sup>5.</sup> 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.

<sup>6.</sup> 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.

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
4	1,438,157	18.0	Northern Foothills	17.9	100.0
5	1,778,686	26.9	Southern Foothills	22.1	100.0
6	1,823,235	27.2	Northern Heartland	22.7	100.0
7	844,327	17.3	Southern Heartland	10.5	100.0
8	218,014	10.0	Northern Coast	2.7	100.0
9	352,890	15.6	Central Coast	4.4	100.0
10	560,977	19.8	Southern Coast	7.0	100.0



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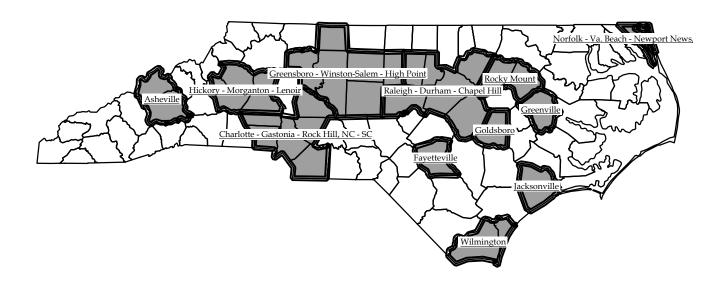
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### Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (2000)

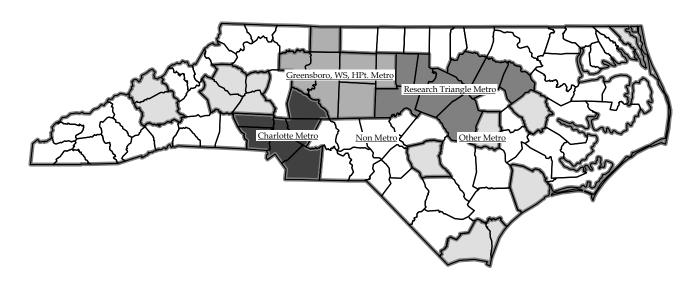


MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.



## Metro Groups, GMRs

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



#### **Metro Group**

Charlotte Metro

Research Triangle Metro

Greensboro, WS, HPt. Metro

Other Metro

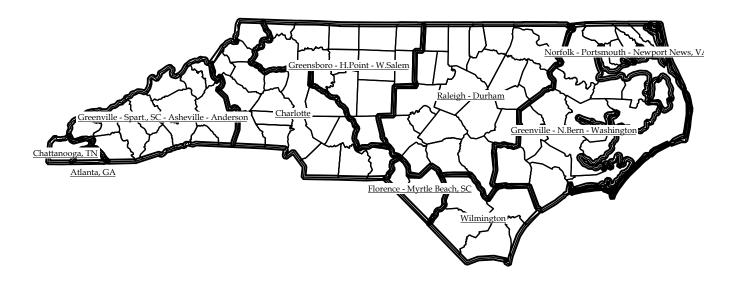
Non Metro

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



## Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)

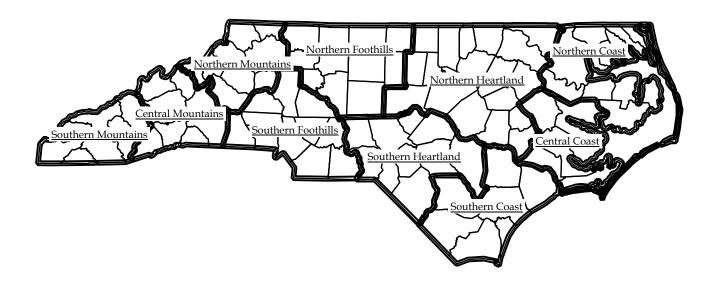


 $DMAs\ reflect\ television\ media\ markets.\ Every\ county\ is\ assigned\ (very\ few\ are\ split).\ DMAs\ may\ be\ noncontiguous\ and\ cross\ state\ borders.$ 



## 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-Based Area/Market Assignments County

#### **NORTH CAROLINA**

**ALAMANCE** Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR.

**ALEXANDER** Northern Mountains ISR; Charlotte, NC - SC DMA; Hickory - Morganton - Lenoir, NC MSA; Other Metro GMR.

**ALLEGHANY** Northern Mountains ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**ANSON** Southern Foothills ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **ASHE** Northern Mountains ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **AVERY** Northern Mountains ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**BEAUFORT** Central Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **BERTIE** Northern Coast ISR: Greenville - New Bern - Washington, NC DMA: Not Assigned to Metro Area (NAM); Non Metro GMR.

**BLADEN** Southern Coast ISR; Wilmington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**BRUNSWICK** Southern Coast ISR; Wilmington, NC DMA; Wilmington, NC MSA; Other Metro GMR.

BUNCOMBE Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Asheville, NC MSA; Other Metro GMR.

BURKE Northern Mountains ISR; Charlotte, NC - SC DMA; Hickory - Morganton - Lenoir, NC MSA; Other Metro GMR. **CABARRUS** Southern Foothills ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Charlotte Metro GMR. **CALDWELL** Northern Mountains ISR; Charlotte, NC - SC DMA; Hickory - Morganton - Lenoir, NC MSA; Other Metro GMR.

**CAMDEN** Northern Coast ISR; Norfolk - Portsmouth - Newport News, VA - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. CARTERET Central Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **CASWELL** Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**CATAWBA** Southern Foothills ISR; Charlotte, NC - SC DMA; Hickory - Morganton - Lenoir, NC MSA; Other Metro GMR.

**CHATHAM** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Raleigh - Durham - Chapel Hill, NC MSA; Research Triangle Metro GMR.

CHEROKEE Southern Mountains ISR; Chattanooga, TN - GA - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**CHOWAN** Northern Coast ISR; Norfolk - Portsmouth - Newport News, VA - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

CLAY Southern Mountains ISR; Atlanta, GA - AL - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **CLEVELAND** Southern Foothills ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **COLUMBUS** Southern Coast ISR; Wilmington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**CRAVEN** Central Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**CUMBERLAND** Southern Heartland ISR; Raleigh - Durham, NC - VA DMA; Fayetteville, NC MSA; Other Metro GMR.

CURRITUCK Northern Coast ISR: Norfolk - Portsmouth - Newport News, VA - NC DMA: Norfolk - Virginia Beach - Newport News, VA - NC MSA: Other Metro GMR

DARE Northern Coast ISR: Norfolk - Portsmouth - Newport News, VA - NC DMA: Not Assigned to Metro Area (NAM); Non Metro GMR

DAVIDSON Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR. DAVIE Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR. DUPI IN

Southern Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **DURHAM** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Raleigh - Durham - Chapel Hill, NC MSA; Research Triangle Metro GMR.

**EDGECOMBE** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Rocky Mount, NC MSA; Research Triangle Metro GMR.

**FORSYTH** Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR.

**FRANKLIN** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Raleigh - Durham - Chapel Hill, NC MSA; Research Triangle Metro GMR. **GASTON** Southern Foothills ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Charlotte Metro GMR.

**GATES** Northern Coast ISR; Norfolk - Portsmouth - Newport News, VA - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **GRAHAM** Southern Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**GRANVILLE** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**GREENE** Northern Heartland ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**GUILFORD** Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR.

**HALIFAX** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **HARNETT** Southern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**HAYWOOD** Southern Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **HENDERSON** Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **HERTFORD** Northern Coast ISR: Norfolk - Portsmouth - Newport News, VA - NC DMA: Not Assigned to Metro Area (NAM): Non Metro GMR

HOKE Southern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **HYDE** Northern Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**IREDELL** Southern Foothills ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**JACKSON** Southern Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. **JOHNSTON** Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Raleigh - Durham - Chapel Hill, NC MSA; Research Triangle Metro GMR.

**JONES** Central Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. LEE Southern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

**LENOIR** Northern Heartland ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. LINCOLN Southern Foothills ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Charlotte Metro GMR.

**MCDOWELL** Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

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- 2. Metropolitan Statistical Areas (MSAs) reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state borders. NECMAs are used in New England.
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#### County County-Based Area/Market Assignments

MACON
Southern Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

MADISON
Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Asheville, NC MSA; Other Metro GMR.

Northern Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

MECKLENBURG
Southern Foothills ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Charlotte Metro GMR.

MITCHELL

Northern Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

MONTGOMERY

Southern Heartland ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

MOORE Southern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

NORTHERN Heartland ISR; Raleigh - Durham, NC - VA DMA; Rocky Mount, NC MSA; Research Triangle Metro GMR.

NEW HANOVER Southern Coast ISR; Wilmington, NC DMA; Wilmington, NC MSA; Other Metro GMR.

NORTHAMPTON Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

ONSLOW Southern Coast ISR; Greenville - New Bern - Washington, NC DMA; Jacksonville, NC MSA; Other Metro GMR.

ORANGE Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Raleigh - Durham - Chapel Hill, NC MSA; Research Triangle Metro GMR.

PAMLICO Central Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

PASQUOTANK Northern Coast ISR; Norfolk - Portsmouth - Newport News, VA - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

PENDER Southern Coast ISR; Wilmington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

PERQUIMANS Northern Coast ISR; Norfolk - Portsmouth - Newport News, VA - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

PERSON Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

PITT Central Coast ISR; Greenville - New Bern - Washington, NC DMA; Greenville, NC MSA; Other Metro GMR.

POLK Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

RANDOLPH Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR.

RICHMOND Southern Heartland ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

ROBESON
Southern Heartland ISR; Florence - Myrtle Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

ROWAN
Southern Foothills ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Charlotte Metro GMR.

RUTHERFORD
Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

SAMPSON Southern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

SCOTLAND Southern Heartland ISR; Florence - Myrtle Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

Southern Heartland ISR; Florence - Myrtie Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non M

STANLY Southern Foothills ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

STOKES Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR.

SURRY

Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

SWAIN

Southern Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

TRANSYLVANIA

Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

TYRRELL Northern Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

UNION Southern Foothills ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Charlotte Metro GMR.

VANCE Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

WAKE Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Raleigh - Durham - Chapel Hill, NC MSA; Research Triangle Metro GMR.

WARREN Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

WASHINGTON Northern Coast ISR; Greenville - New Bern - Washington, NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

WATAUGA

Northern Mountains ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

WAYNE

Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Goldsboro, NC MSA; Other Metro GMR.

WILKES Northern Mountains ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

WILSON Northern Heartland ISR; Raleigh - Durham, NC - VA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

YADKIN Northern Foothills ISR; Greensboro - H.Point - W.Salem, NC - VA DMA; Greensboro - Winston-Salem - High Point, NC MSA; Greensboro-WS-HP Metro GMR.

YANCEY Central Mountains ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

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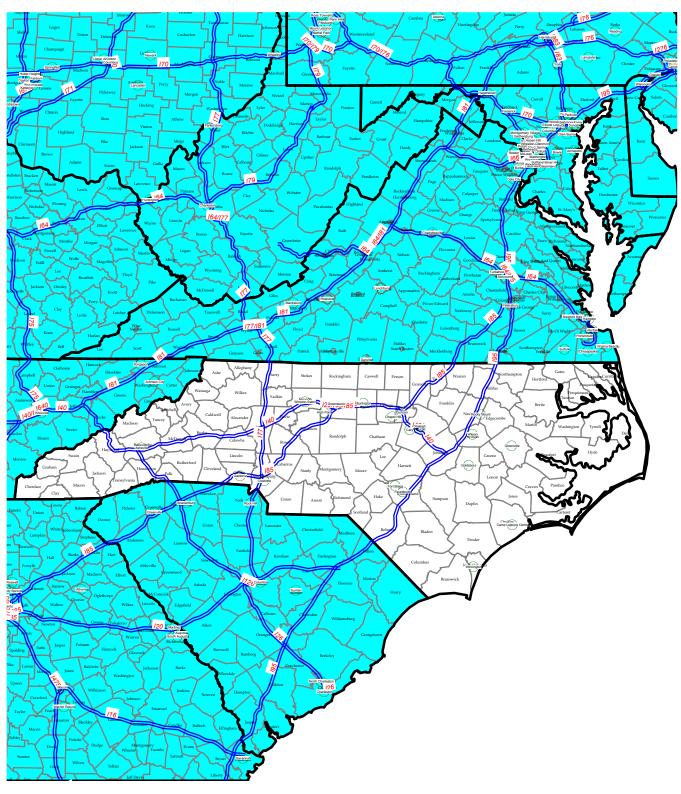
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### Regional Overview Map



See other maps for census geography



Refer to Gazetteer for profile material