

STATUS OF "ZIP" AS A TOOL OF MARKETING RESEARCH

Dik Twedt, Oscar Mayer & Co.

About 30 months ago, a combined task group of the American Marketing Association and the United States of America Standards Institute (formerly the American Standards Association) began work on a project to evaluate and recommend a single system of standard geographic units --- to be used for purposes of both communication and analysis. One of the first decisions of this task group, on which I was asked to serve as chairman, was that there would be "no further needless proliferation of systems, and that first consideration would be given to any existing system that met the requirements of widespread usage and acceptance, together with provision for maintenance and dissemination of the system."

After careful consideration of the major systems in use, including those of the Bell Telephone System, the transportation industry, Federal agencies, and others --- the task group agreed that the Post Office Department's system of approximately 580 ZIP Sectional Centers probably had the greatest investment (by both Government and business) and the widest public acceptance.

A recent estimate by Bernard Fixler, speaking at the National Postal Forum here in September, was that mailers have already spent more than \$200 million to ZIP Code their lists, with sizeable additional expenditures committed to maintenance. As for public acceptance, a study completed last October by Roper Research Associates revealed a 98 per cent awareness level, and 78 per cent actually knew the ZIP Code for their area. A check by the Post Office Department of more than one million pieces of mail in 225 post offices showed that 74 per cent of envelopes actually contained ZIP Codes.

As most of you already know, beginning with the Census of 1970, there will be a built in capability to report Census data by Zip because about 55 of the 70 million addresses to be covered will receive questionnaires by mail, and the ZIP Code will already be incorporated in the source document --- the questionnaire --- as a necessary part of the address. The remaining 15 million addresses in non-metropolitan areas will be canvassed by personal interview and therefore ZIP Code data will not be as easily available.

ZIP Codes are not now a part of the machine readable data record used for making tabulations of Census results. However, Census could make ZIP part of the data record fairly easily for about 45 million of the 55 million mailing addresses in metropolitan areas, because they will be on magnetic tape to be purchased commercially. Census has

estimated that incorporation of Zip data into the 10 million metro list would cost an additional \$300,000 --- and to incorporate the remaining 15 million non-metro addresses would cost substantially more.

These capital costs, plus processing costs of rearranging 70 million records to permit ZIP tabulations at the detail record level, raises legitimate questions about the extent to which such data are likely to be used. The growing interest in marketing analysis by some form of ZIP classification suggests that it is already making substantial contributions toward the advancement of scientific method in marketing. In a mail survey conducted by the Federal Statistics Users' Conference last July, one in four of the 64 respondents reported present use of some form of ZIP for marketing and statistical analysis. And of those not now using ZIP for analytic purposes, more than half reported interest in the collection and tabulation of Census data by some form of ZIP classification.

For those who want to get started before 1970 data are available on this basis, a commercial organization, the Yuan Liang Marketing Service of Chicago (ZIP Code 60611), has developed "Zip-O-Data" --- a service which provides estimates of income, education and per cent single family dwelling units for each of approximately 40,000 five-digit ZIP Codes, and for Sectional Centers as well.

A proposal by the Marketing Department of Northern Illinois University for research in ZIP Sectional Center coding as a sales research tool resulted in the Goodman Grant for 1967 to the university by the Sales Promotion Executives Association, International. A ZIP Conference was held at Northern Illinois University last October, and the proceedings of this Conference will soon be available to those who are interested.

At this year's annual meeting of the Direct Mail Advertising Association, an example was given of how direct mail of the future may be segmented and personalized by computer. A subscription letter to college students, for example, can include the college attended, the recipient's major, his year of graduation, and even the approximate distance from his school to his home --- and that last part comes right out of the memory bank which contains a table of distances between ZIP Sectional Centers.

Martin Baier's fine article in the HARVARD BUSINESS REVIEW for January-February, 1967 describes how ZIP is being used by a large insurance company for marketing analysis.

For print advertising media, particularly those with large proportions of their audience delivered by mail, ZIP provides an obvious method of segmentation by geographic markets. LOOK magazine, which was one of the first national magazines to embrace the geographic editions concept that comes rather logically out of ZIP, has recently added a new dimension, the "Geodemic Edition," which begins with the February 20, 1968 issue. The Geodemic Edition will contain all regular advertising and editorial material, plus appropriate regional advertising and editorial pages, plus "Top/Spot" advertising. Out of the 40,000 ZIP Codes, LOOK has selected the 1600 with the highest median incomes based on Census tract data --- so that it is now theoretically possible to reach the one million richest readers of LOOK for about \$10,000 a page.

Now what kinds of data will actually be available from the next Census? The present plans of the Bureau of the Census for 1970 are best describes by the following quotation from "Plans for the 1970 Census of Population and Housing" --- an article by Census' David Kaplan, in the November, 1967 issue of the Bureau of the Budget's Statistical Reporter (p. 76):

"The Bureau proposes to provide for the capability to produce statistics for zip codes areas. This is likely to be on the basis of the 3-digit sectional centers generally, and perhaps the full 5-digit areas in the larger cities. To accomplish this purpose, each enumeration district (or block in some cases) will be assigned its appropriate zip code. Where a zip code boundary cuts through an enumeration district, determination will be made as to which single zip code to give it. The result will, therefore, be adequate for the purposes of the many prospective users who have requested that this capability be created. The data produced by this approach would not be published, but would be made available on a reimbursable basis."

In the short time we have available today, I have obviously covered only a few of the current applications of ZIP to marketing analysis and experimentation. Many other large companies and trade associations are also working in the same area. For example, a Cleveland company --- Spade Drills Incorporated --- has found a need for a listing of ZIP Codes by state, then county, with all three-digit ZIP Codes for each county. Copies of this directory are available from Spade Drills Incorporated for \$20 (ZIP Code 44105).

I would like now to discuss briefly a model with which I am quite familiar, since it is one on which our own company has been working for the past several months. Perhaps you will find it useful in your own efforts.

In an attempt to provide a relatively stable geographic model for sales analysis, records were set up so that sales data could be collected by county and consolidated into 200-plus television marketing areas described by the American Research Bureau (based on a mail ballot of TV viewing). These areas have the advantage that each surrounds a major city, and each is covered by major media out of a central source. Since county lines are respected, the usually demographic data are readily available.

This concept was helpful in setting sales goals, measuring relative volume, allocating promotional charges to sales units, and evaluating the effectiveness of alternative programs --- but there were four problems associated with this approach:

1. ARB markets change annually, and are completely resurveyed every five years.
2. Though broadcast cast media may reach all parts of each market, markets are not always tied together as well by highways --- a primary means of distribution.
3. Sales measurement by county calls for a special state and county code in all pertinent records. Look-up maintenance of this code became a very considerable chore.
4. There are more areas than were needed for sales analysis at a national level.

DEVELOPMENT OF ZIP MARKETING AREAS

Following careful consideration of existing geographic models, a decision was made that ZIP offered the most usable base for a system requiring minimum look-up and maintenance. Since ZIP Sectional Centers do not follow county lines, it was necessary to "force a fit." ZIP Sectional Center areas that split counties were extended to include all of each county in which Sectional Centers included the majority of the population. Next, ZIP Sectional Center areas were grouped to match TV market (as defined by ARB) as closely as possible. Finally the resulting areas were grouped into 136 new "ZIP" Marketing Areas (see map) by overlaying known distribution patterns of major food chains.

As with most working models, the results had both advantages and disadvantages. Briefly, the advantages were these:

1. The ZIP number is widely understood and accepted by all segments of business and the general public.
2. At the ZIP Sectional Center level, the system is relatively stable.
3. Since ZIP is increasingly considered to be an essential part of a deliverable mail address, the user's look-up problem is minimized.
4. Because the ZIP Code is already in many addresses, additional place codes are unnecessary, which makes for more efficient data processing.
5. Maintenance (including dissemination of changes) is greatly simplified through availability of up-to-date Post Office Department directories.
6. ZIP is geared to the problem of delivering mail, and there is a fairly close parallel between highway networks and mail distribution, and the normal channels of distribution used by marketing organizations.
7. By aggregating counties into broad groups, it is possible to make historical comparisons (although a fair amount of effort is required to do so).

But there were also some disadvantages:

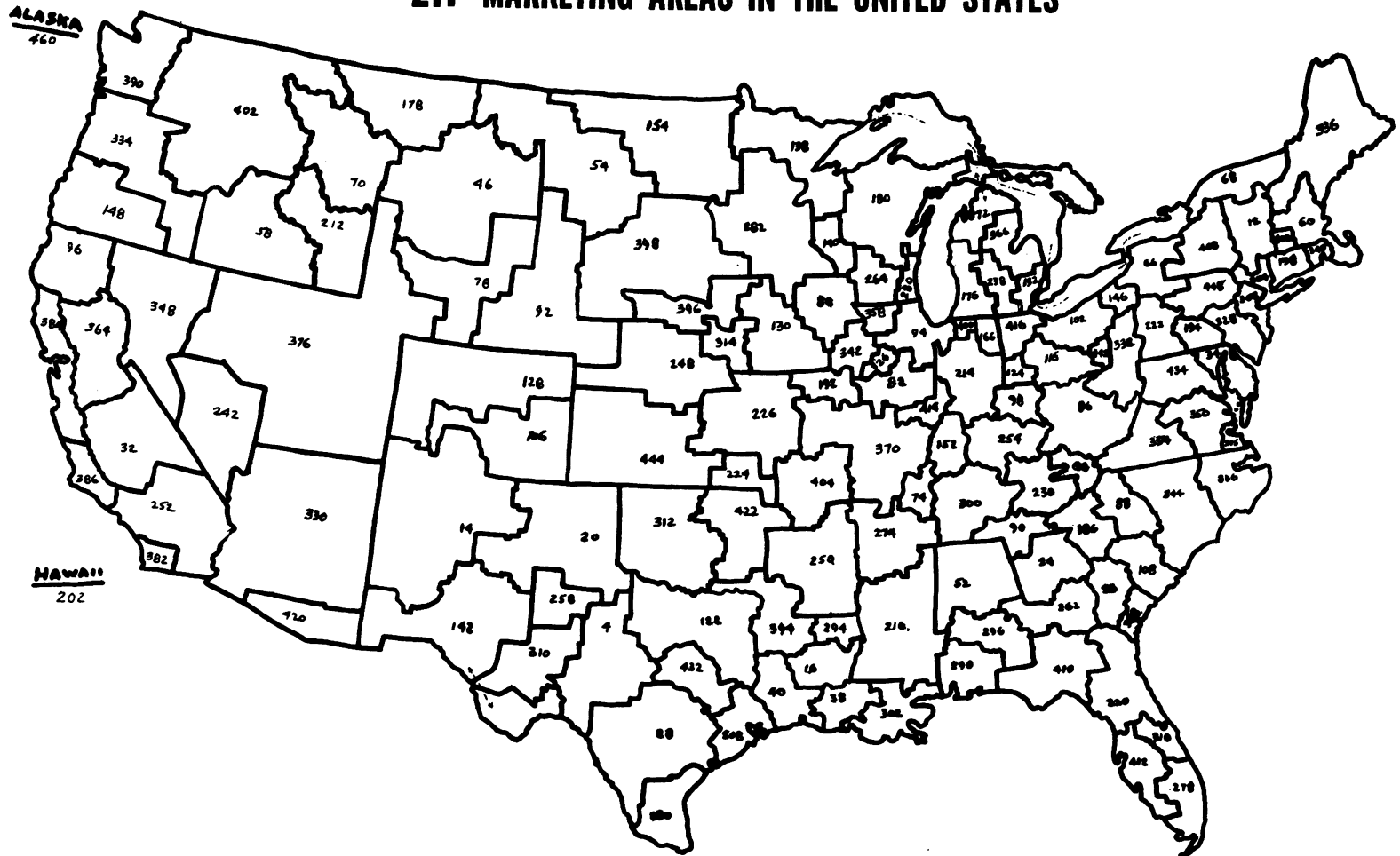
1. In the arbitrary allocation of "split" counties to a given ZIP Marketing Area, the possibility obviously exists that a part of the split county (even though a minority) actually belongs in a neighboring marketing area. Although this does happen, fortunately it tends to be a rather minor problem. In practice, the question arose in about 10 percent of the counties, and most of the time the "split" was so disproportional that that allocation was obvious.

In every case where the problem existed, it was in fringe population areas (rural and small town).

2. Some counties fell in one ZIP Marketing Area, but in another area of dominant television influence. Again, this situation occurred only in fringe population areas. In the actual application of this system, it was found that less than four per cent of the U.S. population lived in counties which ARB classified in one area, but our system placed in a different ZIP Marketing Area. Two out of three of these "switched counties" actually seemed to fit better (in terms of our existing distribution patterns) in the ZIP Marketing Areas, than they did in the ARB area of dominant television influence. This is understandable of course, in view of the fact that ZIP was planned in accordance with actual distribution traffic patterns, whereas ARB data are subject to normal sampling error.

In summary, we believe that ZIP provides a widely accepted, well understood basis for a relatively stable model of geographic analysis of marketing activity. Installation and maintenance cost of such a system is minimized (since ZIP is already being used for a quite different reason --- efficient mail delivery). Although the system of ZIP Marketing Areas described in this paper falls short of complete rigor, it has served as a working model of considerable empirical value.

ZIP MARKETING AREAS IN THE UNITED STATES



Ref. No.	Area & Counties	Number of Households 1967-01-01 (000)
004	Abilene, Texas Texas: Brown, Callahan, Coke, Coleman, Concho, Crockett, Fisher, Haskell, Irion, Jones, Kent, Kimble, Knox, McCulloch, Mason, Menard, Mills, Mitchell, Nolan, Reagan, Runnels, San Saba, Scheicher, Scurry, Sterling, Stonewall, Sutton, Taylor, Tom Green, Val Verde	127
012	Albany, New York New York: Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Ulster, Warren, Washington Vermont: Addison, Bennington, Rutland	492
014	Albuquerque, New Mexico Colorado: Alamosa, Archuleta, Conejos, Costilla, Dolores, La Plata, Mineral, Montezuma, Rio Grande, Saguache New Mexico: Bernalillo, Catron, Colfax, Harding, Los Alamos, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Union, Valencia	187
016	Alexandria, Louisiana Louisiana: Avoyelles, Grant, LaSalle, Natchitoches, Rapides, Sabine, Tensas, Vernon	89
020	Amarillo, Texas New Mexico: Curry, De Baca, Guadalupe, Quay, Roosevelt Oklahoma: Beaver, Cimarron, Texas Texas: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Cottle, Dallam, Deaf Smith, Donley, Floyd, Foard, Gray, Hale, Hall, Hansford, Hardeman, Hartley, Hemphill, Hutchinson, King, Lipscomb, Moore, Motley, Chittree, Oldham, Farmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler	172
024	Atlanta, Georgia Georgia: Banks, Barrow, Bartow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Elbert, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Greene, Gwinnet, Habersham, Hall, Haralson, Hart, Heard, Henry, Jackson, Lamar, Lumpkin, Madison, Meriwether, Morgan, Newton, Oconee, Oglethorpe, Paulding, Pickens, Pike, Polk, Rabun, Rockdale, Spalding, Stephens, Taliaferro, Towns, Troup, Union, Upson, Walton, White, Wilkes	611
026	Augusta, Georgia Georgia: Bulloch, Burke, Candier, Columbia, Emanuel, Evans, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Montgomery, Richmond, Screven, Tattall, Toombs, Treutlen, Warren South Carolina: Aiken, Allendale, Barnwell, Edgefield, McCormick	134
028	Austin, San Antonio, Texas Texas: Atascosa, Bandera, Bastrop, Bee, Bexar, Blanco, Burnet, Caldwell, Calhoun, Colorado, Comal, DeWitt, Dimmit, Edwards, Fayette, Frio, Gillespie, Goliad, Gonzales, Guadalupe, Hays, Jackson, Karnes, Kendall, Kimrey, Kerr, LaSalle, Lavaca, Lee, Live Oak, Llano, McCullen, Maverick, Medina, Real, Travis, Uvalde, Victoria, Webb, Williamson, Wilson, Zapata, Zavala	389
032	Bakersfield, California California: Fresno, Inyo, Kern, Kings, Madera, Mono, Tulare	316

Ref. No.	Area & Counties	Number of Households 1967-01-01 (000)
034	Baltimore, Maryland Delaware: Kent, Sussex Maryland: Anne Arundel, Baltimore, Baltimore City, Caroline, Carroll, Cecil, Dorchester, Harford, Howard, Kent, Queen Annes, Somerset Talbot, Wicomico, Worcester	698
038	Baton Rouge, Louisiana Louisiana: Acadia, East Baton Rouge, East Feliciana, Evangeline, Iberia, Iberville, Jefferson Davis, Lafayette, Livingston, Pointe Coupee, St. Landry, St. Martin, St. Mary, Vermilion, West Baton Rouge, West Feliciana	219
040	Beaumont, Texas Louisiana: Allen, Beauregard, Calcasieu, Cameron Texas: Angelina, Hardin, Jasper, Kefferson, Nacogdoches, Newton, Orange, Polk, Sabine, San Augustine, Shelby, Tyler	220
046	Billings, Montana Montana: Big Horn, Carbon, Carter, Custer, Fallon, Garfield, Golden Valley, Musselshell, Park, Petroleum, Powder River, Prairie, Rosebud, Still Water, Sweet Grass, Treasure, Wheatland, Wibaux, Yellowstone Wyoming: Big Horn, Hot Springs, Johnson, Park, Sheridan, Washakie	71
052	Birmingham, Alabama Alabama: Bibb, Blount, Calhoun, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, DeKalb, Etowah, Fayette, Franklin, Greene, Jackson, Jefferson, Lamar, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, Pickens, Randolph, St. Clair, Shelby, Sumter, Talladega, Tuscaloosa, Walker, Winston	576
054	Bismarck, North Dakota Montana: Daniels, Dawson, McCone, Richland, Roosevelt, Sheridan, Valley North Dakota: Adams, Billings, Bowman, Burleigh, Dunn, Emmons, Golden Valley, Grant, Hettinger, Logan, McIntosh, McKenzie, McClean, Mercer, Morton, Oliver, Sioux, Slope, Stark, Williams South Dakota: Campbell, Corson, Dewey, Perkins, Walworth, Ziebach	78
058	Boise, Idaho Idaho: Ada, Adams, Blaine, Camas, Canyon, Cassia, Elmore, Gem, Gooding, Jerome, Lincoln, Minidoka, Owyhee, Payette, Twin Falls, Valley, Washington Oregon: Malheur	109
060	Boston, Massachusetts Connecticut: Windham Massachusetts: Barnstable, Essex, Middlesex, Norfolk, Plymouth, Suffolk, Worcester New Hampshire: Belknap, Cheshire, Hillsborough, Merrimack, Rockingham, Strafford Vermont: Windham	1436
064	Bristol, Tennessee Kentucky: Knott, Leslie, Letcher, Perry Tennessee: Carter, Johnson, Sullivan, Union, Washington Virginia: Dickenson, Lee, Russell, Scott, Washington, Wise	144
066	Buffalo, New York New York: Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Monroe, Niagara, Ontario, Orleans, Wayne, Wyoming, Yates Pennsylvania: McKean, Potter, Tioga	836
068	Burlington, Vermont - Watertown, New York New York: Clinton, Essex, Franklin, Jefferson, St. Lawrence Vermont: Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orleans, Washington	168

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070	Butte, Montana Montana: Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Lake, Lewis & Clark, Madison, Meagher, Mineral, Missoula, Powell, Ravalli, Sanders, Silver Bow	74
072	Cadillac - Traverse City, Michigan Michigan: Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Leelanau, Mackinac, Manistee, Missaukee, Osceola, Otsego, Presque Isle, Wexford	78
074	Paducah, Kentucky Kentucky: Ballard, Calloway, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, McCracken, Marshall Tennessee: Carroll, Henry, Obion, Weakley	88
078	Casper, Wyoming Wyoming: Campbell, Carbon, Converse, Crook, Fremont, Natrona, Weston	37
080	Cedar Rapids, Iowa Iowa: Allamakee, Benton, Blackhawk, Bremer, Buchanan, Butler, Cedar, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Floyd, Grundy, Howard, Iowa, Jackson, Johnson, Jones, Linn, Tama, Washington, Winneshiek Wisconsin: Crawford, Grant	253
082	Champaign, Springfield, Illinois Illinois: Cass, Champaign, Christian, Coles, DeWitt, Douglas, Edgar, Livingston, Logan, McLean, Macon, Macoupin, Mason, Menard, Morgan, Moultrie, Piatt, Sangamon, Schuyler, Scott, Shelby, Vermillion	315
086	Charleston, West Virginia Kentucky: Boyd, Breathitt, Carter, Elliott, Floyd, Greenup, Johnson, Lawrence, Lee, Lewis, Magoffin, Martin, Morgan, Owsley, Pike, Wolfe Ohio: Adams, Athens, Gallia, Jackson, Lawrence, Meigs, Pike, Ross, Scioto, Vinton, Washington Virginia: Buchanan, Tazewell West Virginia: Boone, Braxton, Cabell, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell, Mason, Mercer, Mingo, Monroe, Nicholas, Pocahontas, Putnam, Raleigh, Roane, Summers, Wayne, Wyoming	596
088	Charlotte, North Carolina North Carolina: Alexander, Alleghany, Anson, Ashe, Avery, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Rutherford, Stanly, Union, Watauga, Wilkes South Carolina: Chester, Chesterfield, Lancaster, York	388
090	Chattanooga, Tennessee Georgia: Catoosa, Chattooga, Dade, Gordon, Murray, Walker, Whitfield North Carolina: Cherokee, Clay Tennessee: Bledsoe, Bradley, Coffee, Franklin, Grundy, Hamilton, Lincoln, McMinn, Marion, Meigs, Monroe, Morre, Polk, Rhea, Sequatchie	212
092	Cheyenne, Wyoming Nebraska: Arthur, Banner, Box Butte, Cheyenne, Daves, Deuel, Garden, Grant, Hooker, Kimball, Lincoln, Logan, McPherson, Morrill, Scotts Bluff, Sheridan, Thomas South Dakota: Butte, Custer, Fall River, Harding, Lawrence, Meade, Pennington, Shannon Wyoming: Albany, Goshen, Laramie, Niobrara, Platte	119

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094	Chicago, Illinois Illinois: Bureau, Cook, DeKalb, DuPage, Ford, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, LaSalle, McHenry, Putnam, Will Indiana: Jasper, Lake, LaPorte, Porter, Starke	2421
096	Chico-Redding, California California: Del Norte, Humboldt, Shasta, Siskiyou, Tehama, Trinity	89
098	Cincinnati, Ohio Indiana: Dearborn, Franklin, Ohio, Ripley, Switzerland Kentucky: Boone, Bracken, Campbell, Carroll, Fleming, Gallatin, Grant, Harrison, Kenton, Mason, Pendleton, Robertson Ohio: Brown, Butler, Clermont, Hamilton, Highland, Warren	545
102	Cleveland, Ohio Ohio: Ashland, Ashtabula, Carroll, Columbiana, Crawford, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Seneca, Stark, Summit, Strumbull, Tuscarawas, Wayne Pennsylvania: Lawrence, Mercer	1452
106	Colorado Springs, Colorado Colorado: Baca, Bent, Chaffee, Cheyenne, Crowley, Custer, El Paso, Fremont, Gunnison, Hinsdale, Huerfano, Kiowa, Kit Carson, Las Animas, Lincoln, Otero, Prowers, Pueblo, Teller	134
108	Columbia, South Carolina South Carolina: Bamberg, Berkeley, Calhoun, Charleston, Clarendon, Colleton, Dorchester, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter	248
116	Columbus, Ohio Ohio: Champaign, Coshocton, Delaware, Fairfield, Fayette, Franklin, Guernsey, Hardin, Hocking, Knox, Licking, Logan, Madison, Marion, Monroe, Morgan, Morrow, Muskingum, Noble, Perry, Pickaway, Union, Wyandot	468
120	Corpus Christi, Texas Texas: Aransas, Brooks, Cameron, Duval, Hidalgo, Jim Hogg, Jim Wells, Kenedy, Kleberg, Nueces, Refugio, San Patricio, Starr, Willacy	205
122	Dallas, Texas & Fort Worth, Texas Texas: Anderson, Archer, Baylor, Cherokee, Clay, Collin, Comanche, Cooke, Dallas, Delta, Denton, Eastland, Ellis, Erath, Fannin, Franklin, Freestone, Grayson, Henderson, Hood, Hopkins, Houston, Hunt, Jack, Kaufman, LaMar, Leon, Montague, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Shackelford, Smith, Somervell, Stephens, Tarrant, Throckmorton, Titus, Trinity, Van Zandt, Wichita, Wilbarger, Wise, Wood, Young	923
124	Dayton, Ohio Ohio: Clark, Darke, Greene, Miami, Montgomery, Preble, Shelby	303
128	Denver, Colorado Colorado: Adams, Arapahoe, Boulder, Clear Creek, Delta, Denver, Douglas, Eagle, Elbert, Garfield, Gilpin, Grand, Jackson, Jefferson, Lake, Larimer, Logan, Mesa, Moffat, Montrose, Morgan, Ouray, Park, Phillips, Pitkin, Rio Blanco, Routt, San Juan, San Miguel, Sedgwick, Summit, Washington, Weld, Yuma	464

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130	Des Moines, Iowa Iowa: Adair, Adams, Appanoose, Audubon, Boone, Buena Vista, Calhoun, Cass, Clarke, Dallas, Davis, Decatur, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Jefferson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Palo Alto, Pocahontas, Polk, Poweshiek, Ringgold, Isaac, Story, Taylor, Union, Van Buren, Wapello, Warren, Wayne, Webster, Wright	327
132	Detroit, Michigan Michigan: Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne	1247
138	Duluth, Minnesota - Superior, Wisconsin Minnesota: Beltrami, Carlton, Clearwater, Cook, Itasca, Koochiching, Lake, Lake of the Woods, St. Louis Wisconsin: Ashland, Barron, Bayfield, Burnett, Douglas, Rusk, Sawyer, Washburn	159
140	Eau Claire - La Crosse, Wisconsin Wisconsin: Buffalo, Chippewa, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Trempealeau, Vernon	91
142	El Paso, Texas - Roswell, New Mexico New Mexico: Chavez, Dona Ana, Eddy, Grant, Hidalgo, Lea, Lincoln, Luna, Otero Texas: Brewster, Culberson, El Paso, Hays, Presidio, Terrell	190
146	Erie, Pennsylvania Pennsylvania: Crawford, Erie, Forest, Venango, Warren	132
148	Eugene - Roseburg - Klamath Falls, Oregon Oregon: Coos, Curry, Douglas, Jackson, Josephine, Klamath, Lake, Lane	161
152	Evansville, Indiana Indiana: Daviess, Dubois, Gibson, Knox, Martin, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick Kentucky: Caldwell, Daviess, Hancock, Henderson, Hopkins, McLean, Mulesburg, Ohio, Union, Webster	196
154	Fargo, North Dakota Minnesota: Becker, Clay, Grant, Kittson, Mahanomen, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Roseau, Wilkin North Dakota: Barnes, Benson, Bottineau, Burke, Cass, Cavalier, Dickey, Divide, Eddy, Foster, Grand Forks, Griggs, Kidder, La Moure, Mc Henry, Mountrail, Nelson, Pembina, Pierce, Ramsey, Towner, Renville, Richland, Olette, Sargent, Sheridan, Steele, Stutsman, Towner, Traill, Walsh, Ward, Wells	193
166	Fort Wayne, Indiana Indiana: Adams, Allen, De Kalb, Huntington, Lagrange, Noble, Steuben, Wabash, Wells, Whitley	136
176	Grand Rapids, Michigan Michigan: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, Kent, Lake, Mason, Mecosta, Muskegon, Newaygo, Oceana, Ottawa, St. Joseph, Van Buren	476
178	Great Falls, Montana Montana: Blaine, Cascade, Chouteau, Fergus, Glacier, Hill, Judith Basin, Liberty, Phillips, Pondera, Teton, Toole	54

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180	Green Bay, Wisconsin - Marquette, Michigan Michigan: Alger, Baraga, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Marquette, Menominee, Ontonagon, Schoolcraft Wisconsin: Brown, Clark, Door, Florence, Fond du Lac, Forest, Green Lake, Iron, Kewaunee, Langlade, Lincoln, Manitowoc, Marathon, Marinette, Oconto, Oneida, Outagamie, Portage, Price, Shawano, Taylor, Vilas, Waupaca, Waushara, Winnebago, Wood	387
186	Greenville, South Carolina - Asheville, North Carolina North Carolina: Buncombe, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Swain, Transylvania, Yancey South Carolina: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, Union	322
192	Quincy, Illinois Illinois: Adams, Brown, Hancock, Pike Missouri: Adair, Clark, Knox, Lewis, Macon, Marion, Putnam, Ralls, Schuyler, Scotland, Shelby, Sullivan	82
194	Harrisburg, Pennsylvania Pennsylvania: Adams, Cumberland, Dauphin, Juniata, Lancaster, Lebanon, Mifflin, Perry, York	348
198	Hartford, Connecticut Connecticut: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland	864
202	Honolulu, Hawaii Hawaii: Kauai, Maui	177
208	Houston, Texas Texas: Austin, Azoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, San Jacinto, Walker, Waller, Wharton	604
212	Idaho Falls, Idaho Idaho: Bannock, Bear Lake, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Franklin, Fremont, Jefferson, Lemhi, Madison, Oneida, Teton	59
214	Indianapolis, Indiana Indiana: Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clinton, Decatur, Delaware, Fayette, Fountain, Fulton, Grant, Greene, Hamilton, Hancock, Hendricks, Henry, Howard, Jackson, Jay, Jefferson, Jennings, Johnson, Kosciusko, Lawrence, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Newton, Orange, Owen, Pulaski, Putnam, Randolph, Rush, Shelby, Tippecanoe, Tipton, Union, Warren, Wayne, White	757
216	Jackson - Meridian, Mississippi Alabama: Choctaw Mississippi: Adams, Alcorn, Amite, Attala, Bolivar, Calhoun, Carroll, Chickasaw, Choctaw, Claiborne, Clarke, Clay, Copiah, Covington, Forrest, Franklin, George, Greene, Grenada, Hinds, Holmes, Humphreys, Issaquena, Itawamba, Jasper, Jefferson, Jefferson Davis, Jones, Kemper, Lamar, Lauderdale, Lawrence, Leake, Lee, Leflore, Lincoln, Lowndes, Madison, Marion, Monroe, Montgomery, Neshoba, Newton, Noxubee, Oktibbeha, Pearl River, Perry, Pike, Pontotoc, Prentiss, Rankin, Scott, Sharkey, Simpson, Smith, Sunflower, Tallahatchie, Tishomingo, Walthall, Warren, Washington, Wayne, Webster, Wilkinson, Winston, Yazoo, Yazoo	492

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220	Jacksonville, Florida Florida: Alachua, Baker, Bradford, Citrus, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Marion, Nassau, Putnam, St. Johns, Suwannee, Union, Volusia Georgia: Appling, Bacon, Brantley, Camden, Charlton, Glynn, Pierce, Ware, Wayne	357
222	Johnstown, Pennsylvania Pennsylvania: Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Elk, Franklin, Fulton, Huntingdon, Indiana, Jefferson, Somerset	264
224	Joplin, Missouri Kansas: Allen, Bourbon, Chautaucus, Cherokee, Crawford, Elk, Labette, Montgomery, Neosho, Wilson, Woodson Missouri: Jasper, McDonald, Newton	111
226	Kansas City, Missouri Kansas: Anderson, Atchison, Chase, Coffey, Doniphan, Douglas, Franklin, Geary, Jackson, Jefferson, Johnson, Leavenworth, Linn, Lyon, Marion, Marshall, Miami, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee, Wyandotte Missouri: Andrew, Atchison, Barton, Bates, Benton, Buchanan, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Henry, Holt, Jackson, Johnson, Lafayette, Linn, Livingston, Mercer, Nodaway, Pettis, Platte, Ray, St. Clair, Saline, Vernon, Worth	725
230	Knoxville, Tennessee Kentucky: Bell, Casey, Clay, Clinton, Harlan, Knox, Laurel, McCreary, Pulaski, Russell, Wayne, Whitley Tennessee: Anderson, Blount, Campbell, Clairborne, Cooke, Cumberland, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, Morgan, Roane, Scott, Sevier, Union	285
238	Lansing - Jackson, Michigan Michigan: Clinton, Eaton, Gratiot, Hillsdale, Ingham, Ionia, Isabella, Jackson, Lemawee, Livingston, Montcalm, Shiawassee	234
242	Las Vegas, Nevada Nevada: Clark, Lincoln, Nye	83
248	Lincoln - Hastings, Nebraska Kansas: Cloud, Jewell, Republic, Smith, Washington Nebraska: Adams, Blaine, Boone, Buffalo, Butler, Cass, Chase, Clay, Colfax, Custer, Polk, Dawson, Dundy, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Howard, Jefferson, Johnson, Kearney, Keith, Lancaster, Loup, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Platte, Polk, Red Willow, Richardson, Saline, Seward, Sherman, Thayer, Valley, Webster, Sheeler, York	222
250	Little Rock, Arkansas Arkansas: Arkansas, Ashley, Bradley, Calhoun, Chicot, Clark, Cleburne, Cleveland, Columbia, Conway, Crawford, Dallas, Desha, Drew, Faulkner, Franklin, Fulton, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Johnson, Lincoln, Logan, Lonoke, Monroe, Montgomery, Ouachita, Perry, Pike, Polk, Pope, Prairie, Pulaski, Saline, Scott, Sebastian, Sharp, Stone, Union, Van Buren, White, Woodruff, Yell,	379
252	Los Angeles, California California: Imperial, Los Angeles, Orange, Riverside, San Bernardino	3083

Ref. No.	Area & Counties	Number of Households 1967-01-01 (000)
254	Louisville-Lexington, Kentucky Indiana: Clark, Crawford, Floyd, Harrison, Scott, Washington Kentucky: Adair, Anderson, Bath, Bourbon, Boyle, Breckinridge, Bullitt, Clark, Cumberland, Estill, Fayette, Franklin, Garrard, Grayson, Green, Hardin, Hart, Henry, Jackson, Jefferson, Jessamine, Larue, Lincoln, Madison, Marion, Meade, Menifee, Mercer, Montgomery, Nelson, Nicholas, Oldham, Owen, Powell, Rockcastle, Rowan, Scott, Shelby, Spencer, Taylor, Trimble, Washington, Woodford	479
259	Lubbock, Texas Texas: Bailey, Cpehran, Crosby, Dawson, Dickens, Gaines, Garza, Hockley, Lamb, Lubbock, Lynn, Terry, Yoakum	100
262	Macon - Columbus, Georgia Alabama: Chambers, Lee, Russell, Tallapoosa Georgia: Baldwin, Bibb, Blackley, Chattahoochee, Crawford, Crisp, Dodge, Dooly, Hancock, Harris, Houston, Jasper, Johnson, Jones, Laurens, Macon, Marion, Monroe, Muscogee, Peach, Pulaski, Putnam, Schley, Stewart, Talbot, Taylor, Twiggs, Washington, Webster, Wheeler, Wilcox, Wilkinson	194
264	Madison, Wisconsin Wisconsin: Adams, Columbia, Dane, Dodge, Green, Iowa, Jefferson, Juneau, Lafayette, Marquette, Richland, Rock, Sauk	198
274	Memphis, Tennessee Arkansas: Clay, Craighead, Crittenden, Cross, Greene, Lawrence, Lee, Mississippi, Phillips, Poinsett, Randolph, St. Francis Mississippi: Benton, Coahoma, DeSoto, Lafayette, Marshall, Panola, Quitman, Tate, Tippah, Tunica, Union Tennessee: Benton, Chester, Crockett, Decatur, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Lake, Lauderdale, McNairy, Madison, Shelby, Tipton	480
278	Miami, Florida Florida: Broward, Dade, Glades, Hendry, Martin, Monroe, Okeechobee, Palm Beach, St. Lucie	671
280	Milwaukee, Wisconsin Wisconsin: Calumet, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington, Waukesha	557
282	Minneapolis, Minnesota Iowa: Cerro Gordo, Franklin, Hancock, Mitchell, Winnebago, Worth Minnesota: Aitkin, Anoka, Benton, Big Stone, Blue Earth, Brown, Carver, Cass, Chippewa, Chisago, Dakota, Dodge, Douglas, Faribault, Fillmore, Freeborn, Goodhue, Hennepin, Houston, Hubbard, Isanti, Kanabec, Kandiyohi, Lac Qui Parle, LeSueur, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Mower, Nicollet, Olmsted, Pine, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Todd, Traverse, Wabasha, Wadena, Waseca, Washington, Watonwan, Winona, Wright, Yellow Medicine Wisconsin: Pierce, Polk, St. Croix	906
290	Mobile, Alabama Alabama: Baldwin, Clarke, Conecuh, Covington, Escambia, Mobile, Monroe, Washington Florida: Escambia, Okaloosa, Santa Rosa	238
294	Monroe-Alexandria, Louisiana Louisiana: Caldwell, Catahoula, Concordia, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Quachita, Richland, Union, West Carroll, Winn	82

Ref. No.	Area & Counties	Number of Households 1967-01-01	Ref. No.	Area & Counties	Number of Households 1967-01-01
296	Montgomery, Alabama Alabama: Autauga, Barbour, Bullock, Butler, Coffee, Crenshaw, Dale, Dallas, Elmore, Geneva, Hale, Henry, Houston, Lowndes, Macon, Marengo, Montgomery, Perry, Pike, Wilcox	133	326	Peoria, Illinois Illinois: Fulton, Marshall, Peoria, Tazewell, Woodford	121
300	Nashville, Tennessee Kentucky: Allen, Barren, Butler, Christian, Edmonson, Logan, Metcalfe, Monroe, Simpson, Todd, Trigg, Warren Tennessee: Bedford, Cannon, Cheatham, Clay, Davidson, De Kalb, Dickson, Fentress, Giles, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Macon, Marshall, Maury, Montgomery, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, White, Williamson, Wilson	386	328	Philadelphia, Pennsylvania Delaware: New Castle New Jersey: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem Pennsylvania: Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton, Philadelphia, Schuylkill	1999
302	New Orleans, Louisiana Louisiana: Ascension, Assumption, Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, St. Helena, St. James, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington Mississippi: Hancock, Harrison, Jackson, Stone	483	330	Phoenix, Arizona Arizona: Apache, Coconino, Gila, Graham, Greenlee, Maricopa, Mohave, Navajo, Pinal, Yavapai, Yuma	340
303	New York (New York portion) New York: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Westchester	3899	332	Pittsburgh, Pennsylvania Pennsylvania: Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Washington, Westmoreland West Virginia: Barbour, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Pleasants, Preston, Randolph, Ritchie, Taylor, Tucker, Tyler, Upshur, Webster, Wetzel, Wirt, Wood	874
304	New York (New Jersey portion) New Jersey: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren	1604	334	Portland, Oregon Oregon: Benton, Clackamas, Clatsop, Columbia, Crook, Deschutes, Harney, Hood River, Jefferson, Lincoln, Linn, Marion, Multnomah, Polk, Sherman, Tillamook, Wasco, Washington, Yamhill Washington: Clark, Cowlitz, Klickitat, Skamania, Wahkiakum	489
305	Norfolk, Virginia Virginia: Accomack, Hampton City, Gloucester, Isle of Wight, James City, Nansemond, Norfolk, Northampton, Princess Anne, Southampton, York	295	336	Portland, Maine Maine: Androscoggin, Arnoostook, Cumberland, Hancock, Kennebec, Knox, Lincoln, Oxford, Penobscot, Piscataquis, Sagadahoc, Somerset, Waldo, Washington, York New Hampshire: Coos, Grafton, Sullivan Vermont: Orange, Windsor	348
306	Wilmington, North Carolina North Carolina: Beaufort, Bertie, Camden, Carteret, Chowan, Craven, Currituck, Dare, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson	212	340	Providence, Rhode Island Massachusetts: Bristol Rhode Island: Bristol, Kent, Newport, Providence, Washington	399
310	Midland - Big Spring, Texas Texas: Andrews, Borden, Crane, Ector, Glasscock, Howard, Jeff Davis, Loving, Martin, Midland, Pecos, Reeves, Upton, Ward, Winkler	97	342	Quad Cities, Iowa Illinois: Henderson, Henry, Knox, Mc Donough, Mercer, Rock Island, Stark, Warren Iowa: Clinton, Des Moines, Henry, Louisa, Muscatine, Lee, Scott	214
312	Oklahoma City, Oklahoma Oklahoma: Alfalfa, Beckham, Blaine, Caddo, Canadian, Carter, Cleveland, Comanche, Cotton, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Greer, Harmon, Harper, Hughes, Jackson, Jefferson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, Love, Mc Clain, Major, Marshall, Murray, Noble, Okfuskee, Oklahoma, Pontotoc, Pottawatomie, Roger Mills, Seminole, Stephens, Tillman, Washita Woods, Woodward	462	344	Raleigh - Durham, North Carolina North Carolina: Alamance, Bladen, Brunswick, Caswell, Chatham, Columbus, Cumberland, Davidson, Davie, Duplin, Durham, Forsyth, Franklin, Granville, Guilford, Harnett, Hoke, Johnston, Lee, Montgomery, Moore, New Hanover, Orange, Pender, Person, Randolph, Richmond, Robeson, Rockingham, Sampson, Scotland, Stokes, Surry, Vance, Wake, Warren, Wayne, Yadkin South Carolina: Darlington, Dillon, Florence, Georgetown, Horry, Marion, Marlboro, Williamsburg	741
314	Omaha, Nebraska Iowa: Carroll, Crawford, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby Nebraska: Burt, Dodge, Douglas, Sarpy, Saunders, Thurston, Washington	219	348	Reno, Nevada California: Alpine, Lassen, Modoc Nevada: Churchill, Douglas, Esmeralda, Humboldt, Lyon, Mineral, Ormsby, Pershing, Storey, Washoe	64
316	Orlando, Florida Florida: Brevard, Indian River, Lake, Orange, Osceola, Seminole	215			

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350	Richmond, Virginia Virginia: Albemarle, Amelia, Brunswick, Buckingham, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Essex, Fluvanna, Goochland, Greene, Greenville, Hanover, Henrico, King and Queen, King George, King William, Lancaster, Louisa, Lunenburg, Madison, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Powhatan, Prince Edward, Prince George, Richmond, Spotsylvania, Stafford, Surry, Sussex, Westmoreland	296	388	Savannah, Georgia Georgia: Bryan, Chatham, Effingham, Liberty, Long, McIntosh South Carolina: Beaufort, Hampton, Jasper	93
354	Roanoke, Virginia Virginia: Alleghany, Amherst, Appomattox, Augusta, Bath, Bedford, Bland, Botetourt, Campbell, Carroll, Charlotte, Craig, Floyd, Franklin, Giles, Grayson, Halifax, Henry, Highland, Mathews, Mecklenburg, Montgomery, Radford City, Patrick, Pittsylvania, Pulaski, Roanoke, Rockbridge, Smyth, Wythe	299	390	Seattle, Washington Washington: Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom	652
358	Rockford, Illinois Illinois: Boone, Carroll, Jo Daviess, Lee, Ogle, Stephenson, Whiteside, Winnebago	150	394	Shreveport, Louisiana Arkansas: Hempstead, Howard, Lafayette, Little River, Miller, Nevada, Sevier Louisiana: Bienville, Bossier, Caddo, Claiborne, DeSoto, Red River, Webster Oklahoma: Bryan, Choctaw, McCurtain Texas: Bowie, Camp, Cass, Gregg, Harrison, Marion, Morris, Panola, Rusk, Upshur,	269
364	Sacramento, California California: Amador, Butte, Calaveras, Colusa, Dorado, Glenn, Mariposa, Merced, Nevada, Placer, Plumas, Sacramento, San Joaquin, Sierra, Stanislaus, Sutter, Tuolumne, Yolo, Yuba	524	396	Sioux City, Iowa Iowa: Cherokee, Clay, Dickinson, Emmet, Ida, Lyon, Monona, O'Brien, Osceola, Plymouth, Sioux, Woodbury Nebraska: Antelope, Boyd, Cedar, Cuming, Dakota, Dixon, Holt, Keya Paha, Knox, Madison, Pierce, Rock, Stanton, Wayne	128
366	Saginaw-Flint, Michigan Michigan: Alcona, Arenac, Bay, Clare, Genesee, Gladwin, Huron, Iosco, Lapeer, Midland, Ogemaw, Oscoda, Roscommon, Saginaw, Sanilac, Tuscola	289	398	Sioux Falls, South Dakota Minnesota: Cottonwood, Jackson, Lincoln, Murray, Nobles, Pipestone, Rock Nebraska: Brown, Cherry, South Dakota: Aurora, Beadle, Bennett, Bon Homme, Brookings, Brown, Brule, Buffalo, Charles Mix, Clark, Clay, Codington, Davison, Day, Deuel, Douglas, Edmunds, Faulk, Grant, Gregory, Haakon, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jackson, Jerauld, Jones, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Mellette, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Stanley, Sully, Todd, Tripp, Turner, Union, Washabaugh, Yankton	185
370	St. Louis, Missouri Illinois: Alexander, Bond, Calhoun, Clay, Clinton, Edwards, Franklin, Gallatin, Greene, Hamilton, Hardin, Jackson, Jefferson, Jersey, Johnson, Madison, Marion, Massac, Monroe, Montgomery, Perry, Pope, Pulaski, Randolph, St. Clair, Saline, Union, Wabash, Washington, Wayne, White, Williamson Missouri: Audrain, Bollinger, Boone, Butler, Callaway, Camden, Cape Girardeau, Carter, Chariton, Cole, Cooper, Dunklin, Franklin, Gasconade, Howard, Iron, Jefferson, Lincoln, Madison, Miller, Mississippi, Moniteau, Monroe, Montgomery, Morgan, New Madrid, Osage, Pemiscot, Perry, Pike, Randolph, Reynolds, Ripley, St. Charles, St. Francois, St. Louis, St. Louis City, Ste. Genevieve, Scott, Stoddard, Warren, Washington, Wayne	1099	400	South Bend, Indiana Indiana: Elkhart, Marshall, St. Joseph	121
376	Salt Lake City, Utah Nevada: Elko, Eureka, Lander, White Pine Utah: Beaver, Box Elder, Cache, Carbon, Daggett, Davis, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Morgan, Piute, Rich, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, Wayne, Weber Wyoming: Lincoln, Sublette, Sweetwater, Teton, Uinta	299	402	Spokane, Washington Idaho: Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Percé, Shoshone Montana: Flathead, Lincoln Oregon: Baker, Gilliam, Grant, Morrow, Umatilla, Union, Wallowa, Wheeler Washington: Adams, Asotin, Benton, Chelan, Columbia, Douglas, Ferry, Franklin, Garfield, Grant, Kittitas, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Walla Walla, Whitman, Yakima	354
382	San Diego, California California: San Diego	380	404	Springfield, Missouri Arkansas: Baxter, Boone, Carroll, Marion, Newton, Searcy Missouri: Barry, Cedar, Christian, Crawford, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, LaCade, Lawrence, Maries, Oregon, Ozark, Phelps, Polk, Pulaski, Shannon, Stone, Taney, Texas, Webster, Wright	165
384	San Francisco, California California: Alameda, Contra Costa, Lake, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma	1559	406	Springfield, Massachusetts Massachusetts: Franklin, Hampden, Hampshire	186
386	Santa Barbara, California California: San Luis Obispo, Santa Barbara, Ventura	201	408	Syracuse, New York New York: Broome, Cayuga, Chemung, Chenango, Cortland, Delaware, Herkimer, Lewis, Madison, Oneida, Onondaga, Oswego, Otsego, Schuyler, Seneca, Steuben, Tioga, Tompkins	567
			410	Tallahassee, Florida - Albany, Georgia Florida: Bay, Calhoun, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Madison, Washington, Taylor, Wakulla, Walton, Washington Georgia: Atkinson, Baker, Ben Hill, Berrien, Brooks, Calhoun, Clay, Coffee, Clinch, Colquitt, Cook, Decatur, Dougherty, Early, Echols, Grady, Irwin, Jeff Davis, Lanier, Lee, Lowndes, Miller, Mitchell, Quitman, Randolph, Seminole, Sumter, Telfair, Terrell, Thomas, Tift, Turner, Worth	271