

POLIDATA ® REGION MAPS

County-Based Regions
and Markets for

ARKANSAS

75 Counties and Portions of

7 MSAs (Metropolitan Statistical Areas from OMB for 1999)

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

8 DMAs (Designated Markets Areas from Nielsen for 2000)

6 ISRs (Internal State Regions from Polidata for 1996)

ARKANSAS, 75 Counties

Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 05

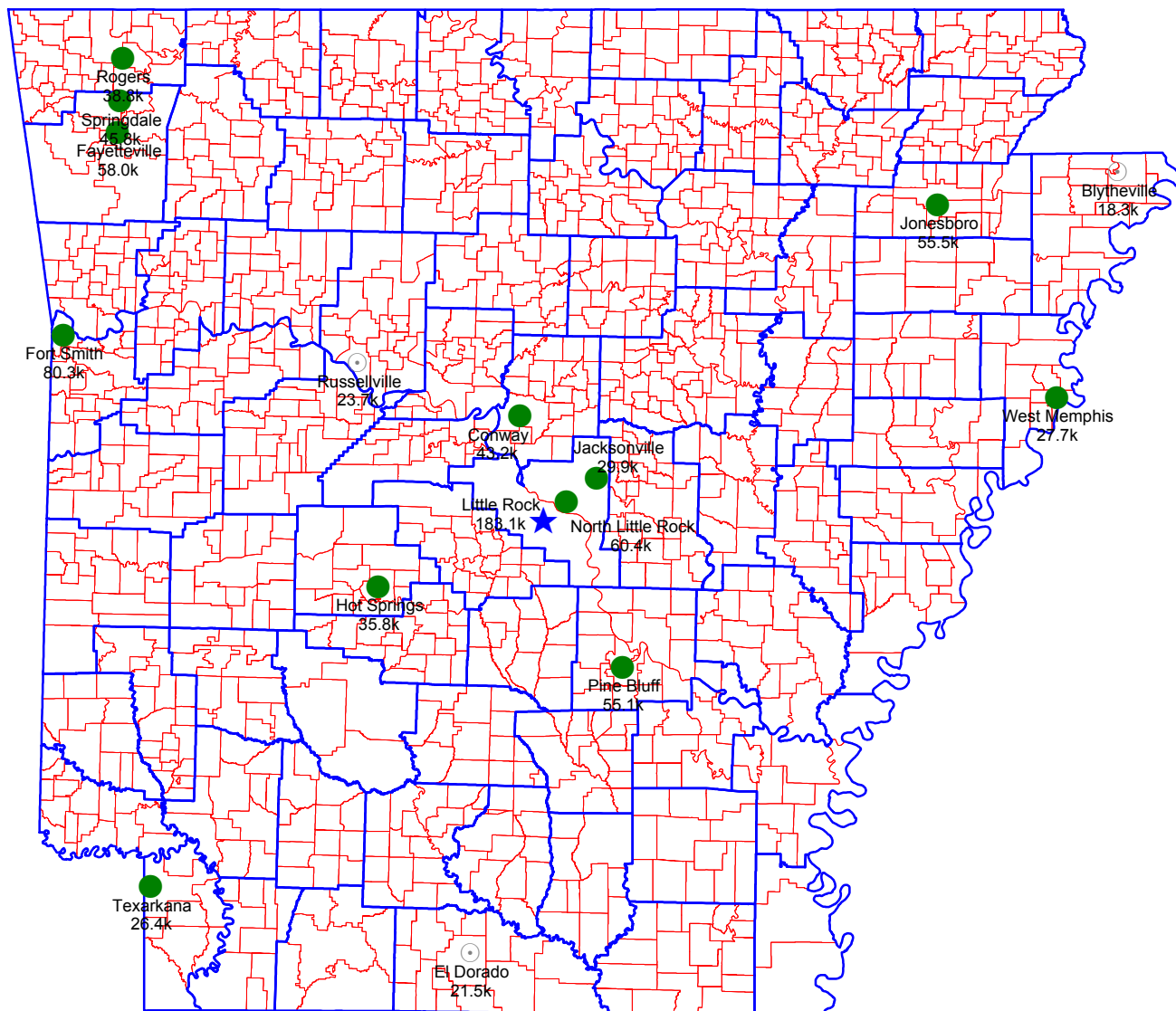


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



ARKANSAS, 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.

Population Size

- ★ over 1,000,000 (0)
- ★ over 100,000 (1)
- over 25,000 (12)
- over 5,000 (3)
- ◻ under 5,000 (0)



County Code Listing

ARKANSAS, 75 Counties

| County or Equivalent | Cy Seq | Population Centers | County Seat | 1990 Tot. Pop. | 2000 Tot. Pop. | FIPS Code | Polidata CyAbb |
|----------------------|--------|--------------------|---------------|----------------|----------------|-----------|----------------|
| ARKANSAS | 1 | Gum Pond | DeWitt | 21,653 | 20,749 | 1 | ARKAN |
| ASHLEY | 2 | Egypt | Hamburg | 24,319 | 24,209 | 3 | ASHLE |
| BAXTER | 3 | Mountain Home | Mountain Home | 31,186 | 38,386 | 5 | BAXTE |
| BENTON | 4 | Esculapia | Bentonville | 97,530 | 153,406 | 7 | BENTO |
| BOONE | 5 | Harrison | Harrison | 28,297 | 33,948 | 9 | BOONE |
| BRADLEY | 6 | Pennington | Warren | 11,793 | 12,600 | 11 | BRADL |
| CALHOUN | 7 | Franklin | Hampton | 5,826 | 5,744 | 13 | CALHO |
| CARROLL | 8 | Prairie | Berryville | 18,623 | 25,357 | 15 | CARRO |
| CHICOT | 9 | Carlton | Lake Village | 15,713 | 14,117 | 17 | CHICO |
| CLARK | 10 | Caddo | Arkadelphia | 21,437 | 23,546 | 19 | CLARK |
| CLAY | 11 | St. Francis | Piggott | 18,107 | 17,609 | 21 | CLAY_ |
| CLEBURNE | 12 | Heber | Heber Springs | 19,411 | 24,046 | 23 | CLEBU |
| CLEVELAND | 13 | Rison | Rison | 7,781 | 8,571 | 25 | CLEVE |
| COLUMBIA | 14 | Magnolia | Magnolia | 25,691 | 25,603 | 27 | COLUM |
| CONWAY | 15 | Welborn | Morrilton | 19,151 | 20,336 | 29 | CONWA |
| CRAIGHEAD | 16 | Jonesboro | Jonesboro | 68,956 | 82,148 | 31 | CRAIG |
| CRAWFORD | 17 | Van Buren | Van Buren | 42,493 | 53,247 | 33 | CRAWF |
| CRITTENDEN | 18 | Mississippi | Marion | 49,939 | 50,866 | 35 | CRITT |
| CROSS | 19 | Wynne | Wynne | 19,225 | 19,526 | 37 | CROSS |
| DALLAS | 20 | Fordyce | Fordyce | 9,614 | 9,210 | 39 | DALLA |
| DESHA | 21 | Randolph | Arkansas City | 16,798 | 15,341 | 41 | DESHA |
| DREW | 22 | Marion | Monticello | 17,369 | 18,723 | 43 | DREW_ |
| FAULKNER | 23 | Cadron | Conway | 60,006 | 86,014 | 45 | FAULK |
| FRANKLIN | 24 | White Oak | Ozark | 14,897 | 17,771 | 47 | FRANK |
| FULTON | 25 | Benton | Salem | 10,037 | 11,642 | 49 | FULTO |
| GARLAND | 26 | Hot Springs | Hot Springs | 73,397 | 88,068 | 51 | GARLA |
| GRANT | 27 | Merry Green | Sheridan | 13,948 | 16,464 | 53 | GRANT |
| GREENE | 28 | Paragould | Paragould | 31,804 | 37,331 | 55 | GREEN |
| HEMPSTEAD | 29 | De Roan | Hope | 21,621 | 23,587 | 57 | HEMPS |
| HOT SPRING | 30 | Fenter | Malvern | 26,115 | 30,353 | 59 | HOT_S |
| HOWARD | 31 | Nashville | Nashville | 13,569 | 14,300 | 61 | HOWAR |
| INDEPENDENCE | 32 | Ruddell | Batesville | 31,192 | 34,233 | 63 | INDEP |
| IZARD | 33 | Jefferson | Melbourne | 11,364 | 13,249 | 65 | IZARD |
| JACKSON | 34 | Union | Newport | 18,944 | 18,418 | 67 | JACKS |
| JEFFERSON | 35 | Vaugine | Pine Bluff | 85,487 | 84,278 | 69 | JEFJE |
| JOHNSON | 36 | Spadra | Clarksville | 18,221 | 22,781 | 71 | JOHNS |
| LAFAYETTE | 37 | Baker | Lewisville | 9,643 | 8,559 | 73 | LAFAY |
| LAWRENCE | 38 | Campbell | Walnut Ridge | 17,455 | 17,774 | 75 | LAWRE |
| LEE | 39 | Independence | Mariana | 13,053 | 12,580 | 77 | LEE_ |
| LINCOLN | 40 | Cane Creek | Star City | 13,690 | 14,492 | 79 | LINCO |

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1. 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.

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

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

4. 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.

5. 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.

| County or Equivalent | Cy Seq | Population Centers | County Seat | 1990 Tot. Pop. | 2000 Tot. Pop. | FIPS Code | Polidata CyAbb |
|----------------------|--------|--------------------|------------------------|----------------|----------------|-----------|----------------|
| LITTLE RIVER | 41 | Jefferson | Ashdown | 13,966 | 13,628 | 81 | LITTL |
| LOGAN | 42 | Boone | Marianna | 20,557 | 22,486 | 83 | LOGAN |
| LONOKE | 43 | York | Lonoke | 39,268 | 52,828 | 85 | LONOK |
| MADISON | 44 | War Eagle | Huntsville | 11,618 | 14,243 | 87 | MADIS |
| MARION | 45 | White River | Yellville | 12,001 | 16,140 | 89 | MARIO |
| MILLER | 46 | Garland | Texarkana | 38,467 | 40,443 | 91 | MILLE |
| MISSISSIPPI | 47 | Blytheville | Blytheville | 57,525 | 51,979 | 93 | MISSI |
| MONROE | 48 | Brinkley | Calarendon | 11,333 | 10,254 | 95 | MONRO |
| MONTGOMERY | 49 | South Fork | Mount Ida | 7,841 | 9,245 | 97 | MONTG |
| NEVADA | 50 | Missouri | Prescott | 10,101 | 9,955 | 99 | NEVAD |
| NEWTON | 51 | Jackson | Jasper | 7,666 | 8,608 | 101 | NEWTO |
| OUACHITA | 52 | Camden | Camden | 30,574 | 28,790 | 103 | OUACH |
| PERRY | 53 | Fourche Lafave | Perryville | 7,969 | 10,209 | 105 | PERRY |
| PHILLIPS | 54 | Hornor | Helena | 28,830 | 26,445 | 107 | PHILL |
| PIKE | 55 | Clark | Murfreesboro | 10,086 | 11,303 | 109 | PIKE_ |
| POINSETT | 56 | Willis | Harrisburg | 24,664 | 25,614 | 111 | POINS |
| POLK | 57 | Center | Mena | 17,347 | 20,229 | 113 | POLK_ |
| POPE | 58 | Illinois | Russellville | 45,883 | 54,469 | 115 | POPE_ |
| PRAIRIE | 59 | White River | Des Arc-De Valls Bluff | 9,518 | 9,539 | 117 | PRAIR |
| PULASKI | 60 | Big Rock | Little Rock | 349,569 | 361,474 | 119 | PULAS |
| RANDOLPH | 61 | Demun | Pocahontas | 16,558 | 18,195 | 121 | RANDO |
| ST FRANCIS | 62 | Madison | Forrest City | 28,497 | 29,329 | 123 | ST_FR |
| SALINE | 63 | Benton | Benton | 64,183 | 83,529 | 125 | *SALIN |
| SCOTT | 64 | Hickman | Waldron | 10,205 | 10,996 | 127 | SCOTT |
| SEARCY | 65 | Marshall | Marshall | 7,841 | 8,261 | 129 | SEARC |
| SEBASTIAN | 66 | Fort Smith | Fort Smith | 99,590 | 115,071 | 131 | SEBAS |
| SEVIER | 67 | Bear Creek | Dequeen | 13,637 | 15,757 | 133 | SEVIE |
| SHARP | 68 | | Ash Flat | 14,109 | 17,119 | 135 | SHARP |
| STONE | 69 | Blue Mountain | Mountain View | 9,775 | 11,499 | 137 | STONE |
| UNION | 70 | El Dorado | El Dorado | 46,719 | 45,629 | 139 | UNION |
| VAN BUREN | 71 | Griggs | Clinton | 14,008 | 16,192 | 141 | VAN_B |
| WASHINGTON | 72 | Fayetteville | Fayetteville | 113,409 | 157,715 | 143 | WASHI |
| WHITE | 73 | Gray | Searcy | 54,676 | 67,165 | 145 | WHITE |
| WOODRUFF | 74 | Augusta | Augusta | 9,520 | 8,741 | 147 | WOODR |
| YELL | 75 | Dardanelle | Danville | 17,759 | 21,139 | 149 | YELL_ |
| ARKANSAS | | Little Rock | Little Rock | 2,350,624 | 2,673,400 | 5 | STATE |

Population by Areas/Markets

ARKANSAS



| Seq | 2000 Est. Pop. | Net % 90-00 | Area/Market | % of State | % of Market |
|-----|----------------|-------------|-------------|------------|-------------|
| AR | 2,673,400 | 13.7 | ARKANSAS | | |

MSAs-Metropolitan Statistical Areas (OMB, 1999)

| | | | | | |
|---|-----------|------|--|------|-------|
| 1 | 311,121 | 47.5 | Fayetteville - Springdale - Rogers, AR MSA | 11.6 | 100.0 |
| 2 | 168,318 | 18.5 | Fort Smith, AR - OK MSA | 6.3 | 81.2 |
| 3 | 82,148 | 19.1 | Jonesboro, AR MSA | 3.1 | 100.0 |
| 4 | 583,845 | 13.8 | Little Rock - North Little Rock, AR MSA | 21.8 | 100.0 |
| 5 | 50,866 | 1.9 | Memphis, TN - AR - MS MSA | 1.9 | 4.5 |
| 6 | 84,278 | -1.4 | Pine Bluff, AR MSA | 3.2 | 100.0 |
| 7 | 40,443 | 5.1 | Texarkana, TX - Texarkana, AR MSA | 1.5 | 31.2 |
| 8 | 1,352,381 | 8.9 | Not Assigned to Metro Area (NAM) | 50.6 | 100.0 |

GMRs-Metro Groups (Polidata/Maloney, 1999)

| | | | | | |
|---|-----------|------|-------------------|------|-------|
| 1 | 583,845 | 13.8 | Little Rock Metro | 21.8 | 100.0 |
| 2 | 737,174 | 23.7 | Other Metro | 27.6 | 100.0 |
| 3 | 1,352,381 | 8.9 | Non Metro | 50.6 | 100.0 |

DMAs-Designated Market Areas (Nielsen, 2000)

| | | | | | |
|---|-----------|-------|--|------|-------|
| 1 | 151,832 | 3.5 | Shreveport, LA - AR - OK - TX DMA | 5.7 | 14.8 |
| 2 | 134,081 | 24.3 | Springfield, MO - AR DMA | 5.0 | 13.6 |
| 3 | 69,838 | -1.7 | Monroe - El Dorado, LA - AR DMA | 2.6 | 14.4 |
| 4 | 216,339 | -2.4 | Memphis, TN - AR- MS - MO DMA | 8.1 | 12.1 |
| 5 | 14,117 | -10.2 | Greenwood - Greenville, MS DMA | 0.5 | 5.9 |
| 6 | 544,935 | 32.8 | Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA | 20.4 | 86.2 |
| 7 | 1,338,833 | 11.7 | Little Rock - Pine Bluff, AR DMA | 50.1 | 100.0 |
| 8 | 203,425 | 14.1 | Jonesboro, AR - MO DMA | 7.6 | 100.0 |

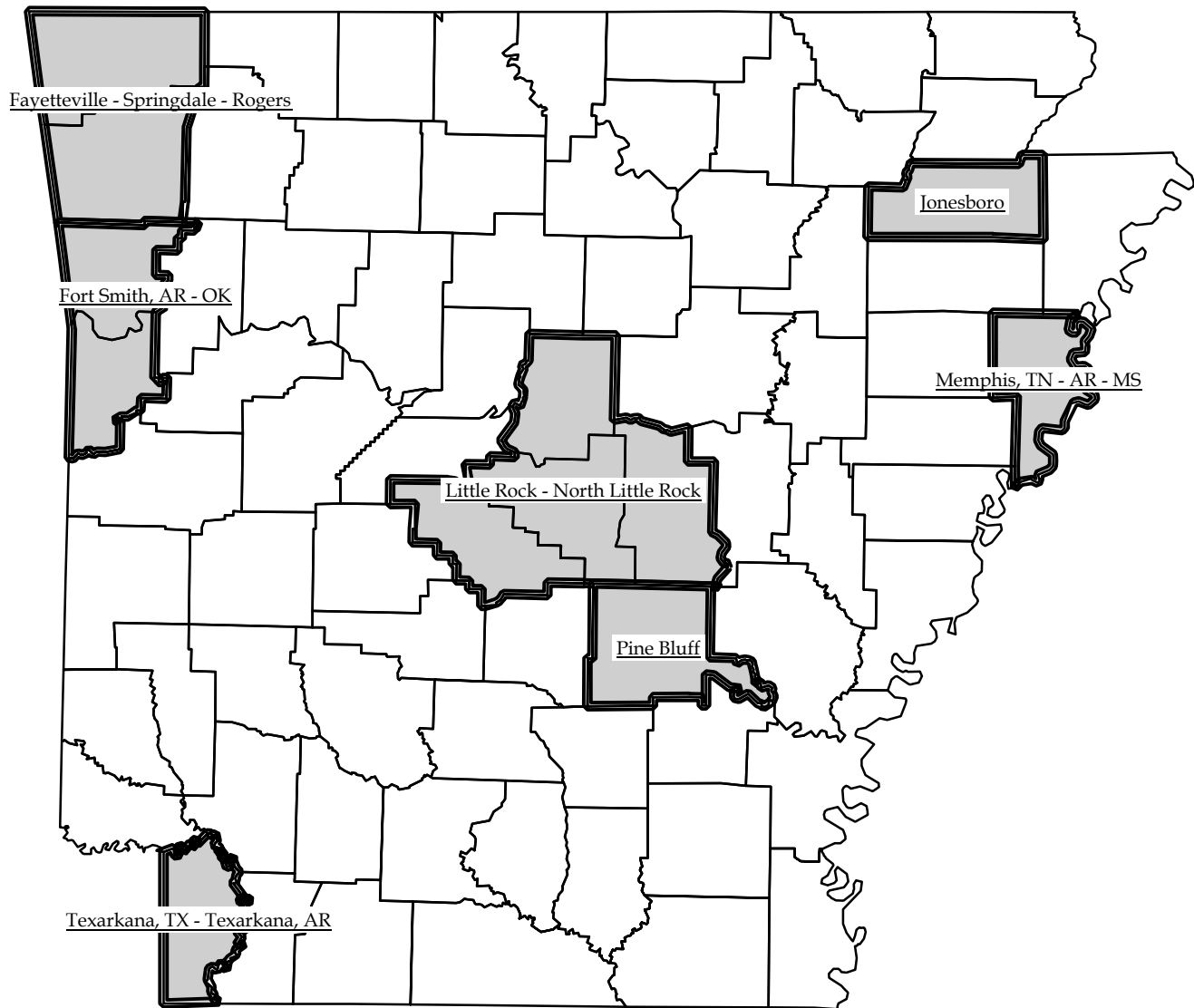
ISRs-Internal State Regions (Polidata, 1996)

| | | | | | |
|---|---------|------|-------------------|------|-------|
| 1 | 620,013 | 31.3 | Ozarks | 23.2 | 100.0 |
| 2 | 577,020 | 12.5 | Central | 21.6 | 100.0 |
| 3 | 283,675 | 18.1 | River Vaqalley | 10.6 | 100.0 |
| 4 | 441,047 | 1.5 | Mississippi Delta | 16.5 | 100.0 |
| 5 | 420,542 | 1.6 | Timberlands | 15.7 | 100.0 |
| 6 | 331,103 | 19.6 | Ouachitas | 12.4 | 100.0 |

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Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)

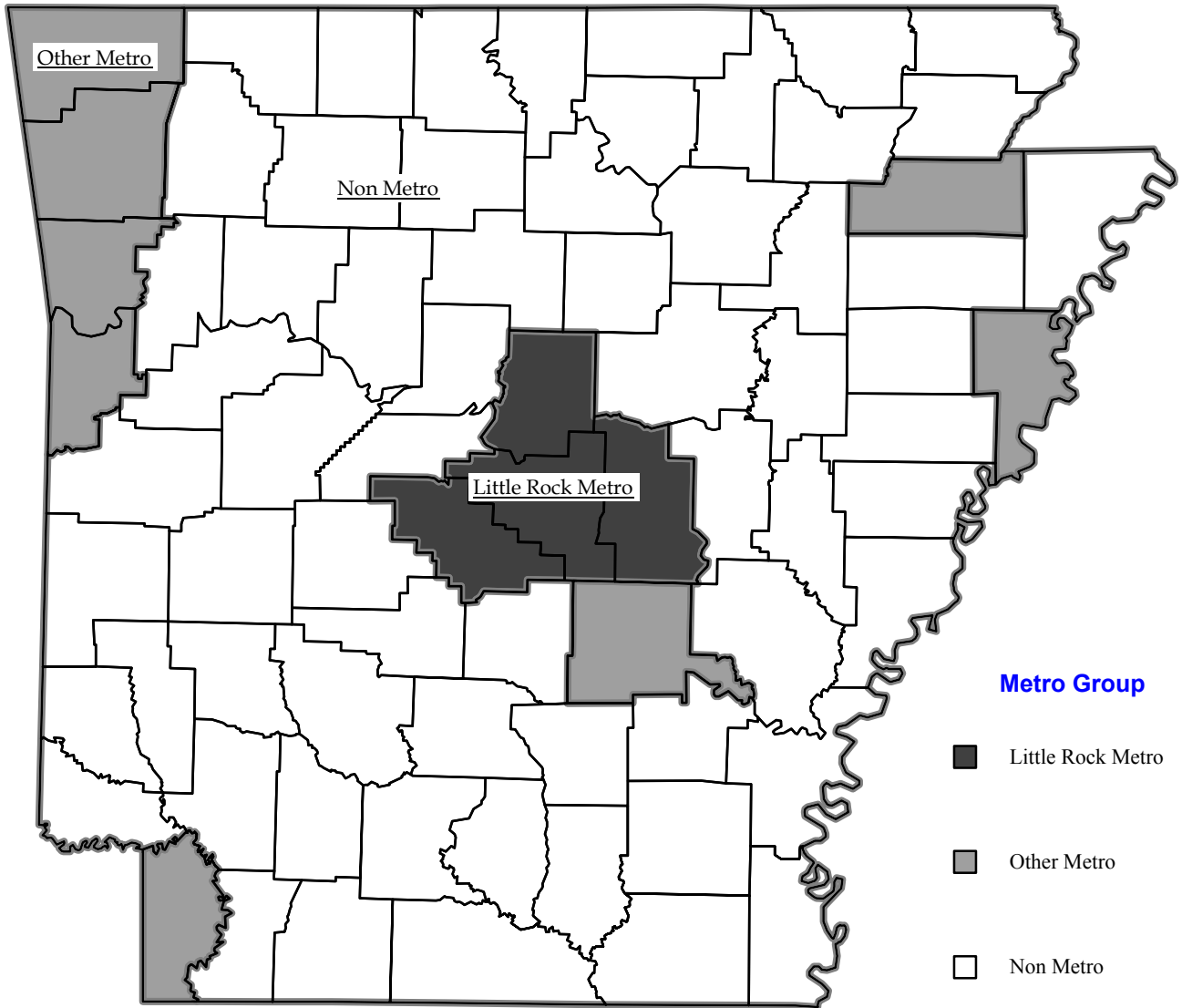


MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.



Metro Groups, GMRs

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

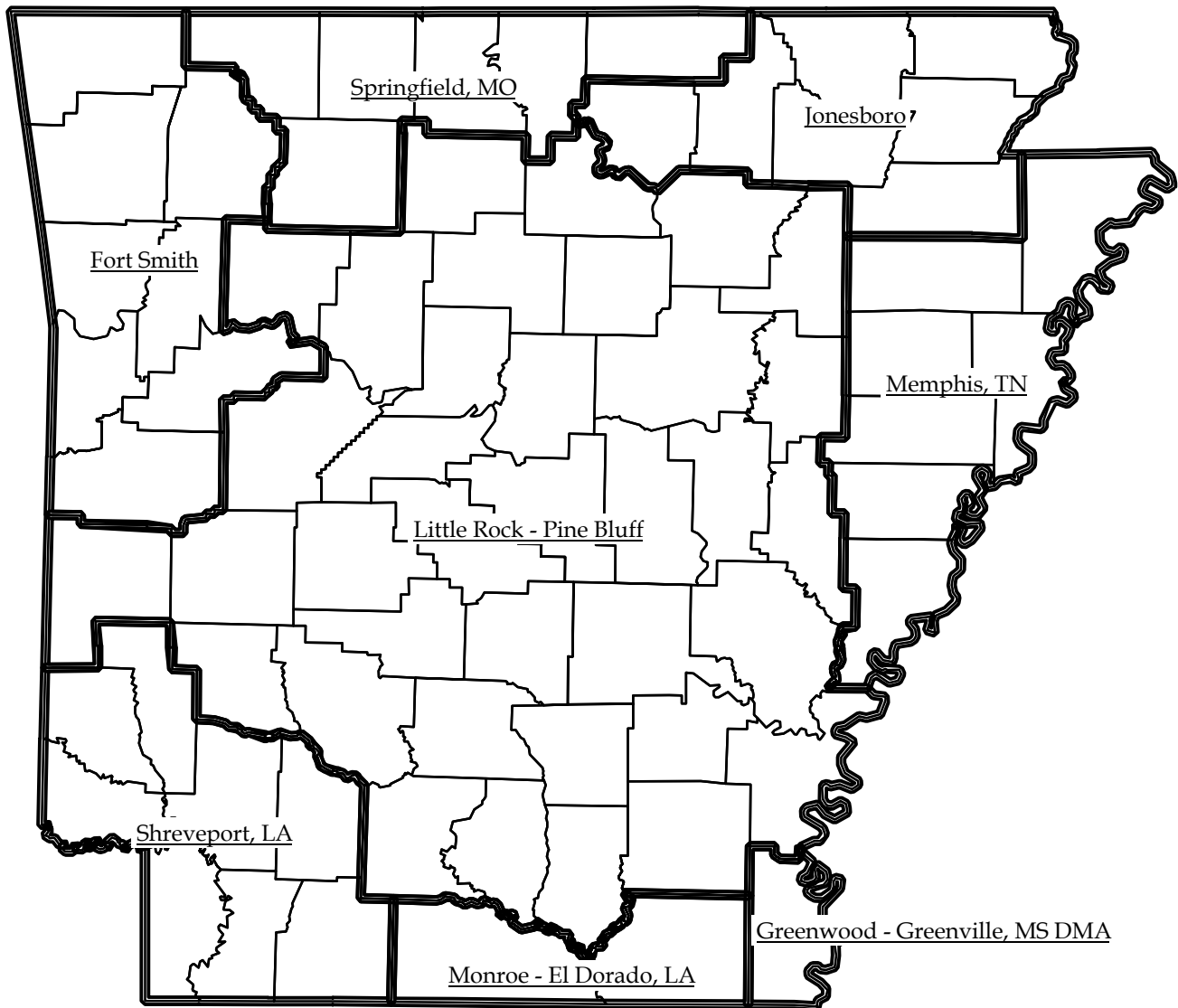


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)

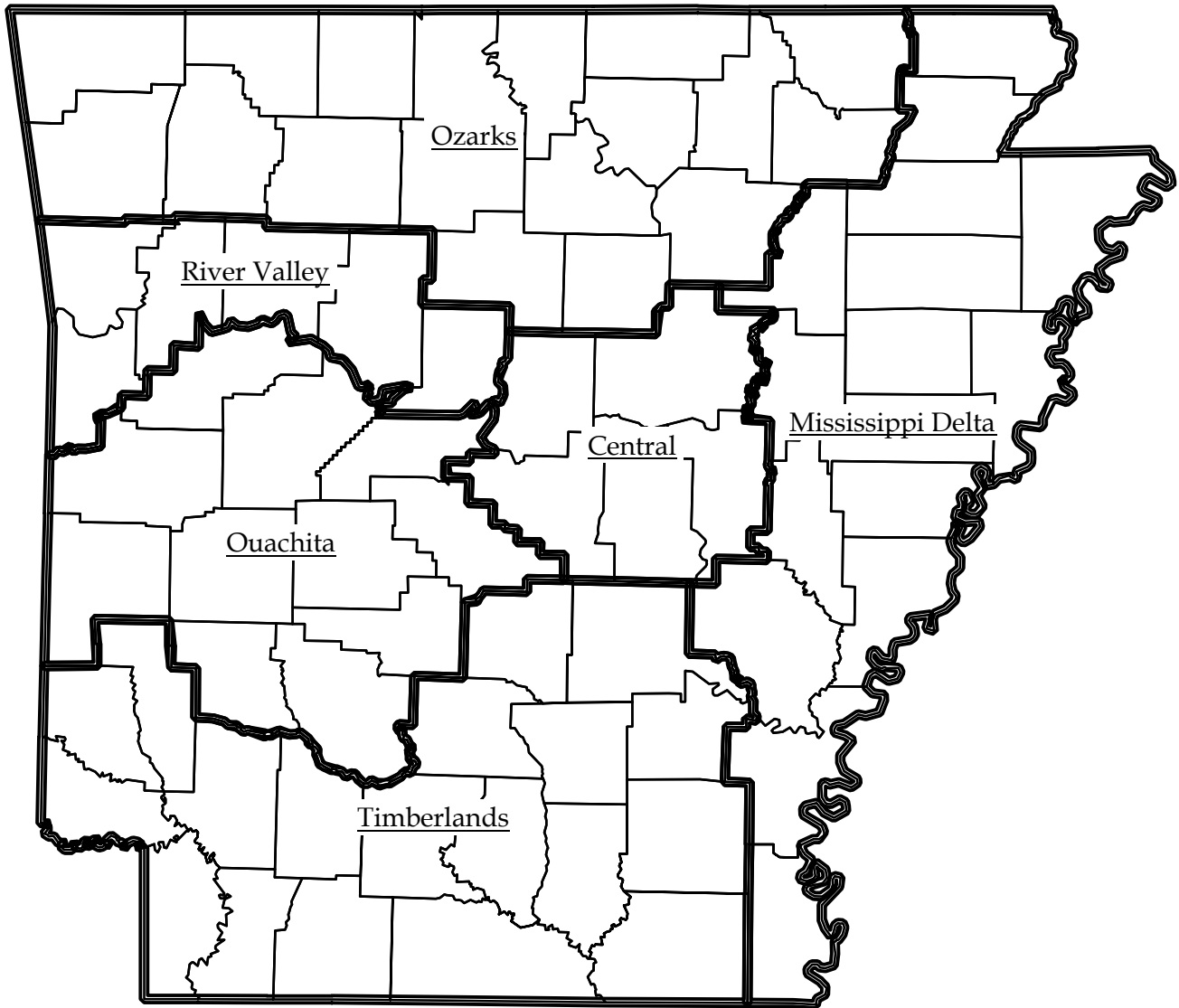


DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.



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

ARKANSAS

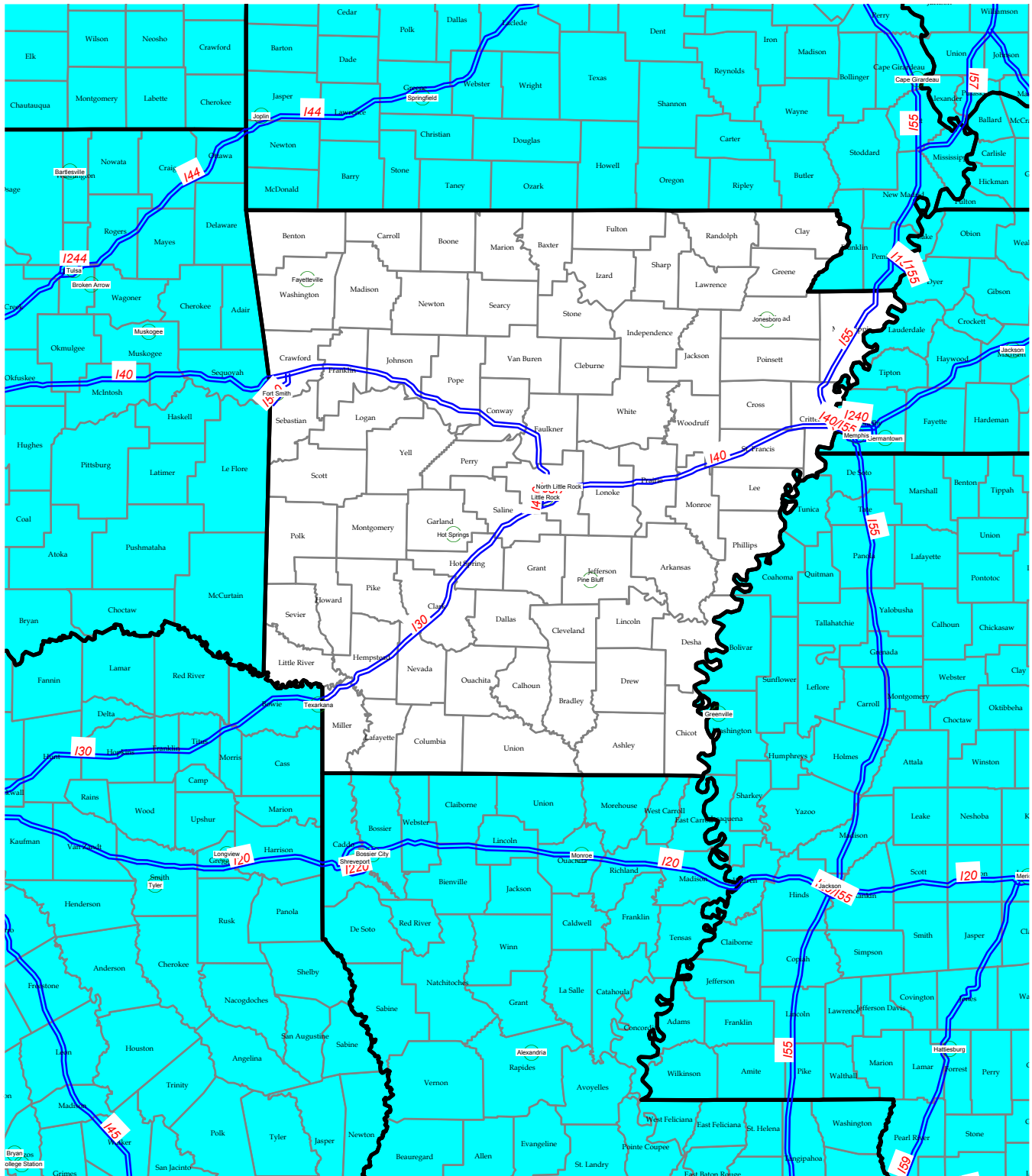
| | |
|--------------|--|
| ARKANSAS | Mississippi Delta ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| ASHLEY | Timberlands ISR; Monroe - El Dorado, LA - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| BAXTER | Ozarks ISR; Springfield, MO - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| BENTON | Ozarks ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Fayetteville - Springdale - Rogers, AR MSA; Other Metro GMR. |
| BOONE | Ozarks ISR; Springfield, MO - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| BRADLEY | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CALHOUN | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CARROLL | Ozarks ISR; Springfield, MO - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CHICOT | Mississippi Delta ISR; Greenwood - Greenville, MS DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CLARK | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CLAY | Mississippi Delta ISR; Jonesboro, AR - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CLEBURNE | Ozarks ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CLEVELAND | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| COLUMBIA | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CONWAY | River Valley ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| CRAIGHEAD | Mississippi Delta ISR; Jonesboro, AR - MO DMA; Jonesboro, AR MSA; Other Metro GMR. |
| CRAWFORD | River Valley ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Fort Smith, AR - OK MSA; Other Metro GMR. |
| CRITTENDEN | Mississippi Delta ISR; Memphis, TN - AR - MS - MO DMA; Memphis, TN - AR - MS MSA; Other Metro GMR. |
| CROSS | Mississippi Delta ISR; Memphis, TN - AR - MS - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| DALLAS | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| DESHA | Mississippi Delta ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| DREW | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| FAULKNER | Central ISR; Little Rock - Pine Bluff, AR DMA; Little Rock - North Little Rock, AR MSA; Little Rock Metro GMR. |
| FRANKLIN | River Valley ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| FULTON | Ozarks ISR; Springfield, MO - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| GARLAND | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| GRANT | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| GREENE | Mississippi Delta ISR; Jonesboro, AR - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| HEMPSTEAD | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| HOT SPRING | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| HOWARD | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| INDEPENDENCE | Ozarks ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| IZARD | Ozarks ISR; Jonesboro, AR - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| JACKSON | Mississippi Delta ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| JEFFERSON | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Pine Bluff, AR MSA; Other Metro GMR. |
| JOHNSON | River Valley ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LAFAYETTE | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LAWRENCE | Ozarks ISR; Jonesboro, AR - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LEE | Mississippi Delta ISR; Memphis, TN - AR - MS - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LINCOLN | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LITTLE RIVER | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LOGAN | Ouachitas ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| LONOKE | Central ISR; Little Rock - Pine Bluff, AR DMA; Little Rock - North Little Rock, AR MSA; Little Rock Metro GMR. |
| MADISON | Ozarks ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| MARION | Ozarks ISR; Springfield, MO - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| MILLER | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Texarkana, TX - Texarkana, AR MSA; Other Metro GMR. |
| MISSISSIPPI | Mississippi Delta ISR; Memphis, TN - AR - MS - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| MONROE | Mississippi Delta ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| MONTGOMERY | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| NEVADA | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| NEWTON | Ozarks ISR; Springfield, MO - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| OUACHITA | Timberlands ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| PERRY | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| PHILLIPS | Mississippi Delta ISR; Memphis, TN - AR - MS - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| PIKE | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| POINSETT | Mississippi Delta ISR; Memphis, TN - AR - MS - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |

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1. Areas/Markets are county-based regions comprised of whole counties or equivalents. This includes Parishes, Independent Cities, Boroughs, and Census Areas.
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.
3. Designated Market Areas (DMAs) reflect television media markets. All counties are assigned. 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.

| County | County-Based Area/Market Assignments |
|------------|--|
| POLK | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| POPE | River Valley ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| PRAIRIE | Central ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| PULASKI | Central ISR; Little Rock - Pine Bluff, AR DMA; Little Rock - North Little Rock, AR MSA; Little Rock Metro GMR. |
| RANDOLPH | Ozarks ISR; Jonesboro, AR - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| ST FRANCIS | Mississippi Delta ISR; Memphis, TN - AR- MS - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| SALINE | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Little Rock - North Little Rock, AR MSA; Little Rock Metro GMR. |
| SCOTT | Ouachitas ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| SEARCY | Ozarks ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| SEBASTIAN | River Valley ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Fort Smith, AR - OK MSA; Other Metro GMR. |
| SEVIER | Timberlands ISR; Shreveport, LA - AR - OK - TX DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| SHARP | Ozarks ISR; Jonesboro, AR - MO DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| STONE | Ozarks ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| UNION | Timberlands ISR; Monroe - El Dorado, LA - AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| VAN BUREN | Ozarks ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| WASHINGTON | Ozarks ISR; Ft. Smith - Fay - Springdale - Rogers, AR - OK DMA; Fayetteville - Springdale - Rogers, AR MSA; Other Metro GMR. |
| WHITE | Central ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| WOODRUFF | Mississippi Delta ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |
| YELL | Ouachitas ISR; Little Rock - Pine Bluff, AR DMA; Not Assigned to Metro Area (NAM); Non Metro GMR. |

Regional Overview Map



See other maps for census geography



Refer to Gazetteer for profile material