

# **POLIDATA ® REGION MAPS**

County-Based Regions  
and Markets for

## **CONNECTICUT**

8 Counties and Portions of

*3 MSAs (Metropolitan Statistical Areas from OMB for 1999)*

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

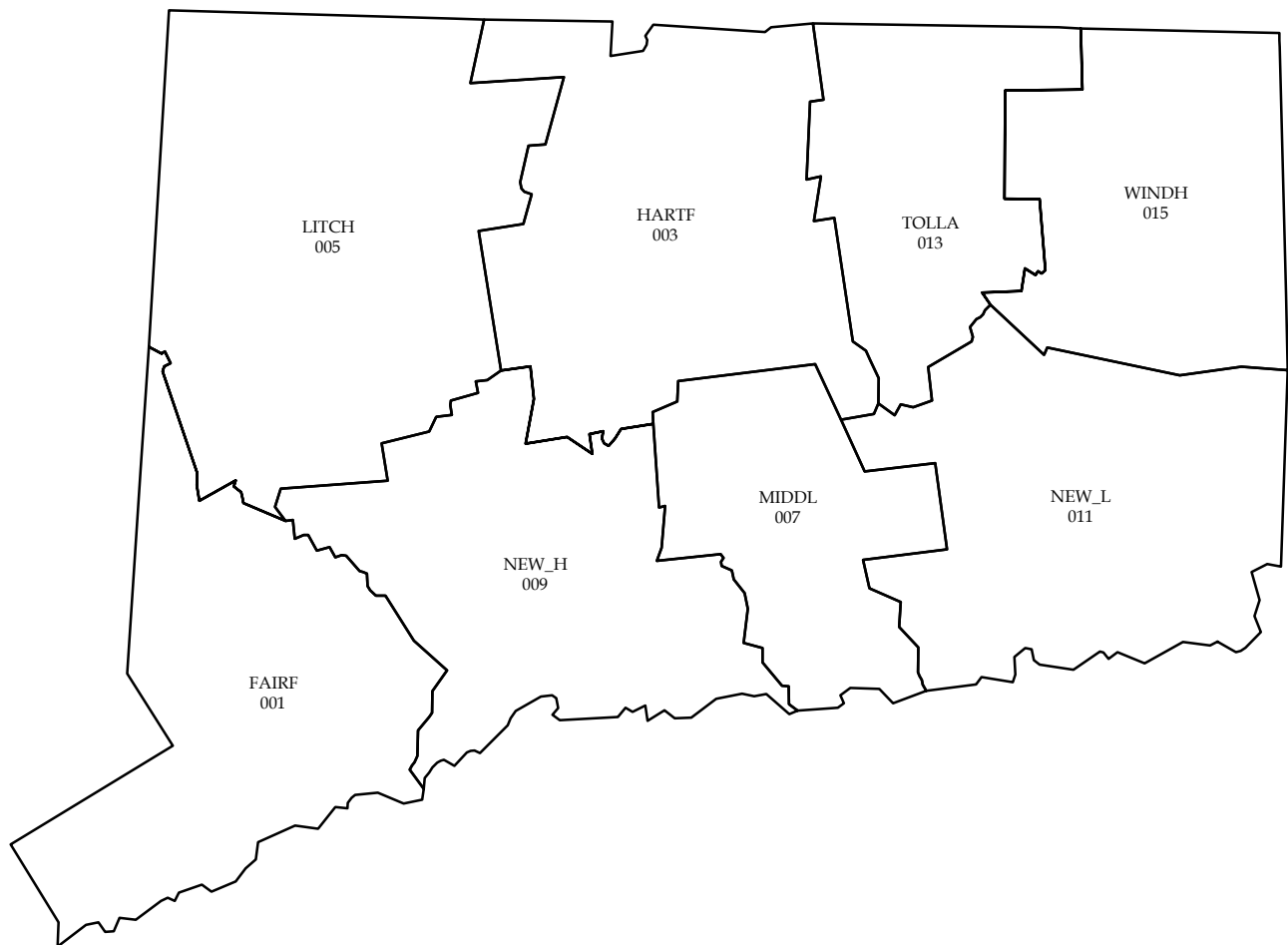
*2 DMAs (Designated Markets Areas from Nielsen for 2000)*

*5 ISRs (Internal State Regions from Polidata for 1996)*

# CONNECTICUT, 8 Counties

## *Polidata County Abbreviations and County FIPS Codes*

State FIPS Code is 09

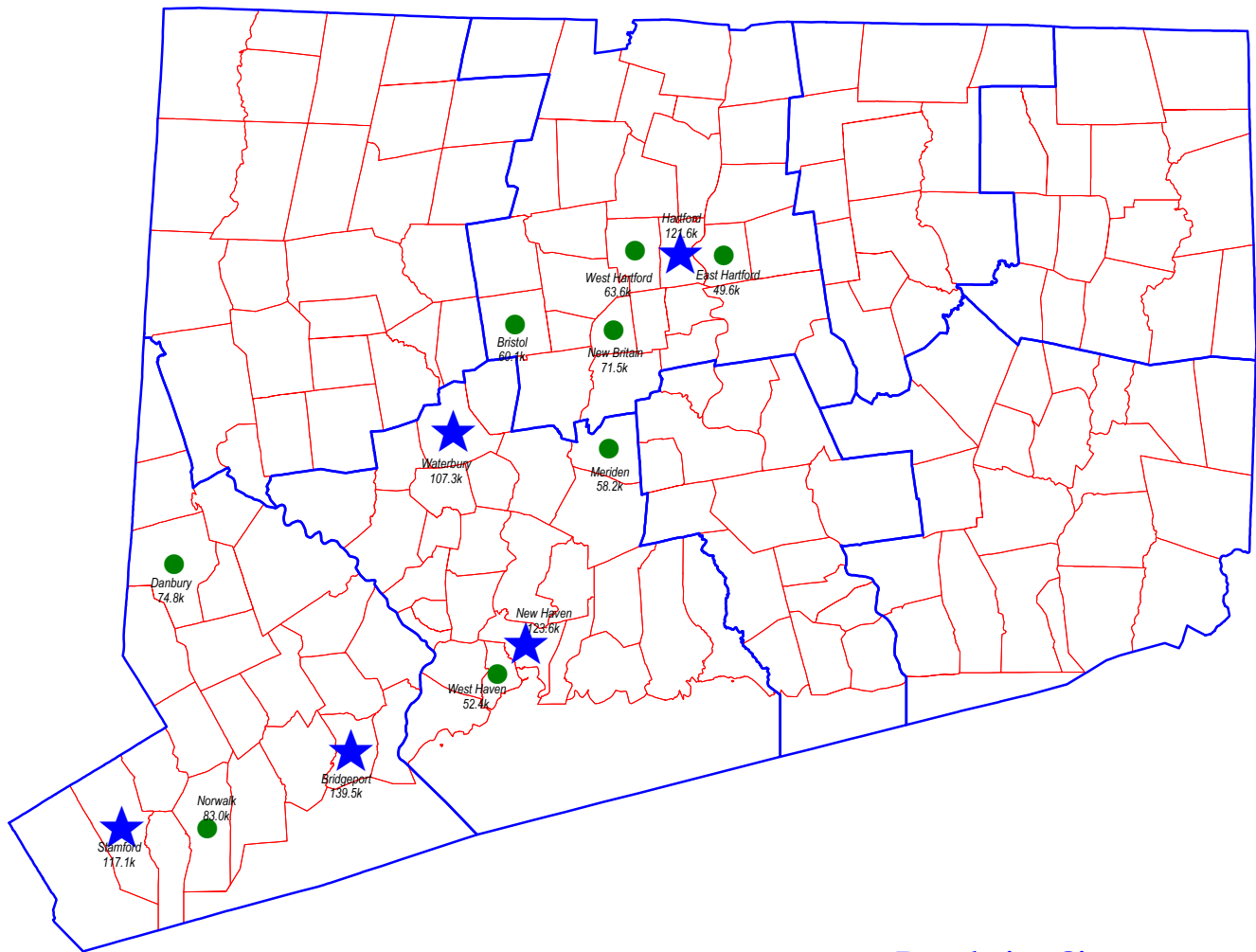


*Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.*



# CONNECTICUT, 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 (5)
-  over 50,000 (8)



## County Code Listing

### CONNECTICUT, 8 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
FAIRFIELD	1	Bridgeport	Statistical unit only.	827,645	882,567	1	FAIRF
HARTFORD	2	Hartford	Statistical unit only.	851,783	857,183	3	HARTF
LITCHFIELD	3	Torrington	Statistical unit only.	174,092	182,193	5	LITCH
MIDDLESEX	4	Middleton	Statistical unit only.	143,196	155,071	7	MIDDL
NEW HAVEN	5	New Haven	Statistical unit only.	804,219	824,008	9	NEW_H
NEW LONDON	6	Groton	Statistical unit only.	254,957	259,088	11	NEW_L
TOLLAND	7	Vernon	Statistical unit only.	128,699	136,364	13	TOLLA
WINDHAM	8	Windham	Statistical unit only.	102,525	109,091	15	WINDH
CONNECTICUT		Bridgeport	Hartford	3,287,116	3,405,565	9	STATE

## Population by Areas/Markets CONNECTICUT

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	3,405,565	3.6	CONNECTICUT		

CT

### MSAs-Metropolitan Statistical Areas (OMB, 1999)

1	1,148,618	2.2	Hartford, CT NECMA	33.7	100.0
2	1,706,575	4.6	New Haven- Bridgeport- Stamford- Waterbury- Danbury,CT NECMA	50.1	100.0
3	259,088	1.6	New London - Norwich, CT NECMA	7.6	100.0
4	291,284	5.3	Not Assigned to Metro Area (NAM)	8.6	100.0

### GMRs-Metro Groups (Polidata/Maloney, 1999)

1	993,547	1.3	Hartford & Tolland Co.	29.2	100.0
2	824,008	2.5	New Haven Co.	24.2	100.0
3	882,567	6.6	Fairfield Co.	25.9	100.0
4	414,159	4.0	Other Metro	12.2	100.0
5	291,284	5.3	Non Metro	8.6	100.0

### DMAs-Designated Market Areas (Nielsen, 2000)

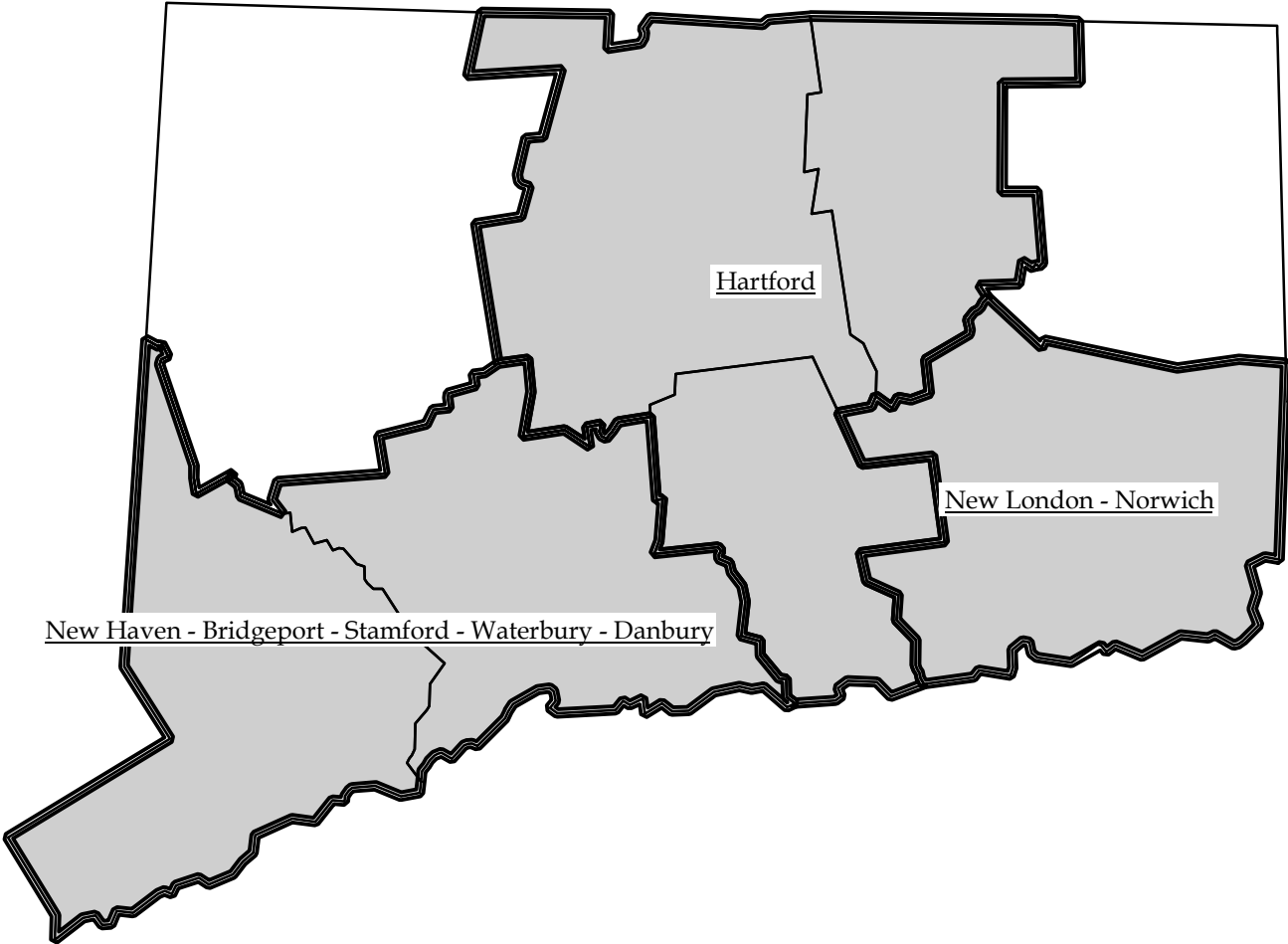
1	882,567	6.6	New York, NY - CT - NJ - PA DMA	25.9	4.4
2	2,522,998	2.6	Hartford & New Haven, CT DMA	74.1	100.0

### ISRs-Internal State Regions (Polidata, 1996)

1	993,547	1.3	No. Central; Greater Hartford	29.2	100.0
2	109,091	6.4	Northeast Plains	3.2	100.0
3	414,159	4.0	Southeast Coast	12.2	100.0
4	1,706,575	4.6	Southwest; Greater New York	50.1	100.0
5	182,193	4.7	Northwest Hills	5.3	100.0

# *Metropolitan Statistical Areas, NECMAs*

*Groups of Counties assigned by OMB (1999)*

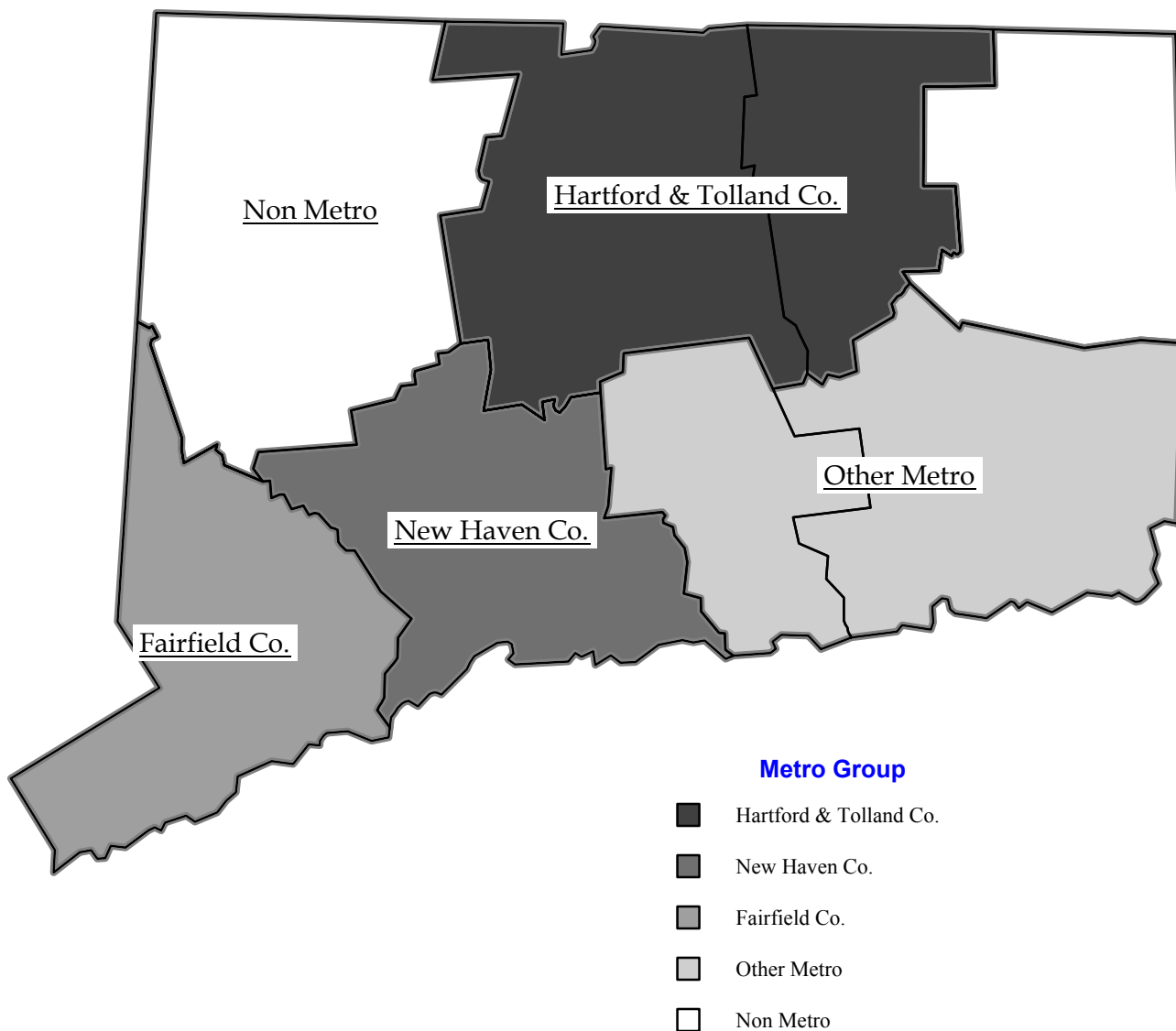


*NECMAs reflect an alternative to town-based New England MSAs, extending out to the county borders, and/or combining MSAs.*



# Metro Groups, GMRs

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

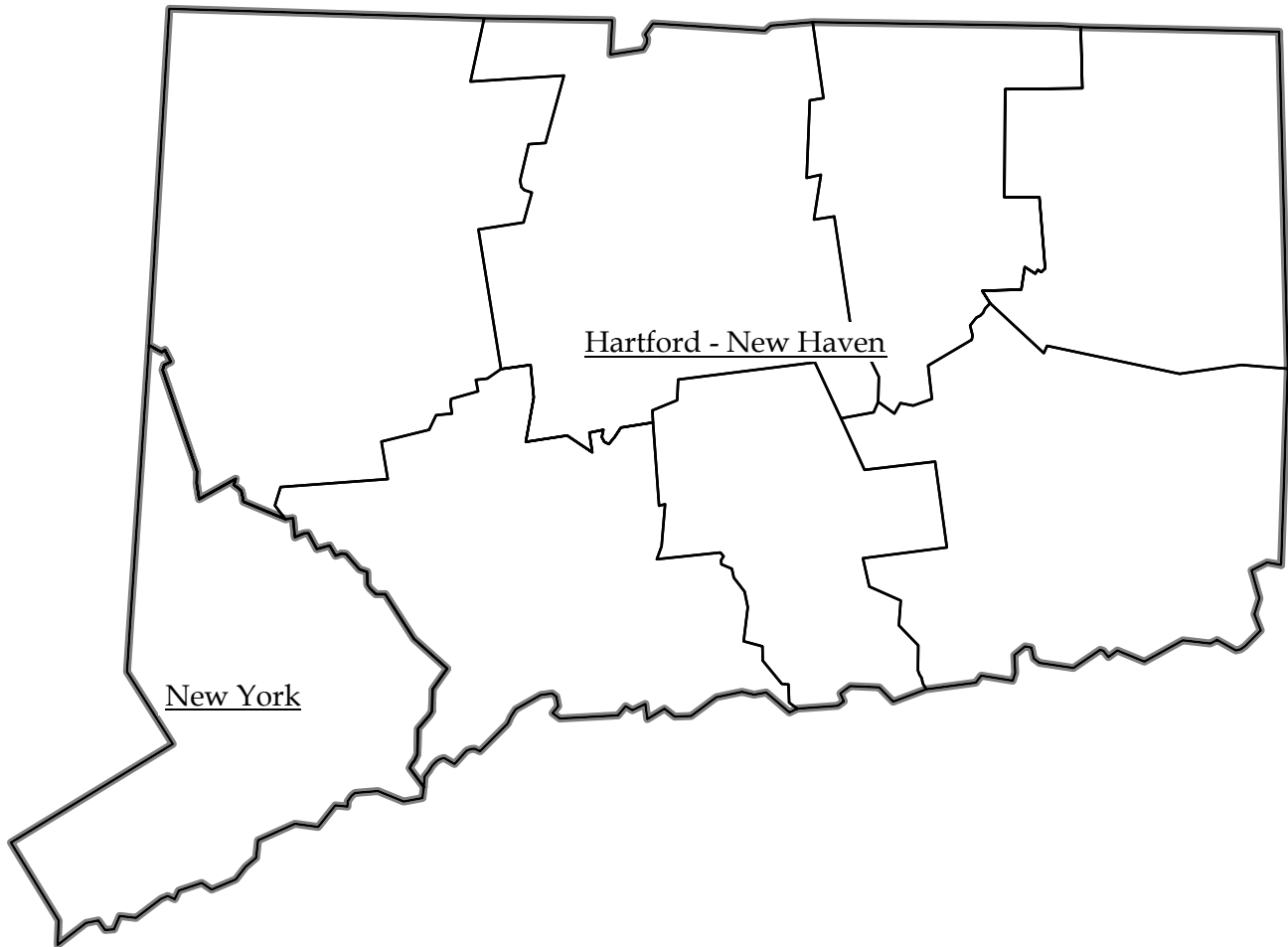


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



# *Designated Market Areas, DMAs*

*Groups of Counties assigned by Nielsen Media Research (2000)*



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

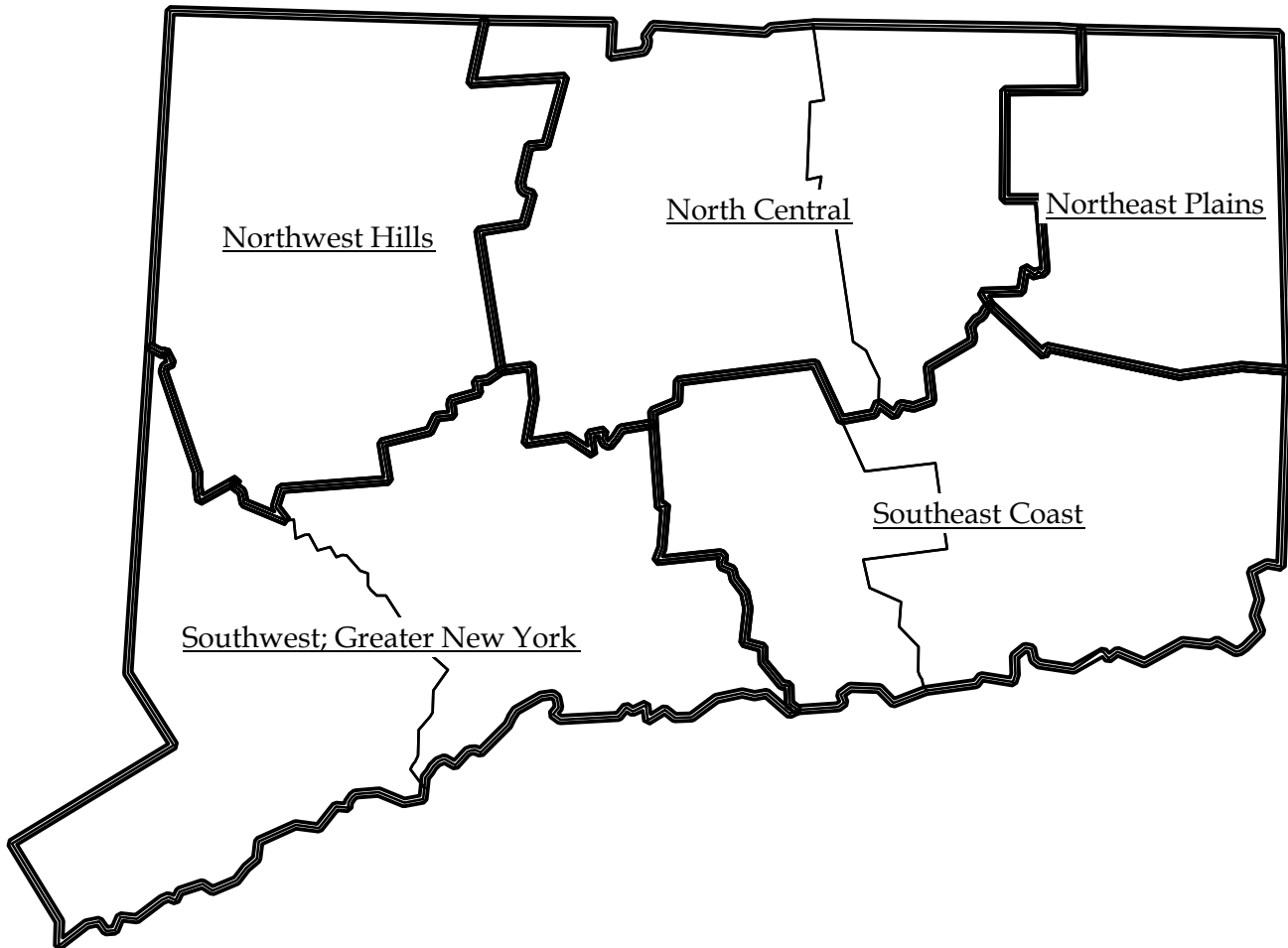


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Map: CTRDMABA.*



# *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

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**CONNECTICUT**

FAIRFIELD	Southwest; Greater New York ISR; New York, NY - CT - NJ - PA DMA; New Haven- Bridgeport- Stamford- Waterbury- Danbury, CT NECMA; Fairfield Co. GMR.
HARTFORD	No. Central; Greater Hartford ISR; Hartford & New Haven, CT DMA; Hartford, CT NECMA; Hartford & Tolland Co. GMR.
LITCHFIELD	Northwest Hills ISR; Hartford & New Haven, CT DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MIDDLESEX	Southeast Coast ISR; Hartford & New Haven, CT DMA; Hartford, CT NECMA; Other Metro GMR.
NEW HAVEN	Southwest; Greater New York ISR; Hartford & New Haven, CT DMA; New Haven- Bridgeport- Stamford- Waterbury- Danbury, CT NECMA; New Haven Co. GMR.
NEW LONDON	Southeast Coast ISR; Hartford & New Haven, CT DMA; New London - Norwich, CT NECMA; Other Metro GMR.
TOLLAND	No. Central; Greater Hartford ISR; Hartford & New Haven, CT DMA; Hartford, CT NECMA; Hartford & Tolland Co. GMR.
WINDHAM	Northeast Plains ISR; Hartford & New Haven, CT DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

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