

# **POLIDATA ® REGION MAPS**

County-Based Regions  
and Markets for

## **MASSACHUSETTS**

14 Counties and Portions of

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

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

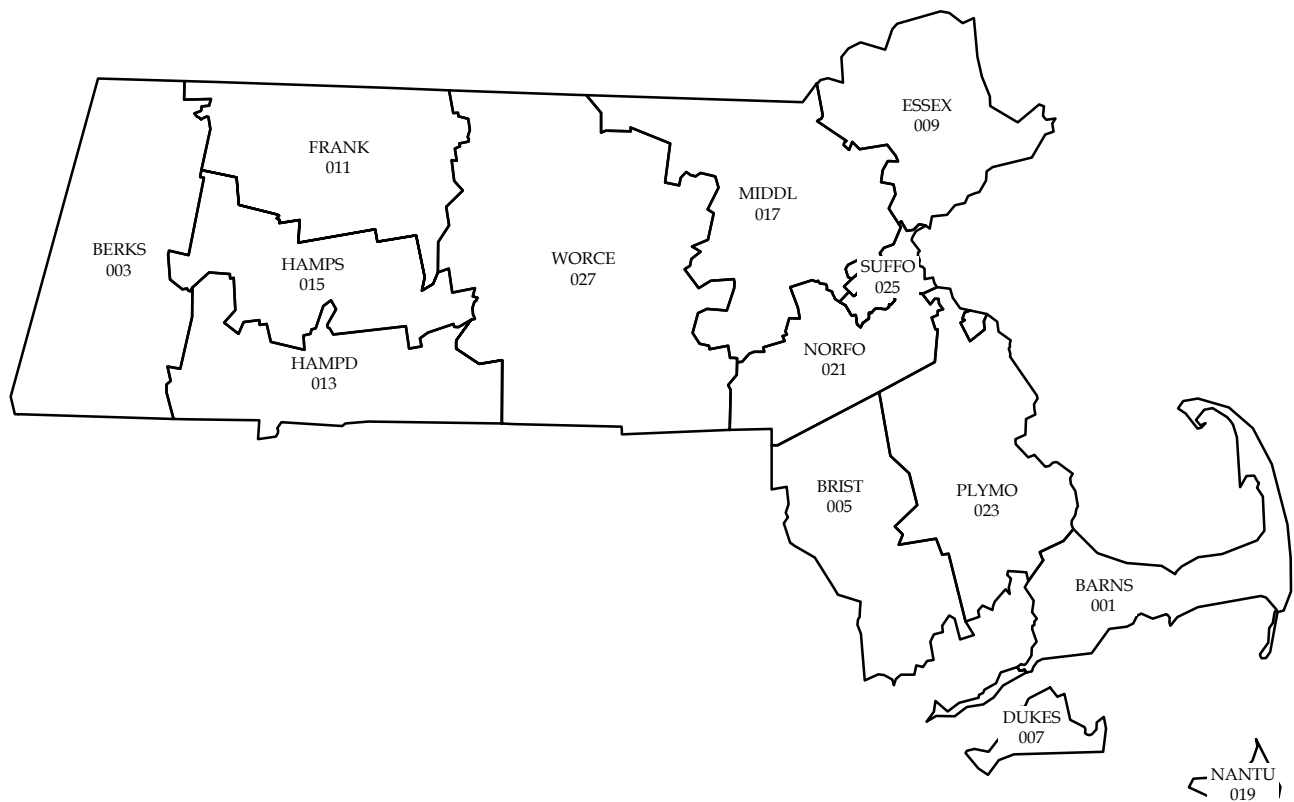
*4 DMAs (Designated Markets Areas from Nielsen for 2000)*

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

# MASSACHUSETTS, 14 Counties

## *Polidata County Abbreviations and County FIPS Codes*

State FIPS Code is 25

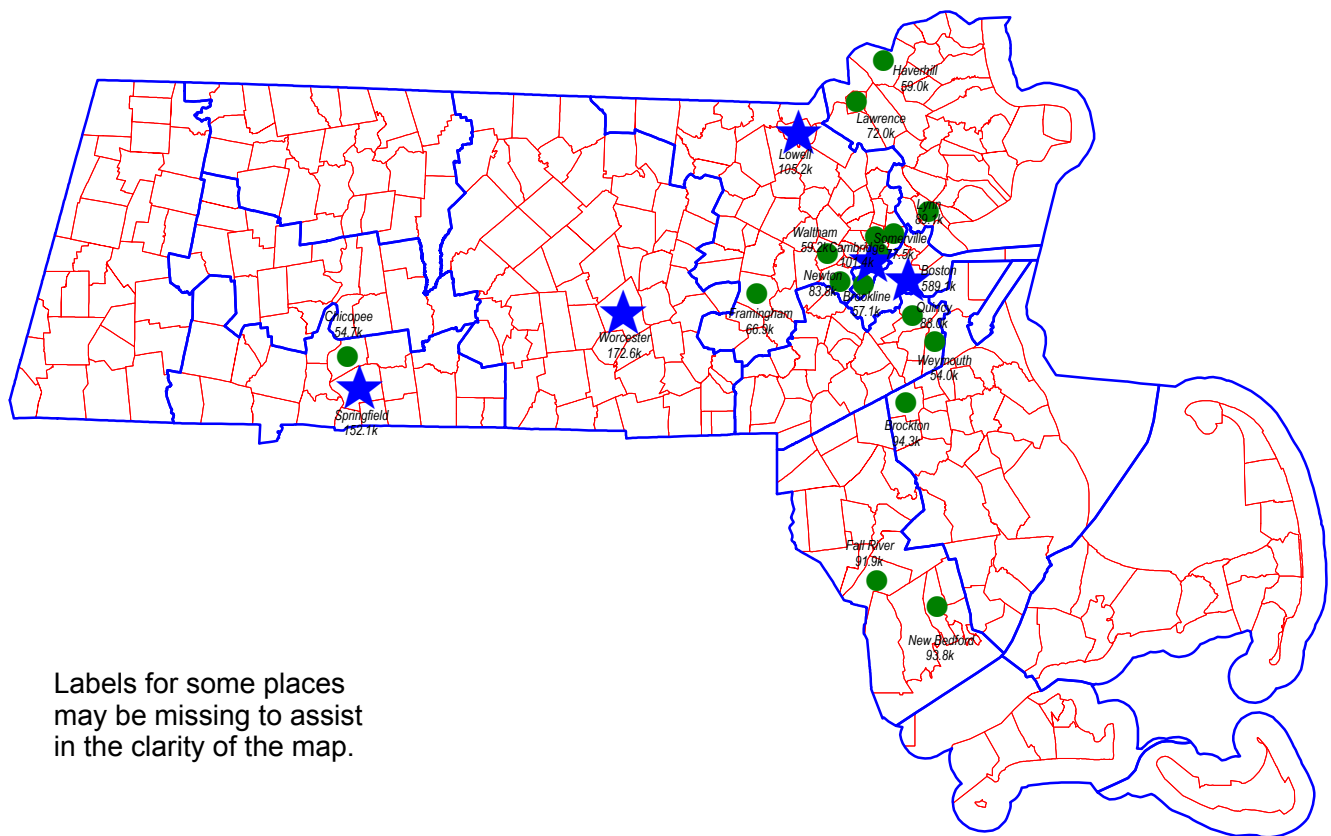


*Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.*



# MASSACHUSETTS, 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 (16)



## County Code Listing

### MASSACHUSETTS, 14 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
BARNSTABLE	1	Barnstable	Barnstable	186,605	222,230	1	BARNS
BERKSHIRE	2	Pittsfield	Pittsfield	139,352	134,953	3	BERKS
BRISTOL	3	New Bedford	Taunton	506,325	534,678	5	BRIST
DUKES	4	Tisbury	Edgartown	11,639	14,987	7	DUKES
ESSEX	5	Lynn	Salem	670,080	723,419	9	ESSEX
FRANKLIN	6	Greenfield	Greenfield	70,086	71,535	11	FRANK
HAMPDEN	7	Springfield	Springfield	456,310	456,228	13	HAMPD
HAMPSHIRE	8	Amherst	Northhampton	146,568	152,251	15	HAMPS
MIDDLESEX	9	Lowell	Cambridge, Lowell	1,398,468	1,465,396	17	MIDDL
NANTUCKET	10	Nantucket	Nantucket	6,012	9,520	19	NANTU
NORFOLK	11	Quincy	Dedham	616,087	650,308	21	NORFO
PLYMOUTH	12	Brockton	Plymouth	435,276	472,822	23	PLYMO
SUFFOLK	13	Boston	Boston	663,906	689,807	25	SUFFO
WORCESTER	14	Worcester	Worcester	709,711	750,963	27	WORCE
MASSACHUSETTS		Boston	Boston	6,016,425	6,349,097	25	STATE

## Population by Areas/Markets MASSACHUSETTS

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	6,349,097	5.5	MASSACHUSETTS		

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

1	222,230	19.1	Barnstable - Yarmouth, MA NECMA	3.5	100.0
2	5,287,393	5.8	Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA	83.3	87.3
3	134,953	-3.2	Pittsfield, MA NECMA	2.1	100.0
4	608,479	0.9	Springfield, MA NECMA	9.6	100.0
5	96,042	9.5	Not Assigned to Metro Area (NAM)	1.5	100.0

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

1	689,807	3.9	Boston Core (Suffolk Co.)	10.9	100.0
2	2,115,704	5.0	Boston Inner Suburbs	33.3	100.0
3	2,481,882	6.9	Boston Outer Suburbs	39.1	100.0
4	965,662	4.0	Other Metro	15.2	100.0
5	96,042	9.5	Non Metro	1.5	100.0

MA

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

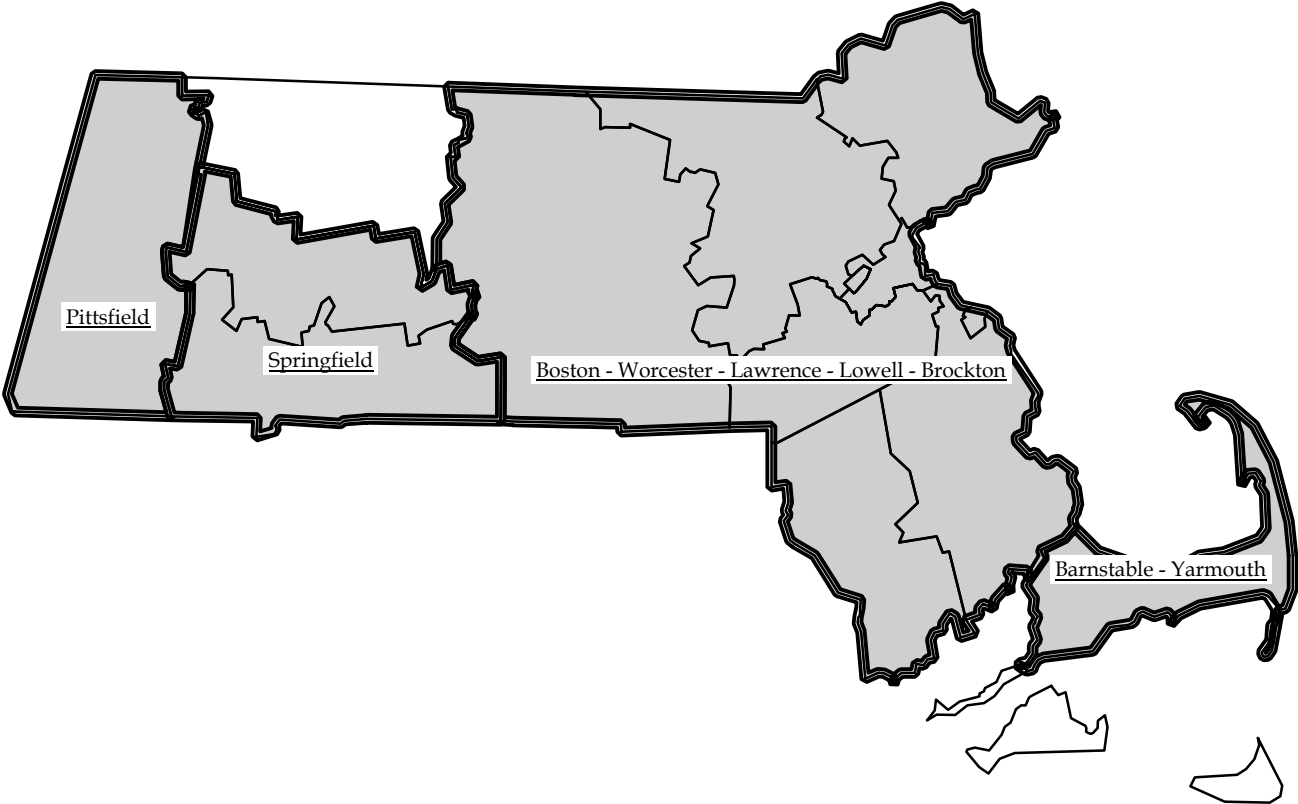
1	4,999,452	6.4	Boston, MA - NH DMA	78.7	82.2
2	534,678	5.6	Providence, RI - New Bedford, MA DMA	8.4	34.9
3	134,953	-3.2	Albany - Schenectady - Troy, NY - MA - VT DMA	2.1	10.0
4	680,014	1.1	Springfield - Holyoke, MA DMA	10.7	100.0

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

1	814,967	0.3	Berkshires & Conn. R. Valley	12.8	100.0
2	750,963	5.8	Central - Worcester	11.8	100.0
3	723,419	8.0	North Shore	11.4	100.0
4	2,805,511	4.7	Greater Boston	44.2	100.0
5	472,822	8.6	South Shore	7.4	100.0
6	246,737	20.8	Cape Cod and the Islands	3.9	100.0
7	534,678	5.6	Fall River - Providence, RI	8.4	100.0

# *Metropolitan Statistical Areas, NECMAs*

*Groups of Counties assigned by OMB (1999)*

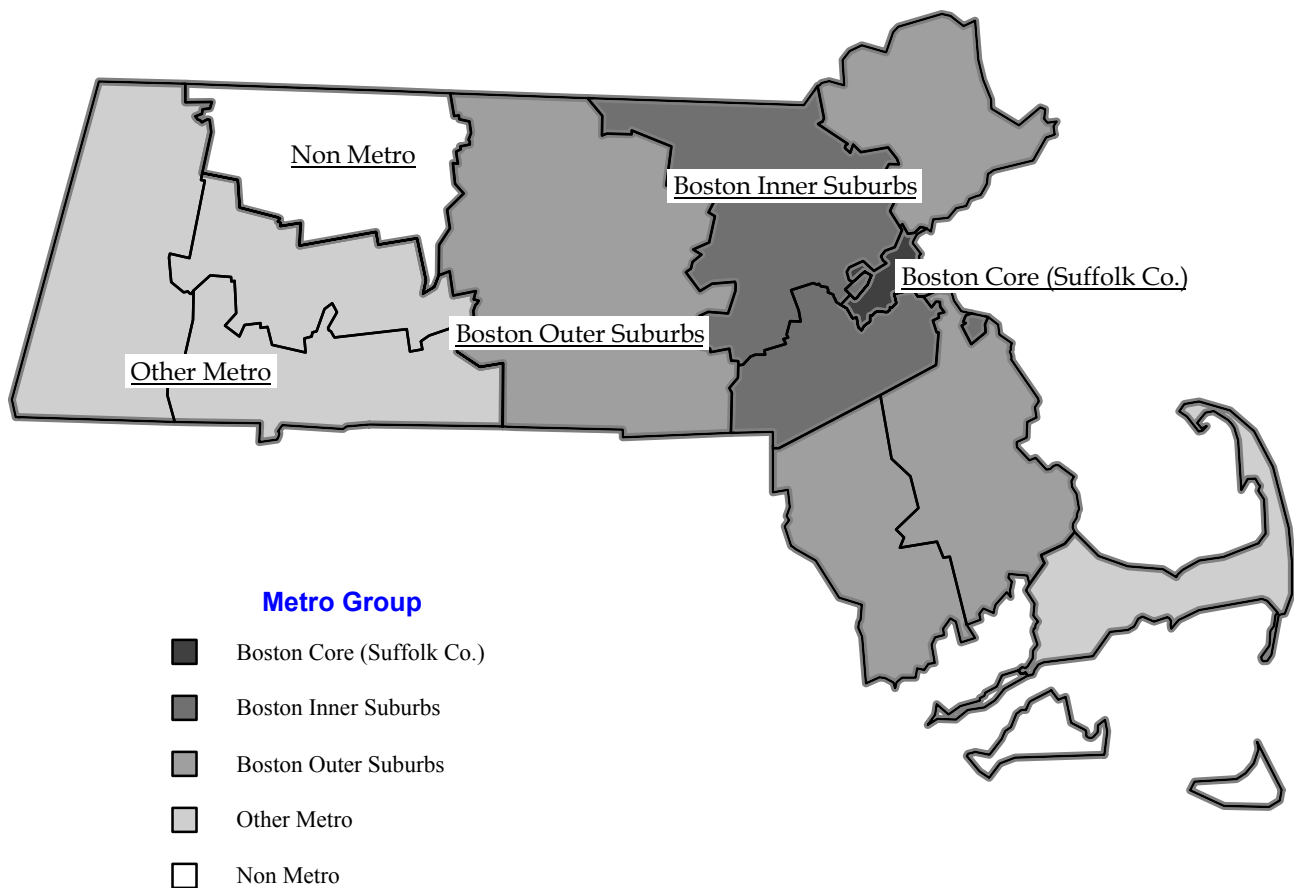


*NECMAs reflect an alternative to town-based New England MSAs, extending out to the county borders, and/or combining MSAs.*



# Metro Groups, GMRs

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

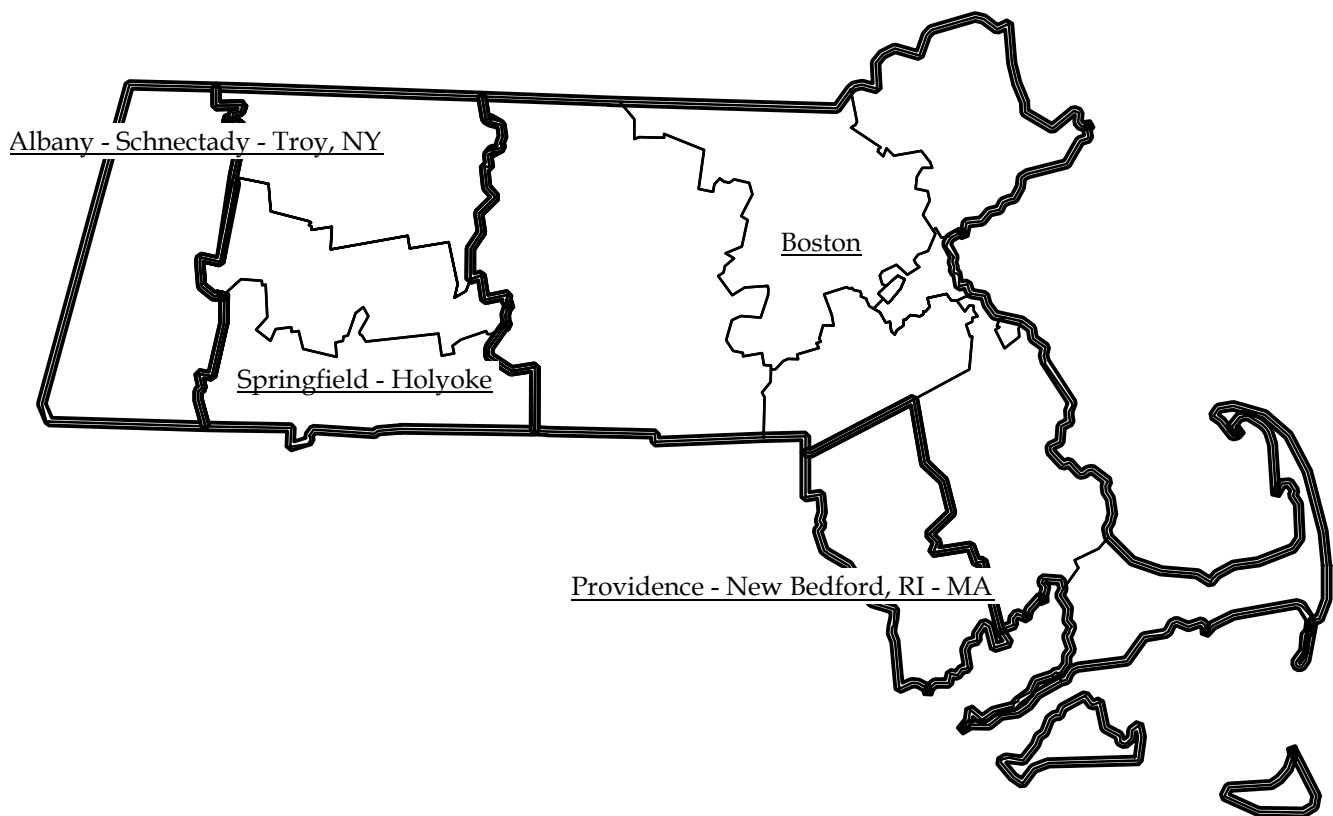


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



# *Designated Market Areas, DMAs*

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



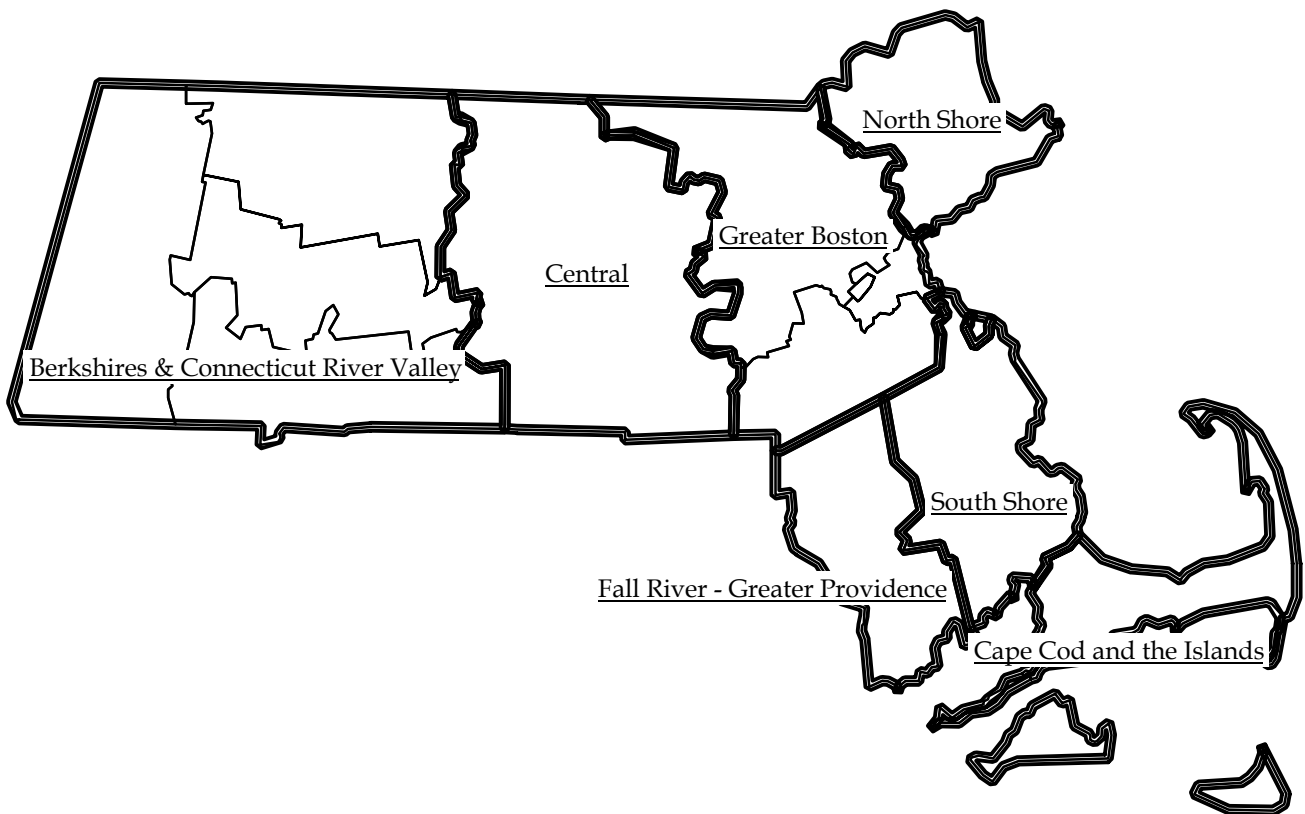
*DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.*





# *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

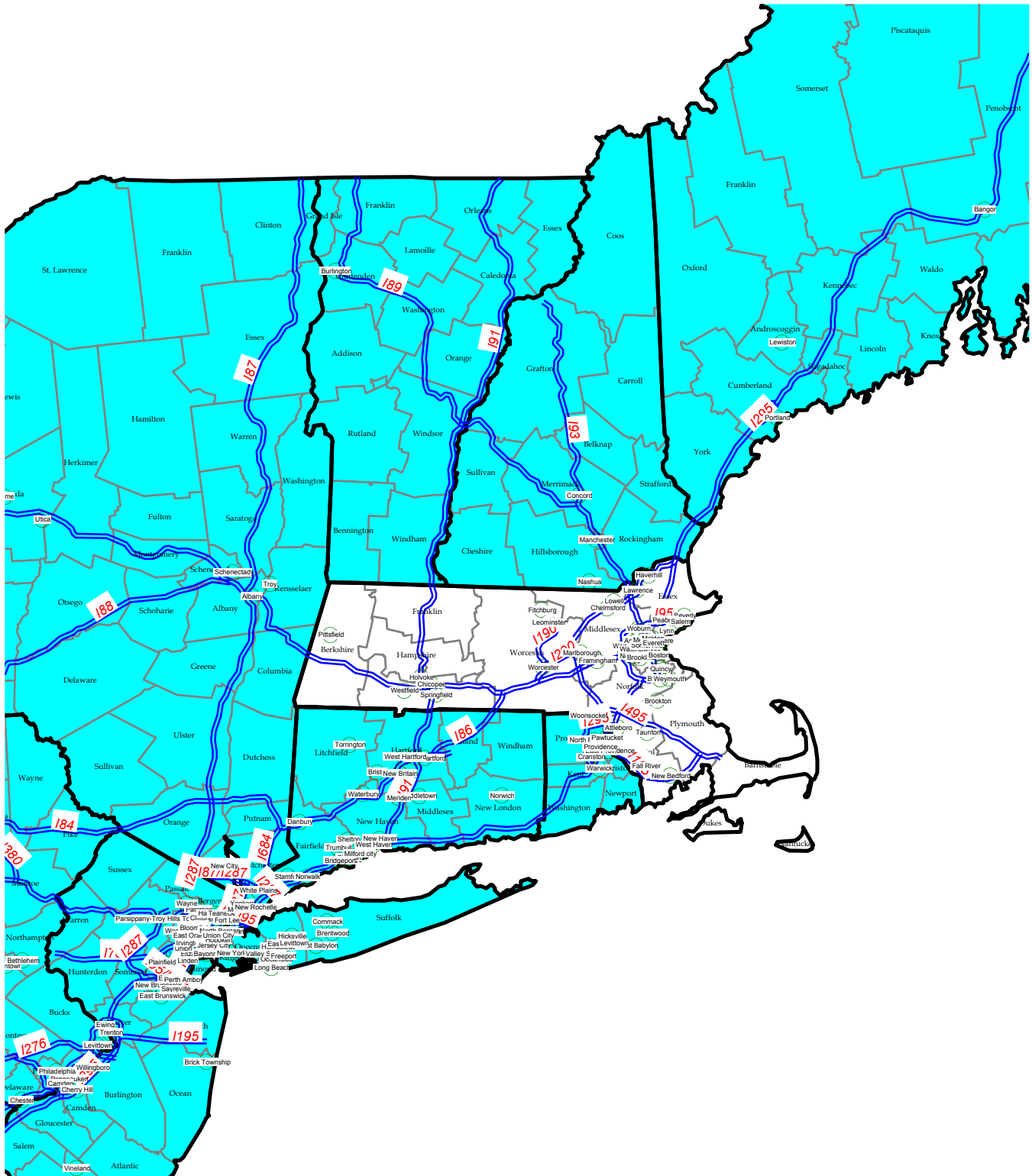
---

**MASSACHUSETTS**

BARNSTABLE	Cape Cod and the Islands ISR; Boston, MA - NH DMA; Barnstable - Yarmouth, MA NECMA; Other Metro GMR.
BERKSHIRE	Berkshires & Conn. R. Valley ISR; Albany - Schenectady - Troy, NY - MA - VT DMA; Pittsfield, MA NECMA; Other Metro GMR.
BRISTOL	Fall River - Providence, RI ISR; Providence, RI - New Bedford, MA DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Outer Suburbs GMR.
DUKES	Cape Cod and the Islands ISR; Boston, MA - NH DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ESSEX	North Shore ISR; Boston, MA - NH DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Outer Suburbs GMR.
FRANKLIN	Berkshires & Conn. R. Valley ISR; Springfield - Holyoke, MA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
HAMPDEN	Berkshires & Conn. R. Valley ISR; Springfield - Holyoke, MA DMA; Springfield, MA NECMA; Other Metro GMR.
HAMPSHIRE	Berkshires & Conn. R. Valley ISR; Springfield - Holyoke, MA DMA; Springfield, MA NECMA; Other Metro GMR.
MIDDLESEX	Greater Boston ISR; Boston, MA - NH DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Inner Suburbs GMR.
NANTUCKET	Cape Cod and the Islands ISR; Boston, MA - NH DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
NORFOLK	Greater Boston ISR; Boston, MA - NH DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Inner Suburbs GMR.
PLYMOUTH	South Shore ISR; Boston, MA - NH DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Outer Suburbs GMR.
SUFFOLK	Greater Boston ISR; Boston, MA - NH DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Core (Suffolk Co.) GMR.
WORCESTER	Central - Worcester ISR; Boston, MA - NH DMA; Boston- Worcester- Lawrence- Lowell- Brockton, MA - NH NECMA; Boston Outer Suburbs GMR.

**THIS PAGE INTENTIONALLY BLANK**

# Regional Overview Map



See other maps for census geography



Refer to Gazetteer for profile material