

POLIDATA ® REGION MAPS

County-Based Regions
and Markets for

MICHIGAN

83 Counties and Portions of

9 MSAs (Metropolitan Statistical Areas from OMB for 1999)

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

11 DMAs (Designated Markets Areas from Nielsen for 2000)

5 ISRs (Internal State Regions from Polidata for 1996)

MICHIGAN, 83 Counties

Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 26

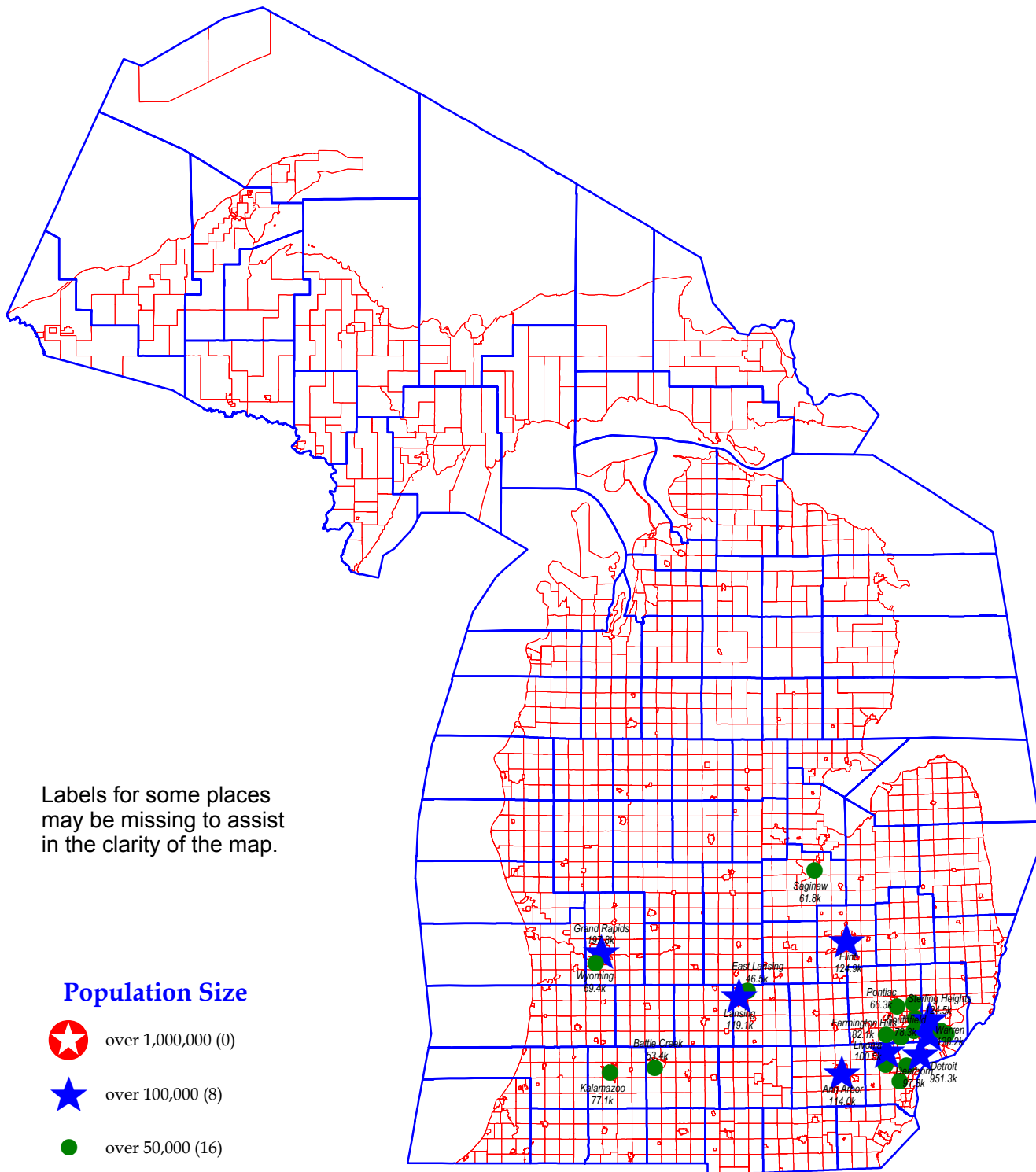


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



MICHIGAN, 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 (8)
- over 50,000 (16)



County Code Listing

MICHIGAN, 83 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
ALCONA	1	Greenbush	Harrisville	10,145	11,719	1	ALCON
ALGER	2	Munising	Munising	8,972	9,862	3	ALGER
ALLEGAN	3	Holland	Allegan	90,509	105,665	5	ALLEG
ALPENA	4	Alpena	Alpena	30,605	31,314	7	ALPEN
ANTRIM	5	Mancelona	Bellaire	18,185	23,110	9	ANTRI
ARENAC	6	Deep River	Standish	14,906	17,269	11	ARENA
BARAGA	7	L'Anse	L'Anse	7,954	8,746	13	BARAG
BARRY	8	Hastings	Hastings	50,057	56,755	15	BARRY
BAY	9	Bay City	Bay City	111,723	110,157	17	BAY__
BENZIE	10	Benzonia	Beulah	12,200	15,998	19	BENZI
BERRIEN	11	Benton Charter	St. Joseph	161,378	162,453	21	BERRI
BRANCH	12	Coldwater	Coldwater	41,502	45,787	23	BRANC
CALHOUN	13	Battle Creek	Marshall	135,982	137,985	25	CALHO
CASS	14	Dowagiac	Cassopolis	49,477	51,104	27	CASS_
CHARLEVOIX	15	Boyne City	Charlevoix	21,468	26,090	29	CHARL
CHEBOYGAN	16	Cheboygan	Cheboygan	21,398	26,448	31	CHEBO
CHIPPEWA	17	Sault Ste. Marie	Sault Ste. Marie	34,604	38,543	33	CHIPP
CLARE	18	Hayes	Harrison	24,952	31,252	35	CLARE
CLINTON	19	De Witt	St. Johns	57,893	64,753	37	CLINT
CRAWFORD	20	Grayling	Grayling	12,260	14,273	39	CRAWF
DELTA	21	Escanaba	Escanaba	37,780	38,520	41	DELTA
DICKINSON	22	Iron Mountain	Iron Mountain	26,831	27,472	43	DICKI
EATON	23	Delta	Charlotte	92,879	103,655	45	EATON
EMMET	24	Petoskey	Petoskey	25,040	31,437	47	EMMET
GENESEE	25	Flint	Flint	430,459	436,141	49	GENES
GLADWIN	26	Gladwin	Gladwin	21,896	26,023	51	GLADW
GOGEBIC	27	Ironwood	Bessemer	18,052	17,370	53	GOGEB
GRAND TRAVERSE	28	Traverse City	Traverse City	64,273	77,654	55	GRAND
GRATIOT	29	Alma	Ithaca	38,982	42,285	57	GRATI
HILLSDALE	30	Hillsdale	Hillsdale	43,431	46,527	59	HILLS
HOUGHTON	31	Houghton	Houghton	35,446	36,016	61	HOUGH
HURON	32	Bad Axe	Bad Axe	34,951	36,079	63	HURON
INGHAM	33	Lansing	Mason	281,912	279,320	65	INGHA
IONIA	34	Belding	Ionia	57,024	61,518	67	IONIA
IOSCO	35	Oscoda	Tawas City	30,209	27,339	69	IOSCO
IRON	36	Iron River	Crystal Falls	13,175	13,138	71	IRON_
ISABELLA	37	Mount Pleasant	Mt. Pleasant	54,624	63,351	73	ISABE
JACKSON	38	Jackson	Jackson	149,756	158,422	75	JACKS
KALAMAZOO	39	Kalamazoo	Kalamazoo	223,411	238,603	77	KALAM
KALKASKA	40	Kalkaska	Kalkaska	13,497	16,571	79	KALKA

POLIDATA (R) Demographic and Political Guides. All Rights Reserved. Copyright (c) 2002. www.polidata.us

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
KENT	41	Grand Rapids	Grand Rapids	500,631	574,335	81	KENT_
KEWEENAW	42	Allouez	Eagle River	1,701	2,301	83	KEWEE
LAKE	43	Pleasant Plains	Baldwin	8,583	11,333	85	LAKE_
LAPEER	44	Lapeer	Lapeer	74,768	87,904	87	LAPEE
LEELANAU	45	Elmwood	Leland	16,527	21,119	89	LEELA
LENAWEE	46	Adrian	Adrian	91,476	98,890	91	LENAW
LIVINGSTON	47	Brighton	Howell	115,645	156,951	93	LIVIN
LUCE	48	McMillan	Newberry	5,763	7,024	95	LUCE_
MACKINAC	49	St. Ignace	St. Ignace	10,674	11,943	97	MACKI
MACOMB	50	Warren	Mt. Clemens	717,400	788,149	99	MACOM
MANISTEE	51	Manistee	Manistee	21,265	24,527	101	MANIS
MARQUETTE	52	Marquette	Marquette	70,887	64,634	103	MARQU
MASON	53	Ludington	Ludington	25,537	28,274	105	MASON
MECOSTA	54	Big Rapids	Big Rapids	37,308	40,553	107	MECOS
MENOMINEE	55	Menominee	Menominee	24,920	25,326	109	MENOM
MIDLAND	56	Midland	Midland	75,651	82,874	111	MIDLA
MISSAUKEE	57	Lake	Lake City	12,147	14,478	113	MISSA
MONROE	58	Bedford	Monroe	133,600	145,945	115	MONRO
MONTCALM	59	Greenville	Stanton	53,059	61,266	117	MONTC
MONTMORENCY	60	Hillman	Atlanta	8,936	10,315	119	MONTM
MUSKEGON	61	Muskegon	Muskegon	158,983	170,200	121	MUSKE
NEWAYGO	62	Fremont	White Cloud	38,206	47,874	123	NEWAY
OAKLAND	63	Southfield	Pontiac	1,083,592	1,194,156	125	OAKLA
OCEANA	64	Shelby	Hart	22,455	26,873	127	OCEAN
OGEMAW	65	Mills	West Branch	18,681	21,645	129	OGEMA
ONTONAGON	66	Ontonagon	Ontonagon	8,854	7,818	131	ONTON
OSCEOLA	67	Reed City	Reed City	20,146	23,197	133	OSCEO
OSCODA	68	Big Creek	Mio	7,842	9,418	135	OSCOD
OTSEGO	69	Bagley	Gaylord	17,957	23,301	137	OTSEG
OTTAWA	70	Georgetown	Grand Haven	187,768	238,314	139	OTTAW
PRESQUE ISLE	71	Rogers City	Rogers City	13,743	14,411	141	PRESQ
ROSCOMMON	72	Denton	Roscommon	19,776	25,469	143	ROSCO
SAGINAW	73	Saginaw	Saginaw	211,946	210,039	145	SAGIN
ST CLAIR	74	Port Huron	Port Huron	145,607	164,235	147	ST_CL
ST JOSEPH	75	Sturgis	Centreville	58,913	62,422	149	ST_JO
SANILAC	76	Worth	Sandusky	39,928	44,547	151	*SANIL
SCHOOLCRAFT	77	Manistique	Manistique	8,302	8,903	153	SCHOO
SHIAWASSEE	78	Owosso	Corunna	69,770	71,687	155	SHIAW
TUSCOLA	79	Indianfields	Caro	55,498	58,266	157	TUSCO
VAN BUREN	80	Antwerp	Paw Paw	70,060	76,263	159	VAN_B
WASHTENAW	81	Ann Arbor	Ann Arbor	282,937	322,895	161	WASHT
WAYNE	82	Detroit	Detroit	2,111,687	2,061,162	163	WAYNE
WEXFORD	83	Cadillac	Cadillac	26,360	30,484	165	WEXFO
MICHIGAN		Detroit	Lansing	9,295,287	9,938,444	26	STATE

POLIDATA (R) Demographic and Political Guide - All Rights Reserved. Copyright (c) 2002 www.polidata.com

- 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.
- Counties are the primary legal subdivisions of a state. In the New England states they perform few, if any, governmental functions.
- In some states (CT, RI) they are recognized as historic geographic areas for statistical purposes only.
- 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.
- 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.

Population by Areas/Markets MICHIGAN

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	9,938,444	6.9	MICHIGAN		

MSAs-Metropolitan Statistical Areas (OMB, 1999)

1	578,736	18.1	Ann Arbor, MI PMSA	5.8	100.0
2	162,453	0.7	Benton Harbor, MI MSA	1.6	100.0
3	4,441,551	4.1	Detroit, MI PMSA	44.7	100.0
4	436,141	1.3	Flint, MI PMSA	4.4	100.0
5	1,088,514	16.1	Grand Rapids - Muskegon - Holland, MI MSA	11.0	100.0
6	158,422	5.8	Jackson, MI MSA	1.6	100.0
7	452,851	5.5	Kalamazoo - Battle Creek, MI MSA	4.6	100.0
8	447,728	3.5	Lansing - East Lansing, MI MSA	4.5	100.0
9	403,070	0.9	Saginaw - Bay City - Midland, MI MSA	4.1	100.0
10	1,768,978	10.7	Not Assigned to Metro Area (NAM)	17.8	100.0

GMRs-Metro Groups (Polidata/Maloney, 1999)



MI 1	2,061,162	-2.4	Wayne Co.-Detroit	20.7	100.0
MI 2	2,959,125	11.9	Greater Detroit Suburbs	29.8	100.0
MI 3	3,149,179	7.1	Other Metro	31.7	100.0
MI 4	1,768,978	10.7	Non Metro	17.8	100.0

DMAs-Designated Market Areas (Nielsen, 2000)

1	4,965,944	5.5	Detroit, MI DMA	50.0	100.0
2	1,203,155	2.9	Flint - Saginaw - Bay City, MI DMA	12.1	100.0
3	597,222	19.3	Traverse City - Cadillac, MI DMA	6.0	100.0
4	98,890	8.1	Toledo, OH - MI DMA	1.0	8.9
5	652,677	4.3	Lansing, MI DMA	6.6	100.0
6	217,410	-1.1	Marquette, MI DMA	2.2	97.7
7	1,903,860	12.8	Grand Rapids - Kalamazoo - Battle Creek, MI DMA	19.2	100.0
8	43,033	5.6	Alpena, MI DMA	0.4	100.0
9	213,557	1.3	South Bend - Elkhart, IN - MI DMA	2.1	24.4
10	25,326	1.6	Green Bay - Appleton, WI - MI DMA	0.3	2.4
11	17,370	-3.8	Duluth - Superior, MN - MI - WI DMA	0.2	3.8

ISRs-Internal State Regions (Polidata, 1996)

1	6,180,792	5.1	Southern Lower Peninsula-East (Lake Huron)	62.2	100.0
2	1,811,204	11.3	Southern Lower Peninsula-West (Lake Michigan)	18.2	100.0
3	1,275,654	8.3	Central Lower Peninsula	12.8	100.0
4	353,178	20.1	Northern Lower Peninsula	3.6	100.0
5	317,616	1.2	Upper Peninsula	3.2	100.0

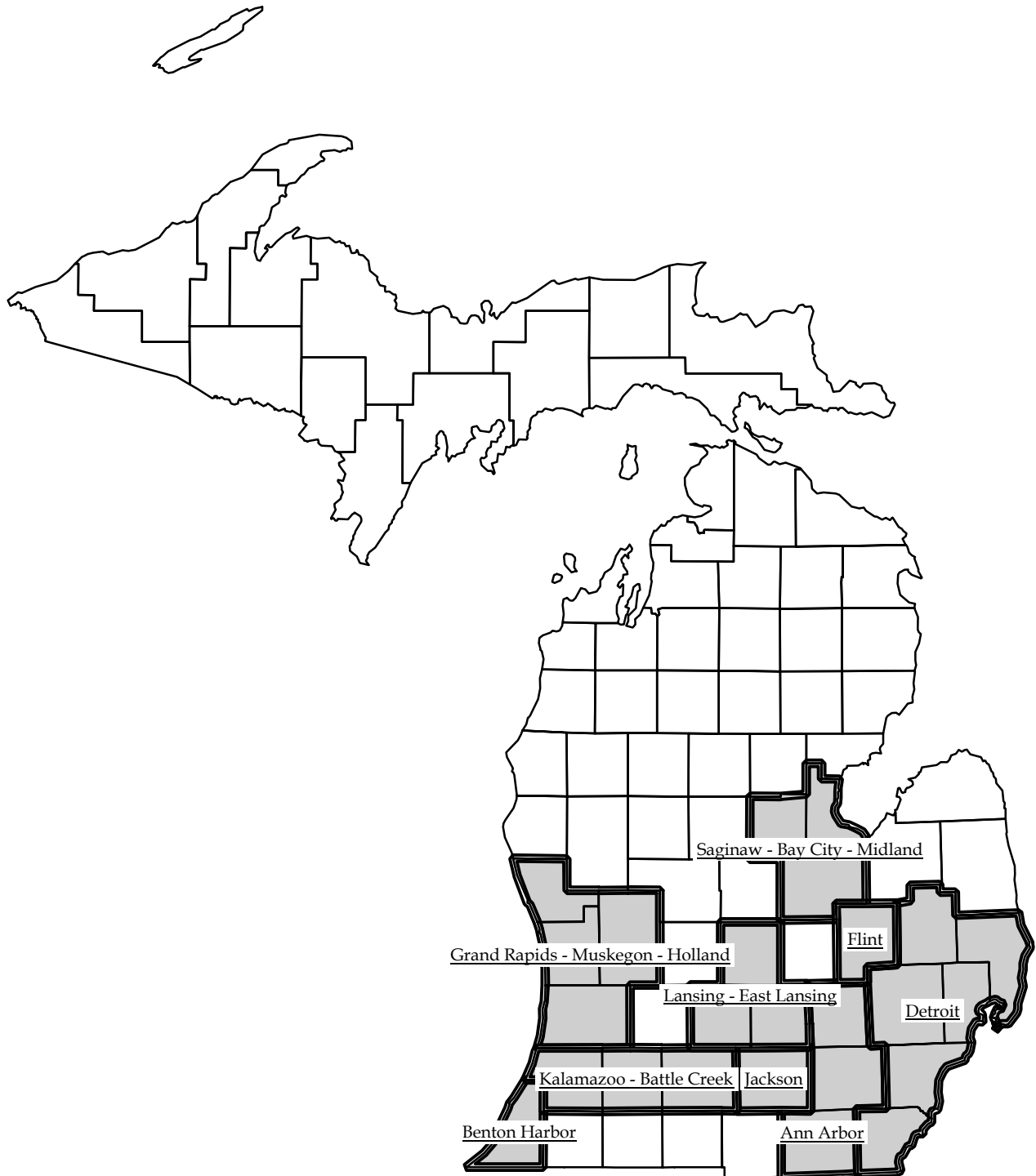
POLIDATA (R) Demographic and Political Guides. All Rights Reserved. Copyright (c) 2002. www.polidata.us

1. 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).
 2. 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.
 3. 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.
 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.

THIS PAGE INTENTIONALLY BLANK

Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)

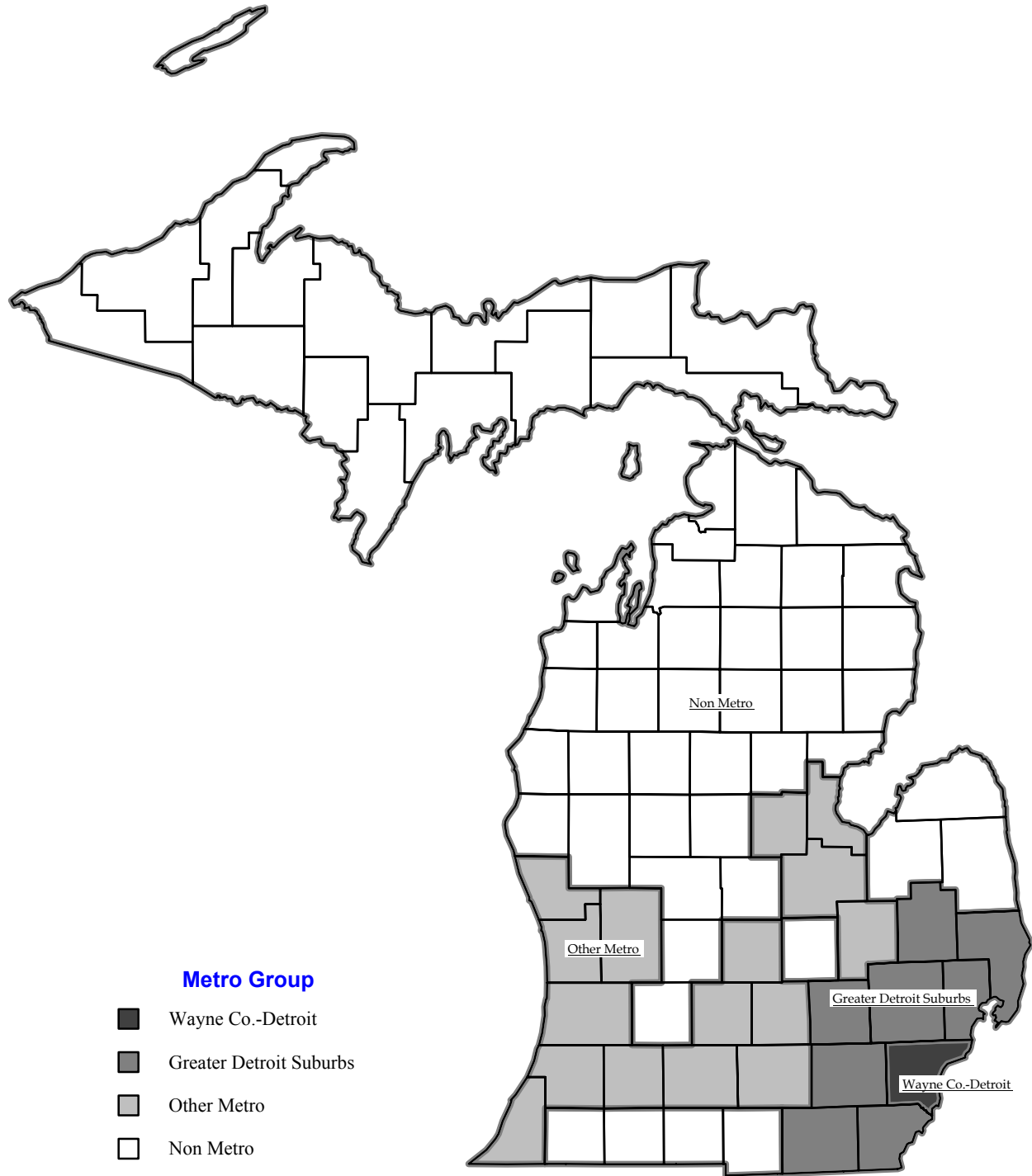


MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.



Metro Groups, GMRs

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

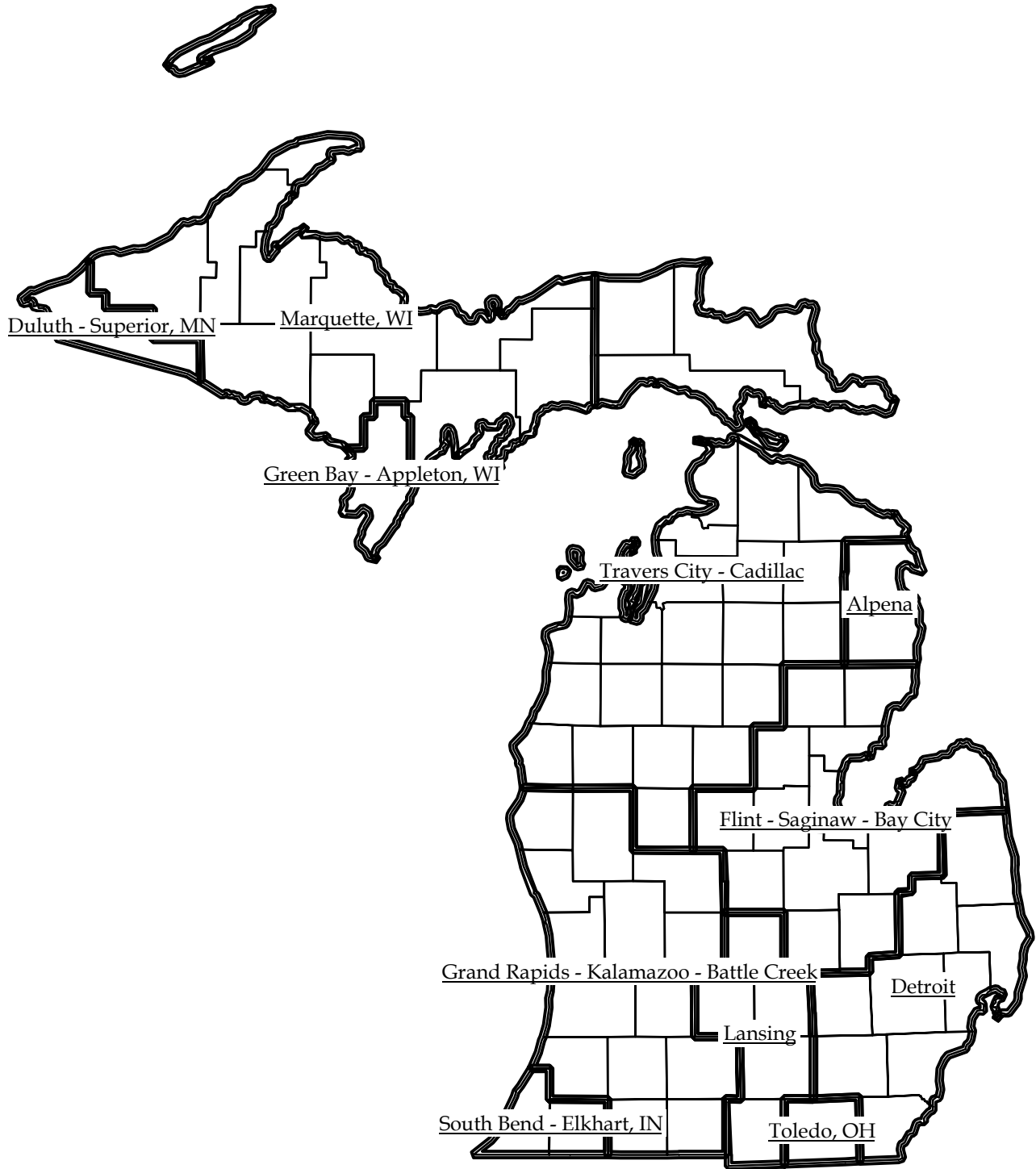


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



Designated Market Areas, DMAs

Groups of Counties assigned by Nielsen Media Research (2000)

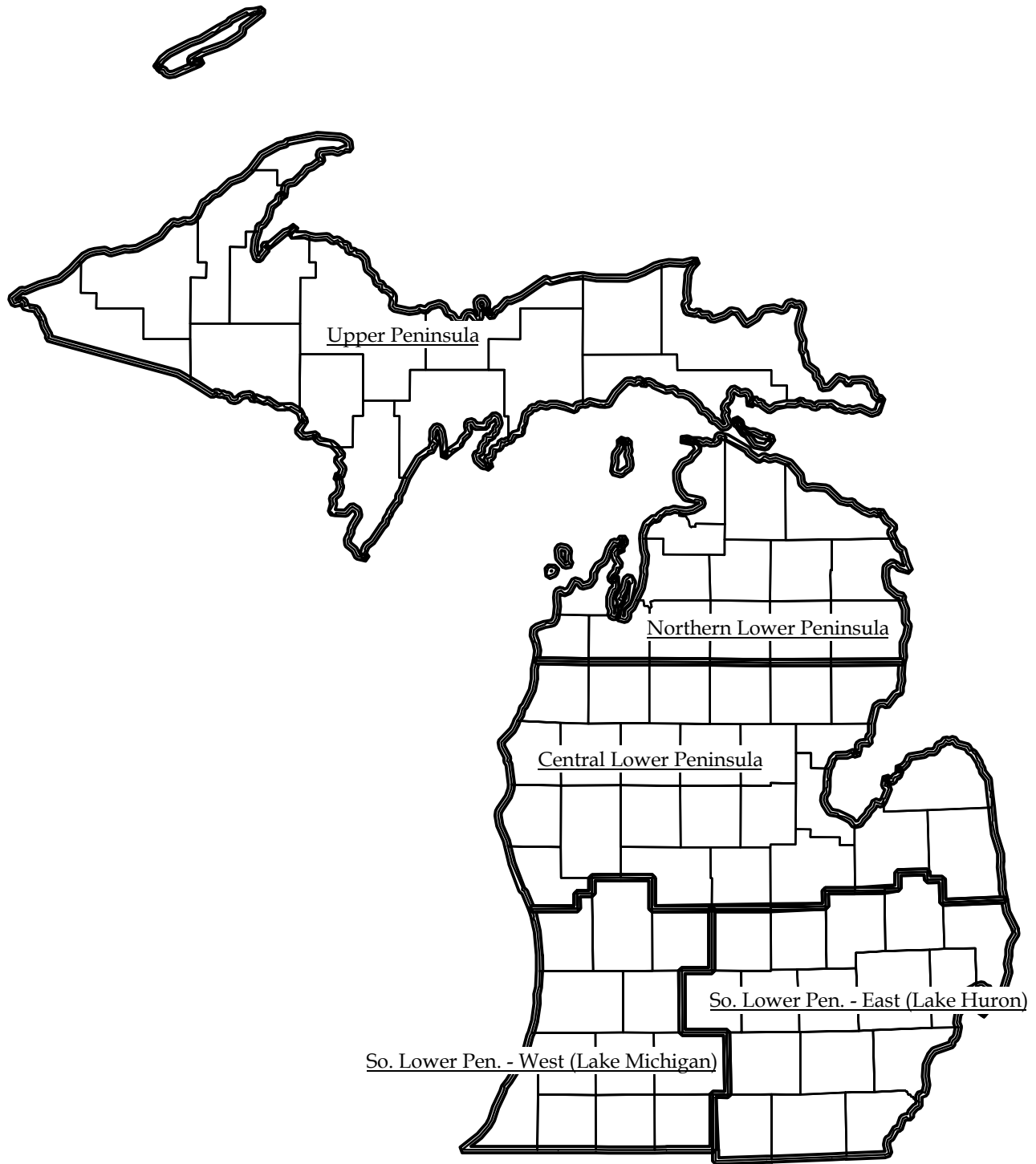


DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.



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.



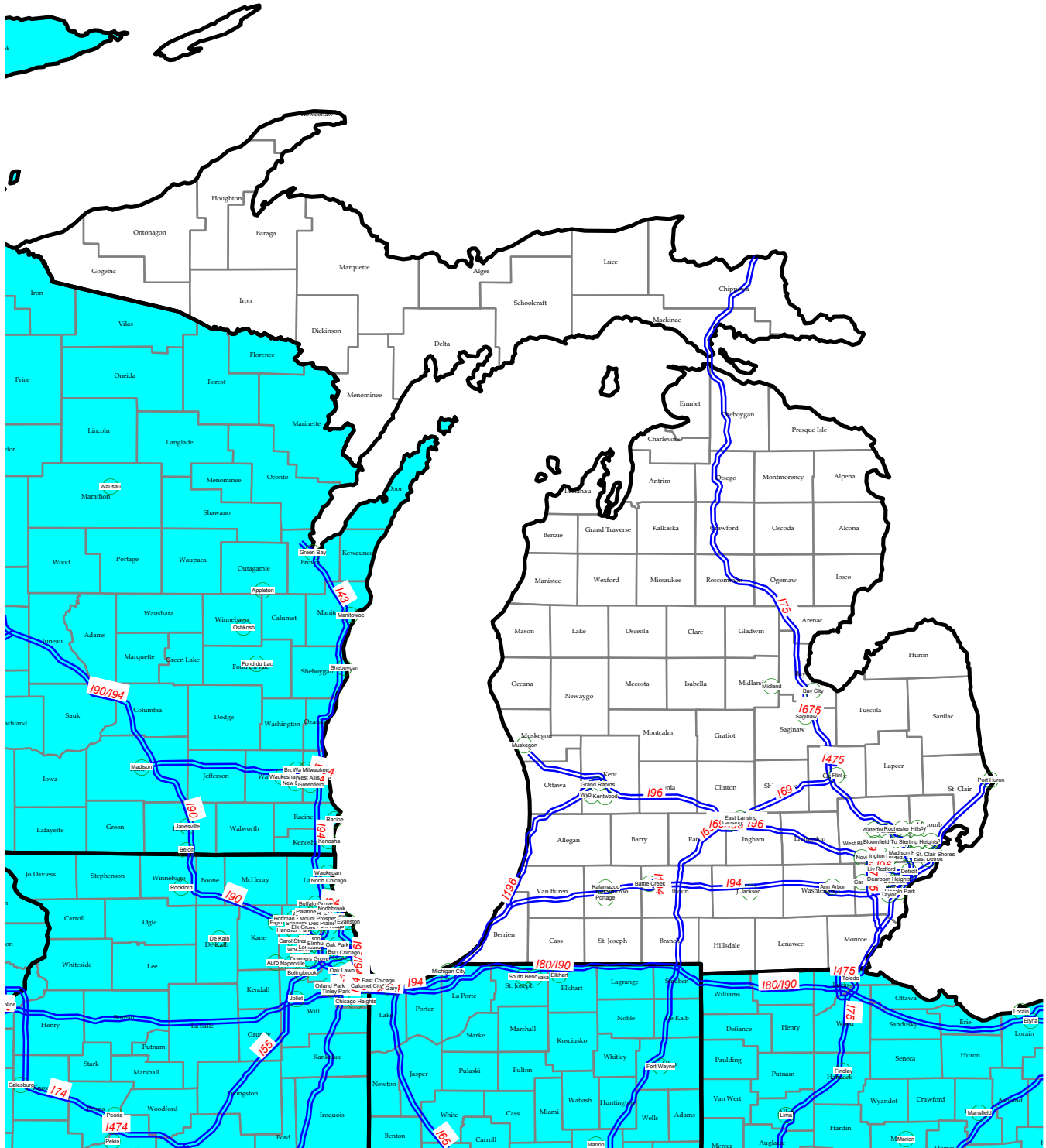
County	County-Based Area/Market Assignments
MICHIGAN	
ALCONA	Northern Lower Peninsula ISR; Alpena, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ALGER	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ALLEGAN	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Grand Rapids - Muskegon - Holland, MI MSA; Other Metro GMR.
ALPENA	Northern Lower Peninsula ISR; Alpena, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ANTRIM	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ARENAC	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
BARAGA	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
BARRY	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
BAY	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Saginaw - Bay City - Midland, MI MSA; Other Metro GMR.
BENZIE	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
BERRIEN	Southern Lower Peninsula-West (Lake Michigan) ISR; South Bend - Elkhart, IN - MI DMA; Benton Harbor, MI MSA; Other Metro GMR.
BRANCH	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
CALHOUN	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Kalamazoo - Battle Creek, MI MSA; Other Metro GMR.
CASS	Southern Lower Peninsula-West (Lake Michigan) ISR; South Bend - Elkhart, IN - MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
CHARLEVOIX	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
CHEBOYGAN	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
CHIPPEWA	Upper Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
CLARE	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
CLINTON	Southern Lower Peninsula-East (Lake Huron) ISR; Lansing, MI DMA; Lansing - East Lansing, MI MSA; Other Metro GMR.
CRAWFORD	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
DELTA	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
DICKINSON	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
EATON	Southern Lower Peninsula-East (Lake Huron) ISR; Lansing, MI DMA; Lansing - East Lansing, MI MSA; Other Metro GMR.
EMMET	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
GENESEE	Southern Lower Peninsula-East (Lake Huron) ISR; Flint - Saginaw - Bay City, MI DMA; Flint, MI PMSA; Other Metro GMR.
GLADWIN	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
GOGEBIC	Upper Peninsula ISR; Duluth - Superior, MN - MI - WI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
GRAND TRAVERSE	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
GRATIOT	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
HILLSDALE	Southern Lower Peninsula-East (Lake Huron) ISR; Lansing, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
HOUGHTON	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
HURON	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
INGHAM	Southern Lower Peninsula-East (Lake Huron) ISR; Lansing, MI DMA; Lansing - East Lansing, MI MSA; Other Metro GMR.
IONIA	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
IOSCO	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
IRON	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ISABELLA	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
JACKSON	Southern Lower Peninsula-East (Lake Huron) ISR; Lansing, MI DMA; Jackson, MI MSA; Other Metro GMR.
KALAMAZOO	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Kalamazoo - Battle Creek, MI MSA; Other Metro GMR.
KALKASKA	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
KENT	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Grand Rapids - Muskegon - Holland, MI MSA; Other Metro GMR.
KEWEENAW	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
LAKE	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
LAPEER	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Detroit, MI PMSA; Detroit Suburbs GMR.
LEELANAU	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
LENAWEE	Southern Lower Peninsula-East (Lake Huron) ISR; Toledo, OH - MI DMA; Ann Arbor, MI PMSA; Detroit Suburbs GMR.
LIVINGSTON	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Ann Arbor, MI PMSA; Detroit Suburbs GMR.
LUCE	Upper Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MACKINAC	Upper Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MACOMB	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Detroit, MI PMSA; Detroit Suburbs GMR.
MANISTEE	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MARQUETTE	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MASON	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MECOSTA	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MENOMINEE	Upper Peninsula ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MIDLAND	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Saginaw - Bay City - Midland, MI MSA; Other Metro GMR.

POLIDATA (R) Demographic and Political Guides. All Rights Reserved. Copyright (c) 2002. www.polidata.us

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
MISSAUKEE	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MONROE	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Detroit, MI PMSA; Detroit Suburbs GMR.
MONTCALM	Central Lower Peninsula ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MONTMORENCY	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
MUSKEGON	Central Lower Peninsula ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Grand Rapids - Muskegon - Holland, MI MSA; Other Metro GMR.
NEWAYGO	Central Lower Peninsula ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
OAKLAND	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Detroit, MI PMSA; Detroit Suburbs GMR.
OCEANA	Central Lower Peninsula ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
OGEMAW	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ONTONAGON	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
OSCEOLA	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
OSCODA	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
OTSEGO	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
OTTAWA	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Grand Rapids - Muskegon - Holland, MI MSA; Other Metro GMR.
PRESQUE ISLE	Northern Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
ROSCOMMON	Central Lower Peninsula ISR; Traverse City - Cadillac, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
SAGINAW	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Saginaw - Bay City - Midland, MI MSA; Other Metro GMR.
ST CLAIR	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Detroit, MI PMSA; Detroit Suburbs GMR.
ST JOSEPH	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
SANILAC	Central Lower Peninsula ISR; Detroit, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
SCHOOLCRAFT	Upper Peninsula ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
SHIAWASSEE	Southern Lower Peninsula-East (Lake Huron) ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
TUSCOLA	Central Lower Peninsula ISR; Flint - Saginaw - Bay City, MI DMA; Not Assigned to Metro Area (NAM); Non Metro. GMR.
VAN BUREN	Southern Lower Peninsula-West (Lake Michigan) ISR; Grand Rapids - Kalamazoo - Battle Creek, MI DMA; Kalamazoo - Battle Creek, MI MSA; Other Metro GMR.
WASHTENAW	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Ann Arbor, MI PMSA; Detroit Suburbs GMR.
WAYNE	Southern Lower Peninsula-East (Lake Huron) ISR; Detroit, MI DMA; Detroit, MI PMSA; Wayne Co.-Detroit GMR.
WEXFORD	Central Lower Peninsula ISR; Traverse City - Cadillac, MI 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