

# **POLIDATA ® REGION MAPS**

County-Based Regions  
and Markets for

## **SOUTH CAROLINA**

46 Counties and Portions of

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

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

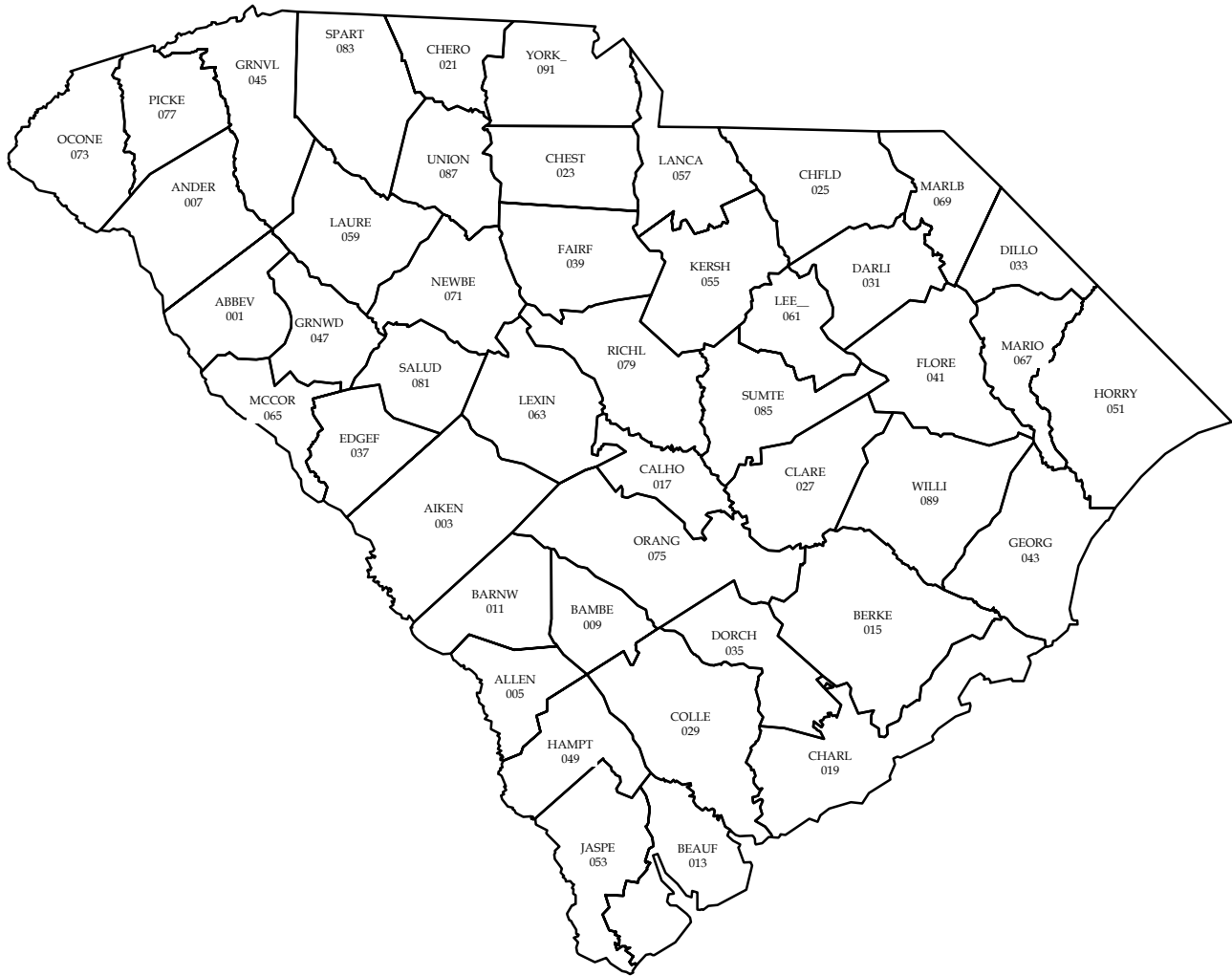
*7 DMAs (Designated Markets Areas from Nielsen for 2000)*

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

# *SOUTH CAROLINA, 46 Counties*

## *Polidata County Abbreviations and County FIPS Codes*

State FIPS Code is 45

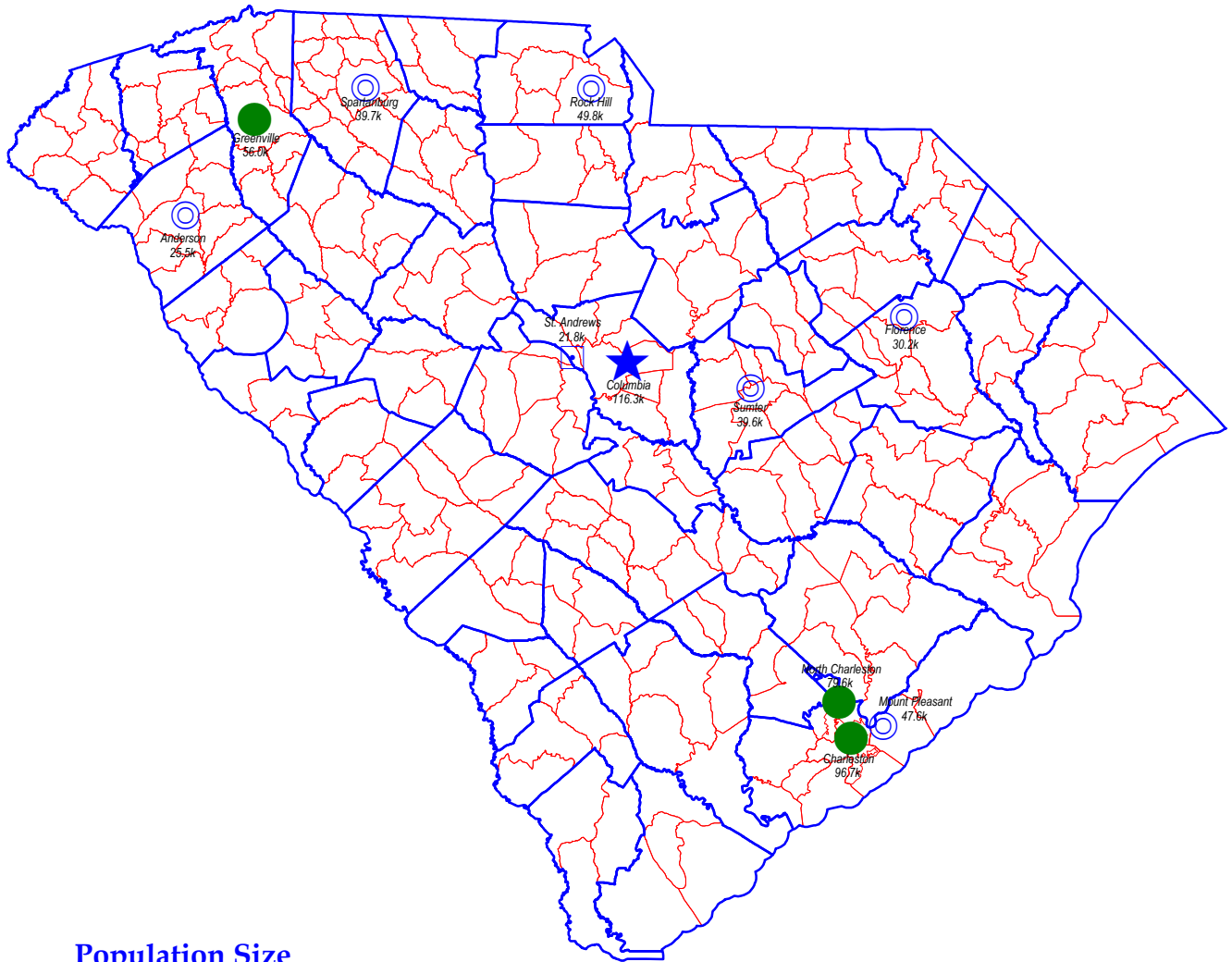


*Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.*



# SOUTH CAROLINA, Selected Places

2000 Census of Population and Housing, County Subdivisions



## Population Size

-  over 1,000,000 (0)
-  over 100,000 (1)
-  over 50,000 (3)
-  over 25,000 (6)
-  over 20,000 (1)



Labels for some places may be missing to assist in the clarity of the map.

## County Code Listing

### SOUTH CAROLINA, 46 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
ABBEVILLE	1	Abbeville	Abbeville	23,862	26,167	1	ABBEV
AIKEN	2	Aiken	Aiken	120,991	142,552	3	AIKEN
ALLENDALE	3	Allendale	Allendale	11,727	11,211	5	ALLEN
ANDERSON	4	Anderson	Anderson	145,177	165,740	7	ANDER
BAMBERG	5	Bamberg	Bamberg	16,902	16,658	9	BAMBE
BARNWELL	6	Barnwell	Barnwell	20,293	23,478	11	BARNW
BEAUFORT	7	Beaufort-Port Royal	Beaufort	86,425	120,937	13	BEAUF
BERKELEY	8	Goose Creek-Hanahan	Moncks Corner	128,658	142,651	15	BERKE
CALHOUN	9	St. Matthews	St Matthews	12,753	15,185	17	CALHO
CHARLESTON	10	Charleston	Charleston Hght	295,159	309,969	19	CHARL
CHEROKEE	11	Gaffney	Gaffney	44,506	52,537	21	CHERO
CHESTER	12	Chester	Chester	32,170	34,068	23	CHEST
CHESTERFIELD	13	Cheraw	Chesterfield	38,575	42,768	25	CHFLD
CLARENDON	14	Manning	Manning	28,450	32,502	27	CLARE
COLLETON	15	Walterboro	Walterboro	34,377	38,264	29	COLLE
DARLINGTON	16	Darlington	Darlington	61,851	67,394	31	DARLI
DILLON	17	Dillon	Dillon	29,114	30,722	33	DILLO
DORCHESTER	18	Summerville	St. George	83,060	96,413	35	DORCH
EDGEFIELD	19	Edgefield	Edgefield	18,360	24,595	37	EDGEF
FAIRFIELD	20	Winnsboro South	Winnsboro	22,295	23,454	39	FAIRF
FLORENCE	21	Florence	Florence	114,344	125,761	41	FLORE
GEORGETOWN	22	Georgetown	Georgetown	46,302	55,797	43	GEORG
GREENVILLE	23	Greenville	Greenville	320,127	379,616	45	GRNVL
GREENWOOD	24	Greenwood	Greenwood	59,567	66,271	47	GRNWD
HAMPTON	25	Hampton-Varnville	Hampton	18,186	21,386	49	HAMPT
HORRY	26	Myrtle Beach	Conway	144,053	196,629	51	HORRY
JASPER	27	Ridgeland	Ridgeland	15,487	20,678	53	JASPE
KERSHAW	28	Camden	Camden	43,599	52,647	55	KERSH
LANCASTER	29	Lancaster	Lancaster	54,516	61,351	57	LANCA
LAURENS	30	Laurens	Clinton	58,132	69,567	59	LAURE
LEE	31	Bishopville	Bishopville	18,437	20,119	61	LEE__
LEXINGTON	32	West Columbia-Cayce	Lexington	167,526	216,014	63	LEXIN
MCCORMICK	33	McCormick	Mccormick	8,868	9,958	65	MCCOR
MARION	34	Marion	Marion	33,899	35,466	67	*MARIO
MARLBORO	35	Bennettsville	Bennettsville	29,716	28,818	69	MARLB
NEWBERRY	36	Newberry	Newberry	33,172	36,108	71	NEWBE
OCONEE	37	Seneca	Walhalla	57,494	66,215	73	OCONE
ORANGEBURG	38	Orangeburg	Orangeburg	84,804	91,582	75	ORANG
PICKENS	39	Easley	Pickens	93,896	110,757	77	PICKE
RICHLAND	40	Columbia	Columbia	286,321	320,677	79	RICHL

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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
SALUDA	41	Saluda	Saluda	16,441	19,181	81	SALUD
SPARTANBURG	42	Spartanburg	Spartanburg	226,793	253,791	83	SPART
SUMTER	43	Sumter	Sumter	101,276	104,646	85	SUMTE
UNION	44	Union	Union	30,337	29,881	87	UNION
WILLIAMSBURG	45	Kingstree	Kingstree	36,815	37,217	89	WILLI
YORK	46	Rock Hill	York	131,497	164,614	91	YORK_
SOUTH CAROLINA		Columbia	Columbia	3,486,310	4,012,012	45	STATE

## Population by Areas/Markets

### SOUTH CAROLINA

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	4,012,012	15.1	SOUTH CAROLINA		

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

1	167,147	20.0	Augusta - Aiken, GA - SC MSA	4.2	35.0
2	549,033	8.3	Charleston - North Charleston, SC MSA	13.7	100.0
3	164,614	25.2	Charlotte - Gastonia - Rock Hill, NC - SC MSA	4.1	11.0
4	536,691	18.4	Columbia, SC MSA	13.4	100.0
5	125,761	10.0	Florence, SC MSA	3.1	100.0
6	962,441	15.9	Greenville - Spartanburg - Anderson, SC MSA	24.0	100.0
7	196,629	36.5	Myrtle Beach, SC MSA	4.9	100.0
8	104,646	2.0	Sumter, SC MSA	2.6	100.0
9	1,205,050	13.3	Not Assigned to Metro Area (NAM)	30.0	100.0

#### GMRs-Metro Groups (Polidata/Maloney, 1998)

1	962,441	15.9	Greenville Metro	24.0	100.0
2	549,033	8.3	Charleston Metro	13.7	100.0
3	536,691	18.4	Columbia Metro	13.4	100.0
4	758,797	20.1	Other Metro	18.9	100.0
5	1,205,050	13.3	Non Metro	30.0	100.0

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

1	163,001	35.7	Savannah, GA - SC DMA	4.1	21.6
2	302,801	17.9	Charlotte, NC - SC DMA	7.5	12.6
3	680,311	9.0	Charleston, SC DMA	17.0	100.0
4	247,633	16.0	Augusta, GA - SC DMA	6.2	37.6
5	912,934	14.2	Columbia, SC DMA	22.8	100.0
6	1,220,542	15.2	Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA	30.4	62.6
7	484,790	17.5	Florence - Myrtle Beach, SC - NC DMA	12.1	75.3

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

SC	1	252,426	32.6	Grand Strand & Myrtle Beach	6.3	100.0
	2	406,382	7.5	Historic Charleston	10.1	100.0
	3	201,265	30.3	Lowcountry & Resort Islands	5.0	100.0
	4	386,566	8.2	Santee Cooper Country	9.6	100.0
	5	345,497	6.7	Pee Dee Country	8.6	100.0
	6	591,980	17.7	Capital City & Lake Murray	14.8	100.0
	7	193,899	14.2	Thoroughbred Country	4.8	100.0
	8	196,558	16.5	Old 96 District	4.9	100.0
	9	408,783	15.8	Olde English Country	10.2	100.0
	10	1,028,656	15.8	Discover Upcontry Carolina	25.6	100.0

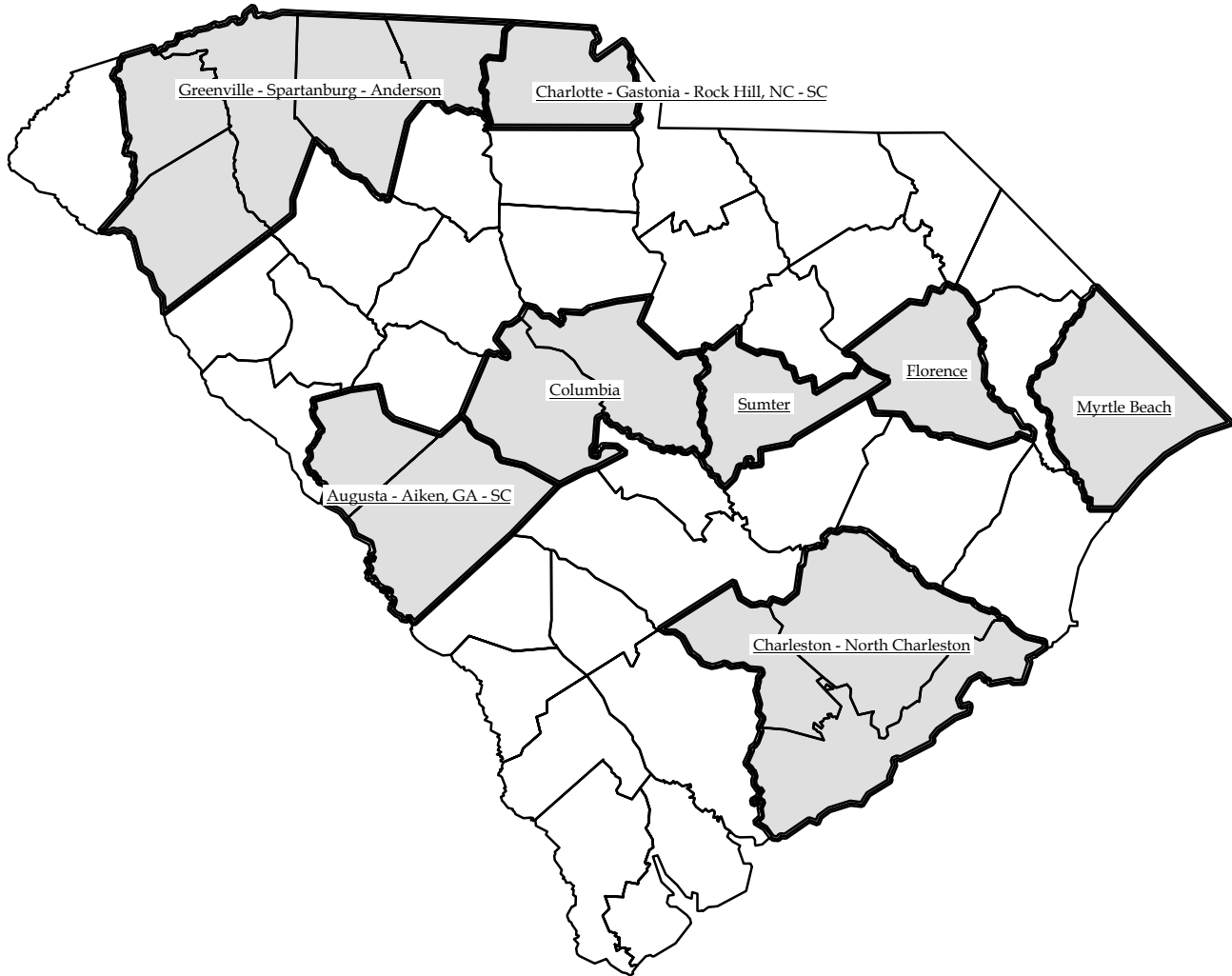
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1. Areas/Markets are county-based regions comprised of whole counties or equivalents. This includes Parishes (LA), Independent Cities (MD,MO,NV,VA) Boroughs (AK), and Census Areas (AK).
2. Metropolitan Statistical Areas (MSAs) reflect federal statistical 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.

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# Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)



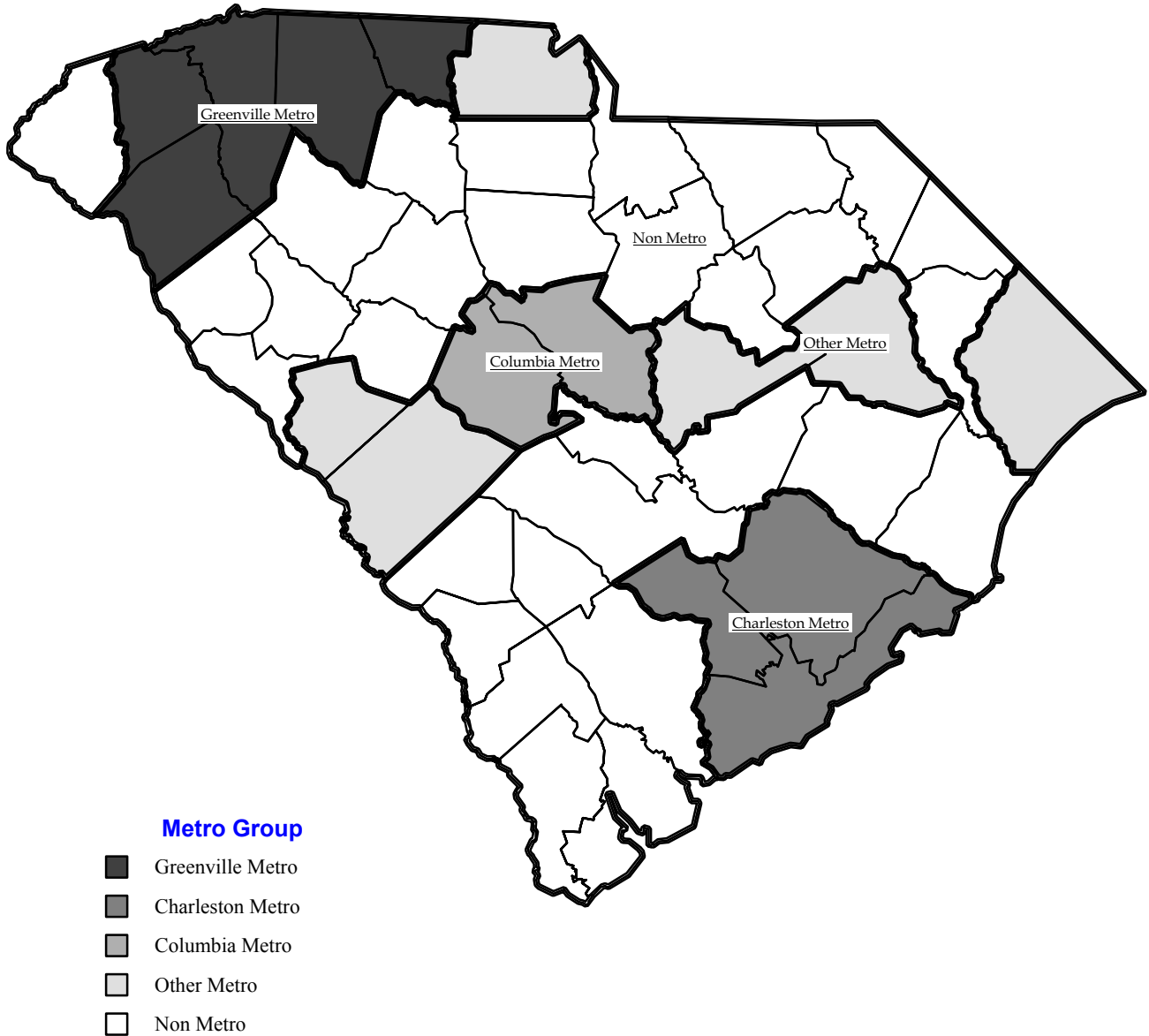
*MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.*





# Metro Groups, GMRs

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

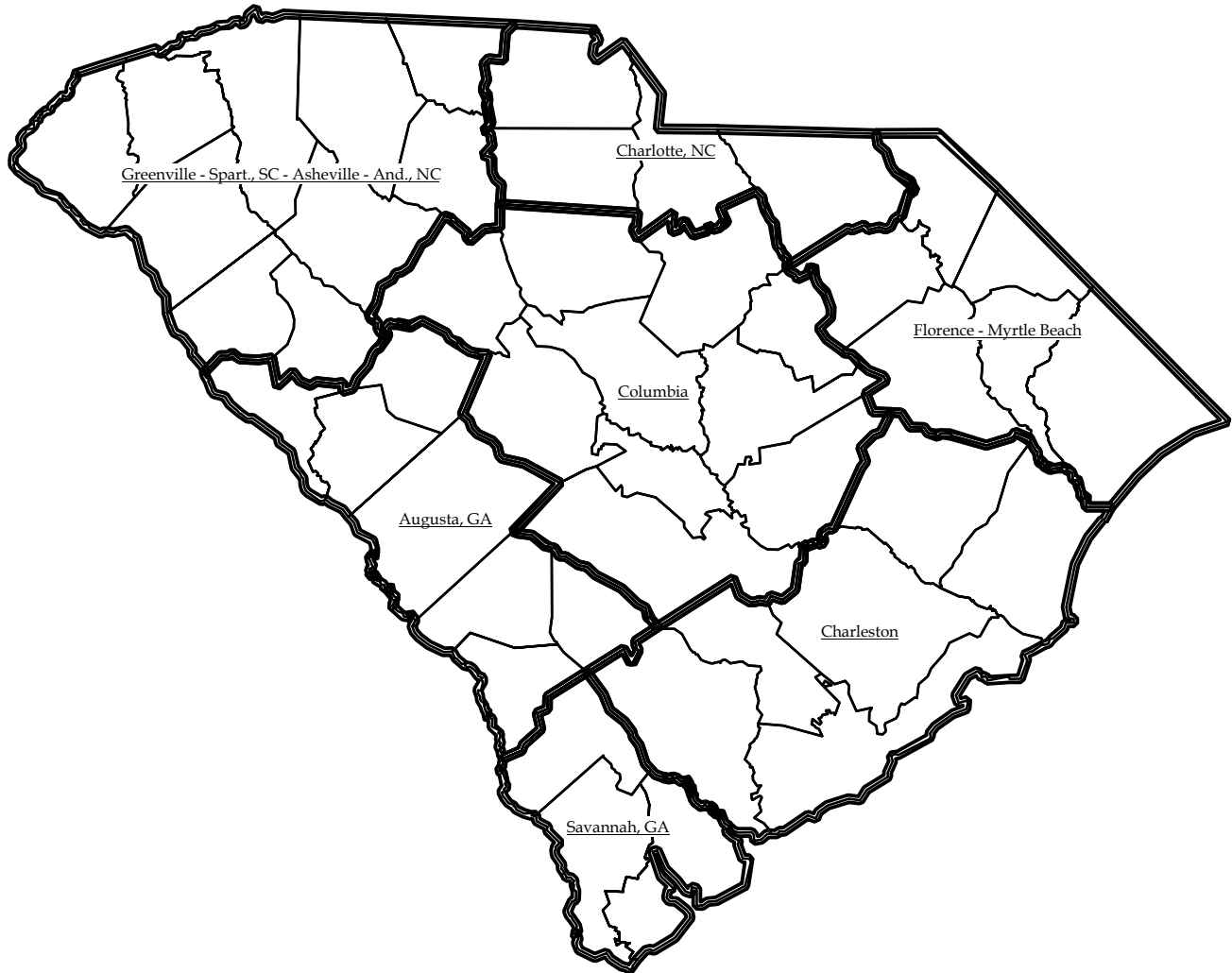


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



# *Designated Market Areas, DMAs*

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

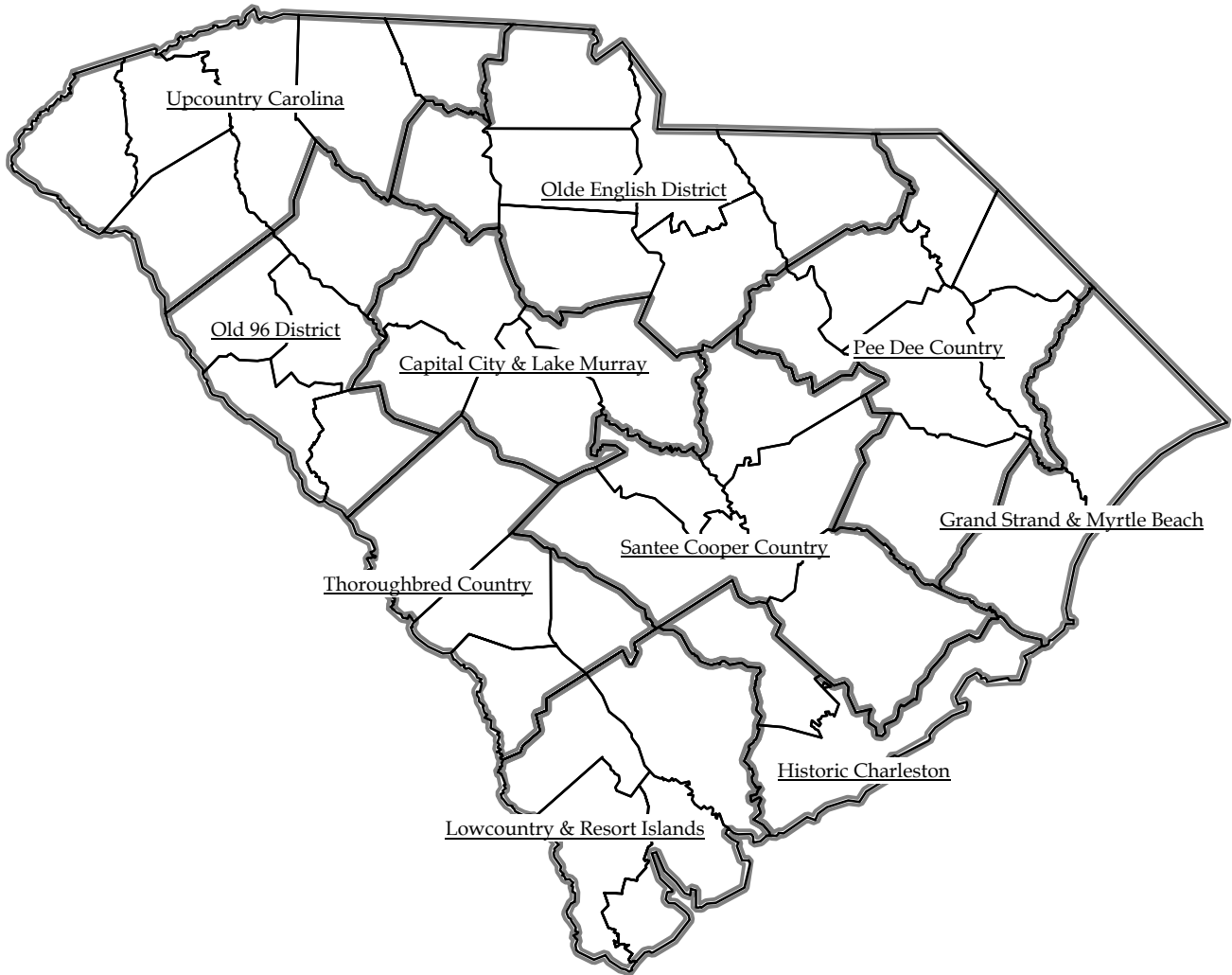


*DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.*



# *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

**SOUTH CAROLINA**

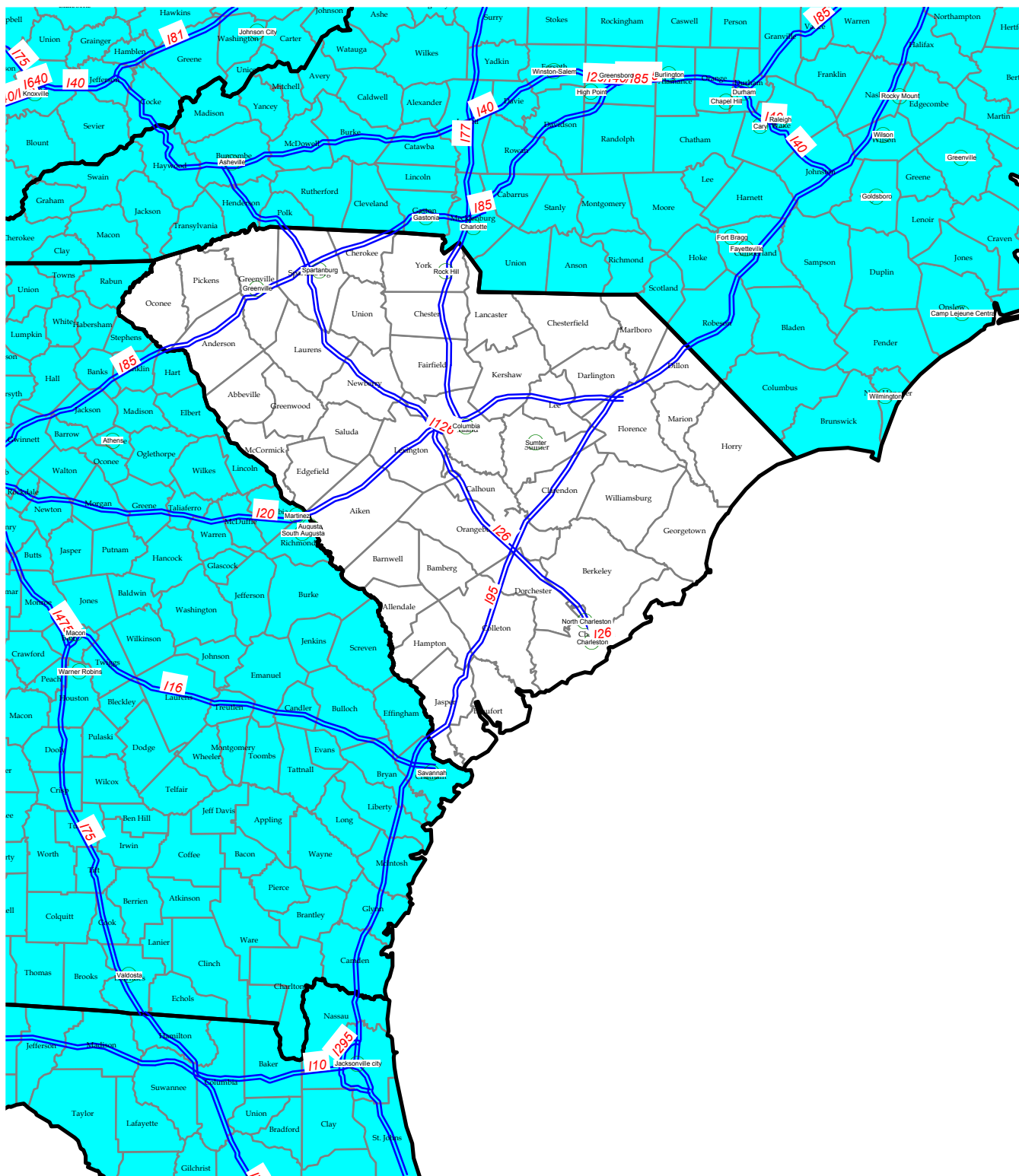
ABBEVILLE	Old 96 District ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
AIKEN	Thoroughbred Country ISR; Augusta, GA - SC DMA; Augusta - Aiken, GA - SC MSA; Other Metro GMR.
ALLENDALE	Thoroughbred Country ISR; Augusta, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ANDERSON	Discover Upcontry Carolina ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Greenville - Spartanburg - Anderson, SC MSA; Greenville Metro
BAMBERG	Thoroughbred Country ISR; Augusta, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BARNWELL	Thoroughbred Country ISR; Augusta, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BEAUFORT	Lowcountry & Resort Islands ISR; Savannah, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BERKELEY	Santee Cooper Country ISR; Charleston, SC DMA; Charleston - North Charleston, SC MSA; Charleston Metro GMR.
CALHOUN	Santee Cooper Country ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CHARLESTON	Historic Charleston ISR; Charleston, SC DMA; Charleston - North Charleston, SC MSA; Charleston Metro GMR.
CHEROKEE	Discover Upcontry Carolina ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Greenville - Spartanburg - Anderson, SC MSA; Greenville Metro
CHESTER	Olde English Country ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CHESTERFIELD	Olde English Country ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CLARENDON	Santee Cooper Country ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
COLLETON	Lowcountry & Resort Islands ISR; Charleston, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DARLINGTON	Pee Dee Country ISR; Florence - Myrtle Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DILLON	Pee Dee Country ISR; Florence - Myrtle Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DORCHESTER	Historic Charleston ISR; Charleston, SC DMA; Charleston - North Charleston, SC MSA; Charleston Metro GMR.
EDGEFIELD	Old 96 District ISR; Augusta, GA - SC DMA; Augusta - Aiken, GA - SC MSA; Other Metro GMR.
FAIRFIELD	Olde English Country ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
FLORENCE	Pee Dee Country ISR; Florence - Myrtle Beach, SC - NC DMA; Florence, SC MSA; Other Metro GMR.
GEORGETOWN	Grand Strand & Myrtle Beach ISR; Charleston, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GREENVILLE	Discover Upcontry Carolina ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Greenville - Spartanburg - Anderson, SC MSA; Greenville Metro
GREENWOOD	Old 96 District ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
HAMPTON	Lowcountry & Resort Islands ISR; Savannah, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
HORRY	Grand Strand & Myrtle Beach ISR; Florence - Myrtle Beach, SC - NC DMA; Myrtle Beach, SC MSA; Other Metro GMR.
JASPER	Lowcountry & Resort Islands ISR; Savannah, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
KERSHAW	Olde English Country ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LANCASTER	Olde English Country ISR; Charlotte, NC - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LAURENS	Old 96 District ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LEE	Pee Dee Country ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LEXINGTON	Capital City & Lake Murray ISR; Columbia, SC DMA; Columbia, SC MSA; Columbia Metro GMR.
MCCORMICK	Old 96 District ISR; Augusta, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MARION	Pee Dee Country ISR; Florence - Myrtle Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MARLBORO	Pee Dee Country ISR; Florence - Myrtle Beach, SC - NC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
NEWBERRY	Capital City & Lake Murray ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
OCONEE	Discover Upcontry Carolina ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ORANGEBURG	Santee Cooper Country ISR; Columbia, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
PICKENS	Discover Upcontry Carolina ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Greenville - Spartanburg - Anderson, SC MSA; Greenville Metro
RICHLAND	Capital City & Lake Murray ISR; Columbia, SC DMA; Columbia, SC MSA; Columbia Metro GMR.
SALUDA	Capital City & Lake Murray ISR; Augusta, GA - SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SPARTANBURG	Discover Upcontry Carolina ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Greenville - Spartanburg - Anderson, SC MSA; Greenville Metro
SUMTER	Santee Cooper Country ISR; Columbia, SC DMA; Sumter, SC MSA; Other Metro GMR.
UNION	Olde English Country ISR; Greenville - Spartanburg, SC- Asheville - And., NC - GA DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
WILLIAMSBURG	Pee Dee Country ISR; Charleston, SC DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
YORK	Olde English Country ISR; Charlotte, NC - SC DMA; Charlotte - Gastonia - Rock Hill, NC - SC MSA; Other Metro GMR.

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# Regional Overview Map



*See other maps for census geography*



*Refer to Gazetteer for profile material*