

# **POLIDATA ® REGION MAPS**

County-Based Regions  
and Markets for

## **WISCONSIN**

72 Counties and Portions of

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

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

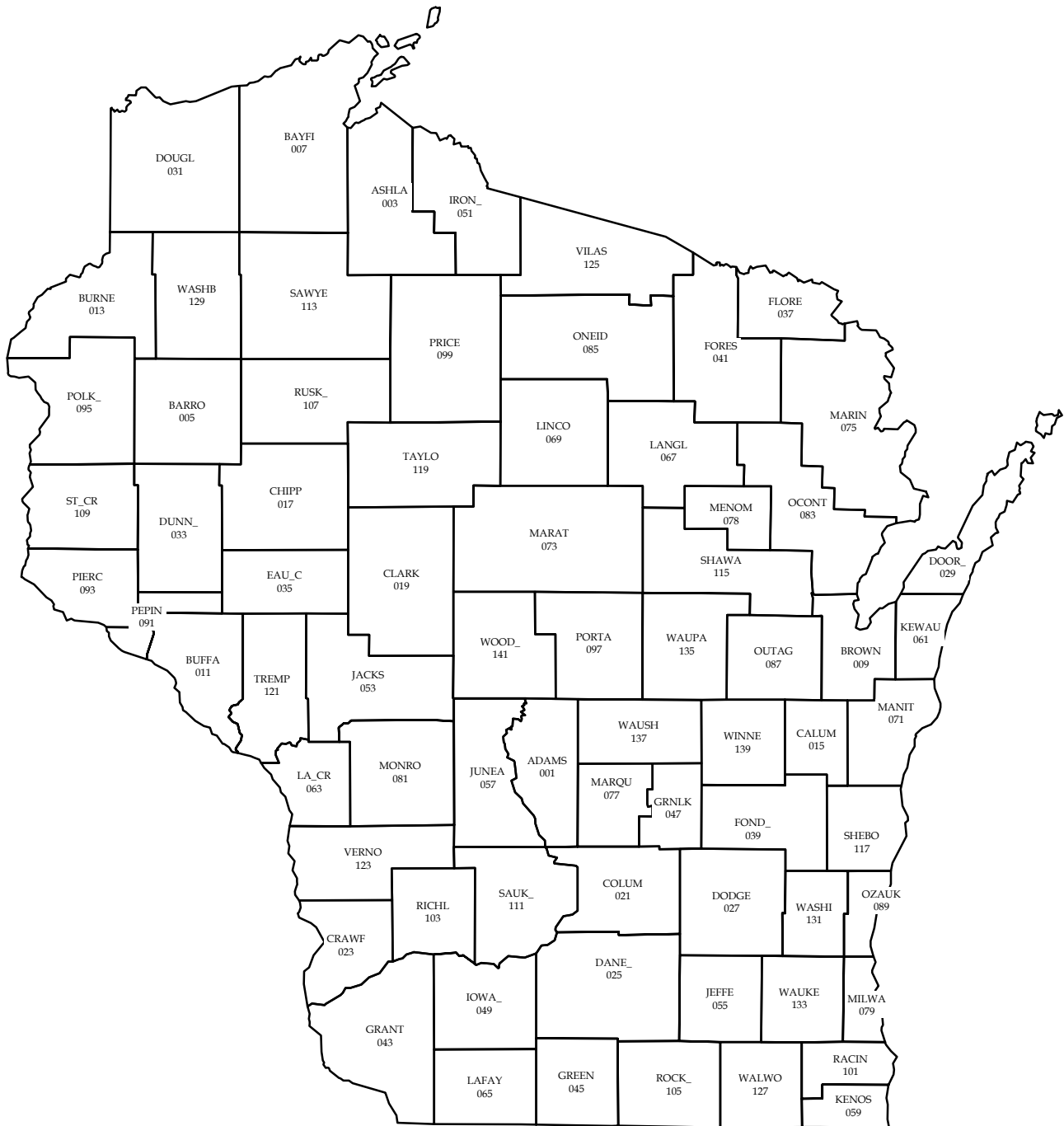
*8 DMAs (Designated Markets Areas from Nielsen for 2000)*

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

# WISCONSIN, 72 Counties

## Polidata County Abbreviations and County FIPS Codes

State FIPS Code is 55

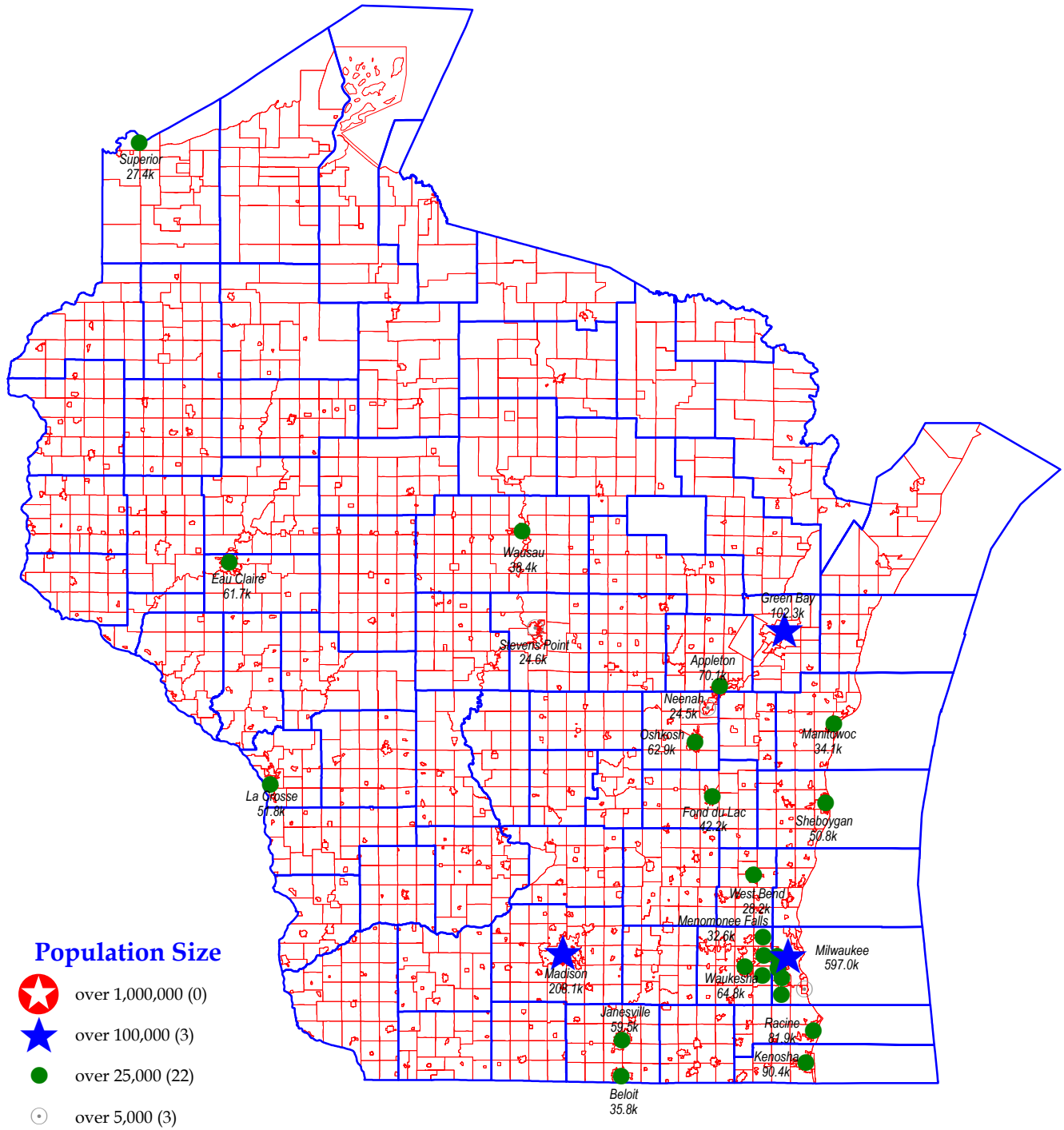


Counties are the primary political subdivisions of states. Equivalents include Parishes, Boroughs and Independent Cities.



# WISCONSIN, 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.

## County Code Listing

### WISCONSIN, 72 Counties

County or Equivalent	Cy Seq	Population Centers	County Seat	1990 Tot. Pop.	2000 Tot. Pop.	FIPS Code	Polidata CyAbb
ADAMS	1	Adams	Friendship	15,682	18,643	1	ADAMS
ASHLAND	2	Ashland	Ashland	16,307	16,866	3	ASHLA
BARRON	3	Rice Lake	Barron	40,750	44,963	5	BARRO
BAYFIELD	4	Washburn	Wasburn	14,008	15,013	7	BAYFI
BROWN	5	Green Bay	Green Bay	194,594	226,778	9	BROWN
BUFFALO	6	Mondovi	Alma	13,584	13,804	11	BUFFA
BURNETT	7	Grantsburg	Grantsburg	13,084	15,674	13	BURNE
CALUMET	8	Appleton	Chilton	34,291	40,631	15	CALUM
CHIPPEWA	9	Chippewa Falls	Chippewa Falls	52,360	55,195	17	CHIPP
CLARK	10	Neillsville	Neillsville	31,647	33,557	19	CLARK
COLUMBIA	11	Portage	Portage	45,088	52,468	21	COLUM
CRAWFORD	12	Prairie du Chien	Prairie du Chien	15,940	17,243	23	CRAWF
DANE	13	Madison	Madison	367,085	426,526	25	DANE_
DODGE	14	Beaver Dam	Juneau	76,559	85,897	27	DODGE
DOOR	15	Sturgeon Bay	Sturgeon Bay	25,690	27,961	29	DOOR_
DOUGLAS	16	Superior	Superior	41,758	43,287	31	DOUGL
DUNN	17	Menomonie	Menomonie	35,909	39,858	33	DUNN_
EAU CLAIRE	18	Eau Claire	Eau Claire	85,183	93,142	35	EAU_C
FLORENCE	19	Florence	Florence	4,590	5,088	37	FLORE
FOND DU LAC	20	Fond du Lac	Fond Du Lac	90,083	97,296	39	FOND_
FOREST	21	Crandon	Crandon	8,776	10,024	41	FORES
GRANT	22	Platteville	Lancaster	49,266	49,597	43	GRANT
GREEN	23	Monroe	Monroe	30,339	33,647	45	GREEN
GREEN LAKE	24	Berlin	Green Lake	18,651	19,105	47	GRNLK
IOWA	25	Dodgeville	Dodgeville	20,150	22,780	49	IOWA_
IRON	26	Hurley	Hurley	6,153	6,861	51	IRON_
JACKSON	27	Black River Falls	Black River Falls	16,588	19,100	53	JACKS
JEFFERSON	28	Watertown	Jefferson	67,783	74,021	55	JEFFE
JUNEAU	29	Mauston	Mauston	21,650	24,316	57	JUNEA
KENOSHA	30	Kenosha	Kenosha	128,181	149,577	59	KENOS
KEWAUNEE	31	Algoma	Kewaunee	18,878	20,187	61	KEWAU
LA CROSSE	32	La Crosse	Lacrosse	97,904	107,120	63	LA_CR
LAFAYETTE	33	Darlington	Darlington	16,074	16,137	65	LAFAY
LANGLADE	34	Antigo	Antigo	19,505	20,740	67	LANGL
LINCOLN	35	Merrill	Merrill	26,993	29,641	69	LINCO
MANITOWOC	36	Manitowoc	Manitowoc	80,421	82,887	71	MANIT
MARATHON	37	Wausau	Wausau	115,400	125,834	73	MARAT
MARINETTE	38	Marinette	Marinette	40,548	43,384	75	MARIN
MARQUETTE	39	Montello	Montello	12,321	15,832	77	MARQU
MENOMINEE	40	Menominee	Keshena	4,075	4,562	* 78	MENOM

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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
MILWAUKEE	41	Milwaukee	Milwaukee	959,212	940,164	* 79	MILWA
MONROE	42	Sparta	Sparta	36,633	40,899	81	MONRO
OCONTO	43	Oconto	Oconto	30,226	35,634	83	OCONT
ONEIDA	44	Rhineland	Rhineland	31,679	36,776	85	ONEID
OUTAGAMIE	45	Appleton	Appleton	140,510	160,971	87	OUTAG
OZAUKEE	46	Mequon	Port Washington	72,894	82,317	89	OZAUK
PEPIN	47	Durand	Durand	7,107	7,213	91	PEPIN
PIERCE	48	River Falls	Ellsworth	32,765	36,804	93	PIERC
POLK	49	Amery	Balsam Lake	34,773	41,319	95	POLK_
PORTAGE	50	Stevens Point	Stevens Point	61,405	67,182	97	PORTA
PRICE	51	Park Falls	Phillips	15,600	15,822	99	PRICE
RACINE	52	Racine	Racine	175,034	188,831	101	RACIN
RICHLAND	53	Richland Center	Richland Center	17,521	17,924	103	RICHL
ROCK	54	Janesville	Janesville	139,510	152,307	105	ROCK_
RUSK	55	Ladysmith	Ladysmith	15,079	15,347	107	RUSK_
ST CROIX	56	Hudson	Hudson	50,251	63,155	109	ST_CR
SAUK	57	Baraboo	Baraboo	46,975	55,225	111	*SAUK_
SAWYER	58	Hayward	Hayward	14,181	16,196	113	SAWYE
SHAWANO	59	Shawano	Shawano	37,157	40,664	115	SHAWA
SHEBOYGAN	60	Sheboygan	Sheboygan	103,877	112,646	117	SHEBO
TAYLOR	61	Medford	Medford	18,901	19,680	119	TAYLO
TREMPEALEAU	62	Arcadia	Whitehall	25,263	27,010	121	TREMP
VERNON	63	Viroqua	Viroqua	25,617	28,056	123	VERNO
VILAS	64	Arbor Vitae	Eagle River	17,707	21,033	125	VILAS
WALWORTH	65	Whitewater	Elkhorn	75,000	93,759	127	WALWO
WASHBURN	66	Spooner	Shell Lake	13,772	16,036	129	WASHB
WASHINGTON	67	West Bend	West Bend	95,328	117,493	131	WASHI
WAUKESHA	68	Waukesha	Waukesha	304,715	360,767	133	WAUKE
WAUPACA	69	New London	Waupaca	46,104	51,731	135	WAUPA
WAUSHARA	70	Wautoma	Wautoma	19,385	23,154	137	WAUSH
WINNEBAGO	71	Oshkosh	Oshkosh	140,320	156,763	139	WINNE
WOOD	72	Marshfield	Wisconsin Rapids	73,605	75,555	141	WOOD_
WISCONSIN		Milwaukee	Madison	4,891,954	5,363,675	55	STATE

## Population by Areas/Markets

### WISCONSIN

Seq	2000 Est. Pop.	Net % 90-00	Area/Market	% of State	% of Market
	5,363,675	9.6	WISCONSIN		

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

1	358,365	13.7	Appleton - Oshkosh - Neenah, WI MSA	6.7	100.0
2	43,287	3.7	Duluth - Superior, MN - WI MSA	0.8	17.8
3	148,337	7.9	Eau Claire, WI MSA	2.8	100.0
4	226,778	16.5	Green Bay, WI MSA	4.2	100.0
5	152,307	9.2	Janesville - Beloit, WI MSA	2.8	100.0
6	149,577	16.7	Kenosha, WI PMSA	2.8	100.0
7	107,120	9.4	LaCrosse, WI - MN MSA	2.0	84.5
8	426,526	16.2	Madison, WI MSA	8.0	100.0
9	1,500,741	4.8	Milwaukee - Waukesha, WI PMSA	28.0	100.0
10	99,959	20.4	Minneapolis - St. Paul, MN - WI MSA	1.9	3.4
11	188,831	7.9	Racine, WI PMSA	3.5	100.0
12	112,646	8.4	Sheboygan, WI MSA	2.1	100.0
13	125,834	9.0	Wausau, WI MSA	2.3	100.0
14	1,723,367	10.4	Not Assigned to Metro Area (NAM)	32.1	100.0

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

1	1,500,741	4.8	Milwaukee Central	28.0	100.0
2	451,054	10.8	Milwaukee Extended	8.4	100.0
3	426,526	16.2	Madison Metro	8.0	100.0
4	585,143	14.8	Green Bay Metro	10.9	100.0
5	676,844	10.0	Other Metro	12.6	100.0
6	1,723,367	10.4	Non Metro	32.1	100.0

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

1	5,088	10.9	Marquette, MI DMA	0.1	2.3
2	248,986	16.0	Minneapolis - St. Paul, MN - WI DMA	4.6	6.0
3	2,205,472	7.1	Milwaukee, WI DMA	41.1	100.0
4	1,031,708	12.1	Green Bay - Appleton, WI - MI DMA	19.2	97.6
5	866,759	13.2	Madison, WI DMA	16.2	100.0
6	114,259	7.6	Duluth - Superior, MN - MI - WI DMA	2.1	25.2
7	450,473	8.3	LaCrosse - Eau Claire, WI - MN DMA	8.4	86.6
8	440,930	8.8	Wausau - Rhinelander, WI DMA	8.2	100.0

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

1	2,092,826	7.1	Southeast	39.0	100.0
2	843,854	12.8	Southwest	15.7	100.0
3	1,160,186	11.9	Central East	21.6	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.

<b>Seq</b>	<b>2000 Est. Pop.</b>	<b>Net % 90-00</b>	<b>Area/Market</b>	<b>% of State</b>	<b>% of Market</b>
4	997,752	9.9	Central West	18.6	100.0
5	269,057	10.2	Northwoods	5.0	100.0

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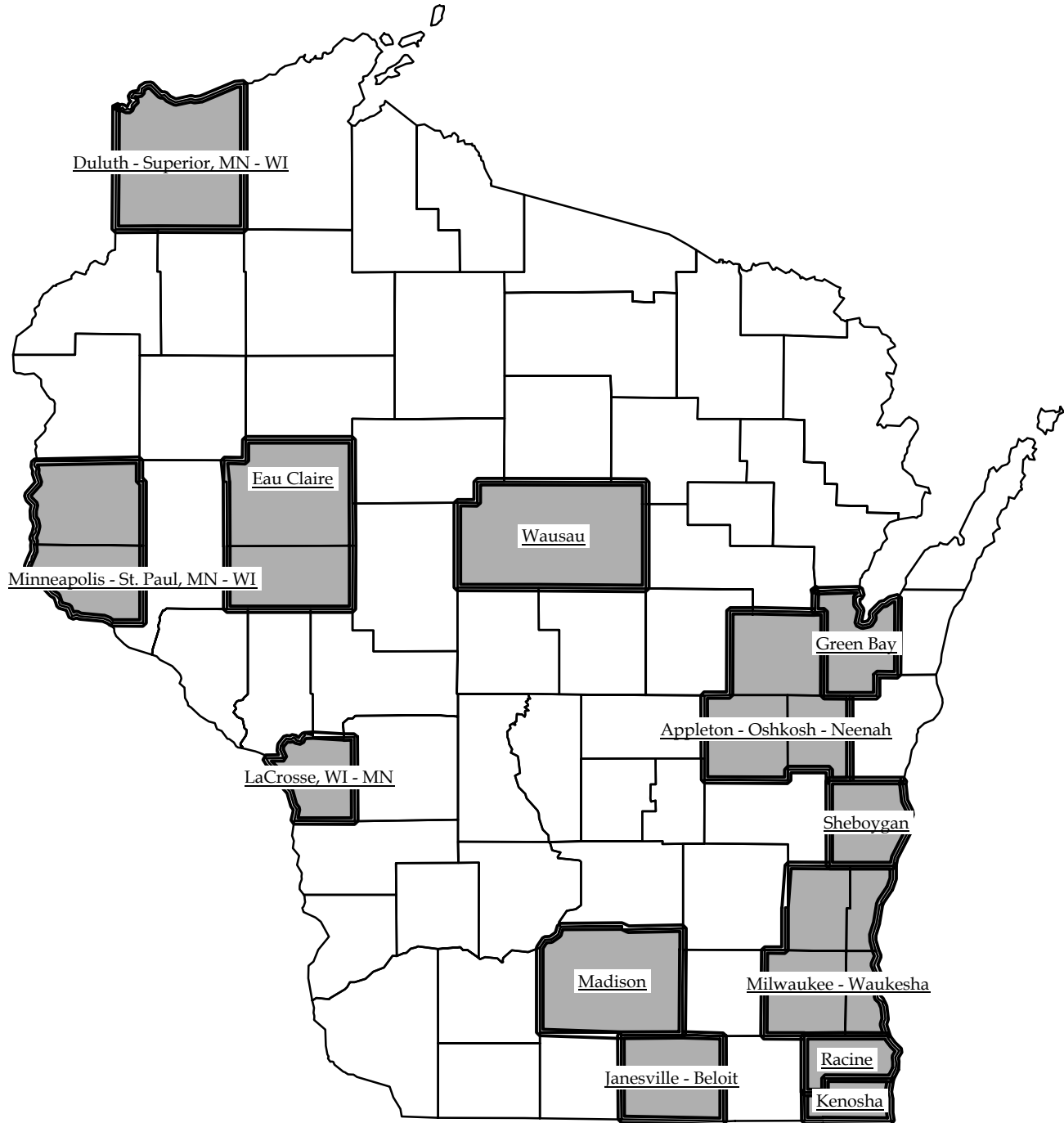
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# Metropolitan Statistical Areas, MSAs

Groups of Counties assigned by OMB (1999)



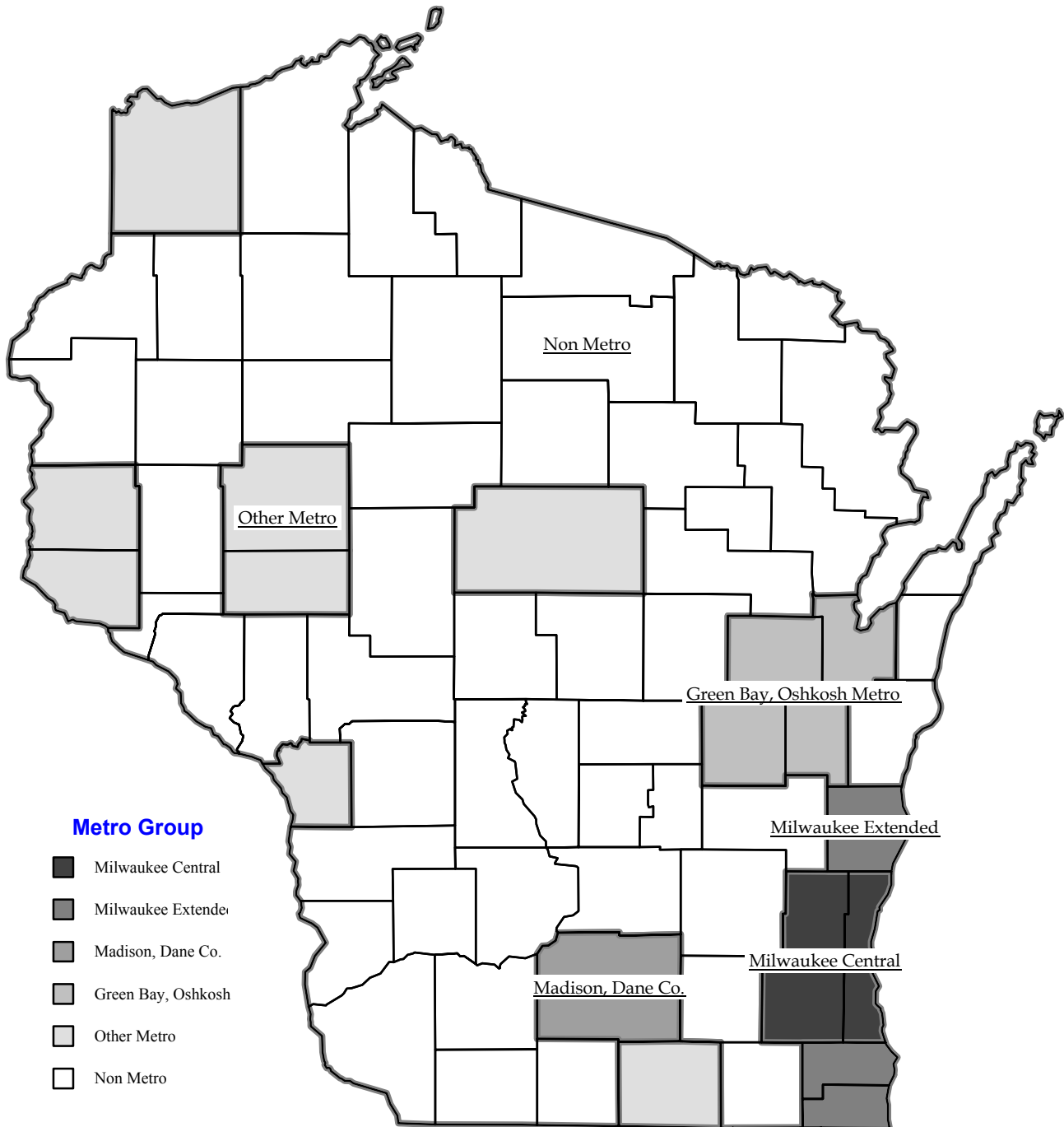
MSAs reflect federal statistical regions. Some counties are not assigned. MSAs are contiguous yet may cross state boundaries.





# Metro Groups, GMRs

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

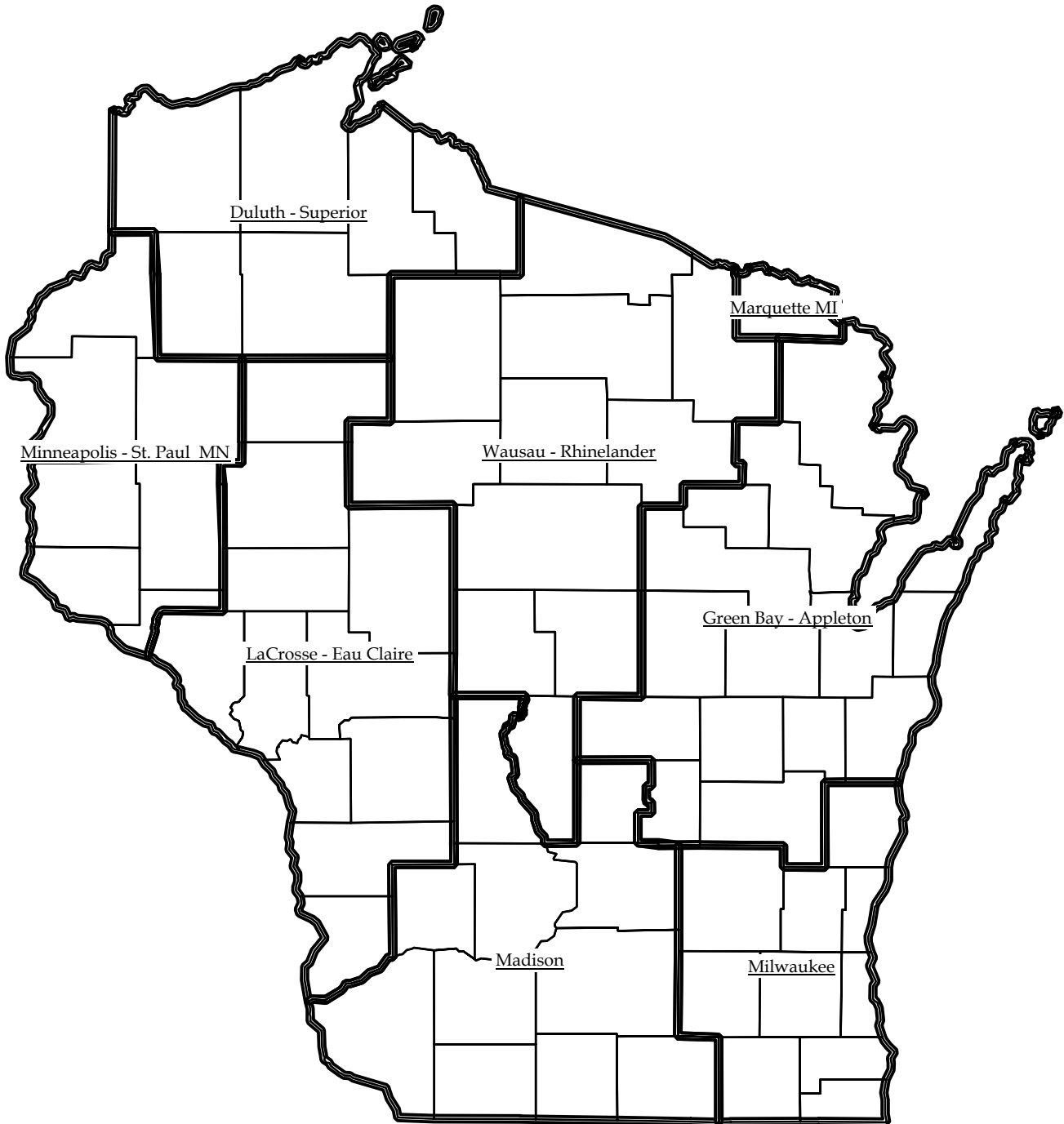


GMRs reflect the size and nature of metropolitan counties. Shaded counties are Metropolitan.



# *Designated Market Areas, DMAs*

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

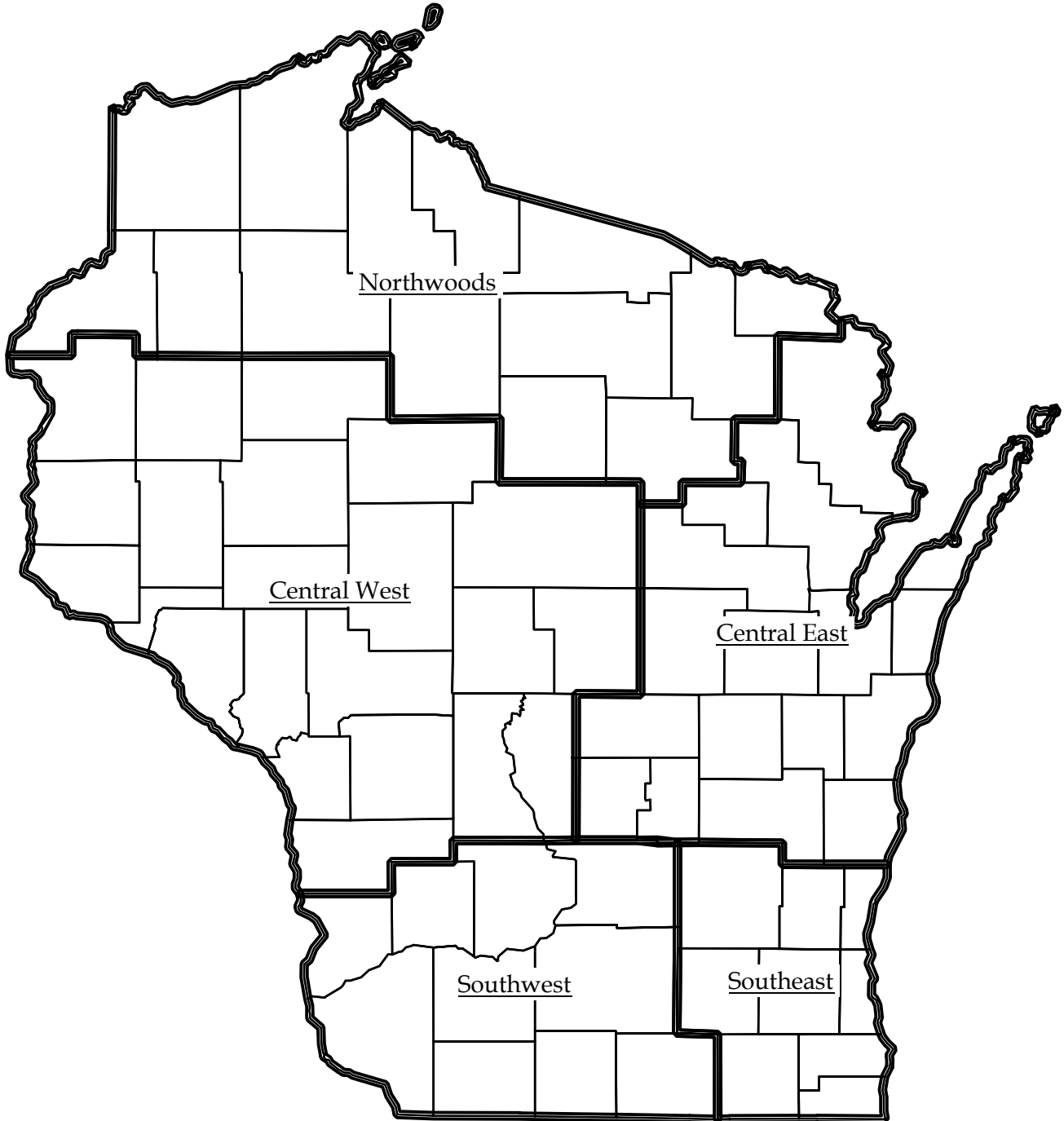


*DMAs reflect television media markets. Every county is assigned (very few are split). DMAs may be noncontiguous and cross state borders.*



# *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

**WISCONSIN**

ADAMS	Central West ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ASHLAND	Northwoods ISR; Duluth - Superior, MN - MI - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BARRON	Central West ISR; Minneapolis - St. Paul, MN - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BAYFIELD	Northwoods ISR; Duluth - Superior, MN - MI - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BROWN	Central East ISR; Green Bay - Appleton, WI - MI DMA; Green Bay, WI MSA; Green Bay Metro GMR.
BUFFALO	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
BURNETT	Northwoods ISR; Minneapolis - St. Paul, MN - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CALUMET	Central East ISR; Green Bay - Appleton, WI - MI DMA; Appleton - Oshkosh - Neenah, WI MSA; Green Bay Metro GMR.
CHIPPEWA	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Eau Claire, WI MSA; Other Metro GMR.
CLARK	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
COLUMBIA	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
CRAWFORD	Southwest ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DANE	Southwest ISR; Madison, WI DMA; Madison, WI MSA; Madison Metro GMR.
DODGE	Southeast ISR; Milwaukee, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DOOR	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
DOUGLAS	Northwoods ISR; Duluth - Superior, MN - MI - WI DMA; Duluth - Superior, MN - WI MSA; Other Metro GMR.
DUNN	Central West ISR; Minneapolis - St. Paul, MN - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
EAU CLAIRE	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Eau Claire, WI MSA; Other Metro GMR.
FLORENCE	Northwoods ISR; Marquette, MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
FOND DU LAC	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
FOREST	Northwoods ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GRANT	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GREEN	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
GREEN LAKE	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
IOWA	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
IRON	Northwoods ISR; Duluth - Superior, MN - MI - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
JACKSON	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
JEFFERSON	Southeast ISR; Milwaukee, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
JUNEAU	Central West ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
KENOSHA	Southeast ISR; Milwaukee, WI DMA; Kenosha, WI PMSA; Milwaukee Extended GMR.
KEWAUNEE	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LA CROSSE	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; LaCrosse, WI - MN MSA; Other Metro GMR.
LAFAYETTE	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LANGLADE	Northwoods ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
LINCOLN	Northwoods ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MANITOWOC	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MARATHON	Central West ISR; Wausau - Rhinelander, WI DMA; Wausau, WI MSA; Other Metro GMR.
MARINETTE	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MARQUETTE	Central East ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MENOMINEE	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
MILWAUKEE	Southeast ISR; Milwaukee, WI DMA; Milwaukee - Waukesha, WI PMSA; Milwaukee Central GMR.
MONROE	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
OCONTO	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ONEIDA	Northwoods ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
OUTAGAMIE	Central East ISR; Green Bay - Appleton, WI - MI DMA; Appleton - Oshkosh - Neenah, WI MSA; Green Bay Metro GMR.
OZAUKEE	Southeast ISR; Milwaukee, WI DMA; Milwaukee - Waukesha, WI PMSA; Milwaukee Central GMR.
PEPIN	Central West ISR; Minneapolis - St. Paul, MN - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
PIERCE	Central West ISR; Minneapolis - St. Paul, MN - WI DMA; Minneapolis - St. Paul, MN - WI MSA; Other Metro GMR.
POLK	Central West ISR; Minneapolis - St. Paul, MN - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
PORTAGE	Central West ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
PRICE	Northwoods ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
RACINE	Southeast ISR; Milwaukee, WI DMA; Racine, WI PMSA; Milwaukee Extended GMR.
RICHLAND	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ROCK	Southwest ISR; Madison, WI DMA; Janesville - Beloit, WI MSA; Other Metro GMR.
RUSK	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
ST CROIX	Central West ISR; Minneapolis - St. Paul, MN - WI DMA; Minneapolis - St. Paul, MN - WI MSA; Other Metro GMR.

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County	County-Based Area/Market Assignments
SAUK	Southwest ISR; Madison, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SAWYER	Northwoods ISR; Duluth - Superior, MN - MI - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SHAWANO	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
SHEBOYGAN	Central East ISR; Milwaukee, WI DMA; Sheboygan, WI MSA; Milwaukee Extended GMR.
TAYLOR	Central West ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
TREMPEALEAU	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
VERNON	Central West ISR; LaCrosse - Eau Claire, WI - MN DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
VILAS	Northwoods ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
WALWORTH	Southeast ISR; Milwaukee, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
WASHBURN	Northwoods ISR; Duluth - Superior, MN - MI - WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
WASHINGTON	Southeast ISR; Milwaukee, WI DMA; Milwaukee - Waukesha, WI PMSA; Milwaukee Central GMR.
WAUKESHA	Southeast ISR; Milwaukee, WI DMA; Milwaukee - Waukesha, WI PMSA; Milwaukee Central GMR.
WAUPACA	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
WAUSHARA	Central East ISR; Green Bay - Appleton, WI - MI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.
WINNEBAGO	Central East ISR; Green Bay - Appleton, WI - MI DMA; Appleton - Oshkosh - Neenah, WI MSA; Green Bay Metro GMR.
WOOD	Central West ISR; Wausau - Rhinelander, WI DMA; Not Assigned to Metro Area (NAM); Non Metro GMR.

