



DMA® region: Generally a group of counties in which the commercial TV stations in the Metro/Central area achieve the largest audience share. This is non-overlapping geography for planning, buying and evaluating television audiences across various markets. Predominate methodology is reflected on the map. See the Local Reference Supplement for more information.
 Time zone boundaries are based on data from ARGIS Online.
 * Counties assigned to a DMA region but not contiguous to other counties of that market.

Key

- Nielsen People Meter DMA Region
- Nielsen Set Meter/ Code Reader DMA Region
- Nielsen RPD+ DMA Region
- Nielsen Unmeasured DMA Region
- Time Zone Boundary
- DMA Region Name
- Includes PPM
- 100 Official DMA Television Household Rank