

Over-the-Air Household Participation Rates in Coupon Program by Designated Market Area (DMA) as of Sept. 1, 2008

	Number of Over-the-Air Households with Approved Requests	Over-the-Air Household Participation Rate*
JUNEAU, AK	218	13%
GLENDIVE, MT	61	30%
ANCHORAGE, AK	6,441	38%
EUREKA, CA	2,023	38%
HONOLULU, HI	5,381	39%
FAIRBANKS, AK	2,903	40%
SEATTLE TACOMA, WA	53,923	43%
BUTTE BOZEMAN, MT	3,123	44%
HELENA, MT	1,466	45%
MISSOULA, MT	5,631	46%
BILLINGS, MT	4,913	48%
GRAND JUNCTION MONTROSE, CO	3,183	51%
GREAT FALLS, MT	2,888	51%
ODESSA MIDLAND, TX	3,783	52%
SAN DIEGO, CA	28,207	52%
BURLINGTON PLATTSBURGH, VT - NY	13,102	53%
MANKATO, MN	2,108	54%
MONROE ELDORADO, LA - AR	7,625	54%
SPOKANE, WA	21,362	55%
SANTA BARBARA SANTA MARIA SAN LUIS OBISPO, CA	5,424	56%
SALT LAKE CITY, UT	68,522	56%
LAS VEGAS, NV	25,382	56%
IDAHO FALLS POCATELLO, ID	7,931	57%
LAFAYETTE, IN	2,455	58%
SACRAMENTO STOCKTON MODESTO, CA	64,735	58%
CASPER RIVERTON, WY	2,064	58%
MONTEREY SALINAS, CA	9,541	58%
CHARLOTTESVILLE, VA	4,085	58%
YAKIMA PASCO RICHLAND KENNEWICK, WA	13,657	59%
TWIN FALLS, ID	3,642	59%
HARTFORD NEW HAVEN, CT	21,384	60%
COLORADO SPRINGS PUEBLO, CO	21,197	60%
SAN ANGELO, TX	1,144	60%
AMARILLO, TX	8,551	61%
BATON ROUGE, LA	9,145	61%
SPRINGFIELD HOLYOKE, MA	8,085	61%
CHICO REDDING, CA	12,646	62%
TOPEKA, KS	8,164	62%
YUMA EL CENTRO, CA	9,668	62%
DENVER, CO	75,299	63%
BOISE, ID	27,165	63%
JOPLIN PITTSBURGH, MO - KS	13,192	63%
MEDFORD KLAMATH FALLS, OR	7,018	63%
ALBUQUERQUE SANTA FE, NM	45,363	63%
TUCSON SIERRA VISTA, AZ	27,342	64%
MINOT BISMARCK DICKINSON, ND	6,465	64%
ELMIRA, NY	2,779	65%
BALTIMORE, MD	58,822	65%

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SHREVEPORT, LA	17,782	65%
PHOENIX, AZ	96,688	65%
ABILENE SWEETWATER, TX	5,081	65%
CHAMPAIGN SPRINGFIELD DECATUR, IL	16,681	65%
INDIANAPOLIS, IN	68,555	66%
FARGO VALLEY CITY, ND	12,488	66%
TALLAHASSEE THOMASVILLE, FL	9,747	67%
ST. JOSEPH, MO	2,619	68%
DALLAS FT. WORTH, TX	210,358	68%
BAKERSFIELD, CA	14,345	68%
WICHITA FALLS LAWTON, TX - OK	7,278	68%
SYRACUSE, NY	18,063	68%
NASHVILLE, TN	46,413	68%
MINNEAPOLIS ST. PAUL, MN	159,383	69%
PORTLAND AUBURN, ME	21,994	69%
WICHITA HUTCHINSON, KS	24,347	69%
WASHINGTON, DC	82,489	70%
ROCHESTER, NY	27,466	70%
PROVIDENCE NEW BEDFORD, RI - MA	25,012	70%
LOS ANGELES, CA	412,401	70%
RAPID CITY, SD	4,222	70%
MEMPHIS, TN	39,403	71%
HARRISONBURG, VA	3,667	71%
ROCKFORD, IL	10,524	71%
CHEYENNE SCOTTSBLUFF, WY - NE	2,211	72%
CLEVELAND AKRON CANTON, OH	87,590	72%
PEORIA BLOOMINGTON, IL	13,955	72%
BEND, OR	4,275	73%
TYLER LONGVIEW LUFKIN NACOGDOCHES, TX	13,631	73%
JOHNSTOWN ALTOONA, PA	7,971	73%
CORPUS CHRISTI, TX	9,594	73%
BLUEFIELD BECKLEY OAK HILL, WV	3,997	74%
HOUSTON, TX	200,611	74%
LUBBOCK, TX	14,143	74%
LITTLE ROCK PINE BLUFF, AR	29,502	74%
CINCINNATI, OH	73,066	74%
PADUCAH CAPE GIRARDEAU MARION CARBONDALE MCLEANSBORO POPULAR BLUFF MT. VERNON, KY - MO - IL	24,139	75%
ALPENA, MI	939	75%
HARLINGEN MCALLEN BROWNSVILLE, TX	55,083	76%
SIOUX FALLS MITCHELL, SD	13,406	77%
TOLEDO, OH	34,668	77%
PORTLAND, OR	97,950	77%
SAVANNAH, GA	10,489	77%
YOUNGSTOWN, OH	17,297	78%
LINCOLN HASTINGS KEARNY, NE	16,233	78%
EUGENE, OR	17,439	78%

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MARQUETTE, MI	3,659	78%
NORTH PLATTE, NE	780	79%
ATLANTA, GA	80,154	79%
WACO TEMPLE BRYAN, TX	18,389	79%
MADISON, WI	34,371	79%
AUSTIN, TX	38,632	79%
RENO, NV	13,292	79%
ALBANY SCHENECTADY TROY, NY	24,020	79%
LA CROSSE EAU CLAIRE, WI	17,091	79%
SAN FRANCISCO OAKLAND SAN JOSE, CA	121,651	79%
BIRMINGHAM ANNISTON TUSCALOOSA, AL	30,040	80%
COLUMBUS, OH	54,278	80%
GREENVILLE NEW BERN WASHINGTON, NC	17,718	80%
FRESNO VISALIA, CA	60,300	80%
JACKSONVILLE BRUNSWICK, FL - GA	30,881	81%
EVANSVILLE, IN	16,695	81%
COLUMBIA JEFFERSON CITY, MO	14,196	81%
KANSAS CITY, KS - MO	61,754	81%
ROANOKE LYNCHBURG, VA	26,907	81%
NORFOLK PORTSMOUTH NEWPORT NEWS, VA	31,324	81%
JACKSON, MS	17,325	82%
LEXINGTON, KY	21,316	82%
ALBANY, GA	5,630	82%
ST. LOUIS, MO	114,595	82%
SIOUX CITY, IA	11,985	82%
BEAUMONT PORT ARTHUR, TX	8,861	82%
HUNTSVILLE DECATUR FLORENCE, AL	17,338	82%
TULSA, OK	42,588	82%
GRAND RAPIDS KALAMAZOO BATTLE CREEK, MI	63,294	83%
OTTUMWA KIRKSVILLE, IA - MO	3,615	83%
TAMPA ST. PETERSBURG SARASOTA, FL	76,147	83%
MILWAUKEE, WI	93,592	83%
COLUMBUS TUPELO WEST POINT, MS	11,222	84%
DAYTON, OH	43,697	84%
CHARLESTON, SC	17,521	85%
ERIE, PA	13,140	85%
DAVENPORT ROCK ISLAND MOLINE, IA - IL	23,055	85%
KNOXVILLE, TN	29,600	85%
LANSING, MI	22,141	85%
DES MOINES AMES, IA	45,064	86%
BANGOR, ME	13,739	87%
LOUISVILLE, KY	45,425	87%
CLARKSBURG WESTON, WV	3,365	87%
MIAMI FT. LAUDERDALE, FL	66,009	87%
COLUMBUS, GA	8,574	87%
WEST PALM BEACH FT. PIERCE, FL	16,230	88%
TERRE HAUTE, IN	10,605	88%
BOSTON MANCHESTER, MA - NH	65,215	88%

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ROCHSTER MASON CITY AUSTIN, IA	11,255	89%
SPRINGFIELD, MO	47,016	89%
RALEIGH DURHAM FAYETTEVILLE, NC	67,682	89%
CHARLOTTE, NC	58,139	89%
DULUTH SUPERIOR, MN	20,784	89%
CHICAGO, IL	282,376	90%
PALM SPRINGS, CA	4,275	90%
JACKSON, TN	4,881	90%
BUFFALO, NY	33,625	90%
LAKE CHARLES, LA	4,791	91%
GREENSBORO HIGH POINT WINSTON SALEM, NC	40,230	91%
MACON, GA	11,698	91%
WILKES BARRE SCRANTON, PA	23,047	92%
TRAVERSE CITY CADILLAC, MI	22,321	92%
DETROIT, MI	121,971	93%
CEDAR RAPIDS WATERLOO DUBUQUE, IA	28,865	94%
MERIDIAN, MS	5,035	94%
EL PASO, TX	49,724	94%
BOWLING GREEN, KY	5,078	94%
PANAMA CITY, FL	8,203	94%
GREENVILLE SPARTANBURG ASHVILLE ANDERSON, NC - SC	55,624	94%
HARRISBURG LANCASTER LEBANON YORK, PA	35,543	94%
FT. SMITH FAYETTEVILLE SPRINGDALE, AR+A197	16,074	95%
PITTSBURGH, PA	54,574	95%
FT. WAYNE, IN	36,578	96%
AUGUSTA, GA	15,859	96%
DOTHAN, AL	4,327	97%
CHATTANOOGA, TN	20,182	97%
SAN ANTONIO, TX	67,784	99%
FLINT SAGINAW BAY CITY, MI	40,319	99%
OKLAHOMA CITY, OK	62,116	100%
GREENWOOD GREENVILLE, MS	2,986	100%
RICHMOND PETERSBURG, VA	31,768	100%
GREEN BAY APPLETON, WI	58,686	100%
PARKERSBURG, WV	2,618	100%
LAFAYETTE, LA	11,598	101%
SHERMAN ADA, TX - OK	10,460	101%
PHILADELPHIA, PA	134,008	101%
NEW YORK, NY	228,786	101%
ALEXANDRIA, LA	3,829	102%
LAREDO, TX	9,358	103%
WHEELING STEUBENVILLE, WV	6,701	103%
MOBILE PENSACOLA, AL - FL	30,484	103%
JONESBORO, AR	5,266	103%
FT. MYERS NAPLES, FL	18,194	107%
UTICA, NY	5,207	108%
ORLANDO DAYTONA BEACH MELBOURNE, FL	63,115	108%
NEW ORLEANS, LA	26,098	108%

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BINGHAMTON, NY	6,929	109%
TRI CITIES, VA - TN	15,642	109%
GAINESVILLE, FL	6,828	109%
LIMA, OH	3,600	110%
WATERTOWN, NY	5,506	110%
HATTIESBURG LAUREL, MS	8,169	110%
ZANESVILLE, OH	1,619	110%
OMAHA, NE	30,484	110%
VICTORIA, TX	2,073	111%
SOUTH BEND ELKHART BENTON HARBOR, IN	50,712	112%
MONTGOMERY SELMA, AL	13,770	119%
WAUSAU RHINELANDER, WI	25,094	121%
COLUMBIA, SC	36,979	123%
BILOXI GULFPORT, MS	7,026	123%
MYRTLE BEACH FLORENCE, SC	23,155	132%
CHARLESTON HUNTINGTON, WV	24,384	133%
PRESQUE ISLE, ME	2,860	138%
QUINCY HANNIBAL KEOKUK - MO - IA	13,360	148%
SALISBURY, MD	8,276	158%
WILMINGTON, NC	16,726	203%

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