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

| *  The over-the-air household participation rate is defined as the number of over-the-air (OTA) households in a given market that have requested coupons divided by the total estimated Coupon Program market for OTA households. The estimated market for over-the-air households, about 60% of the total number of OTA households in a given market, is arrived at from consumer survey research published in March 2008 by the Consumer Electronics Association. | Number of Over-the-Air Households with Approved Requests | Over-the-Air Household Participation Rate* |
|---|---|---|
| WILMINGTON, NC | 13,557 | 164% |
| QUINCY HANNIBAL KEOKUK - MO - IA | 12,442 | 138% |
| PRESQUE ISLE, ME | 2,680 | 129% |
| SALISBURY, MD | 6,640 | 127% |
| CHARLESTON HUNTINGTON, WV | 22,143 | 121% |
| COLUMBIA, SC | 32,967 | 109% |
| WAUSAU RHINELANDER, WI | 22,432 | 108% |
| BILOXI GULFPORT, MS | 6,132 | 107% |
| MYRTLE BEACH FLORENCE, SC | 18,682 | 107% |
| MONTGOMERY SELMA, AL | 11,996 | 104% |
| SOUTH BEND ELKHART BENTON HARBOR, IN | 46,236 | 102% |
| VICTORIA, TX | 1,846 | 99% |
| TRI CITIES, VA - TN | 14,045 | 98% |
| OMAHA, NE | 26,925 | 98% |
| WATERTOWN, NY | 4,896 | 97% |
| LIMA, OH | 3,202 | 97% |
| BINGHAMTON, NY | 6,116 | 96% |
| GAINESVILLE, FL | 5,953 | 95% |
| UTICA, NY | 4,566 | 94% |
| FT. MYERS NAPLES, FL | 15,849 | 93% |
| ORLANDO DAYTONA BEACH MELBOURNE, FL | 54,682 | 93% |
| HATTIESBURG LAUREL, MS | 6,885 | 93% |
| NEW ORLEANS, LA | 22,262 | 92% |
| WHEELING STEUBENVILLE, WV | 5,907 | 91% |

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|---|---|---|
| MOBILE PENSACOLA, AL - FL | 26,524 | 90% |
| GREEN BAY APPLETON, WI | 52,345 | 90% |
| JONESBORO, AR | 4,549 | 89% |
| OKLAHOMA CITY, OK | 55,569 | 89% |
| PHILADELPHIA, PA | 117,065 | 88% |
| ALEXANDRIA, LA | 3,326 | 88% |
| LAREDO, TX | 8,043 | 88% |
| FLINT SAGINAW BAY CITY, MI | 35,587 | 87% |
| LAFAYETTE, LA | 10,042 | 87% |
| HARRISBURG LANCASTER LEBANON YORK, PA | 32,801 | 87% |
| PARKERSBURG, WV | 2,266 | 87% |
| RICHMOND PETERSBURG, VA | 27,511 | 87% |
| SAN ANTONIO, TX | 59,157 | 86% |
| FT. WAYNE, IN | 32,827 | 86% |
| PITTSBURGH, PA | 49,028 | 86% |
| NEW YORK, NY | 192,592 | 85% |
| DOTHAN, AL | 3,767 | 84% |
| CHATTANOOGA, TN | 17,377 | 83% |
| GREENWOOD GREENVILLE, MS | 2,484 | 83% |
| WILKES BARRE SCRANTON, PA | 20,822 | 83% |
| CEDAR RAPIDS WATERLOO DUBUQUE, IA | 25,375 | 82% |
| SHERMAN ADA, TX - OK | 8,510 | 82% |
| FT. SMITH FAYETTEVILLE SPRINGDALE FAYETTEVILLE, AR | 13,887 | 82% |
| TRAVERSE CITY CADILLAC, MI | 19,680 | 81% |

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|---|---|---|
| DETROIT, MI | 106,030 | 81% |
| LAKE CHARLES, LA | 4,267 | 81% |
| ZANESVILLE, OH | 1,175 | 80% |
| BUFFALO, NY | 29,733 | 80% |
| MACON, GA | 10,231 | 80% |
| GREENVILLE SPARTANBURG ASHVILLE ANDERSON, NC - SC | 46,970 | 80% |
| PANAMA CITY, FL | 6,921 | 80% |
| EL PASO, TX | 41,991 | 79% |
| DULUTH SUPERIOR, MN | 18,469 | 79% |
| AUGUSTA, GA | 12,972 | 79% |
| CHICAGO, IL | 246,517 | 78% |
| SPRINGFIELD, MO | 41,283 | 78% |
| BOWLING GREEN, KY | 4,212 | 78% |
| MERIDIAN, MS | 4,180 | 78% |
| BANGOR, ME | 12,311 | 78% |
| TERRE HAUTE, IN | 9,383 | 78% |
| ROCHSTER MASON CITY AUSTIN, IA | 9,851 | 78% |
| GREENSBORO HIGH POINT WINSTON SALEM, NC | 34,331 | 77% |
| ERIE, PA | 11,934 | 77% |
| BOSTON MANCHESTER, MA - NH | 56,672 | 77% |
| PALM SPRINGS, CA | 3,644 | 76% |
| CLARKSBURG WESTON, WV | 2,950 | 76% |
| CHARLOTTE, NC | 49,707 | 76% |
| RALEIGH DURHAM FAYETTEVILLE, NC | 57,905 | 76% |

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|---|---|---|
| LOUISVILLE, KY | 39,544 | 76% |
| JACKSON, TN | 4,104 | 76% |
| COLUMBUS, GA | 7,368 | 75% |
| WEST PALM BEACH FT. PIERCE, FL | 13,867 | 75% |
| MIAMI FT. LAUDERDALE, FL | 56,530 | 75% |
| DAVENPORT ROCK ISLAND MOLINE, IA - IL | 20,253 | 74% |
| DES MOINES AMES, IA | 38,381 | 74% |
| LANSING, MI | 19,098 | 74% |
| KNOXVILLE, TN | 25,549 | 73% |
| CHARLESTON, SC | 15,100 | 73% |
| DAYTON, OH | 37,826 | 73% |
| ST. LOUIS, MO | 102,014 | 73% |
| GRAND RAPIDS KALAMAZOO BATTLE CREEK, MI | 55,412 | 73% |
| TAMPA ST. PETERSBURG SARASOTA, FL | 66,538 | 73% |
| MILWAUKEE, WI | 81,529 | 73% |
| EUGENE, OR | 16,025 | 72% |
| SIOUX CITY, IA | 10,466 | 71% |
| PORTLAND, OR | 90,945 | 71% |
| EVANSVILLE, IN | 14,743 | 71% |
| TULSA, OK | 36,829 | 71% |
| ALBANY SCHENECTADY TROY, NY | 21,545 | 71% |
| SAN FRANCISCO OAKLAND SAN JOSE, CA | 108,683 | 71% |
| ALBANY, GA | 4,890 | 71% |
| HUNTSVILLE DECATUR FLORENCE, AL | 14,953 | 71% |

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|---|---|---|
| OTTUMWA KIRKSVILLE, IA - MO | 3,069 | 70% |
| FRESNO VISALIA, CA | 52,673 | 70% |
| NORFOLK PORTSMOUTH NEWPORT NEWS, VA | 27,045 | 70% |
| RENO, NV | 11,747 | 70% |
| BEAUMONT PORT ARTHUR, TX | 7,570 | 70% |
| ROANOKE LYNCHBURG, VA | 23,108 | 70% |
| LA CROSSE EAU CLAIRE, WI | 14,946 | 69% |
| MADISON, WI | 30,248 | 69% |
| LEXINGTON, KY | 18,042 | 69% |
| KANSAS CITY, KS - MO | 52,551 | 69% |
| COLUMBIA JEFFERSON CITY, MO | 12,109 | 69% |
| JACKSONVILLE BRUNSWICK, FL - GA | 26,329 | 69% |
| COLUMBUS TUPELO WEST POINT, MS | 9,118 | 68% |
| BIRMINGHAM ANNISTON TUSCALOOSA, AL | 25,596 | 68% |
| COLUMBUS, OH | 45,924 | 68% |
| LUBBOCK, TX | 12,893 | 67% |
| AUSTIN, TX | 32,927 | 67% |
| BEND, OR | 3,971 | 67% |
| LINCOLN HASTINGS KEARNY, NE | 14,047 | 67% |
| YOUNGSTOWN, OH | 14,934 | 67% |
| JACKSON, MS | 14,222 | 67% |
| ALPENA, MI | 831 | 67% |
| SAVANNAH, GA | 9,055 | 67% |
| GREENVILLE NEW BERN WASHINGTON, NC | 14,682 | 67% |

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|---|---|---|
| ATLANTA, GA | 67,633 | 66% |
| TOLEDO, OH | 29,919 | 66% |
| SIOUX FALLS MITCHELL, SD | 11,563 | 66% |
| WACO TEMPLE BRYAN, TX | 15,456 | 66% |
| JOHNSTOWN ALTOONA, PA | 7,230 | 66% |
| NORTH PLATTE, NE | 655 | 66% |
| HARLINGEN MCALLEN BROWNSVILLE, TX | 46,862 | 65% |
| MARQUETTE, MI | 3,044 | 65% |
| CINCINNATI, OH | 63,781 | 65% |
| PADUCAH CAPE GIRARDEAU MARION CARBONDALE MCLEANSBORO POPULAR BLUFF MT. VERNON, KY - MO - IL | 20,774 | 65% |
| LITTLE ROCK PINE BLUFF, AR | 25,801 | 65% |
| PEORIA BLOOMINGTON, IL | 12,400 | 64% |
| BLUEFIELD BECKLEY OAK HILL, WV | 3,426 | 63% |
| TYLER LONGVIEW LUFKIN NACOGDOCHES, TX | 11,887 | 63% |
| HOUSTON, TX | 171,071 | 63% |
| CORPUS CHRISTI, TX | 8,206 | 62% |
| CLEVELAND AKRON CANTON, OH | 75,847 | 62% |
| CHEYENNE SCOTTSBLUFF, WY - NE | 1,913 | 62% |
| ROCKFORD, IL | 9,139 | 62% |
| HARRISONBURG, VA | 3,183 | 62% |
| ROCHESTER, NY | 24,270 | 62% |
| PROVIDENCE NEW BEDFORD, RI - MA | 21,998 | 62% |
| MINNEAPOLIS ST. PAUL, MN | 141,674 | 61% |

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|---|---|---|
| WICHITA HUTCHINSON, KS | 21,225 | 61% |
| MEMPHIS, TN | 33,384 | 60% |
| RAPID CITY, SD | 3,623 | 60% |
| WASHINGTON, DC | 70,692 | 60% |
| WICHITA FALLS LAWTON, TX - OK | 6,358 | 59% |
| LOS ANGELES, CA | 348,989 | 59% |
| ELMIRA, NY | 2,503 | 58% |
| BAKERSFIELD, CA | 12,302 | 58% |
| NASHVILLE, TN | 39,469 | 58% |
| DALLAS FT. WORTH, TX | 180,637 | 58% |
| INDIANAPOLIS, IN | 60,524 | 58% |
| ABILENE SWEETWATER, TX | 4,509 | 58% |
| PORTLAND AUBURN, ME | 18,244 | 58% |
| SYRACUSE, NY | 15,198 | 57% |
| CHAMPAIGN SPRINGFIELD DECATUR, IL | 14,610 | 57% |
| FARGO VALLEY CITY, ND | 10,762 | 57% |
| TALLAHASSEE THOMASVILLE, FL | 8,261 | 57% |
| PHOENIX, AZ | 84,203 | 56% |
| SHREVEPORT, LA | 15,469 | 56% |
| BALTIMORE, MD | 50,785 | 56% |
| BOISE, ID | 24,137 | 56% |
| TUCSON SIERRA VISTA, AZ | 23,680 | 55% |
| ST. JOSEPH, MO | 2,137 | 55% |
| DENVER, CO | 65,946 | 55% |

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|---|---|---|
| ALBUQUERQUE SANTA FE, NM | 39,140 | 55% |
| JOPLIN PITTSBURGH, MO - KS | 11,251 | 54% |
| TOPEKA, KS | 7,018 | 53% |
| MINOT BISMARCK DICKINSON, ND | 5,357 | 53% |
| COLORADO SPRINGS PUEBLO, CO | 18,761 | 53% |
| SPRINGFIELD HOLYOKE, MA | 6,906 | 52% |
| YAKIMA PASCO RICHLAND KENNEWICK, WA | 12,072 | 52% |
| AMARILLO, TX | 7,343 | 52% |
| CASPER RIVERTON, WY | 1,846 | 52% |
| HARTFORD NEW HAVEN, CT | 18,647 | 52% |
| MEDFORD KLAMATH FALLS, OR | 5,737 | 52% |
| YUMA EL CENTRO, CA | 8,041 | 52% |
| BATON ROUGE, LA | 7,704 | 52% |
| CHICO REDDING, CA | 10,625 | 52% |
| SAN ANGELO, TX | 960 | 50% |
| MONTEREY SALINAS, CA | 8,226 | 50% |
| LAFAYETTE, IN | 2,143 | 50% |
| IDAHO FALLS POCATELLO, ID | 6,978 | 50% |
| TWIN FALLS, ID | 3,072 | 50% |
| CHARLOTTESVILLE, VA | 3,495 | 50% |
| SACRAMENTO STOCKTON MODESTO, CA | 55,639 | 49% |
| SALT LAKE CITY, UT | 60,115 | 49% |
| SPOKANE, WA | 19,090 | 49% |
| SANTA BARBARA SANTA MARIA SAN LUIS OBISPO, CA | 4,681 | 48% |

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|---|---|---|
| LAS VEGAS, NV | 21,004 | 47% |
| MANKATO, MN | 1,819 | 46% |
| MONROE ELDORADO, LA - AR | 6,469 | 46% |
| BURLINGTON PLATTSBURGH, VT - NY | 11,292 | 46% |
| SAN DIEGO, CA | 24,051 | 45% |
| GREAT FALLS, MT | 2,499 | 44% |
| ODESSA MIDLAND, TX | 3,184 | 44% |
| GRAND JUNCTION MONTROSE, CO | 2,735 | 44% |
| BILLINGS, MT | 4,200 | 41% |
| HELENA, MT | 1,256 | 39% |
| MISSOULA, MT | 4,783 | 39% |
| SEATTLE TACOMA, WA | 46,756 | 37% |
| BUTTE BOZEMAN, MT | 2,650 | 37% |
| HONOLULU, HI | 4,801 | 35% |
| FAIRBANKS, AK | 2,470 | 34% |
| EUREKA, CA | 1,774 | 34% |
| ANCHORAGE, AK | 5,607 | 33% |
| GLENDIVE, MT | 48 | 24% |
| JUNEAU, AK | 199 | 12% |