

Over-the-Air Household Participation Rates in Coupon Program by Designated Market Area (DMA) through December 31, 2008

	Number of Over-the-Air Households with Approved Requests	Over-the-Air Household Participation Rate*
JUNEAU, AK	441	16%
GLENDIVE, MT	139	41%
ANCHORAGE, AK	12,268	43%
FAIRBANKS, AK	5,431	45%
SEATTLE TACOMA, WA	102,603	49%
EUREKA, CA	4,487	51%
HONOLULU, HI	13,012	56%
GRAND JUNCTION MONTROSE, CO	5,957	57%
CASPER RIVERTON, WY	3,427	58%
BURLINGTON PLATTSBURGH, VT - NY	23,716	58%
SALT LAKE CITY, UT	118,311	58%
BUTTE BOZEMAN, MT	6,930	58%
SPOKANE, WA	38,093	58%
GREAT FALLS, MT	5,560	59%
MISSOULA, MT	12,528	61%
CHARLOTTESVILLE, VA	7,160	61%
BILLINGS, MT	10,563	62%
COLORADO SPRINGS PUEBLO, CO	37,326	63%
LAFAYETTE, IN	4,536	64%
SAN DIEGO, CA	58,373	65%
ELMIRA, NY	4,679	65%
MANKATO, MN	4,297	66%
CHAMPAIGN SPRINGFIELD DECATUR, IL	28,376	66%
HELENA, MT	3,641	67%
IDAHO FALLS POCATELLO, ID	15,734	68%
SANTA BARBARA SANTA MARIA SAN LUIS OBISPO, CA	10,996	68%
ODESSA MIDLAND, TX	8,192	68%
WICHITA FALLS LAWTON, TX - OK	12,163	68%
SACRAMENTO STOCKTON MODESTO, CA	127,974	68%

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HARTFORD NEW HAVEN, CT	40,880	68%
PORTLAND, OR	145,288	68%
BEND, OR	6,730	69%
EUGENE, OR	25,817	69%
YAKIMA PASCO RICHLAND KENNEWICK, WA	26,735	69%
MONROE ELDORADO, LA - AR	16,237	70%
BOISE, ID	50,424	70%
MONTEREY SALINAS, CA	19,094	70%
CHICO REDDING, CA	24,025	70%
FARGO VALLEY CITY, ND	22,231	71%
PORTLAND AUBURN, ME	37,561	71%
AMARILLO, TX	16,739	71%
LAS VEGAS, NV	53,717	71%
ALBUQUERQUE SANTA FE, NM	85,178	71%
HARRISONBURG, VA	6,142	72%
JOPLIN PITTSBURGH, MO - KS	25,007	72%
TUCSON SIERRA VISTA, AZ	51,275	72%
MINNEAPOLIS ST. PAUL, MN	276,650	72%
TOPEKA, KS	15,811	72%
DENVER, CO	144,639	72%
SAN ANGELO, TX	2,297	72%
WICHITA HUTCHINSON, KS	42,573	73%
PEORIA BLOOMINGTON, IL	23,649	74%
JOHNSTOWN ALTOONA, PA	13,434	74%
MINOT BISMARCK DICKINSON, ND	12,516	74%
BALTIMORE, MD	112,998	75%
MEDFORD KLAMATH FALLS, OR	13,785	75%
CINCINNATI, OH	122,826	75%
ABILENE SWEETWATER, TX	9,756	75%

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PADUCAH CAPE GIRARDEAU MARION CARBONDALE MCLEANSBORO POPULAR BLUFF MT. VERNON, KY - MO - IL	40,077	75%
SPRINGFIELD HOLYOKE, MA	16,475	75%
BATON ROUGE, LA	18,641	75%
TYLER LONGVIEW LUFKIN NACOGDOCHES, TX	23,656	76%
YUMA EL CENTRO, CA	19,578	76%
RAPID CITY, SD	7,663	76%
TWIN FALLS, ID	7,797	76%
LUBBOCK, TX	24,401	77%
PHOENIX, AZ	190,613	77%
INDIANAPOLIS, IN	133,745	77%
DALLAS FT. WORTH, TX	399,321	77%
NORTH PLATTE, NE	1,277	77%
NASHVILLE, TN	87,459	77%
SAN FRANCISCO OAKLAND SAN JOSE, CA	198,007	78%
ROCHESTER, NY	51,108	78%
SIOUX CITY, IA	19,045	78%
ROCKFORD, IL	19,161	78%
CHEYENNE SCOTTSBLUFF, WY - NE	4,016	78%
CLEVELAND AKRON CANTON, OH	158,896	78%
LINCOLN HASTINGS KEARNY, NE	27,274	78%
SYRACUSE, NY	34,649	79%
HOUSTON, TX	358,220	79%
BAKERSFIELD, CA	27,942	79%
TALLAHASSEE THOMASVILLE, FL	19,214	79%
PROVIDENCE NEW BEDFORD, RI - MA	47,335	79%
LOS ANGELES, CA	781,926	80%
ST. LOUIS, MO	186,160	80%

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MADISON, WI	58,454	80%
ALBANY SCHENECTADY TROY, NY	40,836	81%
BEAUMONT PORT ARTHUR, TX	14,643	81%
LA CROSSE EAU CLAIRE, WI	29,186	81%
LITTLE ROCK PINE BLUFF, AR	54,120	81%
ST. JOSEPH, MO	5,285	82%
HARLINGEN MCALLEN BROWNSVILLE, TX	98,210	82%
ERIE, PA	21,316	82%
BLUEFIELD BECKLEY OAK HILL, WV	7,431	82%
CORPUS CHRISTI, TX	18,073	82%
OTTUMWA KIRKSVILLE, IA - MO	5,981	82%
HARRISBURG LANCASTER LEBANON YORK, PA	52,040	83%
SIOUX FALLS MITCHELL, SD	24,177	83%
TOLEDO, OH	62,686	83%
DULUTH SUPERIOR, MN	32,496	84%
BANGOR, ME	22,097	84%
SHREVEPORT, LA	38,384	84%
DES MOINES AMES, IA	73,569	85%
COLUMBUS, OH	95,799	85%
TERRE HAUTE, IN	17,132	85%
WASHINGTON, DC	168,768	85%
EVANSVILLE, IN	29,516	86%
COLUMBIA JEFFERSON CITY, MO	25,122	86%
DAVENPORT ROCK ISLAND MOLINE, IA - IL	38,981	86%
GRAND RAPIDS KALAMAZOO BATTLE CREEK, MI	109,754	86%
SAVANNAH, GA	19,572	86%
LOUISVILLE, KY	75,121	86%
ALPENA, MI	1,798	87%
TULSA, OK	74,674	87%

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SPRINGFIELD, MO	76,424	87%
FRESNO VISALIA, CA	108,356	87%
YOUNGSTOWN, OH	32,303	87%
WACO TEMPLE BRYAN, TX	34,130	88%
ROCHSTER MASON CITY AUSTIN, IA	18,578	88%
LANSING, MI	38,243	88%
LEXINGTON, KY	38,808	89%
MARQUETTE, MI	6,971	89%
RENO, NV	25,003	89%
ROANOKE LYNCHBURG, VA	49,498	90%
FT. WAYNE, IN	57,160	90%
DAYTON, OH	77,761	90%
WILKES BARRE SCRANTON, PA	37,684	90%
AUSTIN, TX	73,171	90%
CEDAR RAPIDS WATERLOO DUBUQUE, IA	46,330	90%
MILWAUKEE, WI	171,044	91%
PITTSBURGH, PA	87,669	92%
ALBANY, GA	10,574	92%
HUNTSVILLE DECATUR FLORENCE, AL	32,514	92%
CHARLESTON, SC	31,866	92%
OKLAHOMA CITY, OK	96,454	93%
GREENVILLE NEW BERN WASHINGTON, NC	34,230	93%
GREEN BAY APPLETON, WI	90,665	93%
KNOXVILLE, TN	54,179	93%
LAKE CHARLES, LA	8,295	94%
SOUTH BEND ELKHART BENTON HARBOR, IN	71,371	94%
KANSAS CITY, KS - MO	121,116	95%
BIRMINGHAM ANNISTON TUSCALOOSA, AL	60,266	96%
MEMPHIS, TN	88,542	96%

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EL PASO, TX	84,521	96%
MACON, GA	20,548	96%
JACKSONVILLE BRUNSWICK, FL - GA	61,388	96%
TRAVERSE CITY CADILLAC, MI	38,729	96%
ATLANTA, GA	166,063	98%
TAMPA ST. PETERSBURG SARASOTA, FL	149,374	98%
CLARKSBURG WESTON, WV	6,295	98%
NORFOLK PORTSMOUTH NEWPORT NEWS, VA	62,906	98%
BOSTON MANCHESTER, MA - NH	121,085	98%
COLUMBUS, GA	16,167	99%
WAUSAU RHINELANDER, WI	34,448	100%
BUFFALO, NY	62,500	101%
GREENSBORO HIGH POINT WINSTON SALEM, NC	74,593	101%
RALEIGH DURHAM FAYETTEVILLE, NC	128,089	101%
FT. SMITH FAYETTEVILLE SPRINGDALE FAYETTEVILLE, AR	28,729	101%
FLINT SAGINAW BAY CITY, MI	68,798	101%
SAN ANTONIO, TX	116,476	102%
CHICAGO, IL	536,090	102%
CHARLOTTE, NC	111,027	102%
JACKSON, TN	9,290	103%
WEST PALM BEACH FT. PIERCE, FL	31,806	103%
OMAHA, NE	47,473	103%
JACKSON, MS	36,536	103%
VICTORIA, TX	3,219	104%
PANAMA CITY, FL	15,055	104%
WHEELING STEUBENVILLE, WV	11,278	104%
LAREDO, TX	15,809	104%
JONESBORO, AR	8,897	105%
BINGHAMTON, NY	11,208	105%

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MOBILE PENSACOLA, AL - FL	51,982	105%
MIAMI FT. LAUDERDALE, FL	133,325	106%
GREENVILLE SPARTANBURG ASHVILLE ANDERSON, NC - SC	104,139	106%
DETROIT, MI	232,079	106%
DOTHAN, AL	7,912	106%
WATERTOWN, NY	8,900	106%
GAINESVILLE, FL	11,065	106%
BOWLING GREEN, KY	9,571	106%
HATTIESBURG LAUREL, MS	13,180	106%
SHERMAN ADA, TX - OK	18,445	107%
PARKERSBURG, WV	4,635	107%
PRESQUE ISLE, ME	3,701	107%
LAFAYETTE, LA	20,543	107%
CHATTANOOGA, TN	37,568	108%
PALM SPRINGS, CA	8,614	108%
COLUMBUS TUPELO WEST POINT, MS	24,262	109%
LIMA, OH	6,001	110%
ZANESVILLE, OH	2,691	110%
TRI CITIES, VA - TN	26,216	110%
RICHMOND PETERSBURG, VA	58,148	110%
MERIDIAN, MS	9,906	111%
PHILADELPHIA, PA	245,928	111%
AUGUSTA, GA	30,939	113%
ORLANDO DAYTONA BEACH MELBOURNE, FL	110,662	113%
UTICA, NY	9,430	117%
QUINCY HANNIBAL KEOKUK - MO - IA	17,688	118%
ALEXANDRIA, LA	7,487	119%
BILOXI GULFPORT, MS	11,531	121%

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FT. MYERS NAPLES, FL	34,454	122%
COLUMBIA, SC	63,265	126%
NEW YORK, NY	474,426	126%
CHARLESTON HUNTINGTON, WV	38,589	126%
MONTGOMERY SELMA, AL	25,025	130%
GREENWOOD GREENVILLE, MS	6,557	131%
NEW ORLEANS, LA	55,244	137%
MYRTLE BEACH FLORENCE, SC	42,843	147%
WILMINGTON, NC	21,335	155%
SALISBURY, MD	15,324	175%

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