

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

	Number of Over-the-Air Households with Approved Requests	Over-the-Air Household Participation Rate*
JUNEAU, AK	372	13%
GLENDIVE, MT	110	33%
ANCHORAGE, AK	10,637	37%
FAIRBANKS, AK	4,666	39%
SEATTLE TACOMA, WA	84,594	41%
EUREKA, CA	3,566	41%
HONOLULU, HI	9,485	41%
BUTTE BOZEMAN, MT	5,727	48%
BILLINGS, MT	8,235	49%
GRAND JUNCTION MONTROSE, CO	5,106	49%
GREAT FALLS, MT	4,640	49%
SPOKANE, WA	32,338	50%
BURLINGTON PLATTSBURGH, VT - NY	20,296	50%
CASPER RIVERTON, WY	2,951	50%
MISSOULA, MT	10,280	50%
SALT LAKE CITY, UT	102,001	50%
SAN DIEGO, CA	45,579	51%
LAFAYETTE, IN	3,676	52%
CHARLOTTESVILLE, VA	6,140	53%
ODESSA MIDLAND, TX	6,391	53%
COLORADO SPRINGS PUEBLO, CO	31,588	54%
MANKATO, MN	3,513	54%
YAKIMA PASCO RICHLAND KENNEWICK, WA	20,711	54%
SANTA BARBARA SANTA MARIA SAN LUIS OBISPO, CA	8,738	54%
MONROE ELDORADO, LA - AR	12,629	54%
SAN ANGELO, TX	1,776	56%

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HARTFORD NEW HAVEN, CT	33,487	56%
ELMIRA, NY	4,005	56%
SACRAMENTO STOCKTON MODESTO, CA	105,104	56%
LAS VEGAS, NV	42,177	56%
CHICO REDDING, CA	19,266	56%
MONTEREY SALINAS, CA	15,409	56%
BATON ROUGE, LA	14,158	57%
CHAMPAIGN SPRINGFIELD DECATUR, IL	24,473	57%
AMARILLO, TX	13,475	57%
IDAHO FALLS POCATELLO, ID	13,356	58%
TUCSON SIERRA VISTA, AZ	41,185	58%
WICHITA FALLS LAWTON, TX - OK	10,441	59%
JOPLIN PITTSBURGH, MO - KS	20,478	59%
TOPEKA, KS	13,042	59%
ALBUQUERQUE SANTA FE, NM	71,031	60%
ABILENE SWEETWATER, TX	7,792	60%
DENVER, CO	120,023	60%
BOISE, ID	43,327	60%
FARGO VALLEY CITY, ND	19,021	60%
HELENA, MT	3,259	60%
PHOENIX, AZ	150,329	61%
PORTLAND, OR	128,589	61%
BEND, OR	5,954	61%
MINNEAPOLIS ST. PAUL, MN	233,670	61%
WICHITA HUTCHINSON, KS	35,760	61%
SHREVEPORT, LA	28,040	61%

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BALTIMORE, MD	93,088	61%
HARRISONBURG, VA	5,280	61%
EUGENE, OR	23,044	62%
PORTLAND AUBURN, ME	32,789	62%
INDIANAPOLIS, IN	108,863	63%
PEORIA BLOOMINGTON, IL	20,141	63%
DALLAS FT. WORTH, TX	325,298	63%
MEDFORD KLAMATH FALLS, OR	11,589	63%
TYLER LONGVIEW LUFKIN NACOGDOCHES, TX	19,765	63%
YUMA EL CENTRO, CA	16,356	63%
SPRINGFIELD HOLYOKE, MA	13,881	63%
CINCINNATI, OH	103,820	63%
NASHVILLE, TN	71,890	63%
LUBBOCK, TX	20,233	64%
JOHNSTOWN ALTOONA, PA	11,647	64%
MINOT BISMARCK DICKINSON, ND	10,783	64%
BAKERSFIELD, CA	22,625	64%
RAPID CITY, SD	6,472	64%
PROVIDENCE NEW BEDFORD, RI - MA	38,518	65%
ROCHESTER, NY	42,554	65%
TALLAHASSEE THOMASVILLE, FL	15,756	65%
PADUCAH CAPE GIRARDEAU MARION CARBONDALE MCLEANSBORO POPULAR BLUFF MT. VERNON, KY - MO - IL	34,770	65%
CLEVELAND AKRON CANTON, OH	132,386	65%
TWIN FALLS, ID	6,669	65%
HOUSTON, TX	295,464	65%

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ST. JOSEPH, MO	4,239	66%
LOS ANGELES, CA	644,304	66%
SYRACUSE, NY	28,948	66%
CORPUS CHRISTI, TX	14,419	66%
CHEYENNE SCOTTSBLUFF, WY - NE	3,382	66%
NORTH PLATTE, NE	1,105	67%
ROCKFORD, IL	16,411	67%
LITTLE ROCK PINE BLUFF, AR	44,584	67%
SAN FRANCISCO OAKLAND SAN JOSE, CA	171,471	67%
WASHINGTON, DC	133,047	67%
BLUEFIELD BECKLEY OAK HILL, WV	6,104	68%
LINCOLN HASTINGS KEARNY, NE	23,960	69%
HARLINGEN MCALLEN BROWNSVILLE, TX	82,962	69%
BEAUMONT PORT ARTHUR, TX	12,484	69%
MADISON, WI	50,356	69%
SIOUX CITY, IA	16,924	69%
ST. LOUIS, MO	162,191	69%
ALBANY SCHENECTADY TROY, NY	35,149	70%
LA CROSSE EAU CLAIRE, WI	24,999	70%
TOLEDO, OH	53,170	71%
SAVANNAH, GA	16,174	71%
EVANSVILLE, IN	24,675	72%
SIOUX FALLS MITCHELL, SD	20,929	72%
COLUMBUS, OH	81,269	72%
OTTUMWA KIRKSVILLE, IA - MO	5,249	72%
ERIE, PA	18,796	73%

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MEMPHIS, TN	67,074	73%
FRESNO VISALIA, CA	91,063	73%
GRAND RAPIDS KALAMAZOO BATTLE CREEK, MI	92,723	73%
RENO, NV	20,398	73%
DAVENPORT ROCK ISLAND MOLINE, IA - IL	33,079	73%
TERRE HAUTE, IN	14,719	73%
ALPENA, MI	1,523	73%
BANGOR, ME	19,334	73%
YOUNGSTOWN, OH	27,221	73%
TULSA, OK	63,541	74%
COLUMBIA JEFFERSON CITY, MO	21,619	74%
AUSTIN, TX	60,350	74%
LEXINGTON, KY	32,324	74%
DES MOINES AMES, IA	64,782	75%
DULUTH SUPERIOR, MN	29,124	75%
HARRISBURG LANCASTER LEBANON YORK, PA	47,170	75%
LOUISVILLE, KY	65,266	75%
ALBANY, GA	8,652	75%
SPRINGFIELD, MO	66,435	75%
DAYTON, OH	65,572	76%
LANSING, MI	32,811	76%
WACO TEMPLE BRYAN, TX	29,562	76%
HUNTSVILLE DECATUR FLORENCE, AL	26,857	76%
MILWAUKEE, WI	142,724	76%
MARQUETTE, MI	5,950	76%
GREENVILLE NEW BERN WASHINGTON, NC	28,143	77%

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ROCHSTER MASON CITY AUSTIN, IA	16,213	77%
JACKSONVILLE BRUNSWICK, FL - GA	48,946	77%
LAKE CHARLES, LA	6,765	77%
KANSAS CITY, KS - MO	97,508	77%
BIRMINGHAM ANNISTON TUSCALOOSA, AL	48,400	77%
ROANOKE LYNCHBURG, VA	42,543	77%
MACON, GA	16,481	77%
ATLANTA, GA	131,823	78%
CHARLESTON, SC	27,049	78%
WILKES BARRE SCRANTON, PA	32,891	78%
NORFOLK PORTSMOUTH NEWPORT NEWS, VA	50,395	79%
FT. WAYNE, IN	50,290	79%
KNOXVILLE, TN	46,331	80%
CEDAR RAPIDS WATERLOO DUBUQUE, IA	41,091	80%
TAMPA ST. PETERSBURG SARASOTA, FL	122,527	80%
PITTSBURGH, PA	76,881	81%
BOSTON MANCHESTER, MA - NH	99,989	81%
COLUMBUS, GA	13,275	81%
OKLAHOMA CITY, OK	85,396	82%
JACKSON, MS	29,072	82%
GREEN BAY APPLETON, WI	80,139	82%
TRAVERSE CITY CADILLAC, MI	33,524	83%
SAN ANTONIO, TX	95,549	83%
BUFFALO, NY	51,774	83%
CLARKSBURG WESTON, WV	5,366	83%
EL PASO, TX	73,635	84%

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FT. SMITH FAYETTEVILLE SPRINGDALE FAYETTEVILLE, AR	23,746	84%
PALM SPRINGS, CA	6,693	84%
WEST PALM BEACH FT. PIERCE, FL	26,052	84%
JACKSON, TN	7,622	84%
MIAMI FT. LAUDERDALE, FL	107,006	85%
SOUTH BEND ELKHART BENTON HARBOR, IN	64,151	85%
GREENSBORO HIGH POINT WINSTON SALEM, NC	62,888	85%
CHARLOTTE, NC	92,656	85%
RALEIGH DURHAM FAYETTEVILLE, NC	108,724	86%
DETROIT, MI	189,177	86%
CHICAGO, IL	455,066	87%
JONESBORO, AR	7,369	87%
PANAMA CITY, FL	12,573	87%
WHEELING STEUBENVILLE, WV	9,421	87%
LAFAYETTE, LA	16,717	87%
DOTHAN, AL	6,517	87%
COLUMBUS TUPELO WEST POINT, MS	19,559	88%
FLINT SAGINAW BAY CITY, MI	59,845	88%
LAREDO, TX	13,472	89%
RICHMOND PETERSBURG, VA	47,135	89%
MOBILE PENSACOLA, AL - FL	44,040	89%
VICTORIA, TX	2,800	90%
GREENVILLE SPARTANBURG ASHVILLE ANDERSON, NC - SC	88,953	90%
BOWLING GREEN, KY	8,193	91%
CHATTANOOGA, TN	31,667	91%
GAINESVILLE, FL	9,492	91%

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PARKERSBURG, WV	3,985	92%
OMAHA, NE	42,231	92%
BINGHAMTON, NY	9,835	92%
MERIDIAN, MS	8,255	92%
HATTIESBURG LAUREL, MS	11,469	93%
WAUSAU RHINELANDER, WI	32,060	93%
AUGUSTA, GA	25,531	93%
WATERTOWN, NY	7,844	94%
SHERMAN ADA, TX - OK	16,301	94%
TRI CITIES, VA - TN	22,513	94%
LIMA, OH	5,213	95%
PHILADELPHIA, PA	210,300	95%
ORLANDO DAYTONA BEACH MELBOURNE, FL	93,176	95%
ALEXANDRIA, LA	6,103	97%
PRESQUE ISLE, ME	3,385	98%
FT. MYERS NAPLES, FL	27,818	98%
UTICA, NY	7,965	99%
ZANESVILLE, OH	2,423	99%
NEW ORLEANS, LA	40,449	100%
NEW YORK, NY	386,018	103%
BILOXI GULFPORT, MS	9,858	103%
GREENWOOD GREENVILLE, MS	5,201	104%
COLUMBIA, SC	52,442	104%
CHARLESTON HUNTINGTON, WV	32,408	106%
QUINCY HANNIBAL KEOKUK - MO - IA	16,378	109%
MONTGOMERY SELMA, AL	21,161	110%

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MYRTLE BEACH FLORENCE, SC	37,138	127%
WILMINGTON, NC	20,613	150%
SALISBURY, MD	13,255	152%

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