

Scarborough Ranking: Ways Households Typically Obtain Coupons (%)

Coupon Source	(% hhlds)
Sunday newspaper	51
In-store coupons	35
Mail	31
Preferred customer card/loyalty card	21
In-store circulars	20
Weekday newspaper	17
Product packages	16
Magazines	15
Text Messages and/or Email	8
Internet Sites	7

(Source: Scarborough Research, Scarborough USA+ Study, Release 2 2008)

**Scarborough Local Market Ranking: Top Markets for HHLDs Who Obtain Coupons
Via Email/Text Messaging**

DMA®	% HHLDs
Providence/New Bedford, RI	12%
Washington, D.C.	11%
Atlanta, GA	11%
San Diego, CA	11%
Austin, TX	11%
Chicago, IL	11%
Dallas/Fort Worth, TX	10%
Honolulu, HI	10%
Kansas City, MO	10%
Syracuse, NY	10%
New York, NY	10%
Norfolk/Portsmouth/Newport News, VA	10%
Colorado Springs/Pueblo, CO	9%
Houston, TX	9%
Richmond/Petersburg, VA	9%
St. Louis, MO	9%
Boston, MA	9%
Phoenix, AZ	9%
Orlando/Daytona Beach/Melbourne, FL	9%
Milwaukee, WI	9%
Miami/Ft.Lauderdale, FL	9%
Nashville, TN	8%
Tampa/St.Petersburg, FL	8%
Seattle/Tacoma, WA	8%
Cincinnati, OH	8%
Grand Rapids/Kalamazoo/Battle Creek, MI	8%
Las Vegas, NV	8%
Minneapolis/St. Paul, MN	8%
Baltimore, MD	8%
San Francisco/Oakland/San Jose, CA	8%
Detroit, MI	8%
Portland, OR	8%
Dayton, OH	8%
Fort Myers/Naples, FL	8%
Pittsburgh, PA	8%
West Palm Beach/Fort Pierce, FL	8%
Greensboro/High Point/Winston-Salem, NC	8%
Jacksonville, FL	8%
Harrisburg/Lancaster/Lebanon/York, PA	7%

DMA®	% HHLDs
Hartford/New Haven, CT	7%
Raleigh/Durham, NC	7%
Philadelphia, PA	7%
Memphis, TN	7%
New Orleans, LA	7%
Cleveland/Akron, OH	7%
Greenville/Spartanburg/Asheville/Anderson, SC	7%
Albany/Schenectady/Troy, NY	7%
Indianapolis, IN	7%
Los Angeles, CA	7%
Salt Lake City, UT	7%
Mobile, AL/Pensacola, FL	7%
San Antonio, TX	7%
Toledo, OH	7%
Buffalo, NY	6%
Oklahoma City, OK	6%
Denver, CO	6%
Sacramento/Stockton/Modesto, CA	6%
Tucson, AZ	6%
Albuquerque/Santa Fe, NM	6%
Columbus, OH	6%
Green Bay/Appleton, WI	6%
Birmingham, AL	6%
Charlotte, NC	6%
Fresno/Visalia, CA	6%
Louisville, KY	6%
Tulsa, OK	6%
Flint/Saginaw/Bay City, MI	6%
Des Moines/Ames, IA	5%
Rochester, NY	5%
Lexington, KY	5%
Knoxville, TN	5%
Wilkes-Barre/Scranton, PA	5%
Spokane, WA	5%
Wichita/Hutchinson, KS	4%
Charleston/Huntington, WV	4%
Roanoke/Lynchburg, VA	4%
Little Rock/Pine Bluff, AR	4%
Bakersfield, CA	4%
Harlingen/Weslaco/Brownsville/McAllen, TX	4%
El Paso, TX	4%
<i>(Source: Scarborough Research, Scarborough USA+ Study, Release 2 2008)</i>	

