

CHART 1

SUMMARY OF TELEVISION ADVERTISING DOLLARS SPENT ON PROPOSITIONS 214 AND 216 *By "Taxpayers Against Higher Health Costs"*

Analysis covers August 1 - August 30, 1996
(As of October 1, 1996)

Market	% of State	Approximate Expenditures	Estimated % Reach	Estimated Frequency
Los Angeles	47%	\$367,500	83%	4.8
San Francisco	21%	\$165,000	78%	5.1
San Diego	8%	\$100,000	80%	5.2
Sacramento	10%	\$135,000	92%	6.5
Fresno	4%	\$0		
Santa Barbara	2%	\$0		
Monterey/Salinas	2%	\$0		
Bakersfield	2%	\$0		
Total:	96%	\$767,500		

Source: Kaiser Family Foundation, October 1996

CHART 2

SUMMARY OF TELEVISION ADVERTISING DOLLARS PLACED ON PROPOSITIONS 214 AND 216

By "*Taxpayers Against Higher Health Costs*"

Analysis covers placements for September 16 - November 5, 1996
(As of October 1, 1996)

Market	% of State	Projected Expenditures	Estimated % Reach	Estimated Frequency
Los Angeles	47%	\$1,319,000	95%	17.0
San Francisco	21%	\$475,000	85%	9.5
San Diego	8%	\$350,000	93%	14.0
Sacramento	10%	\$161,562	88%	9.0
Fresno	4%	\$0		
Santa Barbara	2%	\$0		
Monterey/Salinas	2%	\$0		
Bakersfield	2%	\$0		
Total:	96%	\$2,305,562		

Source: Kaiser Family Foundation, October 1996

CHART 3

SUMMARY OF TOTAL TELEVISION ADVERTISING DOLLARS SPENT AND PLACED ON PROPOSITIONS 214 AND 216

By "Taxpayers Against Higher Health Costs"

Analysis covers August 1 - November 5, 1996
(As of October 1, 1996)

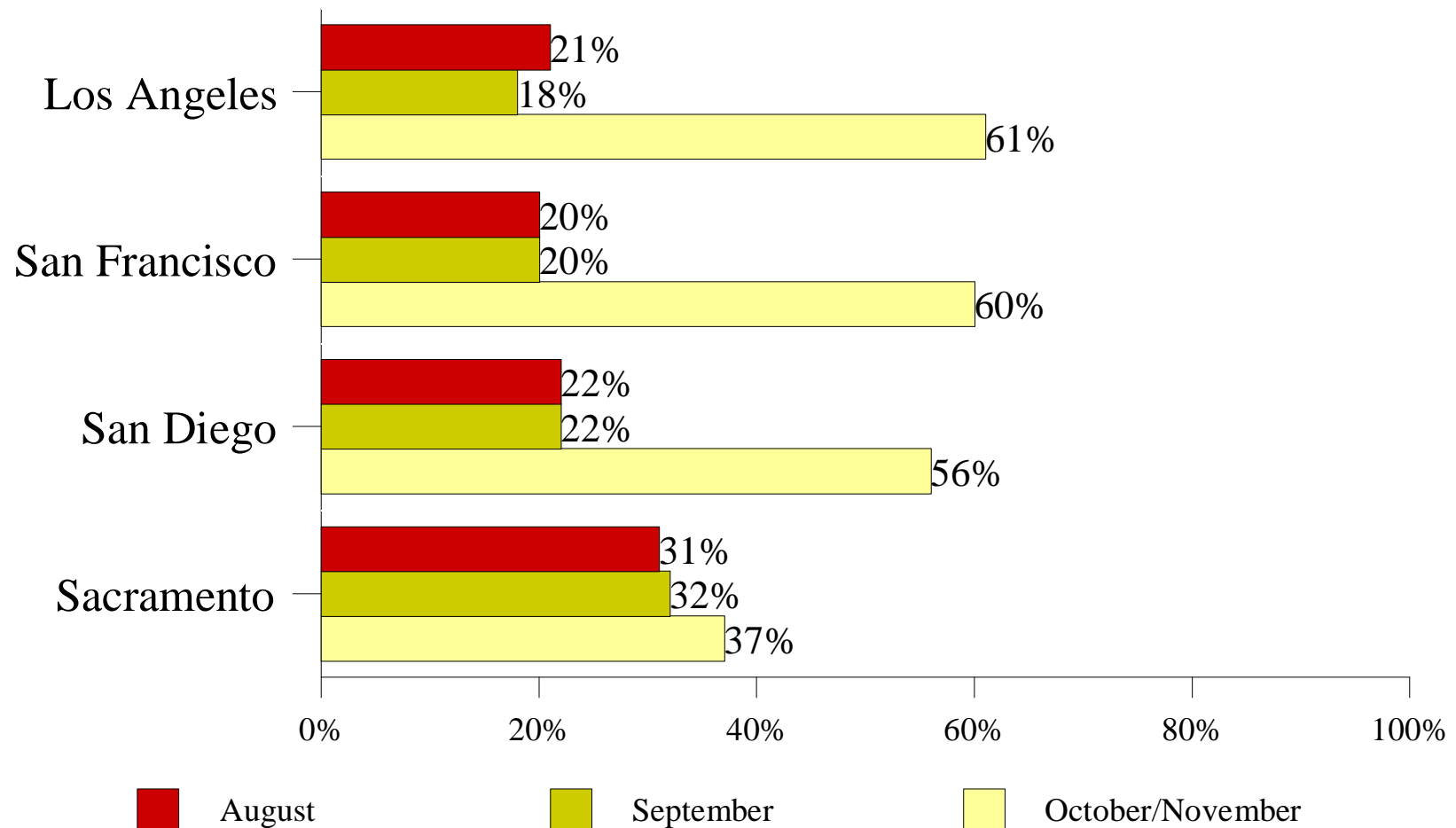
Market	% of State	Projected Expenditures	Estimated % Reach	Estimated Frequency
Los Angeles	47%	\$1,686,500	96%	23
San Francisco	21%	\$640,000	89%	13
San Diego	8%	\$450,000	97%	18
Sacramento	10%	\$296,562	95%	15
Fresno	4%	\$0		
Santa Barbara	2%	\$0		
Monterey/Salinas	2%	\$0		
Bakersfield	2%	\$0		
Total:	96%	\$3,073,062		

Source: Kaiser Family Foundation, October 1996

CHART 4

Projected Expenditures on Television Ads Over Time

By “Taxpayers Against Higher Health Costs”



Kaiser Family Foundation, October 1996