

Adjustment Factors for California Low-Income Populations ($\leq 185\%$ FPL)

By Medium By Market



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Medium	Bakersfield	Fresno	Chico, Eureka, Sacramento	Los Angeles	Monterey, San Francisco	Palm Springs, San Diego, Santa Barbara
English Language TV - Multicultural	38%	40%	26%	23%	21%	22%
Spanish Language TV	78%	85%	77%	67%	58%	78%
Primetime TV - English	32%	31%	21%	18%	11%	12%
English Language Cable TV - Multicultural	36%	39%	24%	26%	15%	20%
Spanish Language Cable TV	69%	63%	61%	53%	36%	57%
English Language Radio - Multicultural	44%	45%	26%	29%	15%	23%
Spanish Language Radio	74%	73%	60%	52%	43%	57%
English Outdoor Posters	75%	75%	67%	70%	57%	57%
Spanish Outdoor Posters	75%	75%	67%	70%	57%	57%
English Catering Trucks	75%	75%	67%	70%	57%	57%
Spanish Catering Trucks	75%	75%	67%	70%	57%	57%
English Newspaper	29%	31%	23%	18%	15%	18%
Spanish Newspaper	59%	51%	40%	50%	50%	51%
African American Newspaper	NA	NA	NA	11%	NA	NA
Parenting Publications	31%	NA	NA	NA	NA	NA
Shoppers	NA	NA	NA	19%	NA	NA
English Language Digital Media	44%	44%	39%	33%	28%	30%
Spanish Language Digital Media	24%	23%	10%	16%	7%	13%
English Language Mobile Media	39%	37%	30%	26%	23%	21%
Spanish Language Mobile Media	23%	25%	10%	13%	7%	10%



Note: Bakersfield, Fresno, Los Angeles, Sacramento, San Diego and San Francisco radio and TV factors are based on Scarborough Research, Release 2 (Aug. 10–Sept. 11). Factors are derived by applying Scarborough percent composition of $\leq 185\%$ Federal Poverty Level audience to representative TV and radio buys for 2011 and 2012 and calculating a weighted factor.

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