

## POWER IN THE PRIMARIES

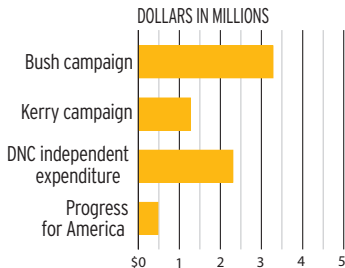
Latino voters in early-presidential-primary states

STATE	TOTAL REGISTERED VOTERS	LATINO REGISTERED VOTERS	% OF STATE ELECTORATE
Arizona	2,485,000	354,000	14.2
California	14,193,000	2,455,000	17.3
Florida	8,219,000	924,000	11.2
Illinois	6,437,000	343,000	5.3
New Jersey	4,085,000	331,000	8.1
New Mexico	936,000	316,000	33.8
Nevada	965,000	83,000	8.6
New York	8,624,000	754,000	8.7
Texas	9,861,000	2,170,000	22.4

Source: National Association of Latino Elected and Appointed Officials Education Fund

## POLITICAL AD DOLLARS

Spanish-language TV spending in the 2004 presidential election



Source: Hispanic Voter Project at Johns Hopkins University with data gathered from TV networks and stations