

POWER IN THE PRIMARIES

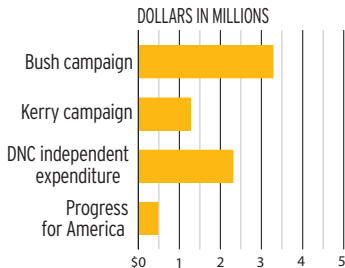
Latino voters in early-presidential-primary states

| 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