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To: Jaime Harrison, Chair, Democratic National Committee
Michael Whatley, Chair, Republican National Committee

October 10, 2024

Dear Democratic and Republican National Committee Members,

We write to express our deep disappointment with the abysmal outreach Latino voters are reporting by both Democrats and Republicans in 2024. As Election Day approaches, and with both presidential candidates set to address the Latino electorate in separate town halls airing on Univision this month, we call on you to build on those discussions to truly escalate your outreach to Latino voters.

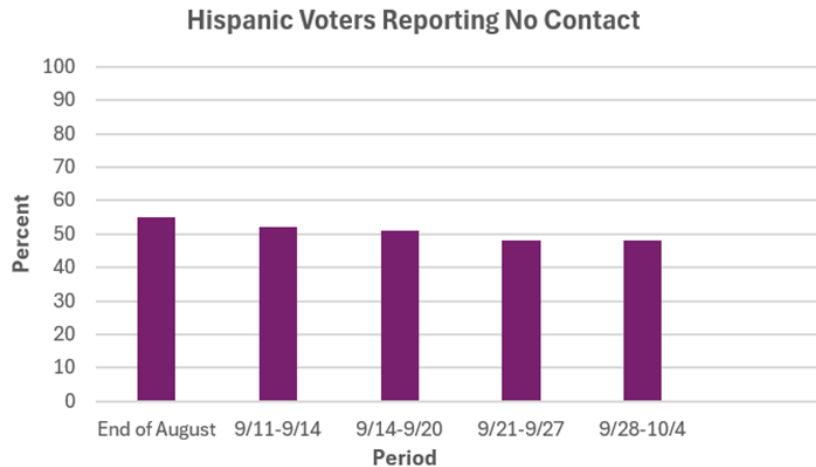
Just weeks before Election Day, despite the fact that Latino voters stand to play a decisive role in multiple national and state races, more than 45% have consistently reported they have not been contacted at all by any campaign or either party.¹ Those numbers are even lower when asked about contact they have received specifically from the parties: 30% report having been contacted by Democrats, and 24% by Republicans.² And those contact levels were not significantly different in battleground states, as illustrated by an extensive poll of Latino voters released in early September.

This lack of attention from both major parties is unacceptable.

¹ UnidosUS. (2024, September 4). *UnidosUS 2024 Pre-Election Poll of the Hispanic electorate*. <https://unidosus.org/publications/unidosus-2024-pre-election-poll-of-the-hispanic-electorate/>

² Entravision. (2024, September 30). *Latino Voter Engagement on the Rise as Economic Concerns Dominate, According to Week 3 of 2024 National Latino Tracking Poll*.

<https://investor.entravision.com/news/news-details/2024/Latino-Voter-Engagement-on-the-Rise-as-Economic-Concerns-Dominate-According-to-Week-3-of-2024-National-Latino-Tracking-Poll/default.aspx>



Source: UnidosUS 2024 Pre-Election Poll of the Hispanic Electorate; Entravision/AltaMed Latino Weekly Tracking Poll.

Q33: Has anyone from a political party, campaign or any other organization contacted you and asked you to register and/or vote in this election, whether by text, mail, email, or in-person? Select all that apply

	Total	Arizona	California	Florida	Georgia	Nevada	NorthCarolina	Pennsylvania	Texas
Someone from the Democratic Party	23	29	22	19	23	25	26	27	22
Someone from the Republican Party	16	14	14	20	17	14	21	15	19
Someone from a non-partisan or community organization	12	9	11	13	17	12	14	12	14
Someone contacted me about a ballot initiative or proposition	8	9	9	7	10	13	10	8	10
No, I have not been contacted by anyone about the upcoming election	55	50	54	60	51	53	49	49	52

Source: [UnidosUS 2024 Pre-Election Poll of the Hispanic Electorate](#)

Given how close the 2024 elections will be, Latino voters are poised to be a pivotal factor that could tilt the balance of power in American politics. For example, Latinos make approximately 5% of the population eligible to register and vote in Pennsylvania, where cities like Allentown, York and Reading rival the percentages of Latinos in Los Angeles, Chicago and New York.³ In Arizona, where Latinos now account for 25% of the citizen voting-age population, your efforts fail to reflect their significance.⁴ In North Carolina, 24% of Latino voters will cast their first presidential vote in 2024, yet neither party seems to be making meaningful strides in engaging them.⁵

³ Sandoval-Strausz, A. K. (2024, October 3). *Latino voters are a growing force in Pennsylvania's old industrial towns – and they could provide Harris or Trump with their margin of victory*. The Conversation. <https://theconversation.com/latino-voters-are-a-growing-force-in-pennsylvanias-old-industrial-towns-and-they-could-provide-harris-or-trump-with-their-margin-of-victory-239796>

⁴ Mendoza, K. (2024, August 7). *Arizona's Latino voter population doubles since 2000, is a key force in 2024 election*. AZPM. <https://www.azpm.org/p/headlines/2024/8/7/221336-arizonas-latino-voter-population-doubles-since-2000-is-a-key-force-in-2024-election/>

⁵ UnidosUS. (2024, September 12). *2024 Pre-Election Poll Of The Hispanic Electorate - North Carolina* [Data set]. <https://unidosus.org/wp-content/uploads/2024/09/NC-deck-UnidosUS-2024-Pre-Election-Poll-of-Hispanic-Electorate.pdf>

Both the DNC and RNC's failure to adequately invest in the Latino electorate isn't just baffling — it's inexcusable. Latinos are the second largest group of voting-age Americans and largest minority group.⁶ When Latinos succeed, so does America. Yet, neither party has adequately communicated how your candidates plan to address our most pressing pocketbook concerns with policies that will meet the unique needs of our communities:⁷

1. Inflation: Food and basic necessities, housing/rent and gasoline are the principal worries regarding inflation.
2. Jobs and economy: Jobs with better pay and concerns about job security top other job/economic concerns.
3. Housing: Concerns about costs have spiked, now a top concern across the country.

At this politically volatile moment, the Latino electorate is a much-needed stabilizing force in American politics. Polling shows we generally reject extremes, oppose taking away rights and want to see elected officials work together to get things done.⁸

But to earn our trust and our votes, leaders must show they will fight for an inclusive vision of prosperity that meets the needs of Latinos and working-class people. Latinos want candidates who will share tangible solutions to our challenges and who will show they care about communities enough to properly ask for our vote.

The DNC and RNC have less than 30 days to prove which of their candidates can get the job done. The Latino electorate eagerly awaits your reply.

Sincerely,
[in alphabetical order]

Janet Murguía, President and CEO, **UnidosUS**

⁶Contreras, R. (2024, June 27). *Census: Latinos drove U.S. population increase in 2023*. Axios. <https://www.axios.com/2024/06/27/census-latinos-population-increase-2023>

⁷UnidosUS. (2024, September 4). *Unidosus voter poll: Pocketbook issues still top Latino priorities*. <https://unidosus.org/press-releases/unidosus-voter-poll-pocketbook-issues-still-top-latino-priorities/>

⁸ Martinez De Castro, C. (2024, May 6). *Latino voters will play a decisive role in 2024*. UnidosUS. <https://unidosus.org/blog/2024/05/06/latino-voters-will-play-decisive-role-in-2024/>