2024 San Francisco Hispanic voter profile

2024 HISPANIC REGISTERED VOTERS 781,242 votes 18% of all registered voters POLITICAL AFFILIATION 12% 27%

Democratic	476,	282
Republican	91,6	88
■ Independent/Other	213,	272

HISPANIC

33%

67%

12%

22%

24%

22%

20%

AGE DISTRIBUTION 18+

18-34

35+

18-24

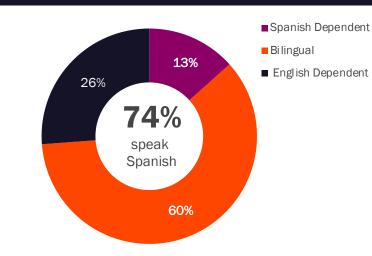
25-34

35-49

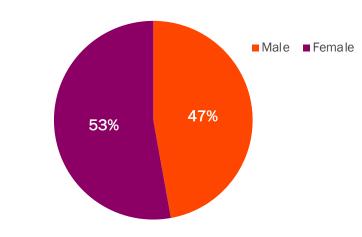
50-64

65+

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	1,866,868	
Mexican	1,321,703	70.8%
Central American	275,950	14.8%
Salvadoran	121,952	44%
Guatemalan	77,471	28%
Nicaraguan	44,790	16%
Honduran	21,376	8%
Costa Rican	5,265	2%
Panamanian	3,589	1%
Other Central American	1,507	1%
Other Hispanic	116,806	6.3%
South American	85,770	4.6%
Peruvian	32,808	38%
Colombian	19,061	22%
Argentinean	10,710	12%
Chilean	6,743	8%
/enezuelan	6,174	7%
Ecuadorian	5,237	6%
Bolivian	2,094	2%
Jruguayan	1,500	2%
Other South American	1,343	2%
Paraguayan	100	0%
Caribbean	66,639	3.6%
Puerto Rican	45,606	68%
Cuban	16,092	24%
Demaining	4.0.44	70/

Source:L2 data mapping active registered voters as of 5/15/24 that voted in Presidential Elections. Projected 2024 turnout based on likely voters as of 5/15/24 includes active/non-active. A18+ includes full electorate regardless of age match Percentages are rounded.



Dominican

Consumer Strategy & Insights

7%

4.941