

Inside Latino Media Habits: Platforms, Content, and Targeting

March 2026

Agenda

Partnership Overview.....	3
Methodology.....	4
Key Findings.....	5
Platforms & Tech.....	6
Content & Creators.....	16
Digital Ad Targeting.....	24
Spanish Speakers.....	29
Passive News Consumers.....	38
Recommendations.....	43

Our Partnership

Warbler Media Intelligence is a research series by pollsters and digital strategists at Priorities USA. We focus not just *where* voters are reachable online, but *how* they're using these platforms, and the political narratives that are and aren't breaking through.

As a founding partner in this initiative since early 2025, Equis Research has guided this research to answer some of the most pressing and relevant questions about Latino voters and their digital media habits today.

Methodology

This presentation draws upon insights from 7 polls of national registered voters conducted between February and November 2025.

Each poll included 4000–4500 total voter interviews and 1000–1500 Latino voter interviews. Interviews were collected via online web panels and SMS-to-web.

This polling was supported by two other projects: qualitative in-depth interviews with heavy YouTube users and a behavioral study of 1000 users' YouTube watch histories.

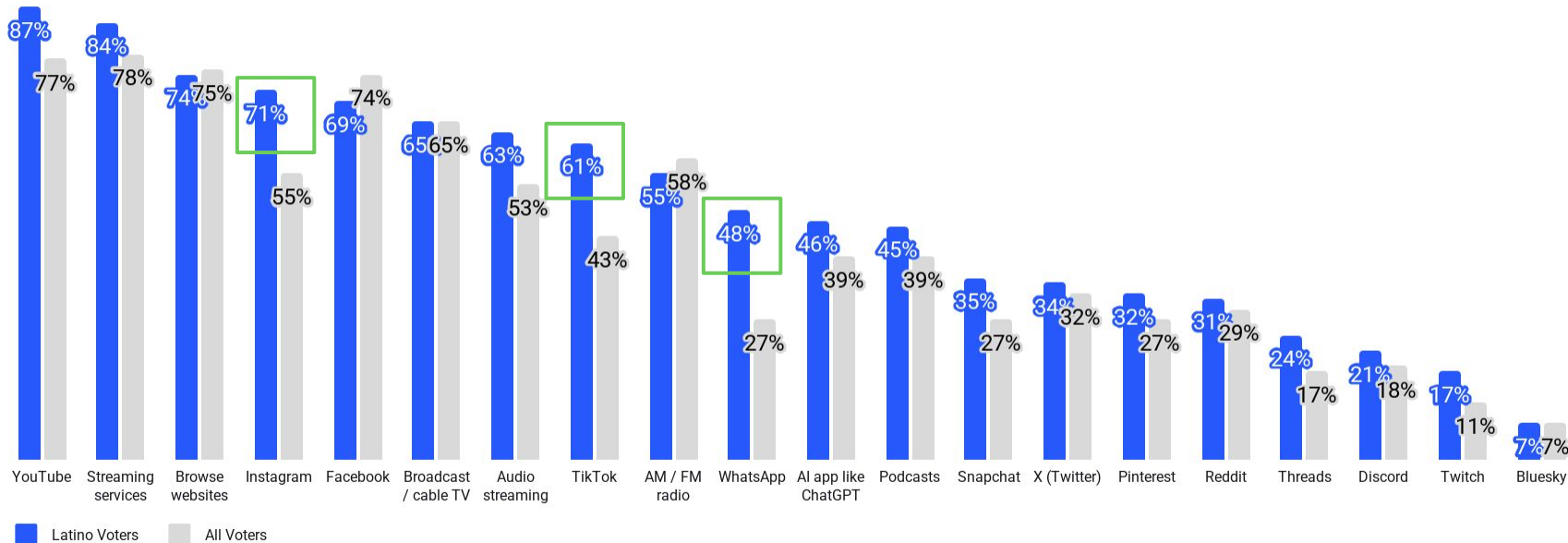
Key Findings

- **Latinos are power-users of digital platforms.** Nearly 9-in-10 Latinos use YouTube weekly, and a majority use YouTube at least an hour every day. Latinos are also much more likely to use and spend time on platforms like Instagram, TikTok, and WhatsApp or watching streaming TV compared to non-Latinos.
- **We see the biggest differences in media habits by age and gender.** That said, YouTube cuts across all. Young Latinos are most likely to use Instagram, TikTok, and streaming audio. Young Latino men are more likely to use X, Reddit, Discord, and Twitch. For young Latinas, Pinterest and TikTok are especially popular.
- **Latinos exist in the same media ecosystems as everyone else, but there are unique opportunities to connect in culture.** Latinos are just as (or more) likely to follow Joe Rogan or MrBeast as Bad Bunny. And popular creators span common categories like comedy, travel, beauty, and family life. On YouTube, Latino-specific content doesn't seem to make up a big portion of what Latinos are watching (2%), but nearly 8-in-10 Latinos who use YouTube had seen some Latino-specific content. Spanish language radio also continues to play a distinct role.
- **Reliance on browser settings is systematically under-serving Spanish ads to Latinos, even Spanish dominant Latinos.** Cultural content targeting helps bridge the gap.
- **The news environment has changed.** Latinos, especially young Latinos, are more likely than the average voter to say they “happen to come across” political news rather than seek it out. When do they seek out news, they're more likely to rely on social media, content creators, and AI than on legacy news sources.

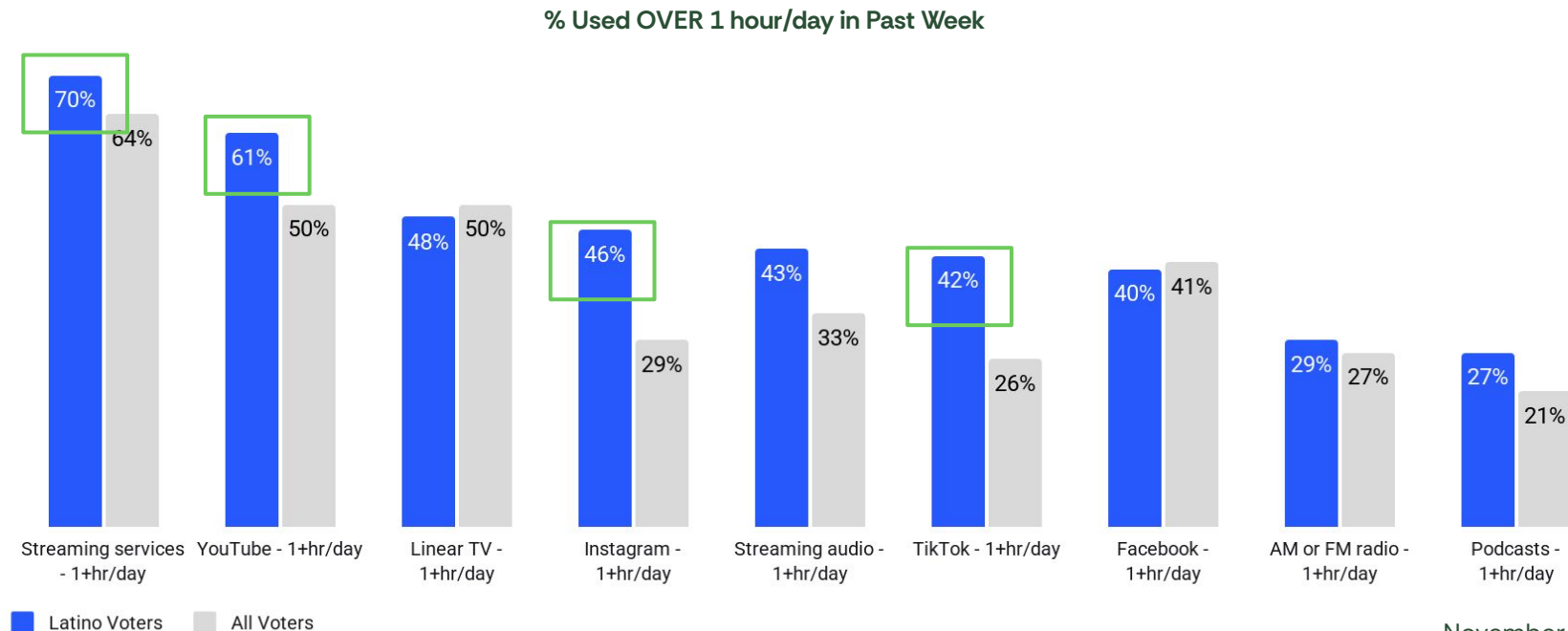
Platforms & Tech

Over 80% of Latinos are weekly users of YouTube and streaming services. Latinos are more likely than the average voter to use Instagram, TikTok, & WhatsApp.

% Used in Past Week



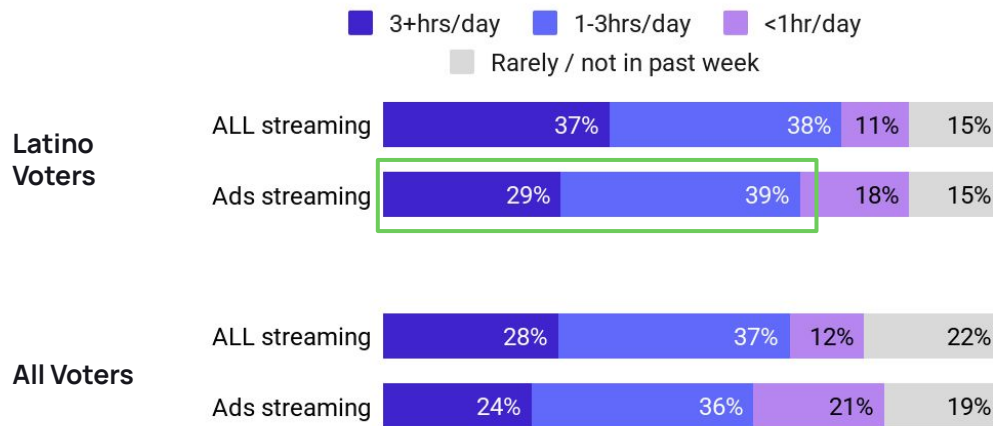
Latinos are also more likely to be *heavy* users of streaming, YouTube, Instagram, and TikTok (spending over an hour per day).



Latinos are more likely than the average voter to spend more time on streaming.

Roughly 68% of Latinos report spending at least an hour per day on ad-supported streaming specifically.

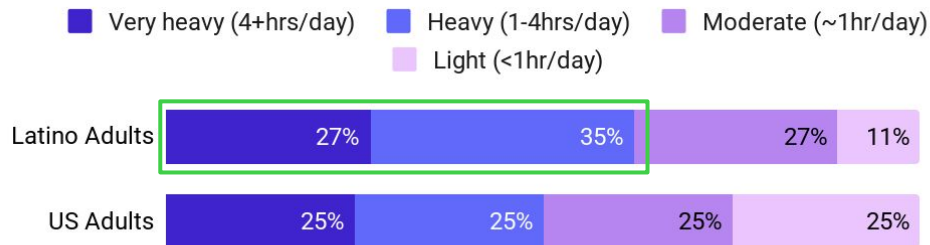
Time Watching Streaming Services in Past Week



Over 60% of Latinos watch more than one hour of YouTube per day, and 1 in 4 watch more than four hours of YouTube per day.

Both self-reported survey data and behavioral data found this consistently.

From Analysis of 1000 US Adults' YouTube Watch Histories

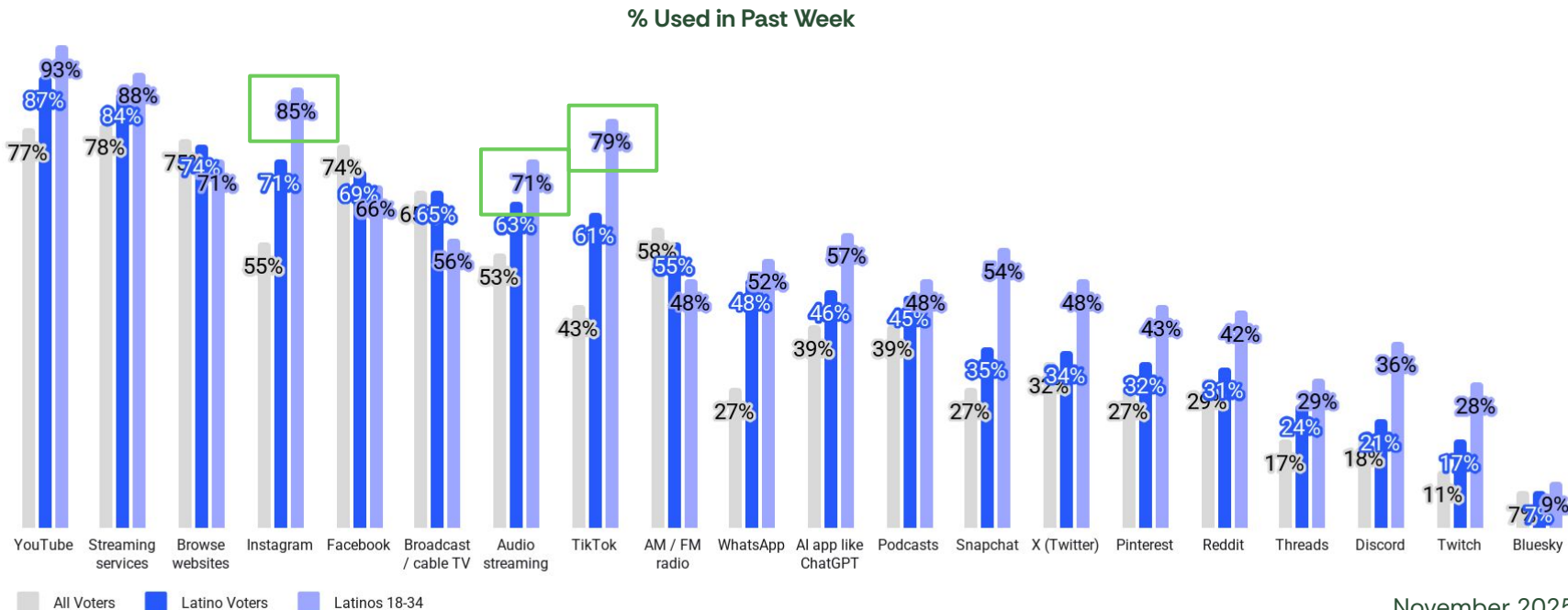


High digital consumption among Latinos is not just a function of their age.

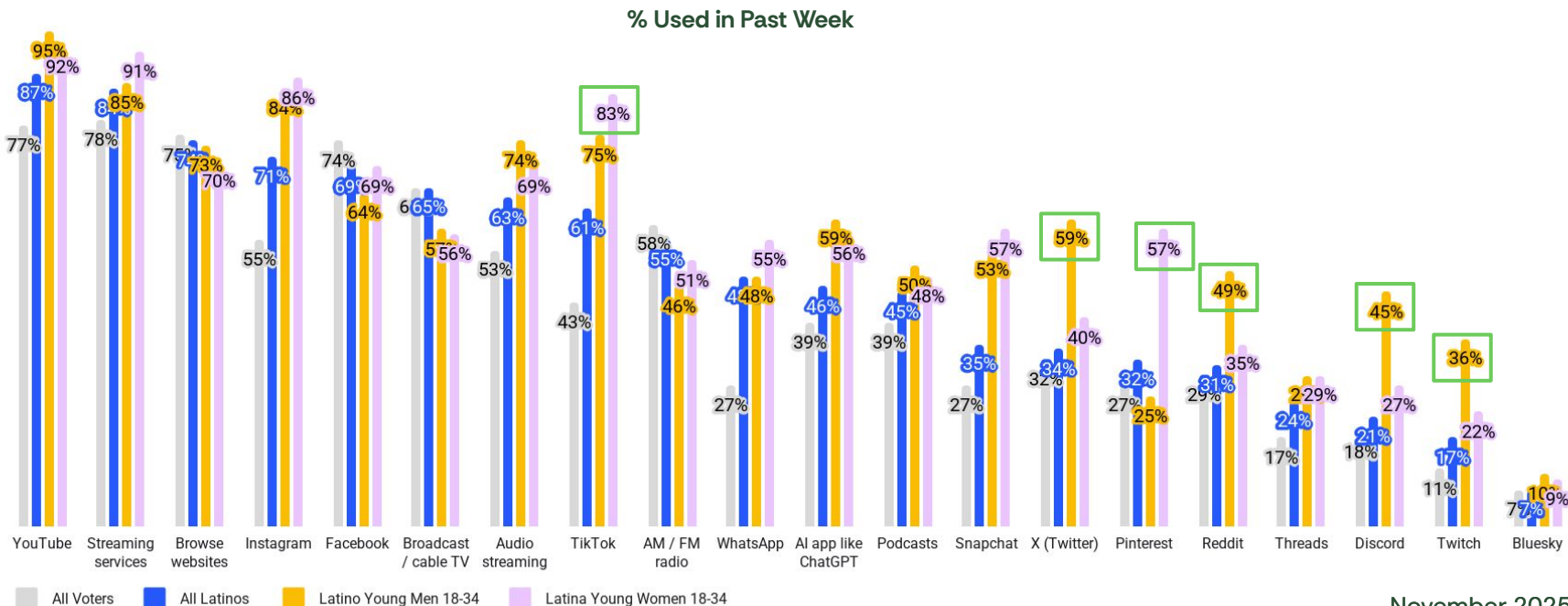
Older Latinos use YouTube more than older non-Latinos. And Latinos of all age groups use Instagram and TikTok more than non-Latinos of the same group.

		Weekly YouTube	Weekly Instagram	Weekly TikTok
Ages 18-24	All voters	88%	82%	73%
	Latinos	91%	92%	85%
Ages 25-34	All voters	92%	76%	66%
	Latinos	95%	80%	75%
Ages 35-49	All voters	86%	64%	51%
	Latinos	90%	78%	60%
Ages 50-64	All voters	77%	53%	39%
	Latinos	86%	66%	51%
Ages 65+	All voters	58%	28%	18%
	Latinos	70%	34%	30%

Young Latinos ages 18-34 are especially likely to use Instagram, audio streaming (e.g., Spotify, Pandora), & TikTok on a weekly basis.



Young Latino men over index on using X, Reddit, Discord, and Twitch, while young Latinas over index on Pinterest, and use TikTok at especially high rates.

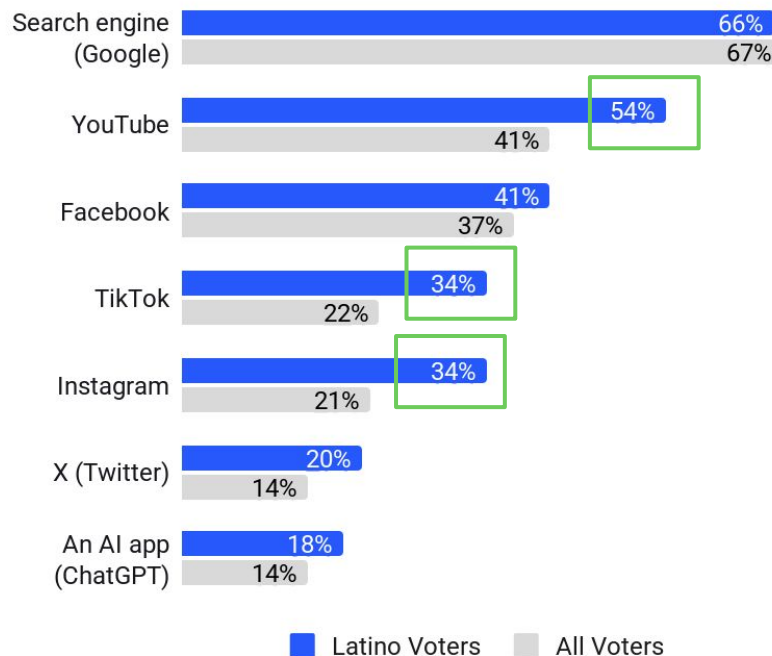


Latinos are more likely to use platforms like YouTube, Instagram and TikTok –

Not just for entertainment and browsing –

But for searching for information about current events, news, politics, and elections.

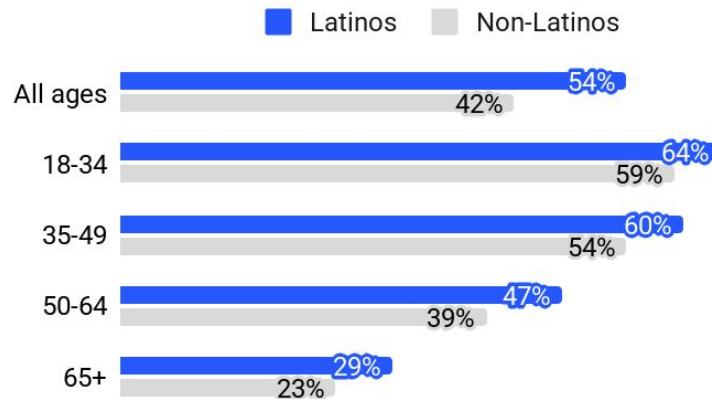
% who say they use these platforms to look up information about current events, news, politics, or elections



Over half of Latino voters report weekly use of AI apps – Latinos of ALL ages are more likely to use AI apps than non-Latinos.

Qualitative responses speak to use cases like fact-checking, getting detailed answers, and asking follow-up questions.

% who used an AI app in the past week



“Busco temas de noticias mundiales para saber con más detalle y poder hacer preguntas”

- Latina Woman, 18, Florida

“I search for world news stories to learn in more detail and be able to ask questions”

“Que me ayude a verificar la información que estoy buscando”

- Latino Man, 27, New York

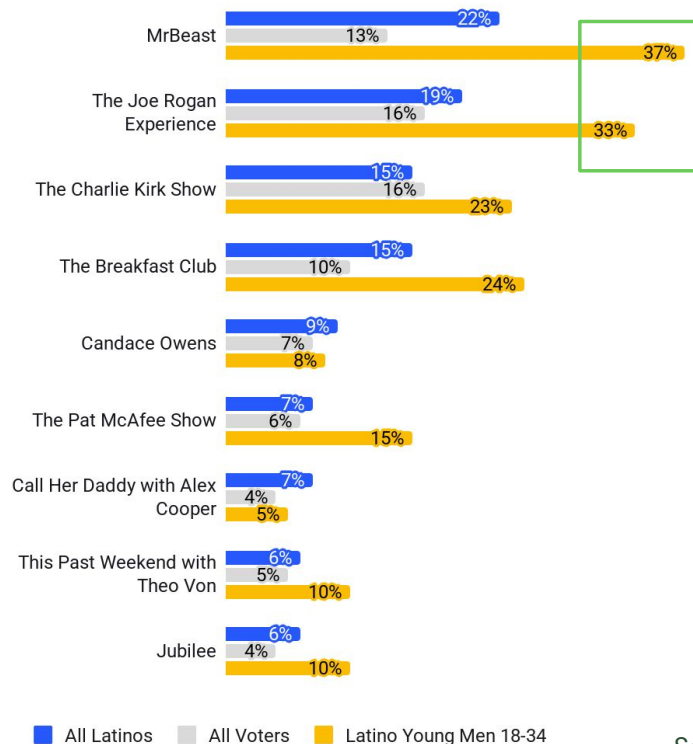
“[I use AI apps to] help me verify the information I’m searching for”

Content & Creators

Latinos follow the podcasters and mega-influencers at the top of the YouTube & podcast charts, but no single show has true “broadcast” reach.

Latinos, especially young men, over index on watching shows like MrBeast and Joe Rogan.

Q. In the past month, have you watched (or listened to) any of these online shows, channels, or podcasts? (Select all that apply)



Latinos described liking their favorite podcasters and influencers for humor, relatability, and honesty.

Q. In one or two words, please describe what you like about [insert influencer name] or the content they make? (Open text)

Among Latino Voters



We analyzed the **YouTube watch histories** of 1000 US adults, including ~150 Latinos.

We used LLM analysis of transcripts to identify genres, themes, & political issues.

Depiction of common YouTube genres identified across all videos



We also prompted LLMs to identify “**Latino-related**” subject matter in the video transcripts (related to culture, food, traditions, & celebs).

Score 1 if the video meaningfully features Latino or Hispanic: culture, heritage, food, traditions, holidays, music, language, family life, immigration, Latino pop culture, well known Latino celebrities, or Latin American cultural practices inside or outside the US.

Examples include:

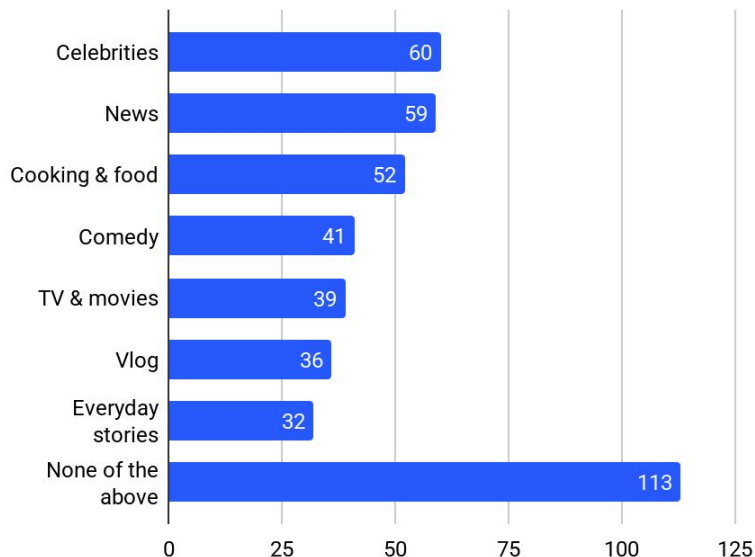
- Latino or Latin American food like tamales, pupusas, arepas, pozole, elote, mofongo
- Traditions like Dia de los Muertos, quinceaneras, Las Posadas, Three Kings Day
- Music like reggaeton, bachata, salsa, cumbia, corridos, merengue
- Family norms like bilingual homes, abuela stories, immigration perspectives
- Spanish speaking culture like Latin American cultural explanations
- Content featuring Latino celebrities like Bad Bunny, Pedro Pascal, Shakira, JLo, Karol G



77% of Latinos from the study watched at least one video about “**Latino-specific**” content, BUT these videos only represented about 2% of their total videos watched.

In the ~400 videos we identified, celebrities, news, & food were some of the most common categories.

Genres of “Latino-specific” video content, watched by Latinos (Counts of videos)



“Carmen getting that adulting crash course 😊 #GeorgeLopez”



“The Untold History of US Latinos”



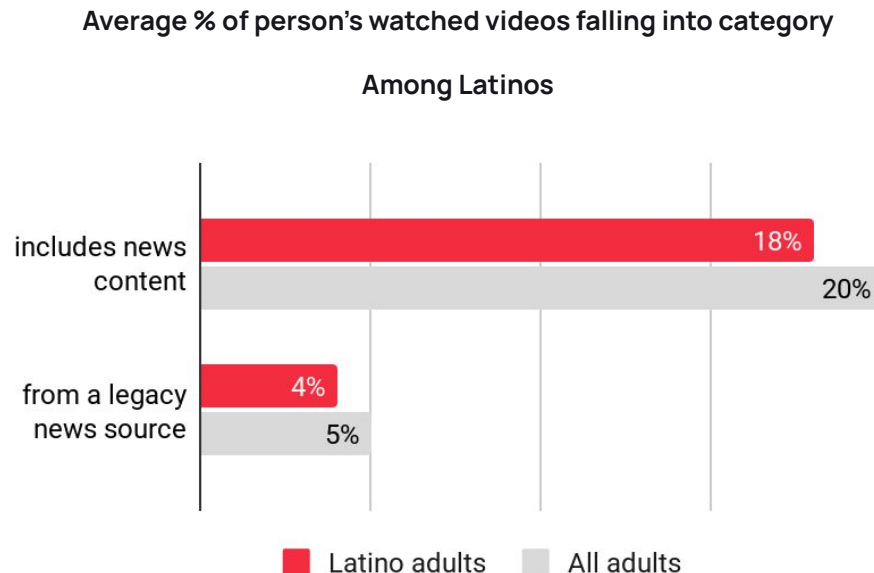
“Mexican Dads say THIS is the best Mexican Dish”



“Dialect can tell you a lot about Latinos”

In watch histories, news content represented just 18% of watched videos.

And nearly 80% of that news-oriented content was from independent creators – NOT legacy news sources.



Examples of Spanish language news on YouTube ranged from legacy outlets like Telemundo to more independent creator-driven channels – using similar attention-grabbing tactics we see in English political YouTube videos.



"NO LO DEJARON ATERRIZAR EN MÉXICO!
MARCO RUBIO FRACASA ¡CLAUDIA LO
ADVERTIO! FUERA TRAIADOR"



"¡DEMOLEDOR MENSAJE! Trump recibe
DEVASTADORAS noticias del FED; aliada
pronuncia DEMOLEDOR mensaje"



"Elon SE ARRODILLA frente a Trump, pide
disculpas publicamente"

Digital Ad Targeting

**There are a range of
(frequently changing)
options available to reach
Latinos with ads online.**

Current State of Latino Digital Targeting

Examples of targeting tactics used to reach Latinos

Digital Targeting	Description
First party	Reach out directly to a list of voters who are already known or believed to be Latinos
Language settings	Target a group of users based on their device, account, or browser settings in Spanish
Zip code or other geographic regions	Reach zip codes or regions based on their census demographics (e.g., with the highest concentration of Latinos, or Spanish speakers)
Content targeting (also called "contextual")	Place ads on a content category aggregated by the platform (e.g., YouTube offers options like "Latin Music" or "Mexican News")
Search keywords	Reach someone searching with Spanish terms (e.g., "fecha de elecciones") or other Latino related queries (e.g., "is Ruben Gallego Hispanic?")
Publisher direct	Place ads on a specific show, network, website, or live event (e.g., on Univision, other linear TV or streaming channels, a sporting event)

Strategies that target Latin music listeners garner the highest reach among Latinos.

Only about 14% of Latinos have browser settings in Spanish. Even among Spanish speakers, only 21% have browser settings in Spanish.

Summary of Reach Estimates

What % of Latino voters could be reached by targeting those who _____?

	All Latinos	Spanish Speaking
Listen to any Latin music	55%	69%
Live in a Latino-dense neighborhood	39%	42%
Listen to Spanish radio	38%	60%
Watch social media videos in Spanish	36%	57%
Browser settings in Spanish	14%	21%

Combining tactics can reach meaningfully more Latino voters, expanding potential reach to about 74% of Latinos or 87% of Spanish-speaking Latinos.

Using 2 Tactics	All Latinos	Spanish Speaking
Latin music + dense neighborhood	70%	81%
Latin music + Spanish radio	63%	80%
Latin music + Spanish social media videos	63%	81%
Latin music + browser settings	59%	74%

Using 3 Tactics	All Latinos	Spanish Speaking
Latin music + dense neighborhood + Spanish social videos	74%	87%
Latin music + dense neighborhood + browser settings	72%	83%

Similar analysis can be applied to combining digital platforms: a program of three or more platforms (streaming AND YouTube AND linear TV) could reach about 90% of all Latinos.

Among Latino Voters

Using 1 Tactic	
Streaming video (over 1 hour / day)	70%
YouTube (over 1 hour / day)	61%
Linear TV (over 1 hour / day)	48%
Instagram (over 1 hour / day)	46%
AM / FM radio (over 1 hour / day)	29%

Using 2 Tactics	
Streaming video + YouTube	84%
Linear TV + Streaming video	82%
Instagram + Streaming video	80%
AM / FM radio + Streaming video	77%

Using 3 Tactics	
Streaming video + Linear TV + YouTube	90%
Streaming video + YouTube + Facebook	88%
Streaming video + LinearTV + Instagram	88%

Audience Spotlight: Spanish Speakers

In our 2025 language-focused poll, 63% Latino registered voters reported 'ever using Spanish in their daily life.'

A Pew study found 75% of Latino adults (not voters) can carry a conversation in Spanish.

From April 2025 poll, the share of Latino registered voters who said they...

94%

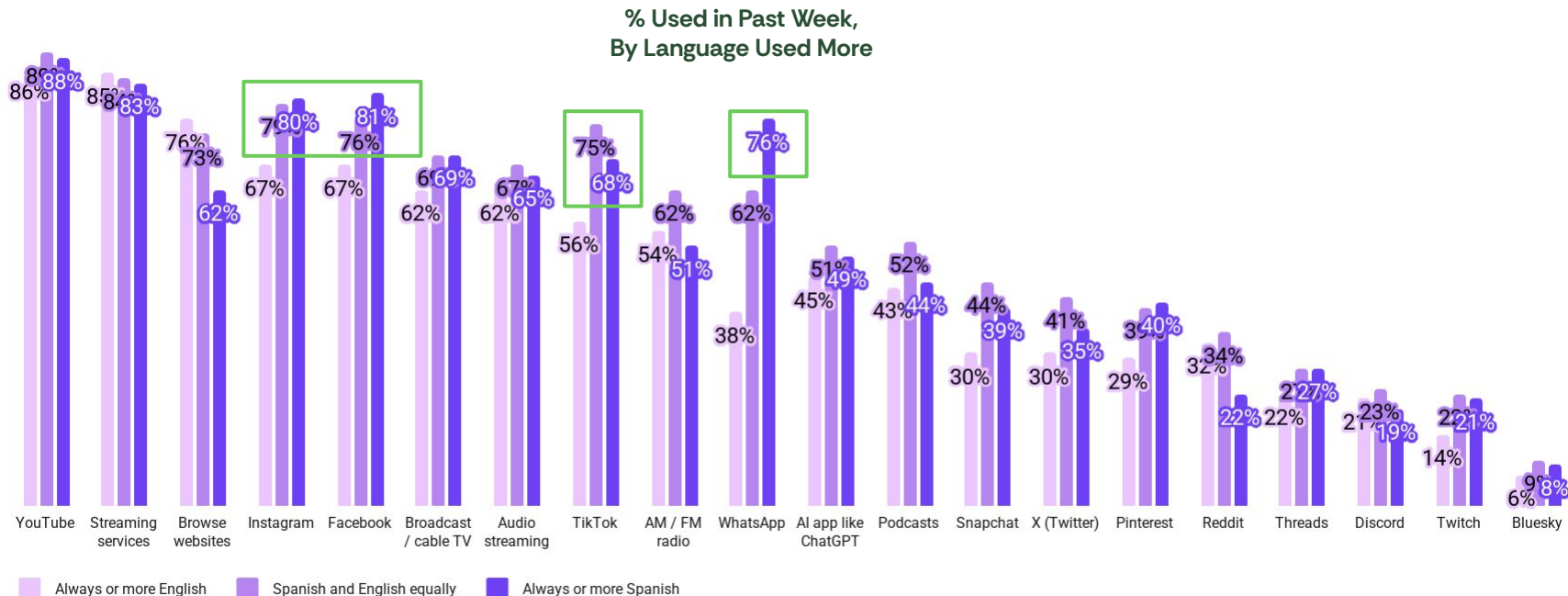
'EVER use English
in their day-to-day life'

63%

'EVER use Spanish
in their day-to-day life'

→ Compare to a [Pew Research](#) study that found 75% of US Latino adults can carry a conversation in Spanish. Some differences are expected between the total US adult Latino population and Latino registered voters, and between different question phrasings.

Latino voters who always or mostly use Spanish are on social platforms like Facebook, Instagram, and TikTok at higher rates. 3 in 4 use WhatsApp weekly.



Respondents named **Bad Bunny** as the top Spanish-speaking 'influencer' they follow – followed by travel YouTuber **Luisito Comunica**.

Other creators fell into categories like travel, music, video gaming, beauty, and family vlogs.

Q. Do you follow any people on social media (such as influencers, TikTokers, YouTubers) that post in Spanish? If yes, please share the names of one or two examples of people or accounts that you like. (Open text)



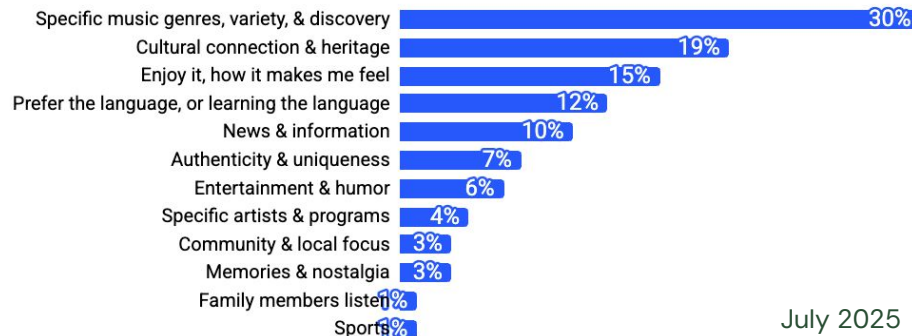
Spanish language radio reaches 60% of Spanish-dominant voters weekly.

When asked what draws them to Spanish language radio, most responses mention affinity for specific Latin music genres and cultural connection.

Weekly usage of audio formats among Latino voters by language

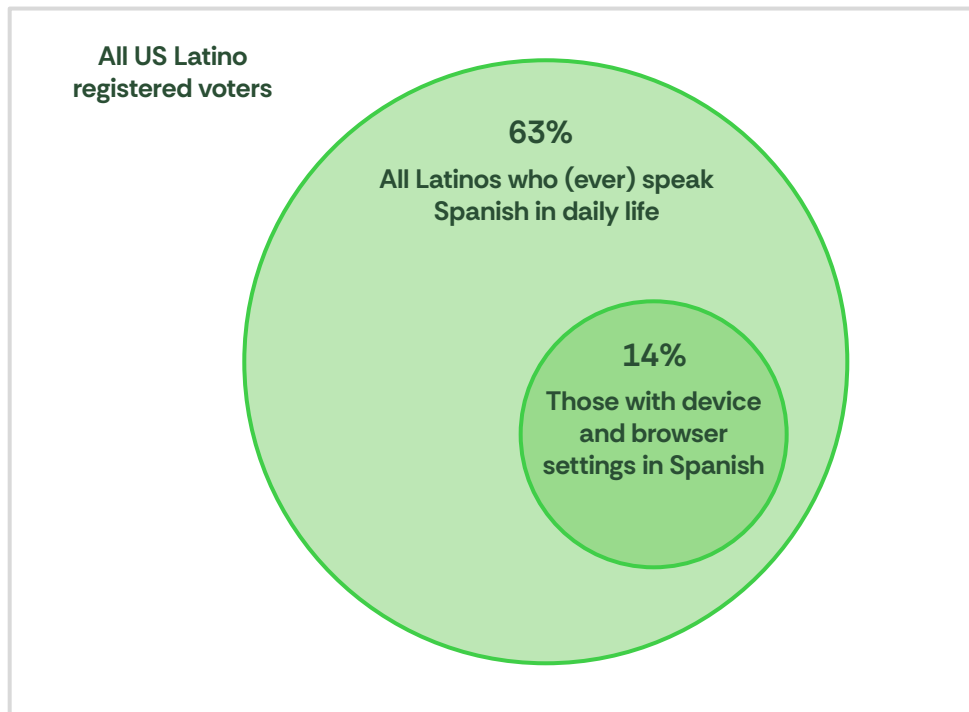
	More Spanish	Spanish / English equally	More English
Spanish language AM / FM radio	60%	67%	21%
AM / FM radio (generally)	59%	68%	62%
Spotify	53%	53%	42%
Podcasts	49%	51%	43%
Pandora	29%	40%	30%
Audiobooks	27%	34%	21%
SiriusXM / Satellite radio	20%	28%	20%

Q. What do you like about listening to Spanish language radio that you can't get anywhere else? [open end - coded]



Targeting those who have **browser & device settings** is *one* way to reach an audience who we have high confidence are Spanish speakers, but campaigns should avoid using it as the **ONLY** way to deliver Spanish ads.

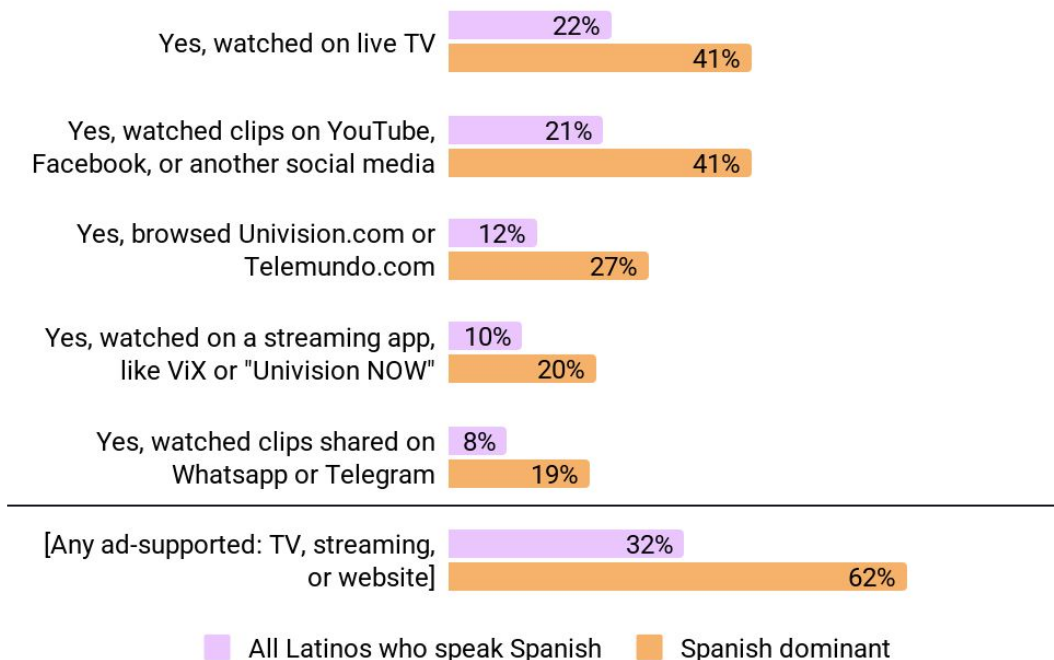
Only about 14% of all US Latino voters and 21% of US Latinos who speak (any) Spanish reported having their browser settings in Spanish.



Even the Spanish TV news ecosystem has changed.

Watching clips on social media is just as common as watching live TV when consuming Univision/Telemundo content

Q. In the past week, did you watch or read content from Spanish language media companies – specifically Univision or Telemundo – in any of these ways?

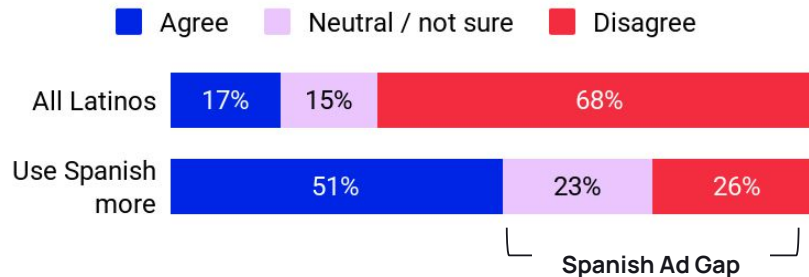


Only about half of Spanish dominant Latino voters say the majority of online ads they get are in Spanish.

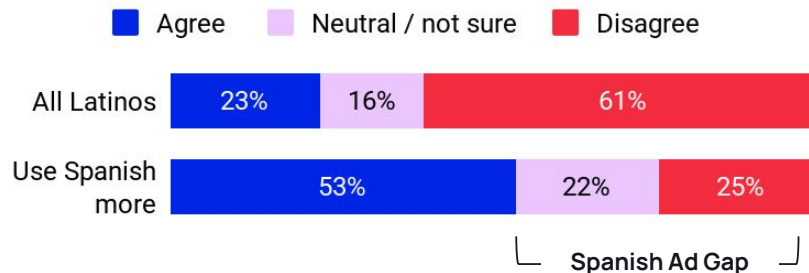
And, only about half say they usually get ANY Spanish ads from a political candidate.

Q. How much do you agree or disagree with the following statement?

The majority of ads I receive online are in Spanish.



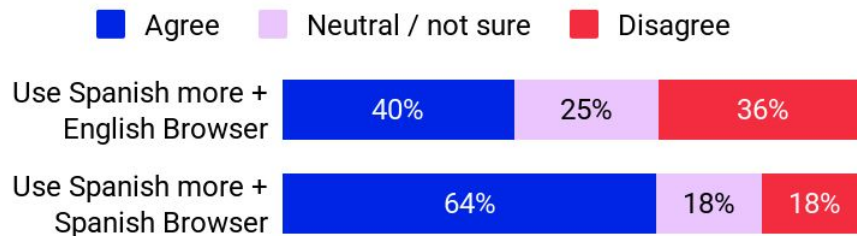
When a political party or candidate is running in an election, I usually receive some ads from them in Spanish.



Even among Spanish dominants, those with Spanish browsers are significantly more likely to report receiving Spanish language political ads.

Q. How much do you agree or disagree with the following statements?

When a political party or candidate is running in an election, I usually receive some ads from them in Spanish.

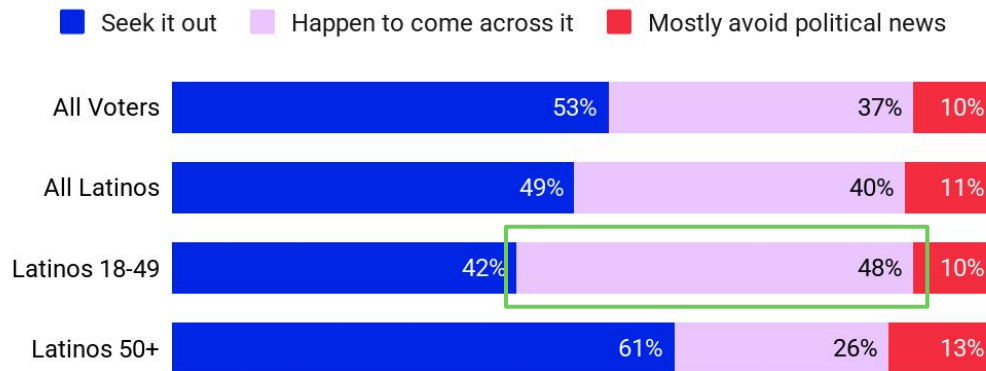


Audience Spotlight: Passive political news consumers

Latinos, especially young Latinos, are more likely than the average voter to say they “happen to come across” political news rather than seek it out.

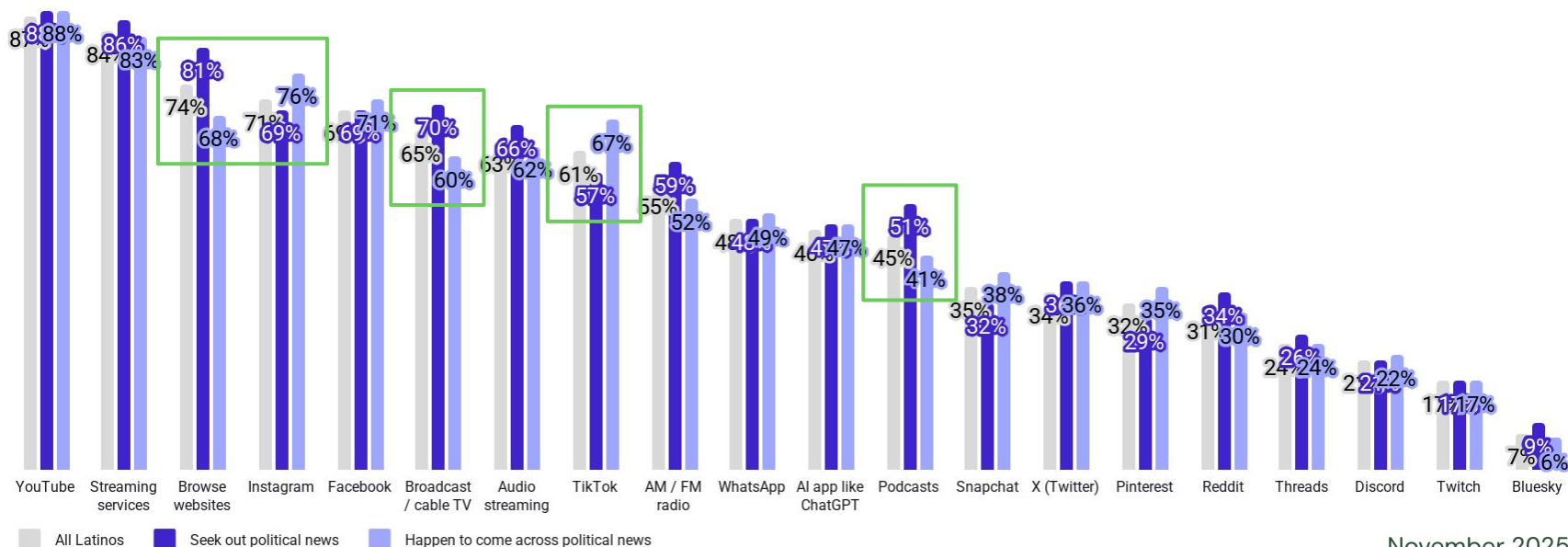
This trait is correlated with younger voters and more politically disengaged voters.

Q. Do you get political news mostly because you seek it out or because you happen to come across it? Or, do you mostly avoid political news?



Latinos who consume news passively are more likely to be found on Instagram and TikTok, while active news consumers are more likely to consume linear media, browse online articles, and listen to podcasts.

% Used in Past Week



Top stories regarding ICE and major events like government shutdowns break through to passive news consumers (even when weeds-ier policy stories don't).

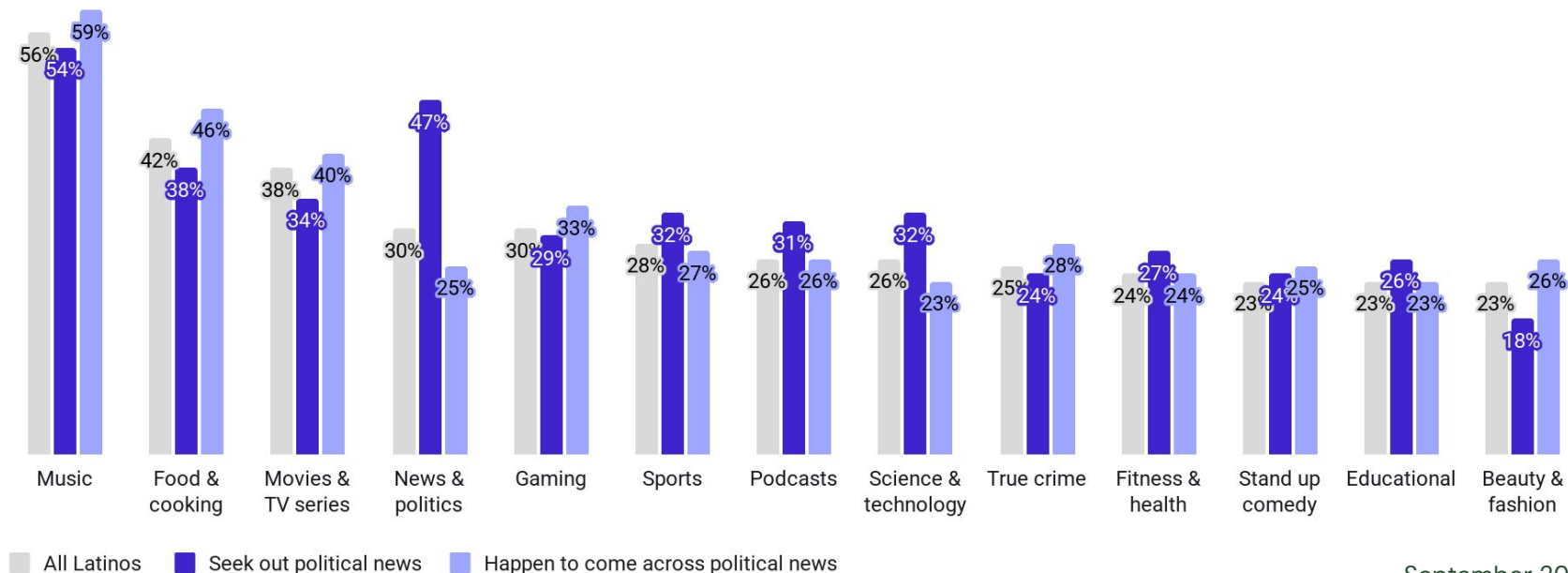
Q. How much have you heard about each of these news topics in the past month?

% saying they have heard "A LOT"

	All Latinos	Passive News Latinos
Federal government shutdown	65%	61%
ICE and immigration enforcement	56%	51%
Tariffs and trade policies	36%	28%
Costs of health insurance premiums	34%	24%

Passive news consumers are less likely to watch news-centric channels, but more likely to watch entertainment content such as music, cooking, movies, gaming, and beauty.

Categories Watched on YouTube



Recommendations

Recommendations

- YouTube should be part of every Latino outreach program. Nearly 9-in-10 Latinos use YouTube weekly. 61% say they use YouTube at least an hour every day.
- In addition to YouTube:
 - Invest in outreach on Instagram, TikTok, and WhatsApp, especially for programs targeting younger Latino voters.
 - For programs targeting young Latino men, invest in X, Reddit, Discord, and Twitch
 - For programs targeting young Latinas, invest in Pinterest and TikTok
- Take advantage of opportunities to connect through culture. While Latino creators and Latino content don't make up the majority of what Latinos consume, most are still watching.
- Instead of relying on browser settings to target Spanish ads to Latinos, use cultural content targeting. On YouTube, use cultural categories, like "Latin Music," to target a much broader and more inclusive audience of Latinos.
- Use non-political categories like comedy, travel, beauty, and family life to engage Latinos who are less likely to seek out news.