



*Reddit
Audience Spotlight:*
The Latinx Experience



*How Reddit nourishes the fluidity
and diversity of the diaspora*

A NOTE ON VOCABULARY AND DEFINITIONS:

The term Latinx is divisive.

While it represents our desire for language that's inclusive and non-colonial, we also recognize that it doesn't necessarily reflect the real-world vocabulary of the audience it speaks to: just 4% of this audience in the US prefers to use the term, and there's little shared agreement on an alternative.

The mixed opinions relating to this vocabulary are reflective of the diversity within this audience.

For the purposes of this work, we'll define Latinx audiences as any US citizen who recognizes their ethnic ties to Spanish-language cultures.



THE HIGHLIGHTS:

TL;DR

Reddit's sprawling network of communities allows Latinx to show all sides of themselves – on their terms.

Key takeaways

01. Containing multitudes. Reddit's network of communities enable Latinx audiences to explore different facets of identity on their terms.

Brands on Reddit can speak to Latinx users in community spaces where they feel truly seen.

02. Breaking new ground. Latinx redditors are younger, more affluent, more educated and more progressive than average. But many are the first in their families to do so, and may not have access to offline support networks in which they can navigate this.

Brands should harness the power that Reddit's communities wield as trusted sources of crowdsourced knowledge at pivotal life stages.

03. Future-oriented. Latinx redditors are using Reddit to plan for the future – both in the long- and short-term.

Brands should harness the future-facing, action-oriented mindset of Latinx redditors to encourage Latinxers to make positive change in their lives – whether getting to the gym, applying for college or contributing to a cause.



***To be Latinx in the US
is to contain multitudes.***

***It's about embracing multiple
facets of who you are, and
moving freely between them.***



THE LATINX EXPERIENCE

“My identity is the descendant of many different identities. I am the descendant of African slaves. I am the descendant of Indigenous people. I am the descendant of Spanish colonizers... I am a descendant of all sorts of folks. That doesn’t mean I’m Black, that doesn’t mean I’m Native, but I can tell the story of my ancestors.”

— Alexandria Ocasio-Cortez, politician and activist

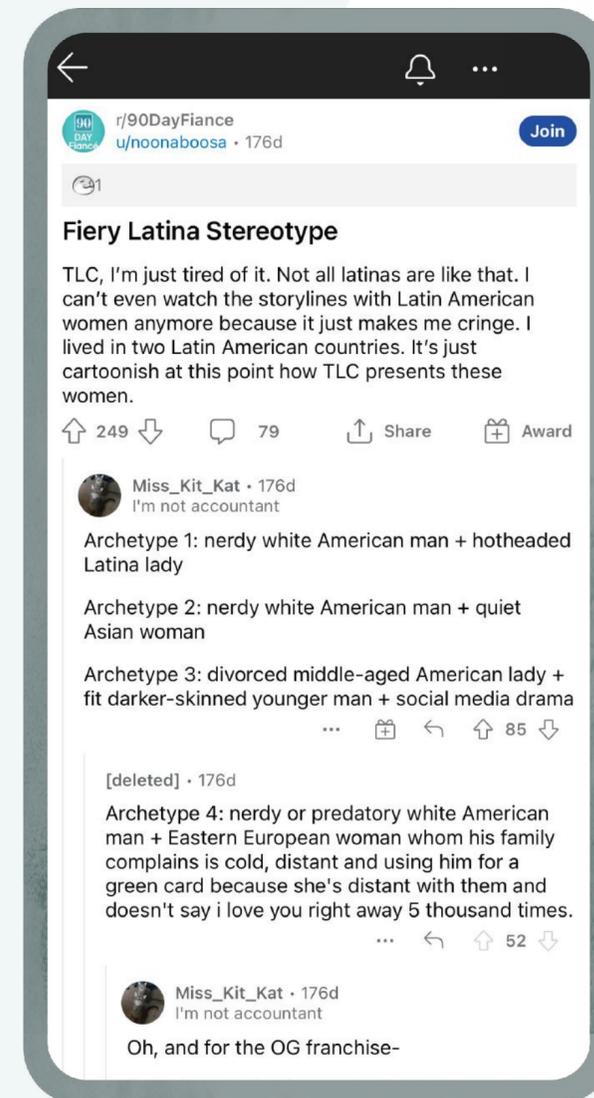
In other words...

To be Latinx in America is to acknowledge your ancestors and embrace multiplicity: to identify not only with US culture, but the culture or cultures your heritage is tied to.

The extent to which anyone leans into the separate aspects of their heritage or ethnic identity is totally personal: unique to each individual.

THE LATINX EXPERIENCE

But redditors don't always feel that the world sees the multiplicity of who they are:



“Look, if there's one thing we Latinos don't give a damn about, it's the color of their skin. We come in all shapes and colors. What bothers us is the stereotype that we are all brown or that Mexico is an exact representation of all of Latin America.”

— Redditor on criticism of *Encanto* in [r/ShitEuropeansSay](#)

THE LATINX EXPERIENCE

On Reddit, Latinx can show all sides of themselves **on their terms.**

Reddit's 100k+ communities allow people to connect with all aspects of who they are, however they want to.

People can find others who share their passions, interests, experiences or culture.

Here, Latinx can truly be themselves: in all forms, facets and dimensions.



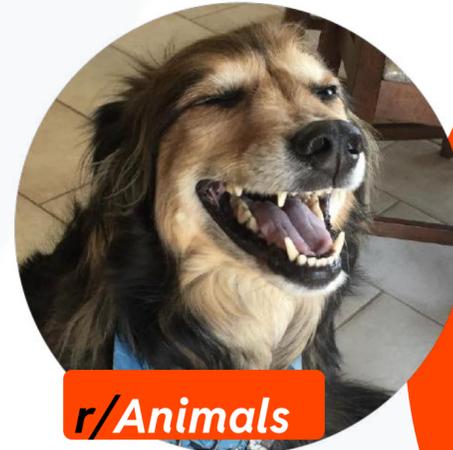
r/Food



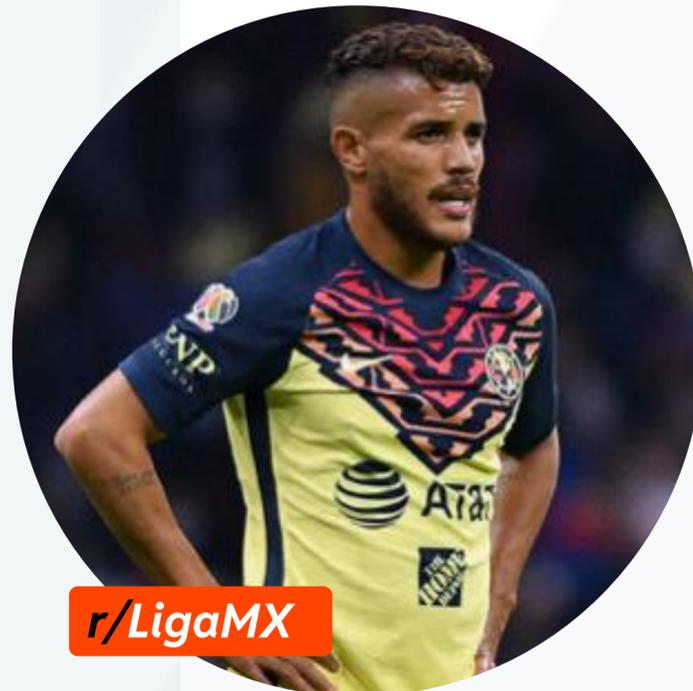
r/BadBunnyPR



r/Streetwear



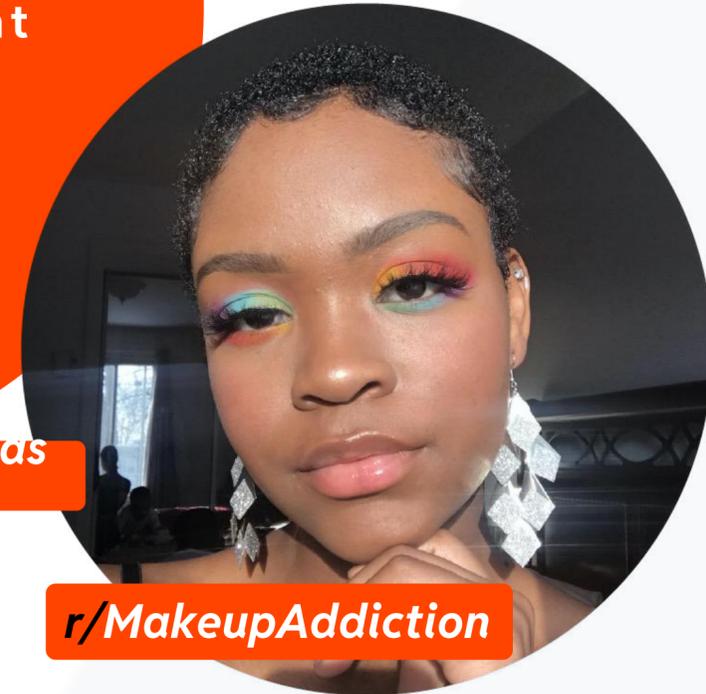
r/Animals



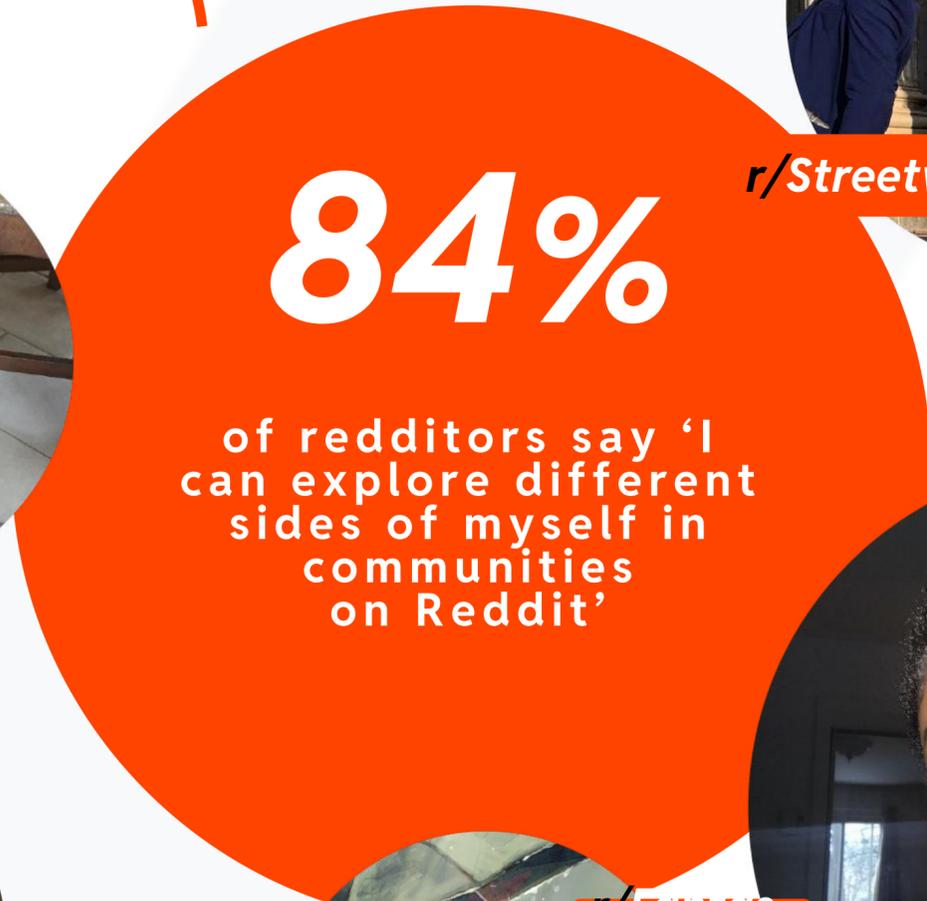
r/LigaMX



r/Fantasy



r/MakeupAddiction



SOURCE:
1. Reddit Power of Community Study, 2022



Optimistic and progressive Latinx users are harnessing Reddit as a tool to transform positivity into action.

WHO IS THE LATINX REDDITOR?

Latinx redditors are younger, more affluent, more educated and more progressive than the typical Latinx internet user.



73%

are Gen Z or Millennial, which is 29% more than the wider online Latinx population.

\$\$\$

\$97.5k

is the median yearly household income, up 11% from 2020.



75%

are college educated, which is 15% more than the wider online Latinx population.



63%

consider themselves open-minded, which is 16% more than the wider online Latinx population.

HOW BRANDS CAN SHOW UP

This audience is upwardly mobile and optimistic – but they're also breaking new ground

Latinx audiences are getting richer. It's a shift that's reflected both across the US and on Reddit: 62% of US Latinx redditors have purchased from a luxury brand in the past year, up from 14% in 2020.

But not all Latinx audiences enjoy an offline setting in which they can navigate their rising purchasing power – or the lifestyle attached to it.

Reddit is filling the information gap. While subreddits like r/UTSA and r/UCF are among the most popular to get advice on higher education, communities like r/FashionReps are offering Latinx audiences already making money a high quality, but more affordable, entry into luxury spending.

SOURCES:

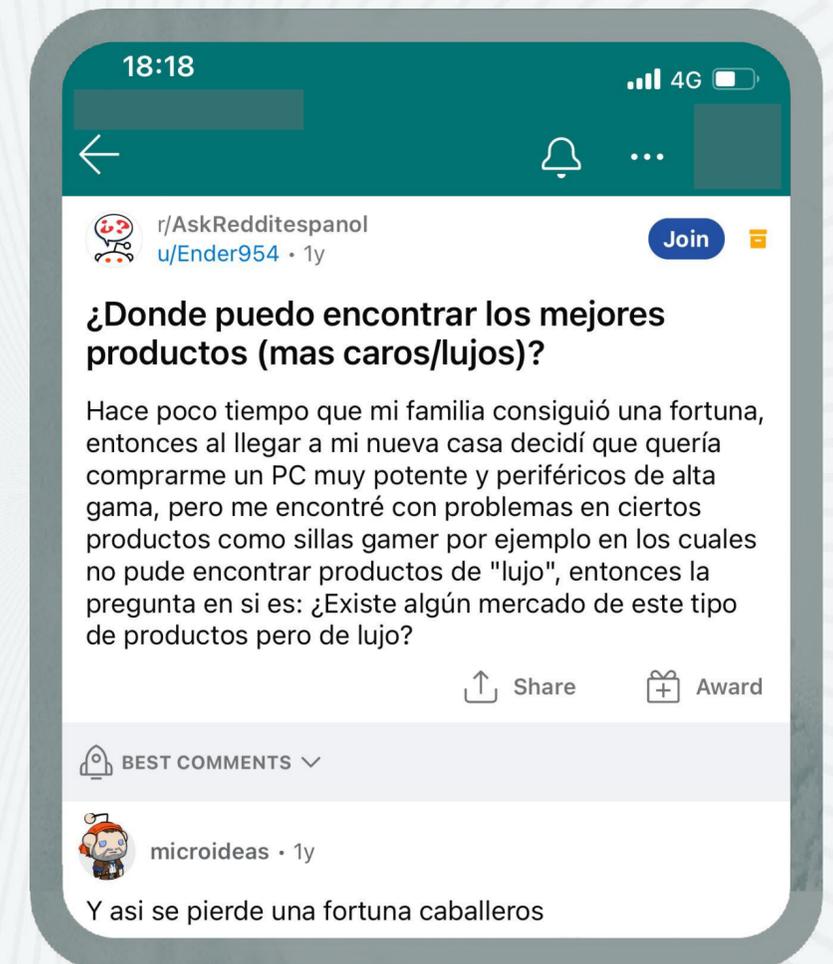
1. Reddit Power of Community Study, 2022
2. Global Web Index, 2022

26%

more likely than the typical Latinx internet user to consider themselves affluent

82%

of redditors say they're more informed thanks to things they see on Reddit



WHO IS THE LATINX REDDITOR?

There are 3 ways that Reddit uniquely (and practically!) helps future-facing Latinx audiences transform optimism into action:

82%

of redditors say
'I'm more informed
thanks to Reddit'

1

Reddit's closed communities enable Latinx redditors to crowdsource **trustworthy knowledge** that helps them make informed decisions.

75%

of redditors say
'Reddit is a place
where I feel like I
belong'

2

Reddit's **inclusive communities** enable Latinx users to bond over shared experiences within spaces where they feel they belong.

#1

Reddit is the platform
where redditors say
they are the most
comfortable

3

Pseudonymity gives Latinx users the agency to navigate rising purchasing power without the fear of asking the wrong questions.



So what?

On Reddit, brands can speak to Latinx users in an action-oriented mindset, in spaces where they can truly be themselves.





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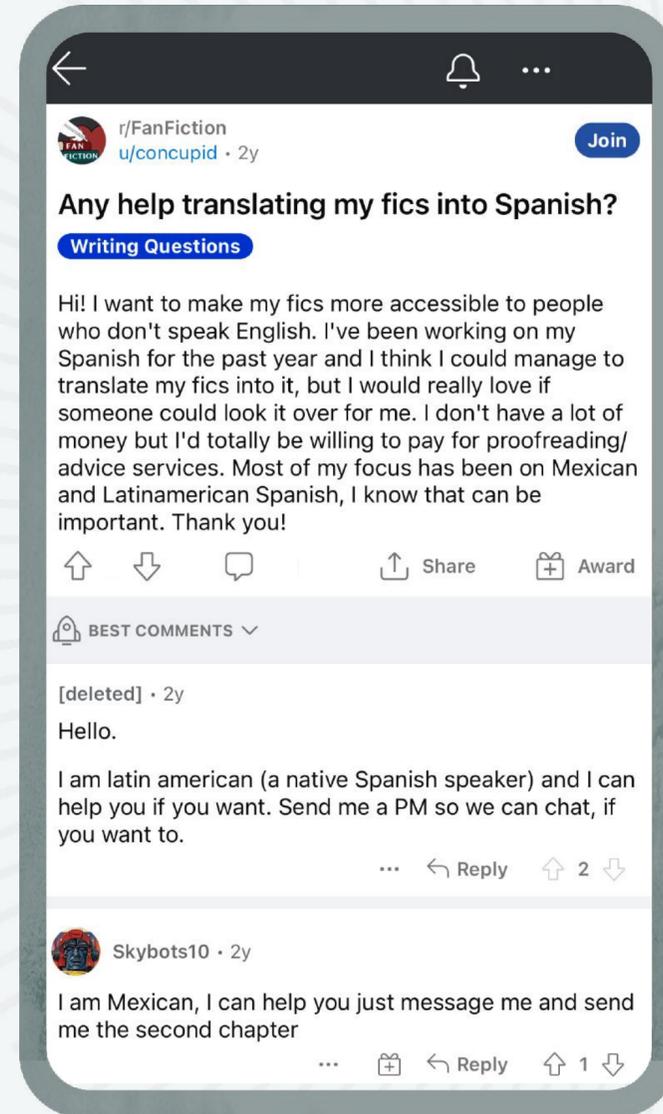
What this means for M&E

On Reddit, M&E brands can resonate with Latinx audiences by bringing them closer to the nuances of Latinx characters and storytelling.

Latinx redditors aren't just a casual entertainment audience.

They're highly engaged fans who immerse themselves.

They don't just watch TV shows, they binge them. They don't just listen to music, they're in the front row at shows. They don't just consume fiction, they riff off of existing material and write their own.



34%

more likely to say they binge watch TV shows than the wider Latinx population

29%

more likely to say they want to see musicians live than the wider Latinx population

HOW BRANDS CAN SHOW UP

Their entertainment diet is global, and rooted in cultural curiosity, *but they rarely see themselves.*

Latinx redditors boast eclectic taste that ranges from anime to Hollywood to Bollywood, while TV with subtitles is a rising interest.

But despite relishing diverse flavors, they rarely see themselves, with major studios and production houses repeatedly falling short.

SOURCES:

1. Internal Reddit Data, 2022
2. Global Web Index, 2022

+85%

increase in subscribers to r/AnimeEspañol between Q1 2021-Q1 2022

60%

more likely to watch Bollywood than the wider Latinx population

13%

of Latinx redditors say they feel represented in the advertising they see

HOW BRANDS CAN SHOW UP

Reddit gives Latinx the space to *create the stories they don't see represented elsewhere.*

Threads asking what people would include in fantasy worlds 'inspired by Latin America' and requests for Spanish-language fanfic show how Reddit facilitates world building through a Latinx lens.

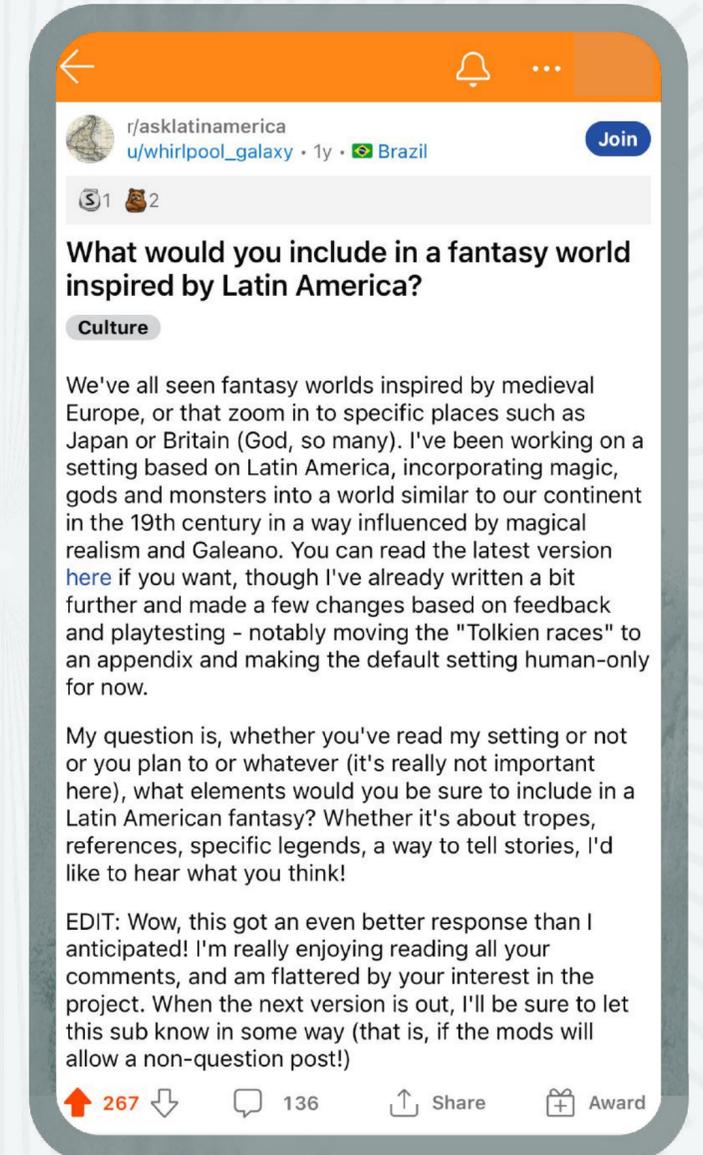
This is about creating stories that don't just show Latinx characters or settings, but that truly represent the nuance and fluidity of the diaspora.

26%

more likely than the wider Latinx pop to say they see themselves in ads

83%

of Redditors agree that 'Reddit is a place for new ideas'



SOURCES:

1. Global Web Index, 2022
2. Reddit Power of Community Study, 2022

So what?

Latinx audiences don't just want to see themselves represented, but to see depictions that feel truly intersectional and authentic. On Reddit, brands can bring audiences closer to the nuances of Latinx characters and storytelling.

For example, host AMAs with showrunners or actors to show Latinxers the BTS process and thinking that underpins Latinx narratives.



What this means for Retail

Retailers should appeal to savvy Latinx shoppers by selling products on function as well as form in digital spaces they already trust.

But while more Latinx redditors may be finding joy in the finer things, that doesn't mean they're frivolous.

Latinx redditors are smart and pragmatic: they do their own research – around cost, quality and consciousness, too.

24%

more likely than the wider Latinx population to research products online before buying them

70%

more likely than the wider Latinx population to use price comparison sites

23%

more likely than the wider Latinx population to want to buy from brands that reflect their values

SOURCES:

1. Global Web Index, 2022
2. Reddit Power of Community Study, 2022

HOW BRANDS CAN SHOW UP

Reddit is a trusted resource that makes aspirational shopping easier.

Redditors crowdsource intel before hitting the buy button, but they won't listen to just anyone.

Latinx redditors don't trust brands, they trust people. Brands need to dial down the brand talking points and be more human – even when discussing objective product benefits.

72%

more likely than the wider Latinx population to say recommendations are a key part of path to purchase

90%

of redditors say they trust information about products or brands that they learn about on Reddit

4x

more time spent researching products on reddit on other platforms

SOURCES:

1. Global Web Index, 2022
2. Reddit Power of Community Study, 2022
3. Verto Analytics, 2020

So what?

On Reddit, retailers should appeal to savvy Latinxers by thinking beyond the emotional benefits of luxury products. Lean into their pragmatic sensibilities to sell products on function as well as form in a space they already trust.

For example, host AMAs or Reddit Talks with designers and experts that can speak to the longevity, quality and value of products.



What this means for Tech

Technology brands should inspire creative Latinxers by highlighting how products are not just useful, but inspiring and joyful, too.

Latinx redditors are more tech-savvy than the average Latin American.

Confident and comfortable using new technology, this audience taps Reddit's communities for everything from counsel on which products to buy, to tips and tricks for how to get the most out of those purchases.

54%

of Latinx redditors say they're interested in technology

43%

more likely than the average wider US Latinx population to say 'I love new technology and gadgets'

35%

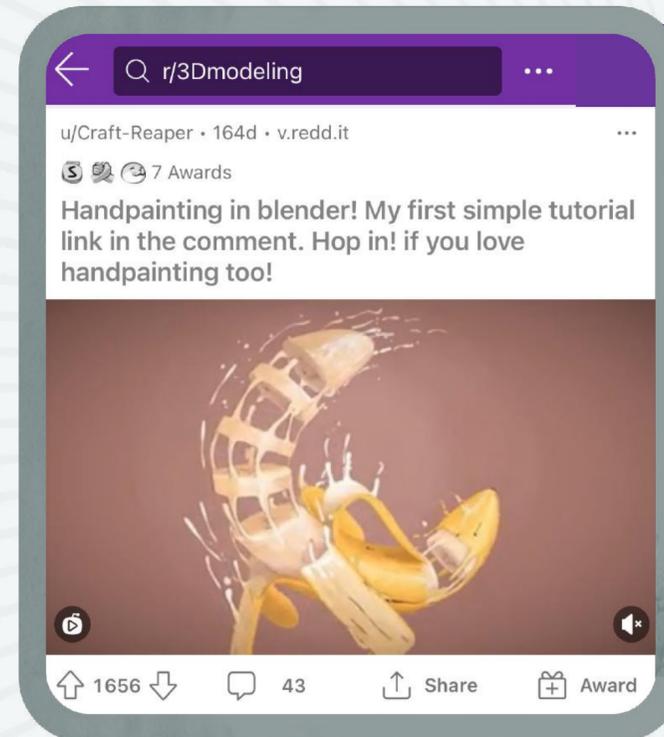
more likely than the average wider US Latinx population to feel confident using new tech

HOW BRANDS CAN SHOW UP

**For this audience,
tech is a creative tool.**

**For this ambitious and creative
group, tech can be both a means of
accessing their passions and a way
to up-skill them.**

**Latinx redditors are heading to subs
like r/DrumKits, r/XRecorder and
r/3DModeling to explore tech that
enables them to make music, memes,
movies, and more.**



43%

**more likely than the wider
US Latinx population to
say they love
experimenting with new
technology
and gadgets**

50%

**of Latinx redditors
describe themselves as
creative – 15% more than
the wider US Latinx
population**

HOW BRANDS CAN SHOW UP

On Reddit, tech is a source of joy and creative fulfilment.

Here, Latinx redditors are coming together to share their insights and experiment collaboratively: whether joining discussion threads about content creation on a smartphone, or sharing outputs from specialized software like Blender.

83%

of Redditors agree that 'Reddit is a place for new ideas'

31%

of Redditors say they use the platforms to get inspired



So what?

For Latinx redditors, technology isn't just about utility, it's about creativity and collaboration. Tech brands should appeal to this mindset by highlighting how products are not just useful, but inspiring and joyful, too.

For example, challenge audiences to deliver their most creative outputs with a featured product, and then amplify the most valuable contributions in carousels, videos or promoted posts.



Don't see your vertical?

***Gaming, Beauty, Auto, Sport,
Pets and Food are coming soon.***



Want to learn more?
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