



Conectados: **U.S Latino Mobile Trends Report**

Learn how Latinos are driving mobile-first living with curated insights from T-Mobile

Report Overview

T-Mobile's first U.S. Conectados: Latino Mobile Trends Report draws on three T-Mobile Advertising Solutions RidelQ surveys (2025) of thousands of rideshare users across the U.S. The findings for Latinos are clear: mobile is more than a device, it's a cultural engine.

The research shows how Latinos use mobile to connect, grow, and express themselves, reinforcing the importance of mobile devices as a tool for three focus areas: Mobile as *a Bridge, a Ladder, and a Canvas*.

Bridge explores how mobile keeps them close to family and friends while honoring cultural traditions. *Ladder* focuses on how mobile opens doors to career growth and entrepreneurship. *Canvas* highlights how mobile lets Latinos celebrate identity through music, entertainment, and bilingual content.



Key themes include:

Bilingualism & Biculturalism: Younger Latinos are driving a shift toward bilingual, bicultural digital engagement, demanding experiences that move fluidly between English and Spanish.

Connectivity Across Borders: A majority of Latinos use mobile tech to maintain international ties, highlighting the value of affordable global communication.

Mobile as a Growth Engine: Half of Latino respondents use their phones for entrepreneurial activities, while nearly a third turn to mobile for job searches.

Tech & Trust: Latinos are early adopters of AI and digital tools, yet continue to emphasize the need for bilingual support and secure, reliable networks.

Entertainment as Identity: From bilingual memes to music rooted in heritage, entertainment is a primary way Latinos express and preserve culture.

As one of the fastest-growing and most tech-savvy segments in the U.S., with purchasing power projected to reach \$2.8 trillion by 2026, Latinos are influencing how industries design products, evolve platforms, and build for the future. This report makes it evident that mobile isn't just about connectivity. For Latinos, it's about community, opportunity, and culture.



Methodology

Findings are based on three proprietary T-Mobile Advertising Solutions RideIQ surveys conducted in August 2025 among nationally representative samples with respondents able to participate in English or Spanish. **Wave 1 included 64,605 respondents, Wave 2 included 53,057 respondents, and Wave 3 included 100,533 respondents.** Results were rounded to the nearest 100th so percentages may not equal 100 due to rounding.

Additional mobile application insights from T-Mobile Advertising Solutions (T-Ads) are included as anecdotes throughout the survey findings, incorporating both Spanish- and English-language responses to provide a broader perspective on digital behavior in key Latino metro areas.

Key Takeaways



Bridge

Mobile keeps Latinos connected to family, culture, and heritage. 73% of Spanish-preferred respondents and 49% of English-preferred respondents communicate internationally each month.

Bilingual and culturally relevant experiences are essential. 68% of Spanish-preferred respondents and 49% of all Latino respondents switch device language monthly, and over half of younger Spanish-preferred respondents ages 18–44 value content that reflects their culture.



Ladder

Mobile devices support career and entrepreneurial growth. 47% of Latino respondents use their phones to run or support a business, highlighting strong entrepreneurial engagement.

Tech adoption and bilingual support are high. 50% of Spanish-preferred respondents use AI for work or personal tasks (60% for ages 28–44), and nearly 75% of all respondents value bilingual support, rising to 91% for Spanish-preferred respondents ages 45–59.



Canvas

Mobile serves as a cultural connector. Latino respondents frequently consume and share bilingual content, with 67% reporting they do so at least once a month.

Entertainment strengthens connection to heritage. 46% of Latino respondents often or very often engage with music or entertainment tied to their culture, and younger respondents are more likely to make mobile purchases for entertainment and experiences.



Bridge

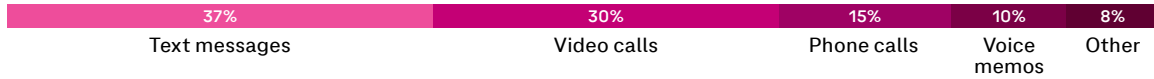
Mobile as a bridge for connection, family, and community

Mobile keeps Latinos closely connected with family and friends across any distance, reinforcing culture, traditions, and shared moments. Everyday interactions feel effortless, whether coordinating plans, sharing updates, or celebrating milestones. This connection is supported by communication habits, with WhatsApp serving as the leading messaging app for cross-border family conversations.

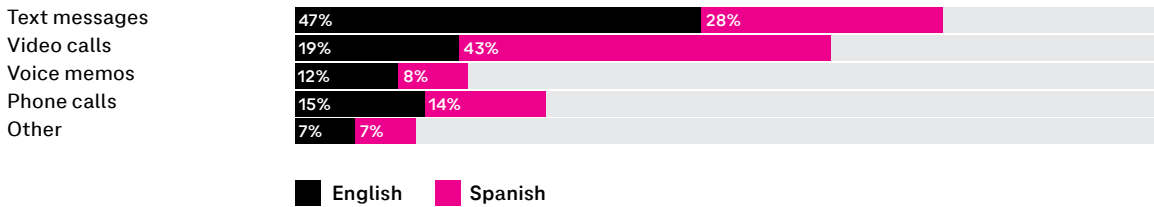


Data Results

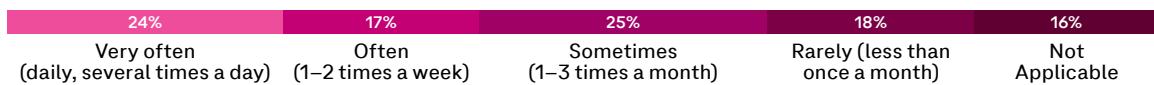
How do you prefer to stay connected with loved ones on your mobile device?



Connection Preferences by Language



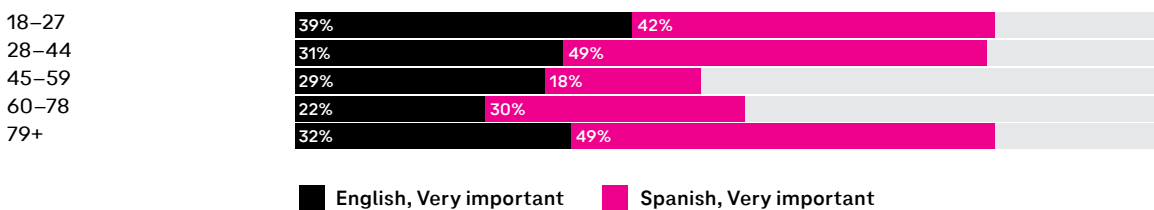
How often do you use your phone to stay in touch with family members living outside the U.S.?



How important is it for you to have culturally relevant content (language, traditions, food, etc.) via your phone?



Cultural Content Importance by Language & Age

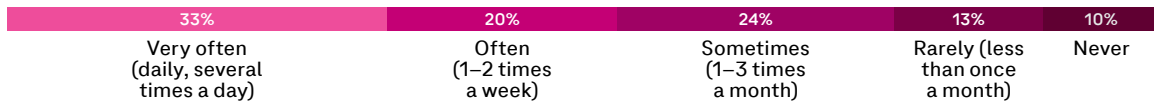




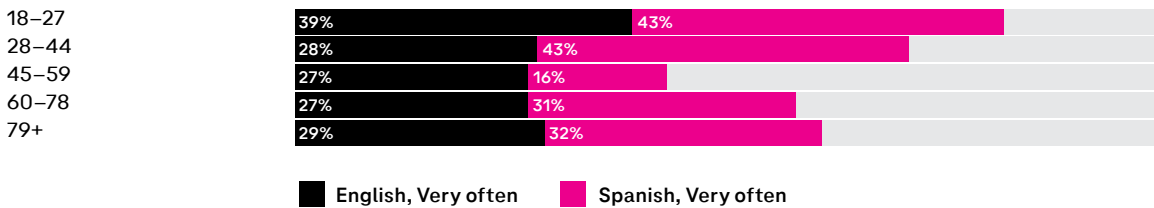
Cultural Content Importance by Ethnicity



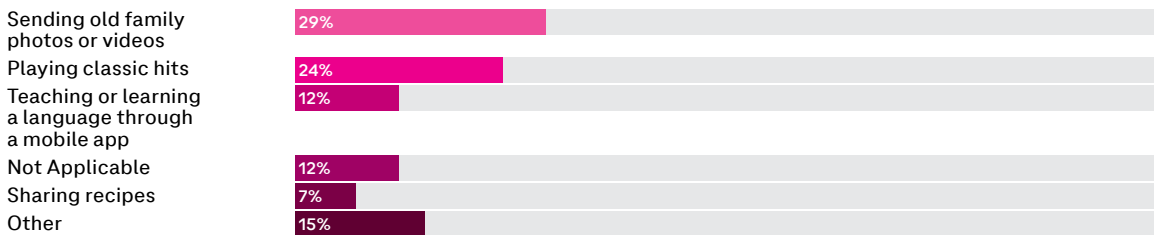
How often do you use mobile apps to stay connected to family and friends locally and/or internationally?



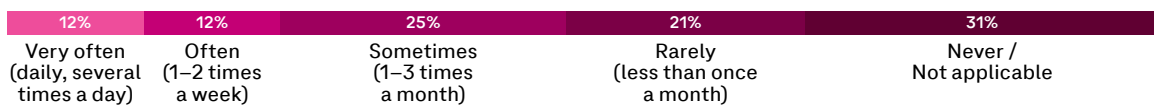
Mobile App Connection by Language & Age



How do mobile devices help you share cultural values or traditions with others?



How often do you switch your device or app language settings to accommodate another language?





Ladder

Mobile as a ladder for growth, opportunity, and financial empowerment

Mobile opens doors for personal and professional growth, giving Latinos tools to take control of their career and financial journeys. Latinos over-index on apps like Western Union, Zelle, and Cash App, reflecting strong digital comfort and flexible financial behaviors that support family and help climb the ladder. Zoom also over-indexes, keeping connectivity tools on phones for professional and educational purposes. Together, these tools turn everyday actions into tangible opportunities for advancement and long-term growth.



Data Results

Do you use your phone to support or run your business (e.g., Instagram marketing, receiving payments)?



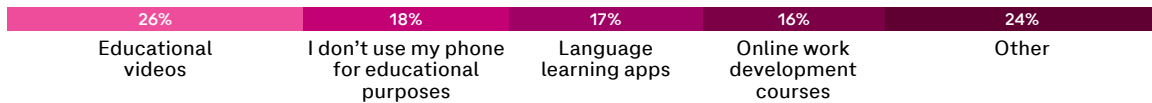
Do you use AI features on your device to simplify work or personal tasks?



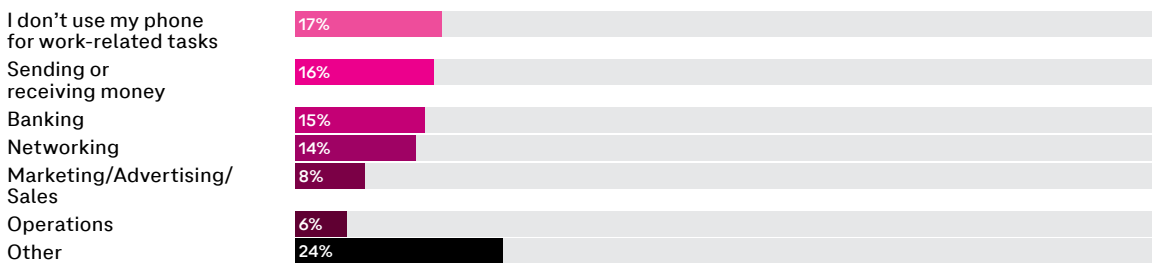
How important is it for you that financial or work-related apps offer bilingual support?



Do you use your phone for any of the following educational purposes?



What type of work-related tasks do you mostly do on your phone?



When was the last time you used your phone to search for or apply for a job?





Canvas

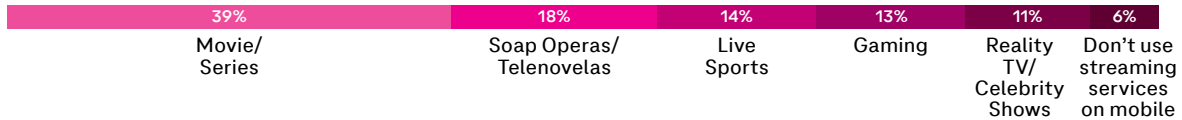
Mobile as a canvas for self-expression, entertainment, and culture

Mobile gives Latinos a space to explore passions and engage with culture on their own terms, through music, entertainment, and bilingual content. Latinos over-index on platforms like Univision and Telemundo, cultural anchors, and Disney+, a family streaming favorite. This digital-first living enables a dual-track experience, blending Spanish-language content with family-oriented global entertainment. It becomes a tool to celebrate identity, share culture, and express creativity in meaningful ways.

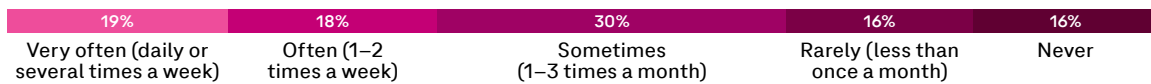


Data Results

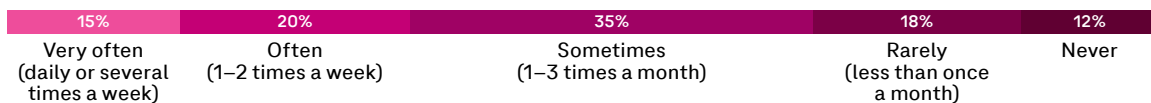
What type of content do you mostly consume on streaming platforms?



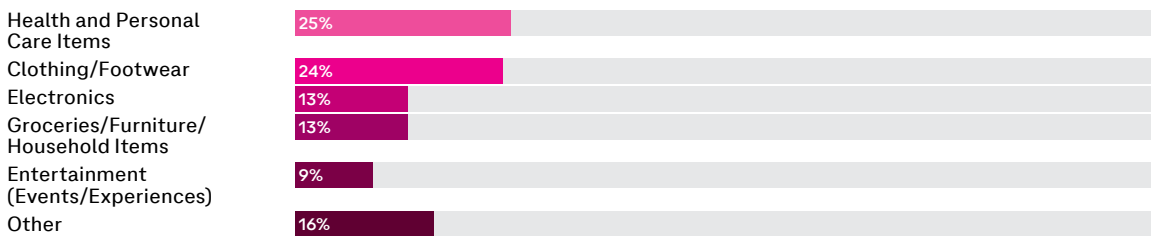
How often do you consume and share bilingual social media content (memes, GIFs, videos, etc.)?



How often do you shop for products directly from your phone (e.g., through apps, social media, or mobile websites)?



What types of products/items do you most often buy using your phone?



How likely are you to share content related to Hispanic culture or heritage online?



How often do you consume music, videos or entertainment related to your culture or heritage?

