

# CHOSEN CIRCLES

HOW AMERICANS NAVIGATE HEALTH DECISION-MAKING



Hispanic/Latino Americans—who comprise nearly 20% of the US population, face significant systemic barriers to accessing quality health care, often feeling overlooked and underserved. Compounding these challenges is a critical health information gap, characterized by a lack of trusted and culturally relevant health resources.

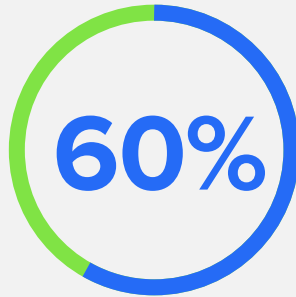
In response, Hispanic/Latino Americans are taking charge of their own health by seeking out nontraditional information sources. Our research reveals that Hispanic/Latino Americans increasingly create personal networks of trusted information sources they turn to when making decisions about their health. We call them **Chosen Circles**.

## CHOSEN CIRCLES: A POWERFUL FORCE IN HISPANIC/LATINO HEALTH

MORE THAN  
**2 IN 3**  
HISPANIC/LATINO AMERICANS

(67%) say they seek **health information from sources outside of traditional channels**, more than any other racial/ethnic group

**MORE THAN ANY OTHER RACIAL/ETHNIC GROUP**



say they have created **personal networks of trusted people and resources** to make health decisions

## THE HEALTH INFORMATION GAP

Many face significant challenges in accessing and trusting health information from traditional sources—causing health information to be ignored.

MORE THAN  
**1 IN 3**  
HISPANIC/LATINO AMERICANS

(37%) say they **felt stressed, anxious or worried they couldn't get the health information they needed** in the past year  
(VS. 28% OF THE TOTAL U.S. POPULATION)

NEARLY  
**1 IN 4**  
HISPANIC/LATINO AMERICANS

report **difficulty accessing relevant health information for critical issues** such as cancer screening and treatment (25%) and chronic illness (23%)

MORE THAN  
**1 IN 3**  
HISPANIC/LATINO AMERICANS

(35%) say they have **ignored health information from traditional sources**, citing a lack of relevance or cultural understanding



## A CAREFULLY CURATED NETWORK OF SUPPORT

Hispanic/Latino Americans are **turning to more trusted—and less expected—groups of people** for information and support in health decision-making. So who's in the circle?



### THE FAMILY + COMMUNITY IMPACT



of Hispanic/Latino Americans seek health information from **family members** for opinions on what is best for their health. And 36% turn to **friends and neighbors** as a top source.

### THE INFLUENCE OF INFLUENCERS



of Hispanic/Latino Americans say they get health information from **online influencers** they follow.

### THE THERAPIST



of Hispanic/Latino Americans turn to **mental health therapists and counselors** for emotional support as they make health decisions.

## FAMILY DYNAMICS AND HISPANIC/LATINO AMERICAN HEALTH DECISION-MAKING

Hispanic/Latino culture's deep-rooted familial bonds create a strong multigenerational support network that significantly impacts health choices and community well-being.



**1 IN 2**

HISPANIC/LATINO AMERICANS

(52%) do not include health care providers as a top source of health information

MORE THAN

**2 IN 5**

HISPANIC/LATINO AMERICANS

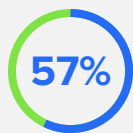
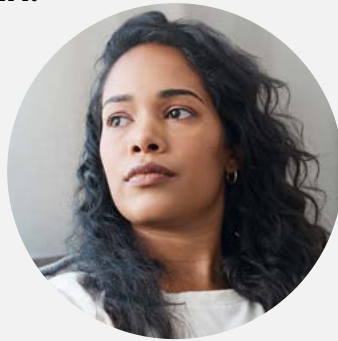
(41%) say it is important to get approval or advice from family and friends before accepting a health recommendation from their health care provider

(VS. 35% OF TOTAL U.S. POPULATION)

### HISPANIC/LATINA WOMEN: ENGAGED FAMILY HEALTH LEADERS

**NEARLY HALF**  
OF HISPANIC/LATINA WOMEN

(42%) say they have felt stressed, anxious or worried they could not get the health information they needed.



57% say they get health opinions from a variety of different sources, not just their HCP



59% say they turn to their personal networks of trusted people for culturally relevant health information

### HISPANIC/LATINO MEN: EMERGING INFORMATION NAVIGATORS

**2 IN 3**  
HISPANIC/LATINO MEN

(68%) say they have looked for health information from sources other than their doctor or traditional health information sources

THIS RISES TO 76% FOR HISPANIC/LATINO FATHERS



57% say they ignore health information because they don't trust where it's coming from



74% say they go to their personal network for empathy and compassion-led health advice and information

### HISPANIC/LATINO GEN Z: NEW RULEMAKERS



56% do not include health care providers as a top source of health information



56% say they get health information from TikTok (COMPARED WITH 20% TOTAL U.S. POPULATION)



**BRIDGING THE GAP: ADVICE FROM HISPANIC/LATINO AMERICANS**



**IT'S NOT ONLY WHAT YOU SAY, IT'S WHO SAYS IT**

Hispanic/Latino Americans prioritize health information from relatable sources who share their cultural identity and lived experiences.

**SHARED EXPERIENCE**

**46%**

want to get opinions from **people who have personally experienced** the same health issues as them

**PEOPLE LIKE ME**

**44%**

want health information from people who share the **same identity** components as them (race, gender, sexual orientation, etc.)

**CULTURAL UNDERSTANDING**

**23%**

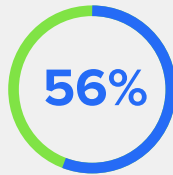
want health information from someone who **understands their culture and traditions**  
NEARLY 2X HIGHER THAN WHITE AMERICANS (12%)



**GO BEYOND BASIC**

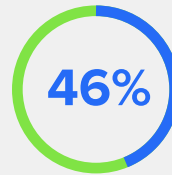
Hispanic/Latino Americans seek culturally relevant and relatable health information, emphasizing that these factors will enhance their engagement.

**INTERACTIVE**



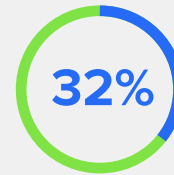
say they are more likely to engage with health information when they can **ask questions and get responses**

**PERSONAL INTERESTS**



prefer health information **related to their personal interests or hobbies**  
(VS. 44% OF TOTAL U.S. POPULATION, 39% OF WHITE AMERICANS)

**HUMOR**



say they are more likely to **engage with funny health content**  
(VS. 27% OF THE TOTAL U.S. POPULATION AND 23% OF WHITE AMERICANS)

**FOCUS ON MY FEED**

Hispanic/Latino Americans are more likely to turn to social media for health information—more than any other racial/ethnic group.

**NEARLY HALF**

say they **have shared health information** on social media (47%) and have **sought medical advice** based on information they saw on social media (46%)

Hispanic/Latino Americans say they have gotten **health news and information on social media in the past year:**

YOUTUBE	TIKTOK	INSTAGRAM	WHATSAPP
<b>43%</b>	<b>33%</b>	<b>33%</b>	<b>13%</b>

2-3X HIGHER THAN WHITE AMERICANS



**ACTION FOR IMPACT**

Health communicators and marketers have a crucial obligation to change how we deliver health information to Hispanic/Latino Americans. This begins with a deep understanding of the complex dynamics that influence health decision-making within these diverse communities. The findings in this report are essential for government health agencies, pharmaceutical companies and other organizations seeking to engage Hispanic/Latino communities with accurate—and potentially lifesaving—health information.

TO ACCESS THE FULL REPORT AND FIND OUT HOW CHOSEN CIRCLES IMPACT YOUR BRAND OR ORGANIZATION, VISIT US AT [mboothhealth.com/chosen-circles](https://mboothhealth.com/chosen-circles)

