



Entre Nosotras (Between Us)

The “Entre Nosotras” online consumer panel of 7,000+ influential and trend-setting Hispanic women is an invaluable resource for real-time assessment of ad creative (taglines, messaging, visuals); evaluating campaigns, packaging and promotions; testing new products and line extensions; and attitudinal, behavioral, and perception analysis. “Entre Nosotras” panelists have opted-in to participate in research initiatives as well as to receive marketing information offering marketers unmatched opportunities to expand their dialogue with dedicated e-blast campaigns and branded promotional communications.



Key Panel Characteristics

- **98%** female
- **92%** 25-54 years of age
- Median age **37**
- **82%** are on Facebook
- Median household income **\$33,000**
- **45%** attended/graduated college+
- **82%** have children under 18 years old in household
- **77%** married/living in partnered relationship
- **100%** are of Hispanic, Latin, or Spanish descent
- **51%** are comfortable receiving information in English