|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Study Name** | **:** | **Flux W13** | **Glow W13** | **Clarius W11** |
| **Study Background/ Objectives** | **:** | Track Brand, Rep and Company performance among Paediatricians | Track Brand, Rep and Company performance among Gynaecologists | Track Brand, Rep and Company performance among General Physicians |
| **Methodology** | **:** | Quantitative- CAPI | Quantitative- CAPI | Quantitative- CAPI |
| **Type of Service Required** | **:** | Recruitment and Fieldwork | Recruitment and Fieldwork | Recruitment and Fieldwork |
| **Target Respondent(s)** | **:** | **Paediatricians** | **Gynaecologists** | **General Physicians** |
| **Sample Size/ Unit/ Volume** | **:** | **285** | **360** | **300** |
| **Length of Interview (LOI)** | **:** | Up to 20 mins | Up to 20 mins | Up to 20 mins |

Below is the Centers and Sample Split.

|  |  |  |
| --- | --- | --- |
| Cities | **FLUX** | |
| **Common doctors** | **Uncommon doctors** |
| HUL list | HUL list |
| Previous Raw Data | Not in previous Raw Data |
| Kolkata | 16 | 29 |
| Bhubaneshwar | 1 | 29 |
| Guwahati | 3 | 27 |
| Chennai | 3 | 27 |
| Coimbatore | 17 | 13 |
| Trivandrum | 4 | 26 |
| Hyderabad | 9 | 21 |
| Bangalore | 9 | 21 |
| Patna | 3 | 27 |
| **TOTAL** | **65** | **220** |

|  |  |  |
| --- | --- | --- |
| Cities | **GLOW** | |
| **Common doctors** | **Uncommon doctors** |
| HUL list | HUL list |
| Previous Raw Data | Not in previous Raw Data |
| Kolkata | 15 | 30 |
| Bhubaneshwar | 3 | 27 |
| Ranchi | 1 | 29 |
| Jamshedpur | 2 | 13 |
| Guwahati | 4 | 26 |
| Chennai | 1 | 29 |
| Coimbatore | 1 | 29 |
| Madurai | 0 | 30 |
| Trivandrum | 20 | 10 |
| Hyderabad | 4 | 26 |
| Bangalore | 8 | 22 |
| TOTAL | 59 | 271 |

|  |  |  |
| --- | --- | --- |
| Cities | **CLARIUS** | |
| **Common doctors** | **Uncommon doctors** |
| HUL list | HUL list |
| Previous Raw Data | Not in previous Raw Data |
| Kolkata | 2 | 28 |
| Bhubaneshwar | 1 | 29 |
| Guwahati | 0 | 30 |
| Chennai | 0 | 30 |
| Coimbatore | 1 | 29 |
| Cochin | 13 | 17 |
| Trivandrum | 10 | 20 |
| Hyderabad | 0 | 29 |
| Bangalore | 0 | 31 |
| Patna | 3 | 27 |
| **TOTAL** | **30** | **270** |