**Study Mega EWN**

**Segment – Health care professional**

**Objectives-**

Please find the details of the project below-

* 1. **Target respondent:** Dermatologists + Cosmetologists
  2. **Sample size:** 15 [QUALITATIVE]
  3. **Database:** No
  4. **Fieldwork duration:** 1 week
  5. **LOI:** Up to 60 mins
  6. **Methodology:** QUALITATIVE PHASE: Online MS Teams Interviews
  7. **Sample Spread:** As below

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TOWN-CLASS** | **CITY** | **DERMATOLOGISTS** | **COSMETOLOGISTS** | **TOTAL** |
| **Metro** | **Delhi** | 2 | 1 | **3** |
| **Kolkata** | 1 | 1 | **2** |
| **Mumbai** | 2 | 1 | **3** |
| **Bangalore** | 1 | 1 | **2** |
| **Tier-1** | **Lucknow** | 1 | - | **1** |
| **Patna** | 1 | - | **1** |
| **Pune** | 1 | 1 | **2** |
| **Coimbatore** | 1 | - | **1** |
| **TOTAL** | | **10** | **5** | **15** |

Briefing Schedule:- 24th Jan 2023 at 11:00Am

Fieldwork Start Date :- 24th Jan 2023

Closure Date :- 31th Jan 2023

**Allot an EIC for the fieldwork.**