**SAMPLE SPLIT:**

* Panel 1 : Prototype 1 Vs. Prototype 2 Vs. Prototype 3 Vs. Softlan Blue
* Panel 2 : Prototype 1 Vs. Prototype 2 Vs. Prototype 3 Vs. Comfort Blue
* Panel 3 : Prototype 1 Vs. Prototype 2 Vs. Prototype 3 Vs. Softlan Pink
* Panel 4 : Prototype 1 Vs. Prototype 2 Vs. Prototype 3 Vs. Comfort Pink

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PANELS** | **24 – 35 years** | | **36 – 48 years** | | **TOTAL** |
| **Comfort Users** | **Softlan Users[[1]](#footnote-1)** | **Comfort Users** | **Softlan Users** |
| **PANEL 1** | 10 | 10 | 10 | 10 | **40** |
| **PANEL 2** | 10 | 10 | 10 | 10 | **40** |
| **PANEL 3** | 10 | 10 | 10 | 10 | **40** |
| **PANEL 4** | 10 | 10 | 10 | 10 | **40** |
| **TOTAL** | **40** | **40** | **40** | **40** | **160** |

Note : The research findings will be reported at **overall** level only – panel wise.

1. For each panel, variant usership to be discussed with the client [↑](#footnote-ref-1)