



| What factor do you consider most important when it comes to buying diapers for your baby? | Does your baby still wear a diaper? | How long do you consider it appropriate for a child to wear a diaper? |
|---|-------------------------------------|---|
| Price = 1   | Yes = 1                             | 1 year and a half = 1   |
| Good brand = 2  | No = 2                              | 2 years = 2   |
| Quality = 3   |                                     | 2 years and a half = 3  |
| Design = 4  |                                     | 3 years = 4   |
|   |                                     | More than 3 years = 5   |

| Respondent ID | Mom Age | Child's year of birth | What factor do you consider most important when it comes to buying diapers for your baby? | Does your baby still wear a diaper? | How long do you consider it appropriate for a child to wear a diaper? |
|---------------|---------|-----------------------|---|-------------------------------------|---|
| 1             | 21-30   | 2017                  | 3   | 2                                   | 2   |
| 2             | 21-30   | 2015                  | 1   | 1                                   | 1   |
| 3             | 31-40   | 2013                  | 3   | 2                                   | 2   |
| 4             | 21-30   | 2016                  | 1   | 2                                   | 3   |
| 5             | 21-30   | 2017                  | 1   | 1                                   | 4   |
| 6             | 15-20   | 2014                  | 3   | 1                                   | 4   |
| 7             | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 8             | 31-40   | 2014                  | 3   | 2                                   | 2   |
| 9             | 21-30   | 2014                  | 1   | 1                                   | 3   |
| 10            | 31-40   | 2013                  | 3   | 2                                   | 2   |
| 11            | 21-30   | 2014                  | 3   | 1                                   | 2   |
| 12            | 31-40   | 2014                  | 3   | 2                                   | 3   |
| 13            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 14            | 21-30   | 2014                  | 3   | 2                                   | 3   |
| 15            | 31-40   | 2014                  | 3   | 1                                   | 4   |
| 16            | 21-30   | 2014                  | 3   | 2                                   | 3   |
| 17            | 15-20   | 2013                  | 3   | 2                                   | 2   |
| 18            | 21-30   | 2013                  | 3   | 2                                   | 4   |
| 19            | 40+     | 2013                  | 3   | 1                                   | 1   |
| 20            | 21-30   | 2013                  | 3   | 1                                   | 2   |
| 21            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 22            | 31-40   | 2013                  | 3   | 2                                   | 3   |
| 23            | 21-30   | 2014                  | 3   | 1                                   | 2   |
| 24            | 21-30   | 2013                  | 3   | 1                                   | 1   |
| 25            | 31-40   | 2013                  | 2   | 2                                   | 2   |
| 26            | 31-40   | 2014                  | 3   | 1                                   | 3   |
| 27            | 21-30   | 2013                  | 3   | 1                                   | 4   |
| 28            | 31-40   | 2014                  | 3   | 1                                   | 3   |
| 29            | 31-40   | 2013                  | 3   | 2                                   | 3   |
| 30            | 21-30   | 2013                  | 4   | 1                                   | 4   |
| 31            | 21-30   | 2013                  | 3   | 2                                   | 3   |
| 32            | 21-30   | 2013                  | 2   | 1                                   | 2   |
| 33            | 21-30   | 2016                  | 2   | 1                                   | 5   |
| 34            | 31-40   | 2016                  | 3   | 2                                   | 1   |
| 35            | 31-40   | 2014                  | 3   | 1                                   | 4   |
| 36            | 21-30   | 2014                  | 3   | 2                                   | 1   |
| 37            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 38            | 31-40   | 2013                  | 3   | 2                                   | 4   |
| 39            | 31-40   | 2014                  | 3   | 1                                   | 3   |
| 40            | 31-40   | 2014                  | 3   | 1                                   | 4   |
| 41            | 21-30   | 2014                  | 3   | 2                                   | 1   |
| 42            | 21-30   | 2014                  | 3   | 2                                   | 3   |
| 43            | 31-40   | 2014                  | 3   | 1                                   | 4   |
| 44            | 40+     | 2013                  | 3   | 1                                   | 2   |
| 45            | N/A     | 2014                  | 1   | 1                                   | 3   |
| 46            | 21-30   | 2014                  | 3   | 1                                   | 2   |
| 47            | 21-30   | 2014                  | 3   | 2                                   | 3   |
| 48            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 49            | 15-20   | 2014                  | 1   | 2                                   | 4   |
| 50            | 21-30   | 2014                  | 3   | 2                                   | 2   |
| 51            | 31-40   | 2014                  | 3   | 2                                   | 2   |
| 52            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 53            | 31-40   | 2014                  | 3   | 1                                   | 2   |
| 54            | 21-30   | 2014                  | 3   | 2                                   | 2   |
| 55            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 56            | 21-30   | 2016                  | 3   | 2                                   | 2   |
| 57            | 21-30   | 2013                  | 3   | 2                                   | 1   |
| 58            | 40+     | 2014                  | 3   | 2                                   | 1   |

|     |       |      |   |   |   |
|-----|-------|------|---|---|---|
| 59  | 21-30 | 2016 | 3 | 2 | 1 |
| 60  | 21-30 | 2013 | 3 | 2 | 2 |
| 61  | 21-30 | 2014 | 3 | 1 | 4 |
| 62  | 21-30 | 2014 | 3 | 2 | 1 |
| 63  | 21-30 | 2014 | 2 | 1 | 3 |
| 64  | 21-30 | 2014 | 3 | 1 | 3 |
| 65  | 21-30 | 2013 | 3 | 2 | 2 |
| 66  | 15-20 | 2013 | 2 | 1 | 2 |
| 67  | 15-20 | 2014 | 3 | 2 | 1 |
| 68  | 21-30 | 2014 | 1 | 1 | 2 |
| 69  | 31-40 | 2014 | 3 | 2 | 2 |
| 70  | 31-40 | 2013 | 3 | 1 | 3 |
| 71  | 31-40 | 2017 | 3 | 2 | 2 |
| 72  | 31-40 | 2013 | 1 | 1 | 2 |
| 73  | 31-40 | 2014 | 2 | 2 | 3 |
| 74  | 21-30 | 2014 | 3 | 1 | 2 |
| 75  | 21-30 | 2014 | 3 | 1 | 3 |
| 76  | 21-30 | 2013 | 3 | 1 | 5 |
| 77  | 31-40 | 2014 | 3 | 1 | 4 |
| 78  | 21-30 | 2013 | 3 | 2 | 2 |
| 79  | 40+   | 2014 | 3 | 1 | 3 |
| 80  | 21-30 | 2013 | 3 | 2 | 4 |
| 81  | 31-40 | 2014 | 3 | 2 | 1 |
| 82  | 31-40 | 2013 | 3 | 2 | 2 |
| 83  | 31-40 | 2013 | 3 | 2 | 3 |
| 84  | 31-40 | 2013 | 3 | 2 | 3 |
| 85  | 21-30 | 2014 | 3 | 1 | 3 |
| 86  | 31-40 | 2013 | 3 | 2 | 1 |
| 87  | 21-30 | 2013 | 1 | 2 | 2 |
| 88  | 21-30 | 2014 | 3 | 2 | 1 |
| 89  | 21-30 | 2014 | 3 | 1 | 2 |
| 90  | 21-30 | 2013 | 3 | 2 | 2 |
| 91  | 31-40 | 2014 | 3 | 1 | 2 |
| 92  | 15-20 | 2013 | 3 | 2 | 2 |
| 93  | 21-30 | 2014 | 3 | 1 | 1 |
| 94  | 31-40 | 2012 | 3 | 1 | 2 |
| 95  | N/A   | 2014 | 3 | 2 | 2 |
| 96  | 31-40 | 2013 | 3 | 1 | 1 |
| 97  | 21-30 | 2014 | 3 | 1 | 4 |
| 98  | 21-30 | 2014 | 3 | 2 | 1 |
| 99  | 31-40 | 2014 | 3 | 2 | 2 |
| 100 | 31-40 | 2013 | 3 | 2 | 2 |

The above consists of data collected from Afinidata's panel. The number of responses from each survey has been drastically reduced. This snapshot data set is not to be compared across sets, as respondent IDs have been assigned anonymously for the purpose of these examples. While actual data, these data sets are for example purposes and are not meant for drawing analysis or conclusions.



| In your experience did you add any food other than breastmilk during the first 6 months of your baby? | From the following list, what kind of food did you include? | How many months do you believe breastmilk should be the only food for your baby? |
|---|---|--|
| Yes = 1   | Formula = 1   | 3 months = 1   |
| No = 2  | Cereal = 2  | 6 months = 2   |
|   | Mush = 3  | 9 months = 3   |
|   | Compote = 4   | 1 year = 4   |
|   | Homemade food = 5   | More than 1 year = 5   |

| Respondent ID | Mom Age | Child's year of birth | Help us to evaluate the importance of breastfeeding. From 1 to 5 stars, how important do you think breastfeeding is? |   | In your experience did you add any food other than breastmilk during the first 6 months of your baby's life? | From the following list, what kind of food did you include? | How many months do you believe breastmilk should be the only food for your baby? |
|---------------|---------|-----------------------|--|---|--|---|--|
|               |         |                       | One star represents "Not important" and five stars represents "Very important"                                       |   |  |   |  |
| 1             | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 2             | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 3             | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 4             | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 3   |  |
| 5             | 15-20   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 6             | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 5   |  |
| 7             | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 4   |  |
| 8             | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 9             | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 10            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 11            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 3   |  |
| 12            | 21-30   | 2014                  | ☆☆☆☆☆  | 1 | 5  | 4   |  |
| 13            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 5  | 4   |  |
| 14            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 15            | 21-30   | 2015                  | ☆☆☆☆   | 1 | 1  | 2   |  |
| 16            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 17            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 18            | 15-20   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 19            | N/A     | 2015                  | ☆☆☆☆☆  | 1 | 3  | 4   |  |
| 20            | 40+     | 2016                  | ☆☆☆☆☆  | 1 | 4  | 2   |  |
| 21            | 15-20   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 5   |  |
| 22            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 23            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 24            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 3   |  |
| 25            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 26            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 5  | 4   |  |
| 27            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 4   |  |
| 28            | 31-40   | 2016                  | ☆☆☆☆   | 1 | 1  | 5   |  |
| 29            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 30            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 31            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 1   |  |
| 32            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 5   |  |
| 33            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 34            | 15-20   | 2015                  | ☆☆☆☆☆  | 1 | 4  | 5   |  |
| 35            | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 5   |  |
| 36            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 37            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 3   |  |
| 38            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 5   |  |
| 39            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 2   |  |
| 40            | 40+     | 2016                  | ☆☆☆☆☆  | 1 | 2  | 4   |  |
| 41            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 2  | 5   |  |
| 42            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 5  | 4   |  |
| 43            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 2  | 4   |  |
| 44            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 4  | 2   |  |
| 45            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 2  | 5   |  |
| 46            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 2  | 5   |  |
| 47            | 15-20   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 5   |  |
| 48            | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 49            | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 50            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 4  | 4   |  |
| 51            | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 52            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 53            | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 4  | 5   |  |
| 54            | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 1   |  |
| 55            | 21-30   | 2014                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 56            | 31-40   | 2017                  | ☆☆☆☆☆  | 1 | 2  | 2   |  |
| 57            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 58            | 21-30   | 2016                  | ☆☆☆☆   | 1 | 1  | 2   |  |
| 59            | 15-20   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 1   |  |
| 60            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 61            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 5   |  |
| 62            | 21-30   | 2016                  | ☆  | 1 | 1  | 4   |  |
| 63            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 4  | 4   |  |
| 64            | 31-40   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 65            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 4   |  |
| 66            | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 67            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 2  | 4   |  |
| 68            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 2  | 4   |  |
| 69            | 31-40   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 70            | 15-20   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 5   |  |
| 71            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 72            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 73            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 3  | 5   |  |
| 74            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 75            | 31-40   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 76            | 21-30   | 2015                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 77            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 78            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 79            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 80            | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 2   |  |
| 81            | 21-30   | 2017                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |
| 82            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 5  | 5   |  |
| 83            | 21-30   | 2017                  | ☆☆☆☆   | 1 | 1  | 2   |  |
| 84            | 21-30   | 2016                  | ☆☆☆☆☆  | 1 | 3  | 4   |  |
| 85            | 31-40   | 2016                  | ☆☆☆☆☆  | 1 | 1  | 4   |  |

|     |       |      |      |   |   |   |
|-----|-------|------|------|---|---|---|
| 86  | 21-30 | 2016 | ☆☆☆☆ | 1 | 1 | 2 |
| 87  | 21-30 | 2016 | ☆☆☆☆ | 1 | 1 | 2 |
| 88  | 21-30 | 2016 | ☆☆☆☆ | 1 | 1 | 2 |
| 89  | 21-30 | 2016 | ☆☆☆☆ | 1 | 2 | 4 |
| 90  | 21-30 | 2016 | ☆☆☆☆ | 1 | 1 | 3 |
| 91  | 21-30 | 2016 | ☆☆☆☆ | 1 | 1 | 4 |
| 92  | 31-40 | 2017 | ☆☆☆☆ | 1 | 1 | 2 |
| 93  | 21-30 | 2017 | ☆☆☆☆ | 1 | 3 | 3 |
| 94  | 31-40 | 2015 | ☆☆☆☆ | 1 | 1 | 5 |
| 95  | 21-30 | 2015 | ☆☆☆☆ | 1 | 1 | 1 |
| 96  | 21-30 | 2015 | ☆☆☆☆ | 1 | 3 | 2 |
| 97  | 15-20 | 2016 | ☆☆☆☆ | 1 | 3 | 3 |
| 98  | 21-30 | 2016 | ☆☆☆☆ | 1 | 5 | 2 |
| 99  | 15-20 | 2014 | ☆☆☆☆ | 1 | 1 | 2 |
| 100 | 21-30 | 2016 | ☆☆☆☆ | 1 | 1 | 2 |

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