

## DIAPER SUB-PANEL

April, 2014

This sub-panel questionnaire is based on Single-choice and Multi-choice question types with a total of 992 respondents, who are mothers in Vinaresearch Panel. Statistical results will be shown in the following questions:

1. Marital status [SA]
2. Age of your youngest child [SA]
3. Diaper brands you often buy for your baby [MA]
4. The most often bought baby diaper brand [SA]
5. Degree of agreement on features of currently used diaper brand [Matrix SA]
6. Type of diapers used most often [SA]
7. Places of purchase [MA]
8. Spending per purchase [SA]
9. Frequency of purchase [SA]
10. Number of packages bought per purchase [SA]

### 1. Marital status [SA] (n=992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Married	926	93.3
Single	49	4.9
Divorced	9	0.9
Separated	3	0.3
Widowed	1	0.1
Others	4	0.4

### 2. Age of your youngest child [SA] (n=992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Under 6 months	209	21.1
6 - under 12 months	202	20.4
1 - under 2 years old	292	29.4
2 - under 3 years old	289	29.1

### 3. Diaper brands you often buy for your baby [MA] (n=992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Huggies	569	57.4
Pampers	520	52.4
Bobby	470	47.4
MamyPoko	125	12.6
GOO.N	89	9.0
BABY Tom&Jerry	85	8.6
Binbin	48	4.8
Humana	47	4.7
Bino	44	4.4
Nannys	35	3.5
Helen Harper	31	3.1
Bibabibo	25	2.5
Xixi	18	1.8
Canbebe	17	1.7
Others	5	0.5

### 4. The most often bought baby diaper brand. [SA] (n=992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Pampers	319	32.2
Huggies	310	31.3
Bobby	244	24.6
MamyPoko	31	3.1
GOO.N	29	2.9
BABY Tom&Jerry	21	2.1
Bibabibo	9	0.9
Bino	8	0.8
Binbin	8	0.8
Humana	4	0.4
Canbebe	2	0.2
Nannys	2	0.2
Xixi	1	0.1
Others	4	0.4

### 5. Degree of agreement on features of currently used diaper brand [Matrix SA] (n=992)

		Total	Disagree	Neutral	Agree
Good absorption rate	Frequency	992	91	135	766
	Percent	100.0	9.2	13.6	77.2
Dry surface	Frequency	992	105	140	747
	Percent	100.0	10.6	14.1	75.3
Moderate thickness	Frequency	992	89	195	708
	Percent	100.0	9.0	19.7	71.4
Moisture drainage membrane	Frequency	992	89	189	714
	Percent	100.0	9.0	19.1	72.0
Waistband is thin and elastic	Frequency	992	93	195	704
	Percent	100.0	9.4	19.7	71.0
Have medical certificate	Frequency	992	84	210	698
	Percent	100.0	8.5	21.2	70.4
Prestigious origin	Frequency	992	85	110	797
	Percent	100.0	8.6	11.1	80.3
Diversified size	Frequency	992	93	169	730
	Percent	100.0	9.4	17.0	73.6
Protection against leaks	Frequency	992	90	176	726
	Percent	100.0	9.1	17.7	73.2
Green tea included	Frequency	992	176	398	418
	Percent	100.0	17.7	40.1	42.1
Good material	Frequency	992	85	165	742
	Percent	100.0	8.6	16.6	74.8
Famous brand	Frequency	992	88	178	726
	Percent	100.0	8.9	17.9	73.2

### 6. Type of diapers used most often [SA] (n = 992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Disposable diaper _ pant type	536	54.0
Diposable diaper _stick type	406	40.9
Cotton diaper	34	3.4
Cloth diaper	16	1.6

### 7. Places of purchase [MA] (n=992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Supermarket	724	73.0
Baby product specialized store	529	53.3
Convenience store	502	50.6
Market	203	20.5
Online shopping	56	5.6
Others	7	0.7

### 8. Spending per purchase [SA] (n=992)

	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
Under 100,000 VND	62	6.3
100,000 - 150,000 VND	299	30.1
150,001 - 200,000 VND	278	28.0
200,001 - 250,000 VND	149	15.0
250,001 - 300,000 VND	93	9.4
Above 300,000 VND	111	11.2

### 9. Frequency of purchase [SA] (n=992)

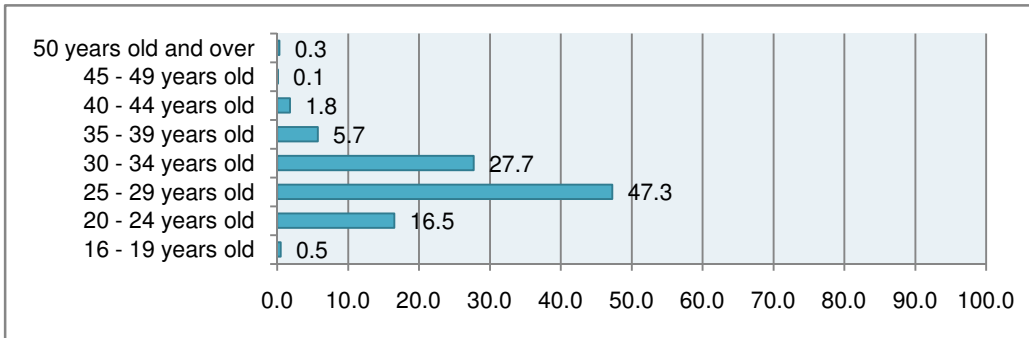
	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
More than once per week	55	5.5
Once per week	196	19.8
Once per 2 - 3 weeks	402	40.5
Once per month	277	27.9
Once per 2 - 3 months	57	5.7
Less than once per 3 months	5	0.5

### 10. Number of packages bought per purchase [SA] (n=992)

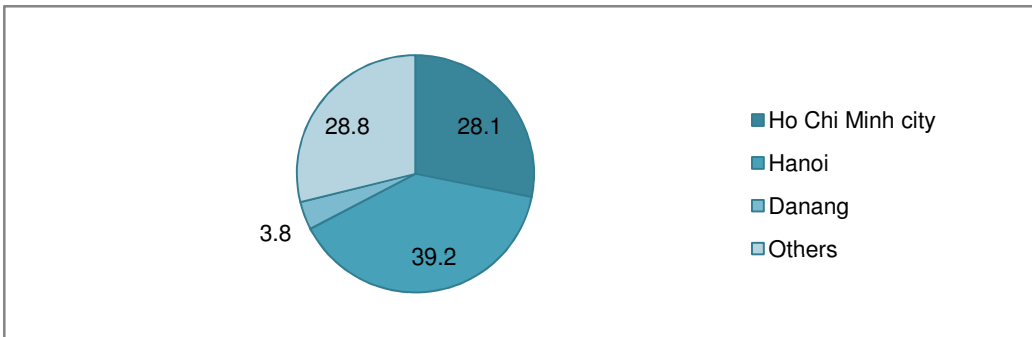
	Frequency	Percent
<b>Total</b>	<b>992</b>	<b>100.0</b>
1 pack	401	40.4
2 packs	337	34.0
3 packs	101	10.2
4 packs	49	4.9
5 packs	53	5.3
6 packs	15	1.5
7 packs	3	0.3
8 packs	12	1.2
9 packs	6	0.6
More than 9 packs	15	1.5

## Respondent's Profile (n=992)

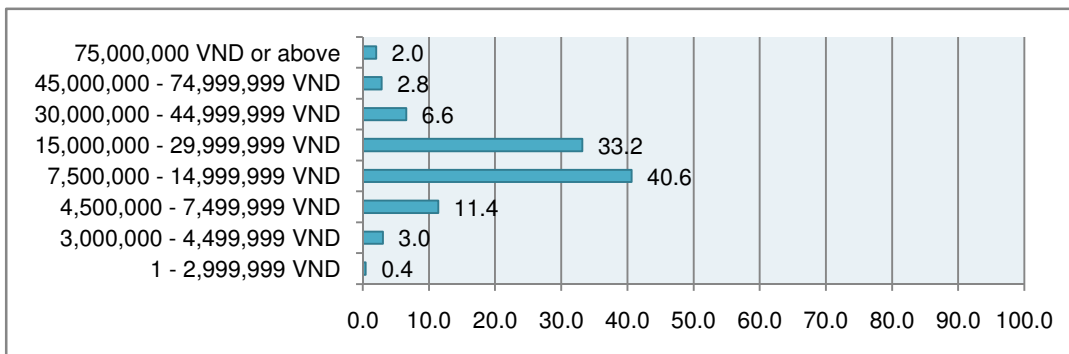
### 1. Age



### 2. Province



### 3. Monthly household income



## CONTACT INFORMATION

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