

## Supplementary material

**Title:** Digital marketing of formula and baby food negatively influences breastfeeding and complementary feeding: a cross-sectional study and video recording of parental exposure in Mexico

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Survey for parents of children aged 0-23 months

#	Question	Options	Question type
<b>Section I Sociodemographic Characteristics</b>			
1	How old are you?	18 years or more	(Display ages 18 and up)
2	How many children do you have now?	None 1 2 3 4 or more	[Single answer]
3rd	How old is your youngest child? (In months) *If your youngest children are twins, consider the data from the last one born	*Deploy options 0-23 months	[Single answer]
3b	What is your child's date of birth?	Day Month Year	Deploy options day (1-31) month (January-December) year (2018-2020)
4	What's your youngest child gender?	Boy Girl	[Single answer]
5	What's your gender?	Man Woman	[Single answer]

			<b>(Only for those who answered man go to Q7)</b>
6	Are you currently pregnant?	Yes Not I don't know I'd rather not answer	[Single answer]
7	What's your marital status?	Single Married Free union Divorced(o) or separated Widow I'd rather not answer	[Single answer]
8	What state are you currently living in?	<b>(Display list of states of the republic)</b>	[Single answer]
9	What city or town do you currently live in?	<b>(Display list of locations in selected state)</b>	[Single answer]
10	What is your current main occupation?	Student Employee or employee(o) Autonomous or independent Householdhold chores (householdwife) Retired Unemployed(or) or looking for work Other (specify)	[Single answer]
11	What is your highest level of education?	Without instruction or preschool Elementary Middle school High school Bachelor's degree Graduate degree	[Single answer]
12	What is the highest degree of study of the person with the highest income in the family and/or on which household decisions fall?	Without instruction or preschool Elementary Middle school High school Bachelor's degree Graduate degree	[Single answer]
13	How many complete bathrooms with shower and toilet (WC) are there in your household?	0 1 2 or more	[Single answer]
14	How many cars or vans do you have	0 1 2 or more	[Single answer]

	in your household?		
15	Without taking into account the mobile connection that you could have from a smart phone, does your household have a fixed internet connection?	Yes Not	[Single answer]
16	In your household, how many rooms are used as bedrooms? Not taking into account bathrooms or hallways	0 1 2 3 4 or more	[Single answer]
17	How many people of each age live in your household including you?	Children under 2 years of age 2 to 5 years old 6 to 12 years old 13 to 17 years of age 18 to 60 years of age Over 60 years of age	Write number for each option
<b>Section II Breastfeeding and Infant Feeding Practices</b>			
18	Did you breastfeed or are you currently breastfeeding your youngest child? *Includes colostrum and expressed milk (ADD NOTE: "Colostrum is the first milk that the mother produces when she starts breastfeeding, it is denser yellow, and lasts between 2-3 days. Expressed milk is breast milk that is not given directly from the breast but is taken out and given to the baby in another way (bottle or cup)	Yes Not I don't know/prefer not to answer	[Unique Answer] (Only for those who answered no, go to question 22)
19	How much time elapsed between your youngest	Minutes (specify) Hours (specify) Days (specify)	[Single answer]

	child birth and the time you breastfed him/her for the first time?	I don't know/I'd rather not answer	
20	Is your youngest child still breastfeeding?	Yes No I don't know/prefer not to answer	[Unique Answer] <b>(Only for those who answered yes go to question 23.)</b>
21	How long did you breastfeed your youngest/child? *Including colostrum and expressed milk (ADD NOTE: <i>"Colostrum is the first milk that the mother produces when she starts breastfeeding, it is denser, yellow and lasts between 2-3 days. Expressed milk is breast milk that is not given directly from the breast but is taken out and given to the baby in another way (mamila or glass)</i> )	Still breastfeeding Days (deploy options 1-30) Months (deploy options 1-11) Years (deploy options 1-2) I don't know/I'd rather not answer	[Single answer]
22	Why didn't you breastfeed your youngest child?	I had no milk/mother had no milk Mother's illness The baby didn't want to Went back to work or school/mother went back to work or school I didn't like it/ mother didn't like it Other (specify) <b>(leave a blank space so they can answer openly)</b>	<b>(This question is only for those who answer no in question 18.)</b>

		I don't know/ I'd rather not answer	
23	Do you think it is possible to transmit COVID-19 to the baby if you breastfeed?	Yes No I don't know/prefer not to answer	[Single answer]
24	Have your breastfeeding practices (or your partner's practices) changed because of concerns about COVID-19?	Yes No I don't know/prefer not to answer	[Single answer] If you answer no, I do not know/I prefer not to answer question 25
24a	In what way did your breastfeeding practices change during COVID-19 pandemic?	I breastfed my baby more I breastfed my baby less I stopped breastfeeding my baby/my partner stopped breastfeeding the baby I interrupted or my partner interrupted breastfeeding for a few days I don't know/prefer not to answer	[Single answer]
25	Before the birth of your youngest child, what were your plans to feed your child/toddler?	Breastfeeding Breastfeeding and infant formula feeding or other milk Feed only infant formula or other milk Other (specify) <b>(leave a blank space so they can answer openly)</b>	
26	Who makes decisions about how to feed the baby?	Mother Father Both Other (specify) <b>(leave a blank space so you can answer openly)</b>	[Single answer]

27	Who is responsible for feeding your child?	Mother Father Both Other (specify) <b>(leave a blank space so you can answer openly)</b>	[Single answer]
28	How old was your youngest child (in months) when you started giving him the following drinks and food? If your child was less than one month, they score "0" in months.		
a	Water	Months (deploy options 0-23 months) I haven't given it yet I don't know	[Single answer]
b	Infant formula	Months (deploy options 0-23 months) I haven't given it yet I don't know	
c	Powdered cow's milk, liquid cow's milk, flavoured milk, etc (does not include infant formula)	Months (deploy options 0-23 months) I haven't given it yet I don't know	
d	Tea, juices, soft drinks, coffee with water, broths (bean, soups, beef or chicken)	Months (deploy options 0-23 months) I don't give you yet I don't know	
e	Atoles or cereals with water or milk	Months (deploy options 0-23 months) I don't give you yet I don't know	
f	Pasta soup, tortillas, bread, boxed cereals, rice, beans, lentils, other cereal or legumes.	Months (deploy options 0-23 months) I haven't given it yet I don't know	
g	Whole fruits or vegetables or home-made porridge	Months (deploy options 0-23 months) I haven't given it yet I don't know	
h	Beef or pork (chopped or in porridge)	Months (deploy options 0-23 months) I haven't given it yet I don't know	
i	Chicken or fish meat (chopped or in porridge)	Months (deploy options 0-23 months) I haven't given it yet I don't know	

j	Ham or any other sausages	Months (deploy options 0-23 months) I haven't given it yet I don't know
k	Cheese, yogurt, probiotic drink	Months (deploy options 0-23 months) I haven't given it yet I don't know
l	Eggs	Months (deploy options 0-23 months) I don't give it yet I don't know
m	Chips, crackers, sweets, or pastries	Months (deploy options 0-23 months) I haven't given it yet I don't know
n	Packaged porridges, baby juices, packaged baby cereals, and other packaged baby food	Months (specified) (deploy options 0-23 months) I haven't given it yet I don't know
29	From the following list of foods, select the ones that your youngest child consumed yesterday [Multiple Reply]	
<b>Infant formula</b>		
	Infant formula (stage 1) (0-6 months)	
	Follow-up formula (step 2) (6-12 months)	
	Growing-up milk (stage 3) (>12 months)	
	Specialized formula: comfort, anti-colic, with probiotics	
	Hypoallergenic or hydrolyzed formula	
	Lactose-free formula	
	Fortified formulas: with DHA, HMO, iron, etc	
<b>Other milks</b>		
	Milk (cow, goat, etc.)	
	Pasteurized liquid or powdered milk (cow, goat, etc.)	
	Milk Liconsa (liquid or powder)	
	Flavored milk (with chocolate, vanilla or other)	
	Evaporated milk	
	Soy milk, oats, almonds, or other vegetable milk	
	Other milk	
<b>Liquids</b>		
	Plain water	
	Soft drinks	
	Natural fruit or vegetable juices	
	Packed fruit or vegetable juices	
	Coffee	
	Tea	
	Atole with water or milk	
	Broths (beans, soups, beef or chicken)	
<b>Cereals and legumes</b>		
	Pasta soup	
	Rice	
	Tortillas or other food made with corn dough	

	Cereals (not specific for babies) (oats, amaranth, tapioca, quinoa, etc.)		
	Tubers (potato, cassava, sweet potato)		
	Baker's bread (sweet or salty, bolillo, telera)		
	Industrialized bread (sliced white or whole-grain bread, in bag)		
	Beans, lentils, beans, etc		
<b>Fruits and vegetables (fresh, frozen, whole, chopped or home-made porridges)</b>			
	Fruits (apple, orange, papaya, banana, etc)		
	Vegetables (carrots, broccoli, green leaf, tomato, etc)		
<b>Home-made meats (whole, minced or mashed)</b>			
	Beef or pork		
	Heart, liver, offal (kidney, gizzards)		
	Chicken		
	Fish (fresh or canned)		
	Tummy		
	Ham or sausage or other sausage		
<b>Dairy and egg</b>			
	Cheese (any)		
	Yakult or similar		
	Yogurt		
	Danonino-type yogurt		
	Eggs		
<b>Infant and young child food and other industrialized foods</b>			
	Baby cereals (Nestum, Cerelac, or other)		
	Packaged fruit or vegetable baby porridge (Gerber, Heinz or other)		
	Packaged meat baby porridge (Gerber, Heinz or other)		
	Packaged baby juices		
	Bottled baby water		
	Baby yogurt		
	Baby snacks or biscuits		
	Organic baby food (packaged)		
	Supplements (Pediasure)		
	Boxed breakfast cereals		
	Packed fries, chips, crackers, sweets, chocolates or pastries		
<b>Section III Use of Internet and social media</b>			
30	How often did you surf the internet in the last month? (On average)	Every day or almost every day Three times a week Less than three times a week I don't use/I don't have internet Other: <b>(leave a blank space so you can answer openly)</b>	[Single answer] <b>Section skip: (Only for those who answered "I do not use" move to section IV)</b>
31	How many minutes/hours in a day (on average) do you surf the Internet?	Hours (display options 0 to 24) Minutes (display options 0 to 59)	[Multiple response]
32	On which of these devices did you	Desktop computer	[Multiple response]

	surf the internet in the last month?	<p>Mobile computer/laptop</p> <p>Telephone/Smartphone</p> <p>Tablet (iPad, Galaxy Tab, etc)</p> <p>Video game consoles, e-book, Smartwatch</p> <p>Other device</p>	
33	Which of the following social media platforms do you have a profile, account, or user?	<p>Facebook</p> <p>Instagram</p> <p>Twitter</p> <p>Snapchat</p> <p>Tik Tok</p> <p>YouTube</p> <p>Whatsapp</p> <p>Pinterest</p> <p>Spotify</p> <p>Other (specified) <b>(leave a blank space so you can answer openly)</b></p> <p>None</p>	[Multiple response]
34	In the last month Have you used the internet to search or obtain information on tips, videos, product purchase or other activities related to the following topics?	<p>Nutrition and infant or young child feeding</p> <p>Infant formula, baby food or drinks for children under 2 years (porridges, cereals, juices, baby yogurts)</p> <p>Breastfeeding</p> <p>Maternity/paternity issues, parenting</p> <p>Child health and development</p> <p>Another issue related to child health and nutrition (specify) <b>(leave a blank space so you can answer it openly)</b></p> <p>None</p>	[Multiple response]

35	<p>In the last month,</p> <p>Did you perform any of the following activities(s) related to <b>child nutrition and feeding</b> on the internet?</p>	<p>Social media engagement (Facebook, Twitter, Instagram, YouTube, Tik Tok, Snapchat, etc)</p> <p>Watch videos, blogs, YouTube channels</p> <p>Attend virtual teleconferences or webinars</p> <p>Search for information on the internet (websites, blogs, news)</p> <p>Visit infant formula and baby foods (porridges, cereals, juices, baby yogurts) websites/websites</p> <p>Buy infant formula and/or baby foods online (porridges, cereals, juices, baby yogurts)</p> <p>Mobile applications (apps) downloaded on your mobile device</p> <p>Other (specify) <b>(leave a blank space so you can answer openly)</b></p> <p>None</p>	[Multiple response]
<b>Section IV Use of Digital devices (NN)</b>			
36	<p>Does your youngest child use any of the following mobile devices with Internet?</p>	<p>Smartphone/smartphone</p> <p>Mobile computer/laptop</p> <p>Desktop/desktop computer</p> <p>Tablet (iPad, Galaxy Tab, etc)</p> <p>E-libro/e-reader (Kindle, Kobo, etc)</p> <p>Video game consoles (Nintendo Swtich, PSP, Xbox)</p> <p>Smart TV</p> <p>Other (specified) <b>(leave a blank space so you can answer openly)</b></p>	[Multiple response] <b>Section skip: (Only for those who answered "none" move to section V.)</b>

		None	
37	Do you use ad blockers when your child uses a mobile device with internet?	If Not I don't know/prefer not to answer	[Single answer]
38	Have you downloaded games and/or videos for your baby or did your baby play online games sponsored by companies that sell formulas or baby food for babies or children under two years old?	If Not I don't know/prefer not to answer	[Single answer]
39	Have you seen ads about formulas or foods for babies or children under two years old in games and/or apps your child uses on their mobile device?	If Not I don't know/prefer not to answer	[Single answer]
<b>Section V Exposure to Digital Marketing</b>			
40	In the last month have you seen advertising, promotion, banners, sponsored links, or online messages of the following products?  Remember when you visited or consulted websites, social networks, apps, email, news, webinars, YouTube channels, etc	<b>Infant formula (0-6 months) (stage 1)</b> <b>Follow-up formula (6-12 months) (stage 2)</b> <b>Growing-up milks (12-24 months) (stage 3)</b>  Food and drinks for infants or children under two years of age (baby porridge, cereals, biscuits, juices, water or yogurt)  None I don't remember	[Single answer]
41	Where have you seen advertising, promotion, banners,	Search engines (Google, Yahoo, Bing, etc)  Social media platforms	[Multiple response]

	sponsored links or online messages of formulas and foods for babies or children under two years old?	<input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> YouTube <input type="checkbox"/> Whatsapp <input type="checkbox"/> Snapchat <input type="checkbox"/> Tik Tok <input type="checkbox"/> Pinterest  Infant formula and baby food companies' websites  Supermarkets, pharmacies, baby stores' websites  Child nutrition and feeding websites/blogs  Downloaded mobile applications (Apps)  E-mail address  Teleconferences/webinars  Other (specify) <b>(leave a blank space so you can answer openly)</b>  None	
42	In the last month, how often did you see advertising for infant formula and baby foods for babies or children under two online, social media and/or websites?	Daily  3-5 times a week  1-2 times a week  Less than 1 time per week  I don't know/don't remember  Other (specify)  None	[Single answer]
43	In the last month, which brand do you remember seeing the most advertising on the internet, social networks or websites for infant formula or food for infants under 2 years of age?	Display product images with document codes (M01-M26) in <b>Word images</b>  Add: <b>Other (specify) (leave a blank space so they can answer in an open-ended manner)</b>  <b>None</b>	[Multiple response]

<i>Enfamil</i>	<i>Enfagrow</i>	<i>Nutramigen</i>	<i>Pregestimil</i>
<i>Gerber</i>	<i>Good Care</i>	<i>Excella Gold</i>	<i>NAN</i>
<i>Nido</i>	<i>Similac</i>	<i>PediaSure</i>	<i>Novamil</i>
<i>Frisolac</i>	<i>Friso</i>	<i>Alpha Pro</i>	<i>Promil Gold</i>
<i>SMA Gold</i>	<i>Progress Gold</i>	<i>Heinz</i>	<i>Danone</i>
<i>Danonino</i>	<i>Holle</i>	<i>Nestum</i>	<i>Cerelac</i>
<i>Nutribaby</i>	<i>Enfacare</i>		
<p><b>44. From the following list of infant formulas and baby foods for children under two years of age:</b></p> <p>Choose the products for which you have seen online advertising (when surfing the internet, watching social networks, viewing or mail, watching online videos, etc) in the last month.</p> <p>Choose the products for which you have purchased in the last month (even if you have not seen advertising for the product).</p> <p>* Put in columns from left to right: the name of the product (column 1 of the Word image file), the image of the product (column 3 of the Word image file), "I have seen online advertising" and "I have bought the product". To the end of each question add the options "other" and "none".</p>			
44a	<p><b>From the following list of infant formula products (stage 1) (0-6 meses)</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	[Multiple response]
<i>Enfamil etapa 1</i>	<i>Similac etapa 1</i>	<i>SMA Gold 1</i>	<i>Frisolac Gold 1</i>
<i>Novamil 1</i>	<i>Nan optipro 1</i>	<i>Alpha Pro etapa 1</i>	<i>Nidal bebé 1</i>
<i>Good Start 1</i>	<i>Infacare 1</i>	<i>Nutribaby Premium 1</i>	

44b	<p><b>From the following list of follow-up formula products (stage 2) (6-12 months)</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	[Multiple response]
<i>Enfagrow 2</i>	<i>Similac 2</i>	<i>Promil Gold 2</i>	<i>Firsolac Gold 2</i>
<i>Novamil 2</i>	<i>NAN optipro 2</i>	<i>Nidal bebé 2</i>	<i>Good Start 2</i>
<i>Infacare 2</i>	<i>Nutribaby Premium 2</i>		
44c	<p><b>From the following list of Growing-up milk products (stage 3) (+12 months)</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	[Multiple response]
<i>Enfagrow 3</i>	<i>Similac 3</i>	<i>Progress Gold 3</i>	<i>Friso Gold 3</i>
<i>Novamil 3</i>	<i>NAN optipro 3</i>	<i>Alpha Pro etapa 3</i>	<i>Nido Kinder</i>
<i>Infacare 3</i>	<i>Nutribaby Premium 3</i>		

44d	<p><b>From the following list of specialized formula products</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	[Multiple response]
<i>Enfagrow Comfort</i>	<i>Nan Comfort total</i>	<i>Similac Total comfort</i>	<i>Frisolac Comfort</i>
<i>Novamil AE 1</i>	<i>Novamil Rice</i>	<i>Alpha Pro Comfort</i>	<i>Good Start comfort</i>
<i>Nutribaby Premium comfort</i>			
44e	<p><b>From the following list of fortified infant formula products</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	[Multiple response]
<i>Good Care 3</i>	<i>Excella Gold</i>	<i>Enfagrow Promental</i>	<i>Enfamil Promental</i>
<i>Nan Supreme</i>	<i>Similac HMO</i>		
44f	<b>From the following list</b>	I have seen online advertising	[Multiple response]

	<p><b>of lactose-free infant formula products</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	
<i>Enfamil sin lactosa</i>	<i>Similac isomil 1</i>	<i>Similac isomil 2</i>	<i>Frisolac Gold sin lactosa</i>
<i>Nan sin lactosa</i>	<i>SMA sin lactose gold</i>	<i>Pregestimil premium</i>	<i>Nutribaby Premium sin lactosa</i>
44g	<p><b>From the following list of hypoallergenic infant formula products</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	<p>[Multiple response]</p> <p>Desplegar nombre del producto e imágenes de productos con códigos (HWA1-HWA7) del documento en Word de imágenes</p>
<i>Nutramigen LGG</i>	<i>Frisolac Gold Intensive HA</i>	<i>NAN H.A</i>	<i>Good Start Extensive HA</i>
<i>Novamil Allernova</i>	<i>SMA HA Gold</i>	<i>Puramino</i>	
44h	<p><b>From the following list of baby foods and beverages</b></p>	<p>I have seen online advertising</p> <p>I have purchased the product</p>	[Multiple response]

	<p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	<p>Desplegar nombre del producto e imágenes de productos con códigos (AE1-AE13) del documento en Word de imágenes</p>
<i>Nestum arroz</i>	<i>Nestum avena</i>	<i>Gerber agua para bebé</i>	<i>Gerber cereal avena</i>
<i>Gerber 4 cereales</i>	<i>Gerber vegetable porridge (any)</i>	<i>Gerber fruit porridge (any)</i>	<i>Gerber meat porridge (any)</i>
<i>Gerber yogolino</i>	<i>Gerber yogurt</i>	<i>Gerber chips</i>	<i>Gerber pufs</i>
<i>Gerber primeras galletitas</i>	<i>Gerber junior</i>	<i>Heinz fruit pouch (any)</i>	<i>Heinz vegetable pouch (any)</i>
<i>Cerelac (box)</i>	<i>Cerelac (can)</i>	<i>Danone junior</i>	<i>Heinz jugo</i>
<i>Heinz jar porridge (any)</i>	<i>Danonino</i>	<i>Pediasure (can)</i>	<i>Pediasure (plastic bottle)</i>
44i	<p><b>From the following list of organic baby food and beverages</b></p> <p>Select the products for which you have seen online advertising in the last month</p> <p>Select the products you have purchased in the last month (even if you have not seen advertising)</p>	<p>I have seen online advertising</p> <p>I have purchased the product</p> <p>Other (please specify) (leave a blank space so that you can answer open-endedly)</p> <p>None</p>	<p>[Multiple response]</p> <p>Desplegar nombre del producto e imágenes de productos con códigos (HWO1-HWO4) del documento en Word de imágenes</p>
<i>Gerber organic porridge (any)</i>	<i>Gerber jar organic porridge (any)</i>	<i>Holle Organic Crunchy Snack</i>	<i>Holle Organic Baby Muesli</i>
Holle Organic Oat	Gerber veggie fruit orgánico		

45	What type of promotion or advertising did the products you indicated in the previous question have?	<p>Giveaways</p> <p>Education (how to prepare formula, nutritional content, infant feeding recommendations, etc.)</p> <p>Discounts or promotions (more product for the same price)</p> <p>Invitations to webinars/teleconferences given by professionals (paediatricians, nutritionists)</p> <p>Celebrities</p> <p>Interaction (sharing photos, experiences, videos, testimonials, storytelling)</p> <p>Only product advertisement</p> <p>None</p> <p>Don't know / don't remember</p>	[Multiple response]
46	Have you shared with other parents (or on your social media profiles) videos, websites, photos, advertisements or any content about infant or toddler formula or food	<p>Yes</p> <p>No</p> <p>Don't know /prefer not to answer</p>	[Single answer]
47	In the last month have you been part of any online communities of parents and caregivers of infants and young children, such as breastfeeding groups (baby clubs) or parenting support groups	<p>Yes</p> <p>No</p> <p>Don't know /prefer not to answer</p>	[Single answer] <b>Question skip (For those who answer no, skip to question 49)</b>

	(parenting groups)?		
48	Was it sponsored or organized by a company that sells any formula or food for infants or children under two years of age?	Yes (specify the company) No Don't know /prefer not to answer	[Single answer]
49	In the past month, have you participated in any online events or activities for parents and other caregivers of infants and young children, such as photo contests, video contests, or other types of contests?	Yes No Don't know /prefer not to answer	[Single answer] Section skip: (For those who answer no, skip to section VI)
50	Was it sponsored or organized by a company that sells any food for babies or children under two years of age?	Yes (specify the company) No Don't know /prefer not to answer	[Single answer]
51	What kind of prizes did these contests offer?	Free product Discount Coupons Baby accessories Cash/points to exchange for product Other (please specify) leave one line blank so I can answer open-ended) Don't know/prefer not to answer	[Multiple response]

52a	Since the start of the COVID-19 pandemic in Mexico (March 2020), have you received infant formula (0-6 months), follow-on formula (6-11 months) or growing-up milk (+12 months) as a gift, free sample or donation?	Si No No sé/prefiero no responder	[Single answer]  Section skip (For those who answer no, I don't know/prefer not to respond, skip to section VI)
52b	From whom did you receive the infant formula, follow-on formula or growing up milks?	Health personnel Federal government State government Municipal government Civil association Other (leave a blank space so that you can answer in an open-ended manner) I don't know /I prefer not to answer	[Multiple response]
<b>Section VI Perception of Digital Marketing Campaigns</b>			
53	When you think about the advertising you see on social networks and/or websites about formulas foods/drinks for babies or children under two years of age (baby food, boxed cereals, juices, yogurt) what do you remember most?	Images (families, babies, meals) Product picture Product slogan The brand's name. Logo or image (of the brand or product) Reviews/comments/testimonials Benefits offered by the product Feelings/emotions I had about the advertisement Other (specify) leave a blank line so that you can answer in an open-ended manner) I don't know/prefer not to answer	[Multiple response]
54	When seeing advertisements online or on	Trust Admiration	[Multiple response]

	<p>your social media about formulas and foods or drinks for babies or children under two (boxed cereals, porridges, juices, yogurt).</p> <p>What feelings have you had?</p>	<p>Disgust</p> <p>Annoyance</p> <p>Interest</p> <p>Distrust</p> <p>Indifference</p> <p>Other (specify) leave a blank space so that you can answer in an open-ended manner)</p> <p>I don't know/prefer not to answer</p>	
55	<p>Because of the infant formula and baby foods or drinks advertisement you've seen online, on social media and on websites</p> <p>Have you felt the need to change the way you are feeding your baby?</p>	<p>Yes</p> <p>No</p> <p>Don't know/prefer not to answer</p>	<p>[Single answer]<b>Salto: (Para quienes respondieron no, pasar a pregunta 57.)</b></p>
56	<p>Did you change the way you feed your baby?</p>	<p>I stopped breastfeeding</p> <p>I started feeding infant formula, follow-on, or growing-up milk</p> <p>I started giving her packaged baby food and/or drinks</p> <p>I did not change the way I feed my baby</p> <p>I don't know/prefer not to answer</p>	<p>[Multiple response]</p>
57	<p>In the last month, have you purchased infant formula, foods or drinks for infants or children under two years of age?</p>	<p>Infant Formulas (stage 1) (0-6 months)</p> <p>Follow-up formula (stage 2) (6-11 months)</p> <p>Growing-up milks (stage 3) (+12 months)</p>	<p>[Multiple response]</p> <p><b>Salto: (Para quienes respondieron "ninguno" pasar a sección VII.)</b></p>

	Choose the options you have purchased in the last month	<p>Baby porridges for infants or children under two years of age</p> <p>Cereals for infants or children under two years old</p> <p>Juice for infants or children under two years of age</p> <p>Yogurt or Danonino for infants or children under two years old</p> <p>Crackers/snacks/puffs for infants or children under two years old</p> <p>Bottled baby water</p> <p>Other food for infant/toddler (specify)</p> <p>None</p> <p>Don't know/prefer not to answer</p>				
58	What motivated you to purchase these products?	<p>Ease of preparation</p> <p>Preservation of nutrients</p> <p>Has special nutrients for my baby's needs, not found in other products</p> <p>Relieve colic, allergies or other baby discomforts</p> <p>Are organic foods so they are healthier for baby</p> <p>Helps my baby fill up faster.</p> <p>Other (please specify) leave a blank space so I can answer open-endedly.)</p> <p>I don't know/prefer not to answer</p>	[Multiple response]			
<b>Section VII Perception of BMS in relation to Breastfeedig and Health</b>						
59	Indica cómo te sientes respecto a cada uno de los siguientes enunciados sobre fórmula infantil y lactancia materna [Single answer]					
		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
	Infant formulas can provide nutrition that infants do not get from breast milk.					

Infant formulas satisfy the baby's hunger more than breast milk.					
Infants should be exclusively breastfed for the first 6 months.					
Most babies do not need specialized formulas (e.g. for colic, lactose intolerance, cow's milk protein allergy).					
Infant formulas may be better for infants' digestion than breast milk					
Infant formulas may be better for infant brain development than breast milk					
Infant formulas strengthen infants' immune systems and have less illness than when they are breastfed					
Las fórmulas infantiles ayudan al crecimiento del bebé					
Babies under 24 months of age should not consume any beverages and/or foods with added sugars.					
Breastfeeding should continue until at least 2 years of age of the child					
Children between 1 and 2 years of age should drink whole milk.					
Most infant formulas and powdered milks contain added sugars.					
Infant formulas and powdered milks for children from 1 to 3 years of age provide nutrients not found in other foods and beverages.					
Infant formulas have negative consequences on the health of infants.					
During the Covid-19 pandemic, it is best to feed infants with infant formula as the virus can be transmitted through human milk.					
<b>Section VIII Knowledge of the Code, regulation and corporate responsibility</b>					
60	Do you know what the International Code of Marketing of Breast-milk Substitutes (the Code) is?	Yes No Don't know/prefer not to answer	[Single answer]  *Si responde No pasar a la pregunta 62		
61	Which of the following provisions did you know about the Code?	No advertising or other forms of promotion of breast milk substitutes to mothers and the public is permitted.			

	<p>When we say breast milk substitutes, we mean infant formula, follow-on or growing-up milks.</p>	<p>Samples of breast milk substitutes for mothers, families and health personnel are not allowed.</p> <p>Advertising or any form of promotion of breast milk substitutes in health services (on posters, calendars, materials, etc.) is not allowed.</p> <p>It is not allowed to give gifts or samples of breastmilk substitutes to health personnel, nor should health personnel accept them.</p> <p>Donations or low-priced sales of breast milk substitutes are not allowed in any health centre or hospital.</p> <p>Breast milk substitutes should state the superiority of breastfeeding, the need to consult with health personnel before using a product and contain health risk warnings.</p> <p>Breast-milk substitutes should not contain images of babies or text that idealize the use of that product.</p> <p>None</p> <p>Don't know/prefer not to answer</p>	
62	<p>Do you think that current regulations on infant formula advertising by companies are sufficient?</p>	<p>Yes</p> <p>No</p> <p>Don't know/prefer not to answer</p>	[Single answer]
63	<p>Do you think that companies that produce infant formulas and other milks, baby foods or drinks make us think that their products are</p>	<p>Yes</p> <p>No</p> <p>Don't know/prefer not to answer</p>	[Single answer]

	better than breast milk?		
<b>Section IX Continuation in the study</b>			
64	Would you authorize us to contact you to schedule a virtual interview to talk more about breastfeeding and infant feeding?	Yes No	(For those who answered yes, display an option to leave phone number and e-mail)
65	Would you authorize us to contact you to participate in an online Community where you will perform simple activities of recording your cell phone screen while surfing the Internet for information on infant feeding?	Yes No	(For those who answered yes, display an option to leave phone number and e-mail)