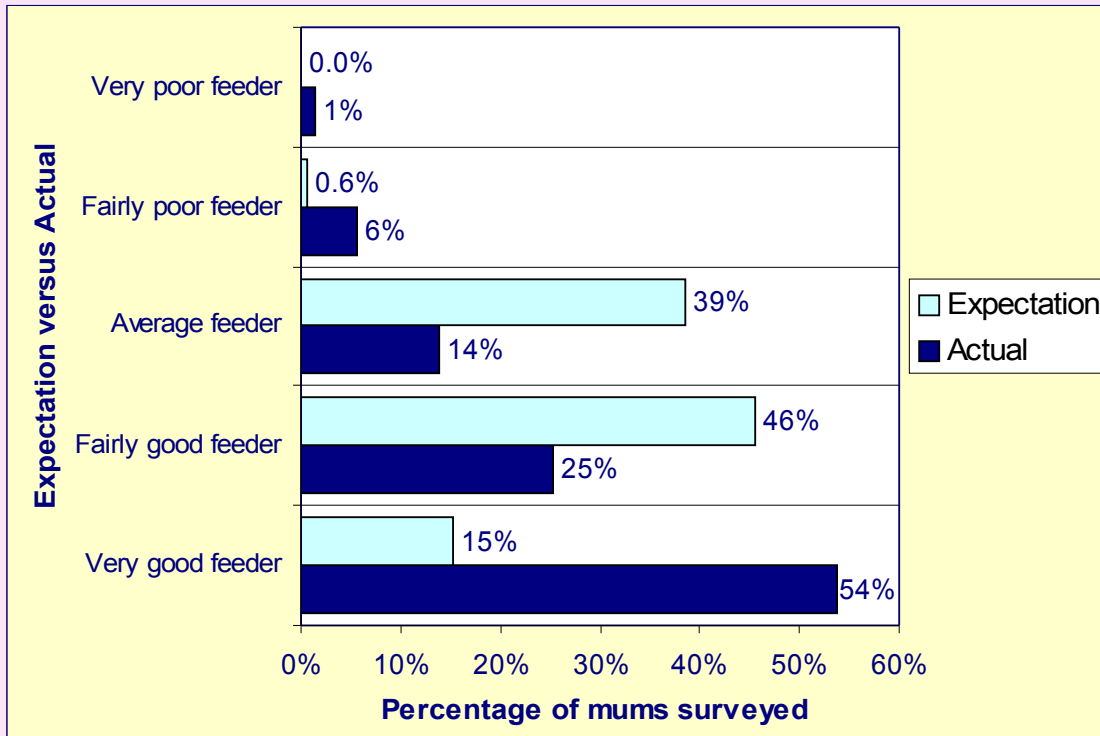


Survey Question:
“Are you expecting your baby to be a:”
compared with
“Was your baby a:”



Information about the survey:

- Our surveys show that women’s expectations are very different to reality with 40% more mums saying that their babies are ‘Very Good Feeders’ compared to their expectations.
- Overall 8 in 10 mums say that their babies are ‘Good Feeders’.
- However, whilst mums don’t expect their babies to be poor feeders their first 12 months experience reports that 7% of babies don’t feed well. The single biggest problem area tends to be problems with breast feeding where 1 in 5 mums report that they experience difficulties.

Useful Links (see the 'more info' tab for all links)	
Link Type	Website Address
Baby Feeding problems	www.bbc.co.uk/health/conditions/feedingproblems2.shtml
Baby Feeding and nutrition	www.babycenter.com/baby/babyfeeding/index
Feeding Problems	familydoctor.org/x2577.xml
Bottle Feeding Problems	www.askbaby.com/baby-bottle-feeding-problems.htm
Government advice	www.direct.gov.uk/en/Parents/HavingABaby/AfterTheBirth/index.htm
Overcoming baby feeding problems	www.homemade-baby-food-recipes.com/baby-feeding-problems.html
Bottle Feeding Problems	www.bottle-feeding-baby.com/bottle-feeding-problems.php

Survey Stats	
Date of survey	February 2007
Number of mums surveyed	1159
Type of mums surveyed	327 pregnant women; 832 mums with a child age 0 – 12 months