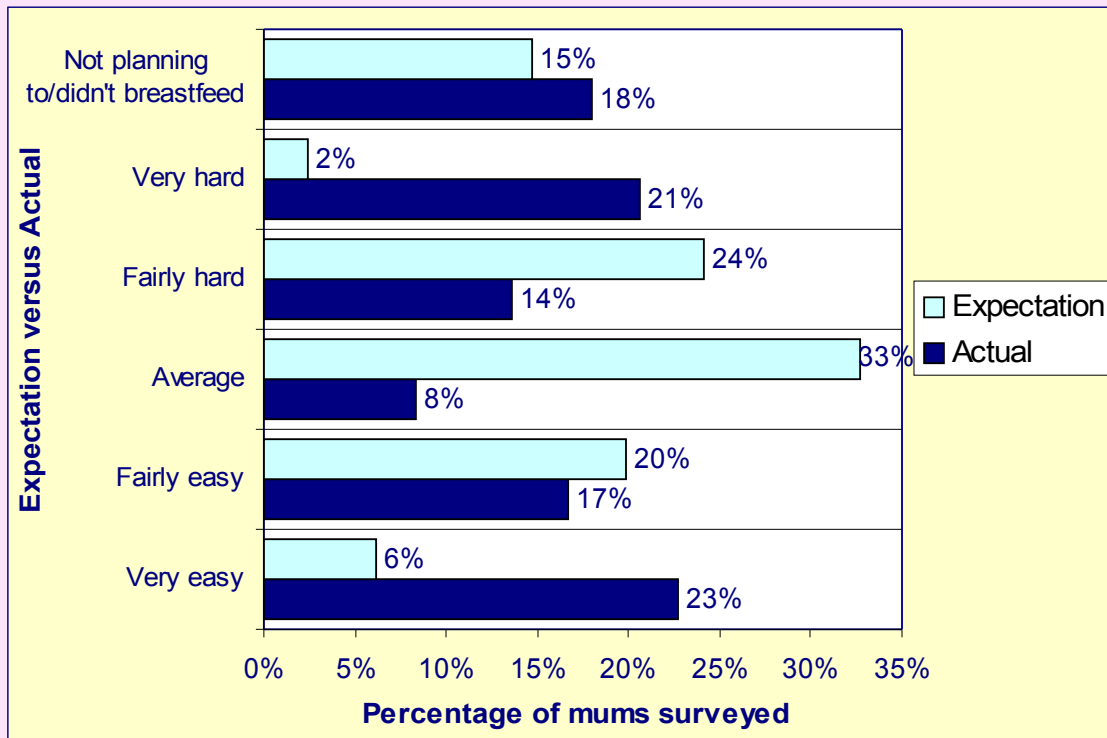


Survey Question:
“How easy do you think it will be to breastfeed your new baby?”
compared with
“How easy did you find it to breastfeed your new baby?”



Information about the survey:

- Our surveys showed that nearly 2 in 10 women don't breastfeed their baby at all and that most who don't breastfeed actually plan not to before the birth.
- Expectations of pregnant women are very different to the reality experienced over the first 12 months of their babies life:
 - Nearly 1 in 4 mums find breastfeeding 'Very Easy' whilst only 1 in 16 pregnant women expect this to be the case.
 - 4 in 10 women find breastfeeding easy which is nearly twice as good as the expectation.
 - Whilst pregnant women do acknowledge breastfeeding can be difficult more than 1 in 5 women do find it 'Very Difficult' which is more than ten times the expectation.
 - 1 in 3 mums report that breastfeeding is hard.

Useful Links (see the 'more info' tab for all links)	
Link Type	Website Address
Breastfeeding problem solver	www.babycenter.com/calculators/breastfeeding/
Breastfeeding problems	www.breastfeedingheaven.co.uk/index.php?act=viewDoc&docId=7
Breastfeeding information and advice	www.breastfeedingbasics.com/html/info.shtml
Breastfeeding problems	www.healthline.com/search?q1=breastfeeding%20problems&utm_medium=google&utm_source=pregnancy_birth&utm_campaign=serp&utm_term=breastfeeding%20problems
Managing Breastfeeding Problems	www.bbc.co.uk/dna/h2g2/A17089419
Advice on Breastfeeding	www.breast-feeding-information.com
Breastfeeding problem solver	www.babyworld.co.uk/information/baby/breastfeeding/problem_solver.asp
Breastfeeding problems and solutions	www.parentingweb.com/lounge/problems.htm

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