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Final Report:

U.S. Breastfeeding Survey

May 24, 2006

BACKGROUND AND METHODOLOGY

This research project was conducted online in order to assess attitudes and opinions about breastfeeding among women. The survey explored their preferences and concerns about breastfeeding and breast pumps.

All were members of the CyberPulse™ Advisory Panel.

Research was conducted in May 2006.

The overall sampling error for this survey is +/- 2.5% at the 95% level of confidence

SUMMARY AND CONCLUSIONS

Among the women we interviewed, over half had anticipated breast feeding longer than they actually did. The women cited a number of factors that prevented them from breast feeding longer. 65% said that they would be more likely to breast feed longer if it required less of their time. Other concerns include lack of freedom/flexibility and discomfort or pain.

Factors which might allow them to breast feed longer include having a more natural-feeling breast pump, a pump they could use anywhere. Most mothers would prefer an electric pump, but were deterred by the cost.

Features that are important to women in a breast pump include the ability to control its speed, suction and rhythm.

Almost all working mothers said that they would have breast-fed longer if their paid maternity leave were extended.

Highlights

The U. S. mothers who were interviewed breast-fed their infants for an average of 7.4 months. Almost one-quarter breast-fed for 3 to 6 months (24.5%), 16.5% breast-fed for 10 to 12 months, 14.4% breast-fed for 13 to 17 months, 12.6% breast-fed for less than 2 months and 13.5% breast-fed for 18 months or longer. And 10.2% of the mothers said they did not breastfeed.

Slightly more than half of the mothers (50.5%) said that they anticipated breastfeeding longer than they did, with the most who anticipated nursing longer in the North Central (55.6%) and the least in the South Atlantic (47.8%).

Just about two-thirds of the women (65.4%) said that they would be more likely to breastfeed longer if it required less of their time, the most being from the South Atlantic (79.1%) and the least from the North East (58.7%).

Women complain that they weren't or aren't able to breastfeed as long as they wanted to for several reasons, most important being lack of freedom and flexibility (26.7%), followed by too time consuming (24.7%) and pain and discomfort (20.9%). Almost 2 out of 10 mothers (18.8%) said they didn't breastfeed longer because they had to return to work.

More than half of the mothers (55.6%) said that they would breastfeed longer if a pump were more natural feeling, the most being from the South Central (63.9%) and South Atlantic (63.3%) and the least from the North East (44.7%).

Almost two-thirds of the mothers (61.7%) said that they would breastfeed longer if they could use a pump anywhere, with the most from the South Central (71.1%) and the least from the North East (51.1%).

Almost 40% of the respondents (39.4%) use or used the pump once or twice a day, following by 21.7% using it 3 or 4 times, 13.7% using it 5 or 6 time and 4.7% using it 7 or more times a day. 20.5% do not or did not use a breast pump.

Almost 7 out of 10 women (69.9%) said they would use a pump more frequently if it were more convenient, the most from the North Central (73.4%) and the least from the North East (63.8%).

An overwhelming majority of the mothers (82.2%) said that they would use an electric pump if price were not an issue, the most from the South Central (89.2%) and the least from the West (77.9%).

Though 10.2% of the mothers said they did not breast feed and 20.5% said they do not or did not use a breast pump, only 7% of the women said they would not use a pump if price were not an issue.

7 out of 10 women (70.7%) said that, if they could control the speed, suction and rhythm of their pump, they would continue to breastfeed longer, with the most from the south Atlantic (78.9%) and the least from the North East (59.6%).

A little more than half of the mothers (52.2%) said that their spouse or partner does not feel involved in the infant/breast feeding process, the most from the North East (53.2% and South Central (53%) and the least from the South Atlantic (41.4%).

43% of the mothers said they would consider breast feeding longer if their paid maternity leave were extended, while 52% said that paid maternity leave didn't apply to them.

DETAILED FINDINGS

1. How long did you breast feed?

The U. S. mothers who were interviewed breast-fed their infants for an average of 7.4 months. Almost one-quarter breast-fed for 3 to 6 months (24.5%), 16.5% breast-fed for 10 to 12 months, 14.4% breast-fed for 13 to 17 months, 12.6% breast-fed for less than 2 months and 13.5% breast-fed for 18 months or longer. And 10.2% of the mothers said they did not breastfeed.

1. How long did you breast feed?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	189	213	186	209
Not at all	10.2%	13.0%	9.1%	12.7%	10.8%	5.5%
Less than 2 months	12.6%	12.0%	10.1%	12.7%	14.0%	14.3%
3 to 6 months	24.5%	25.9%	29.3%	24.6%	25.8%	17.6%
7 to 9 months	8.3%	8.3%	9.1%	7.0%	8.6%	8.8%
10 to 12 months	16.5%	13.9%	16.2%	14.8%	11.8%	25.3%
13 to 17 months	14.4%	12.0%	10.1%	15.5%	15.1%	18.7%
18 to 24 months	5.9%	4.6%	8.1%	4.9%	6.5%	5.5%
More than 2 years	7.6%	10.2%	8.1%	7.7%	7.5%	4.4%
<u>Average months:</u>	<u>7.4</u>	<u>6.6</u>	<u>7.4</u>	<u>7.1</u>	<u>7.2</u>	<u>8.6</u>

2. Did you anticipate breastfeeding longer than you did?

Slightly more than half of the mothers (50.5%) said that they anticipated breastfeeding longer than they did, with the most who anticipated nursing longer in the North Central (55.6%) and the least in the South Atlantic (47.8%).

2. Did you anticipate breastfeeding longer than you did?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	50.5%	48.9%	47.8%	55.6%	48.2%	51.2%
No	49.5%	51.1%	52.2%	44.4%	51.8%	48.8%

3. Would you be more likely to breastfeed longer if it required less of your time?

Just about two-thirds of the women (65.4%) said that they would be more likely to breastfeed longer if it required less of their time, the most being from the South Atlantic (79.1%) and the least from the North East (58.7%).

3. Would you be more likely to breastfeed longer if it required less of your time?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	65.4%	58.7%	79.1%	63.8%	60.0%	65.9%
No	34.6%	41.3%	20.9%	36.2%	40.0%	34.1%

4. What are the reasons you didn't/won't breast feed longer

Women complain that they weren't or aren't able to breastfeed as long as they wanted to for several reasons, most important being lack of freedom and flexibility (26.7%), followed by too time consuming (24.7%) and pain and discomfort (20.9%). Almost 2 out of 10 mothers (18.8%) said they didn't breastfeed longer because they had to return to work.

4. What are the reasons you didn't/won't breast feed longer?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Too time consuming	24.7%	34.8%	23.3%	29.0%	15.0%	20.5%
Lack of freedom / flexibility	26.7%	34.8%	30.2%	24.6%	25.0%	20.5%
Need to return to work	18.8%	23.9%	18.6%	18.8%	20.0%	13.6%
Not comfortable / painful	20.9%	28.3%	20.9%	20.3%	20.0%	15.9%
Felt embarrassed or humiliated or like a cow	5.4%	6.5%	4.7%	5.8%	2.5%	6.8%
Other	58.8%	54.3%	48.8%	58.0%	60.0%	70.5%

Note: Adds to more than 100% due to multiple responses.

5. Would you breastfeed longer if a pump were more natural feeling?

More than half of the mothers (55.6%) said that they would breastfeed longer if a pump were more natural feeling, the most being from the South Central (63.9%) and South Atlantic (63.3%) and the least from the North East (44.7%).

5. Would you breastfeed longer if a pump were more natural feeling?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	55.6%	44.7%	63.3%	52.4%	63.9%	54.7%
No	44.4%	55.3%	36.7%	47.6%	36.1%	45.3%

6. Would you breastfeed longer if you had a pump you could use anywhere?

Almost two-thirds of the mothers (61.7%) said that they would breastfeed longer if they could use a pump anywhere, with the most from the South Central (71.1%) and the least from the North East (51.1%).

6. Would you breastfeed longer if you had a pump you could use anywhere?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	61.7%	51.1%	70.0%	62.1%	71.1%	55.8%
No	38.3%	48.9%	30.0%	37.9%	28.9%	44.2%

7. How many times a day do/did you use a breast pump?

Almost 40% of the respondents (39.4%) use or used the pump once or twice a day, following by 21.7% using it 3 or 4 times, 13.7% using it 5 or 6 time and 4.7% using it 7 or more times a day. 20.5% do not or did not use a breast pump.

7. How many times a day do/did you use a breast pump?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
1 or 2 times	39.4%	40.4%	43.3%	37.9%	38.6%	37.2%
3 or 4 times	21.7%	20.2%	22.2%	20.2%	24.1%	22.1%
5 or 6 times	13.7%	17.0%	10.0%	15.3%	13.3%	12.8%
7 or more times	4.7%	2.1%	7.8%	6.5%	3.6%	3.5%
None	20.5%	20.2%	16.7%	20.2%	20.5%	24.4%
<u>Average # of times:</u>	<u>2.4</u>	<u>2.4</u>	<u>2.5</u>	<u>2.6</u>	<u>2.4</u>	<u>2.3</u>

8. Would you use it more frequently if it were more convenient?

Almost 7 out of 10 women (69.9%) said they would use a pump more frequently if it were more convenient, the most from the North Central (73.4%) and the least from the North East (63.8%).

8. Would you use it more frequently if it were more convenient?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	69.9%	63.8%	72.2%	73.4%	68.7%	70.9%
No	30.1%	36.2%	27.8%	26.6%	31.3%	29.1%

9. If price were not an issue, which would you prefer?

An overwhelming majority of the mothers (82.2%) said that they would use an electric pump if price were not an issue, the most from the South Central (89.2%) and the least from the West (77.9%).

Though 10.2% of the mothers said they did not breast feed and 20.5% said they do not or did not use a breast pump, only 7% of the women said they would not use a pump if price were not an issue.

9. If price were not an issue, which would you prefer:

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Electric pump	82.2%	79.8%	81.1%	83.9%	89.2%	77.9%
Handheld pump	10.8%	8.5%	12.2%	8.9%	6.0%	17.4%
Would not use a pump	7.0%	11.7%	6.7%	7.3%	4.8%	4.7%

10. If you would control the pump, would it help you continue to breastfeed longer?

7 out of 10 women (70.7%) said that, if they could control the speed, suction and rhythm of their pump, they would continue to breastfeed longer, with the most from the south Atlantic (78.9%) and the least from the North East (59.6%).

10. If you could control the speed, suction and the rhythm of your pump, would it help you continue to breastfeed longer?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	70.7%	59.6%	78.9%	71.0%	73.5%	70.9%
No	29.3%	40.4%	21.1%	29.0%	26.5%	29.1%

11. Does your spouse/partner feel involved in the infant/breast feeding process?

A little more than half of the mothers (52.2%) said that their spouse or partner does not feel involved in the infant/breast feeding process, the most from the North East (53.2% and South Central (53%) and the least from the South Atlantic (41.4%).

11. Does your spouse/partner feel involved in the infant/breast feeding process?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	47.8%	53.2%	41.1%	49.2%	53.0%	43.0%
No	52.2%	46.8%	58.9%	50.8%	47.0%	57.0%

12. Would you consider breast feeding longer if your paid maternity leave were extended?

Of the 48% of women who are working mothers 90%, said they would consider breast feeding longer if their paid maternity leave were extended. The 52% not working said that paid maternity leave didn't apply to them.

12. Would you consider breastfeeding longer if your paid maternity leave were extended?

	<u>Total</u>	<u>North East</u>	<u>South Atlantic</u>	<u>North Central</u>	<u>South Central</u>	<u>West</u>
BASE: Total	1002	205	188	213	186	209
Yes	43.0%	40.4%	47.8%	42.7%	38.6%	45.3%
No	5.0%	5.3%	3.3%	6.5%	2.4%	7.0%
Doesn't apply	52.0%	54.3%	48.9%	50.8%	59.0%	47.7%

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