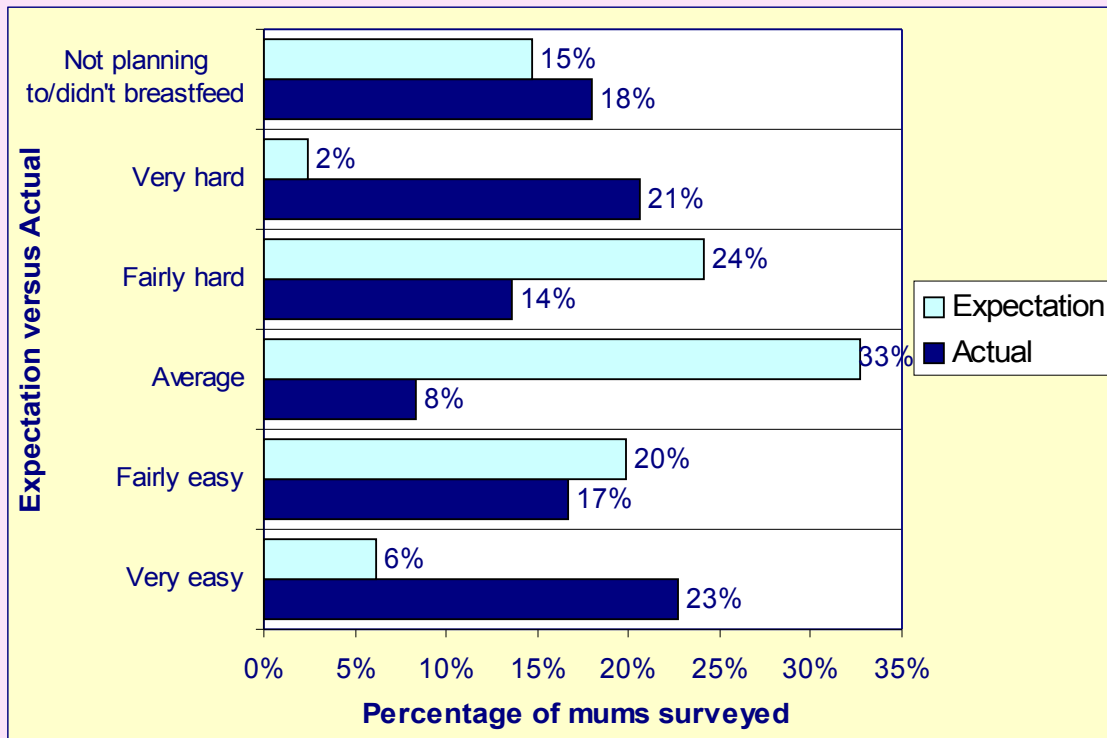


**Survey Question:**  
***“How easy do you think it will be to breastfeed your new baby?”***  
***compared with***  
***“How easy did you find it to breastfeed your new baby?”***



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.

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

<b>Survey Stats</b>	
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