
Lauer Johnson Research

Interviewer: _____

Study #1896
W.K. Kellogg Foundation
February 2013

Respondent's Phone Number: _____

Date: _____

Form:

Form A	50%
Form B	50

RECORD FROM SAMPLE:

Region:

Northeast	20%
Midwest	23
South	37
West	20

1. State: _____

2. Phone type:

Cell	26%
Landline	74

Hello, I'm calling from FL Research, a national public opinion firm. I want to emphasize that this is not an attempt to sell anything or solicit funds. We're conducting a national survey and this phone number is on my list. May I please speak to:

(IF THE TELEPHONE NUMBER ENDS IN AN EVEN NUMBER:)

The youngest woman living at this household who is 18 years old or older and is home at this time.

(IF THE TELEPHONE NUMBER ENDS IN AN ODD NUMBER:)

The youngest man living at this household who is 18 years old or older and is home at this time.

(IF NO WOMAN IS THERE, INTERVIEW ANY MAN.)

(IF NO MAN IS THERE, INTERVIEW ANY WOMAN.)

This survey focuses primarily on how infants in this country are fed and I am going to ask you your opinion on a variety of topics.

(ROTATE Q.3-4)

3. When you think about feeding babies generally, do you have a very positive, somewhat positive, neutral, somewhat negative, or very negative reaction to formula feeding?

Very positive	28%
Somewhat positive	22
Neutral	31
Somewhat negative	7
Very negative	5
Not sure	7

4. When you think about feeding babies generally, do you have a very positive, somewhat positive, neutral, somewhat negative, or very negative reaction to breastfeeding?

Very positive	65%
Somewhat positive	17
Neutral	12
Somewhat negative	1
Very negative	1
Not sure	3

5. Thinking about your own cultural background and upbringing, was breastfeeding promoted, discouraged, or neither in your family and community?

Promoted	50%
Discouraged	5
Neither	44
Not sure/Refused	2

6. Do you have children?

Yes	76%	ASK Q.7-9
No	24	SKIP TO Q.14
Refused	-	SKIP TO Q.14

7. Are any of your children age 5 or under?

Yes	10%
No	65
Not sure	-
Not asked	24

8. **(IF WOMAN, ASK:)** Are you currently or were you ever a stay at home mom for longer than the length of any maternity leave you may have had? **(IF MAN, ASK:)** Is the mother of your children currently or was she ever a stay at home mom for longer than the length of any maternity leave she may have had?

Yes, currently	11%
Yes, previously	36
No	29
Refused	-
Not asked	24

9. Thinking about your biological children, were any of them breastfed?

Yes	57%	ASK Q.10-11
No	42	SKIP TO Q.12
Not sure/Refused	1	SKIP TO Q.13

10. **(IF WOMAN, ASK:)** What were the one or two most positive things about your breastfeeding experience? **(IF MAN, ASK:)** What were the one or two most positive things about the fact that your children were breastfed? **(ACCEPT UP TO TWO RESPONSES)**

Bonding	40%
Healthy for baby	13
Less expensive than formula	12
Convenience	10
Nutrition	9
Healthy for baby and mom	6
Natural	6
Easy	5
Best for baby	5
Baby more content/happy	5
Baby sick less	5
Lose baby weight	3
Everything	3
Good for moms	2
None	2
All other	5
Not sure/Refused	7

11. **(IF WOMAN, ASK:)** And what were the one or two biggest challenges you faced while breastfeeding? **(IF MAN, ASK:)** What were the one or two biggest challenges the mother of your children faced while breastfeeding? **(ACCEPT UP TO TWO RESPONSES)**

None	26%
Being in public	10
Keeping up with demand/ Under-producing	9
Pain	8
Pumping	6
Time consuming	6
Others' opinions/reactions	6
Over-producing/leaking	5
Working	4
Others can't feed baby	3
Mom's health/infections	2
Needing privacy	2
Latching	2
Weaning	2
Finding more time for mom	2
Lack of sleep	1
Hard with other children	1
Not convenient	1
Scheduling	1
All other	9
Not sure/Refused	8

SKIP TO Q.13

12. What were the one or two main reasons your child or children were not breastfed? **(ACCEPT UP TO TWO RESPONSES)**

Didn't want to breastfeed	22%
Breastfeeding didn't work	18
Work	9
Mom health issues	8
Didn't produce enough milk	7
Time consuming	6
Not convenient	5
Formula feeding easier	2
Wasn't thing to do at the time	2
Painful/Not comfortable	1
Had multiples	1
Lifestyle	1
Discouraged from breastfeeding	1
All other	12
Not sure/Refused	13

13. **(IF "YES" IN Q.6, ASK:)** Do you have grandchildren?

Yes	37%	SKIP TO Q.15
No	39	SKIP TO Q.15
Refused	-	SKIP TO Q.15
Not asked	24	

14. Do you plan to have children in the future?

Yes	9%
No	11
Not sure/Refused	4
Not asked	76

(ASK EVERYONE) Please tell me whether you strongly agree, partly agree, partly disagree, or strongly disagree with each of the following statements.

(RANDOM START Q.15-29)

	<u>Strongly Agree</u>	<u>Partly Agree</u>	<u>Partly Disagree</u>	<u>Strongly Disagree</u>	<u>Not Sure</u>
15. A. Breastfeeding provides many health benefits. It protects babies from ear infections, diarrhea and pneumonia, and reduces the risk of children developing asthma or obesity	60%	26%	2%	2%	11%
16. B. Increased breastfeeding rates among Americans will result in lower national health care costs	40	32	5	6	17
17. A. I am comfortable when mothers breastfeed their babies near me in a public place	54	24	7	10	5
18. B. Mothers who breastfeed should do so in private places only	26	20	16	34	5
19. All babies should be breastfed exclusively for a minimum of six months as recommended by the American Academy of Pediatrics	44	28	9	8	11
20. A. All women should be encouraged to breastfeed because of the health benefits for babies and society	62	25	4	3	7
21. B. All women should be encouraged to breastfeed because of the health benefits for babies	65	20	5	3	7
22. Mothers benefit from breastfeeding too. It encourages bonding between mother and child and reduces the mother's risk of breast and ovarian cancer	59	24	4	2	12
23. Any amount of time a woman can breastfeed is better than not breastfeeding at all	59	20	6	4	10
24. Unless you are a stay at home mom, it is almost impossible to breastfeed	20	17	18	33	13
25. Breastfeeding helps new moms quickly lose their baby weight	43	20	10	5	23
26. Whether or not a woman breastfeeds should not be dictated by the quality of health care she receives or her work situation	61	21	5	4	9
27. Hospitals should be baby friendly, meaning they provide new moms with the support and encouragement they need to breastfeed	68	19	4	1	7
28. A. The formula industry discourages breastfeeding through mass marketing and the distribution of free samples	33	24	13	11	19
29. B. The media should share more stories that portray breastfeeding as the normal way to feed infants	46	26	8	4	16
(READ LAST)					
30. A. Everyone can play a role in making it easier for mothers who want to breastfeed	61	24	4	2	10
31. B. Society needs to do more to support breastfeeding	56	23	7	5	9

Here are some things that might make it easier for women in this country to breastfeed their children. For each, please tell me if you think it would be very helpful, somewhat helpful, not too helpful, or not helpful at all. **(RANDOM START)**

	<u>Very Helpful</u>	<u>Somewhat Helpful</u>	<u>Not too Helpful</u>	<u>Not Helpful</u>	<u>Not Sure</u>
32. A. Books, pamphlets or websites with real moms who breastfed sharing their experiences and helpful suggestions	58%	31%	2%	1%	8%
33. B. Video with real moms who breastfed sharing their experiences and helpful suggestions	47	37	6	2	9
34. Discussions about breastfeeding with a woman's O-B G-Y-N throughout her pregnancy	67	25	1	-	6
35. Pre-natal classes focused on breastfeeding	60	31	3	-	5
36. Support and information for breastfeeding mothers at the child's pediatrician's office	65	24	4	1	6
37. Free, discounted, or tax deductible breast pumps	51	28	7	4	10
38. A. A home visit by a lactation consultant	48	29	6	5	13
39. B. More lactation consultants on staff at hospitals	53	28	6	3	10
40. Clean, private spaces in malls, restaurants, and other public places where women can go to breastfeed their children	71	18	3	2	5
41. Workplaces that support breastfeeding mothers by giving her time and space to pump and a place to store her breast milk	66	19	4	4	8
42. A breastfeeding mothers' support group	53	26	6	6	10
43. Government policies that support breastfeeding	41	24	10	14	11
44. Education about breastfeeding so everyone is more knowledgeable about the benefits of breastfeeding and more accepting of coworkers and women who breastfeed in public	65	22	4	2	7
45. A. What is your reaction to describing a mother's breast milk as the optimal first food – is it very positive, somewhat positive, somewhat negative, or very negative?					
Very positive	67%				
Somewhat positive	24				
Somewhat negative	-				
Very negative	-				
Not sure	9				
46. B. What is your reaction to describing a mother's breast milk as the optimal first food that will give children a healthy start so they can thrive in school, work, and life – is it very positive, somewhat positive, somewhat negative, or very negative?					
Very positive	61%				
Somewhat positive	29				
Somewhat negative	1				
Very negative	2				
Not sure	7				

Here are some phrases that might be used to describe breastfeeding. Please tell me if you have a very positive, somewhat positive, somewhat negative, or very negative reaction to each one. **(RANDOM START)**

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Not Sure</u>
47. A. First Food: Giving children a healthy start	71%	22%	2%	-%	6%
48. B. Breastfeeding: Giving children a healthy start	69	21	2	2	7
49. Breastfeeding: Ensuring more babies benefit from the ideal first food	65	25	2	1	7
50. First Food: Breastfeeding starts a lifetime of good health	64	24	2	2	8

51. In the U.S., black infant mortality rates are twice as high as among whites and studies show that increased breastfeeding rates among black women could cut infant mortality rates in half. After hearing that, would you say it is very important, somewhat important, not too important, or not at all important to increase breastfeeding rates among black women to close the racial gap in infant mortality?

Very important	66%
Somewhat important	17
Not too important	3
Not at all important	4
Not sure	9

**FINALLY, I'D LIKE TO ASK YOU A FEW QUESTIONS
FOR COMPARISON PURPOSES ONLY**

52. What is your age?

18-24	9%
25-34	17
35-49	30
50-64	27
65 and over	16
Refused	1

53. What is your marital status – are you married, single, widowed or divorced?

Married	58%
Single	20
Widowed	11
Divorced	9
Other (Vol.)	2
Refused	-

54. What is the last grade of school you completed? **(READ LIST IF NECESSARY)**

Some high school or less	9%
High school/Voc./Tech graduate	30
Some college/2-year grad.	30
4-year college graduate	21
Postgraduate work or degree	10
Refused	-

55. Would you describe where you live as urban, suburban, or rural?

Urban	28%
Suburban	39
Rural	32
Not sure	-

56. Are you of Hispanic descent or not?

Yes, Hispanic	17%
No, not Hispanic	83
Refused	1

57. What is your race – are you White, Black, Asian, Native American, or of some other race?

White	64%
Black	16
Asian	1
Native American	2
Other	4
Hispanic (Vol.)	13
Refused	1

58. If you were asked to say which economic class you belong to, would you say you consider yourself: **(READ LIST IN ORDER)**...

Upper class	3%
Upper middle class	13
Middle class	45
Working class	30
OR	
Lower class?	6
(DON'T READ)	
Other (Vol.)	1
Not sure/Refused	3

59. Are you presently employed full-time, part-time, are you retired, unemployed, a student or don't you work outside your home?

Full-time	48%	ASK Q.60-61
Part-time	14	ASK Q.60-61
Retired	20	ASK Q.60-61
Unemployed	8	SKIP TO END
Student	4	SKIP TO END
Don't work outside home	4	SKIP TO END
Other (Vol.)	2	SKIP TO END
Refused	-	SKIP TO END

60. Do you currently or did you ever work in the health care field?

Yes	19%
No	62
Not sure	1
Not asked	18

61. At any point in your career, were you the person responsible for setting employment and scheduling policies for things like staff hours, break time, and maternity leave?

Yes	20%
No	61
Not sure	1
Not asked	18

THANK YOU. YOU HAVE BEEN MOST HELPFUL.
THIS INFORMATION IS TO BE RECORDED AFTER THE
INTERVIEW IS COMPLETED

62. Respondent's Sex:	Male	49%
	Female	51
63. Interviewed in:	English	98%
	Spanish	2