

Breastfeeding Fieldwork Dates: 8th - 9th August 2019

Conducted by YouGov On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1232 adults. Fieldwork was undertaken between 8th - 9th August 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov [°] What the world thinks		Ge	nder				Generation					Reg	gion		
what the world thinks	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
age. What is your age?															
Unweighted base	1232	565	667	16	368	311	462	75	-	-	229	301	415	287	840
Base	1232	599	633	20	397	300	437	78	-	-	237	286	438	271	836
ender. Are you?															
Unweighted base	1232	565	667	16	368	311	462	75	-	-	229	301	415	287	840
Base Male	1232 49%	599 100%	633	20 53%	397 52%	300 46%	437 46%	78 54%	-	-	237 53%	286 41%	438 52%	271 48%	836 50%
iviale	4970	В		**	JZ /6	4076	4076	*	**	**	K	4170	52/6 K	4076	3070
Female	51%	-	100%	47%	48%	54%	54%	46%	-	-	47%	59%	48%	52%	50%
			Α	**				*	**	**		J.L			
arentyn. Are you a parent or guardian? Please select all that				_							_				
pply. Unweighted base	1231	564	667	16	367	311	462	75			229	300	415	287	839
Base	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Yes, of at least one child younger than 18	22%	20%	24%	2%	35%	35%	5%	5%	-	-	19%	22%	26%	18%	20%
				**	F.G	F.G		*	**	**					
Yes, of at least one child 18 years old or older	38%	34%	42%	-	11%	36%	62%	59%	-	-	39%	44%	35%	37%	42%
			Α	**		D	D.E	D.E*	**	**		L			P.Q
No, I am neither a parent or guardian	40%	46%	34%	98%	51%	33%	32%	35%	- **	**	37%	38%	40%	43%	39%
Don't know/Prefer not to say	5%	B 4%	5%		E.F.G 7%	4%	3%	2%		-	9%	2%	3%	6%	2%
DOLL KHOW/Fleier Houto say	5%	470	3%	**	7 % F	470	376	270 *	**	**	9% K.L	270	376	K	270
of_q1. Have you ever breastfed?											ICE			IX.	
Unweighted base	410		410	1	86	130	171	22	-	-	69	118	134	89	288
Base: All US Adults	388	-	388	0	81	123	161	23	-	-	70	114	127	77	279
Yes, in the last five years	12%	-	12%	-	43%	8%	-	5%	-	-	11%	11%	11%	15%	9%
		**		**	E.F*	F		**	**	**		*		*	
Yes, more than five years ago	40%	- **	40%	100%	17%	45%	48%	35%	-	**	43%	35%	35%	51%	43%
No the season	400/		400/			D	D 500/				470/	F20/	E40/	K.L*	400/
No, I have not	49%	**	49%	-	40%	48%	52%	59%	- **	**	47%	53% M*	54% M	35%	48%
of_q2. You mentioned that you have breastfed. Have you ever reastfed in public?												, w	101		
Unweighted base	227	-	227	1	57	73	87	9	-	-	38	61	66	62	163
Base: All US Adults who have Breastfed	199	-	199	0	49	64	76	9	-	-	37	53	59	50	145
Yes, I have	48%	**	48%	-	55%	49%	46%	29%	-	-	41%	48%	47%	56%	47%
No, I have not	43%		43%	100%	35%	41%	46%	71%	-	-	50%	41%	44%	37%	42%
No, Thave not	.070	**	10/0	**	*	*	*	**	**	**	*	*	*	*	72/0
I don't know/I cannot recall	9%	-	9%	-	10%	10%	9%	-	-	-	9%	11%	9%	8%	11%
		**		**	•	*	•	**	**	**		*			
bf_q3. How would you rate your own personal knowledge about															
reastfeeding? Unweighted base	1231	564	667	16	367	311	462	75			229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Very knowledgeable	17%	11%	23%	3%	22%	19%	13%	10%	-	-	16%	18%	17%	17%	15%
,,			Α	**	F			*	**	**					
Somewhat knowledgeable	29%	28%	29%	13%	31%	29%	28%	24%	-	-	27%	29%	28%	31%	29%
				**				*	**	**					
Not very knowledgeable	20%	22%	18%	41%	23%	17%	17%	22%	-	**	23%	19%	19%	18%	20%
Not at all knowledgeable	27%	34%	21%	33%	14%	28%	37%	36%		-	23%	28%	30%	26%	31%
inot at all knowledgeable	21 70	34% B	2170	33%	14-70	28% D	0.E	36% D*	**	**	2376	2070	30%	2076	31% P
Don't know	7%	4%	10%	10%	10%	7%	5%	7%	-	-	11%	5%	6%	7%	5%
=			A	**	F			*	**	**	K				

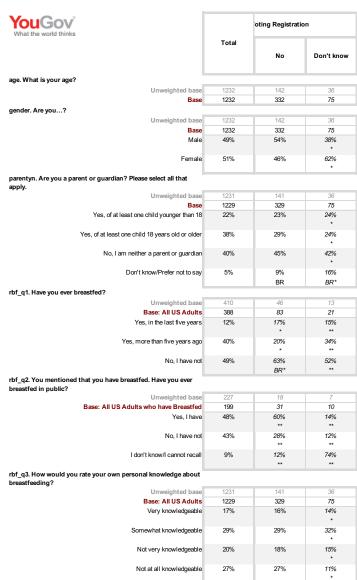
YouGov° What the world thinks		R	tace			Educa	tion							Marital Status	
what the world thinks	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, I not married or civil partnership	n a relationship, not living together	NET: In a relationship	Single	Divorce
age. What is your age?															
Unweighted base	1232	146	161	85	456	412	235	129	597	19	79	29	724	308	120
Base	1232	163	139	94	485	402	226	119	539	22	79	28	667	323	140
gender. Are you?															
Unweighted base	1232	146	161	85	456	412	235	129	597	19	79	29	724	308	120
Base	1232	163	139	94	485	402	226	119	539	22	79	28	667	323	140
Male	49%	46%	43%	52%	45%	48%	54%	56%	50%	52%	35%	44%	48%	54%	48%
				*					X.Z.AC	**	*	**	X.AC	X.AC	AC*
Female	51%	54%	57%	48%	55%	52%	46%	44%	50%	48%	65% V.Z.AA*	56%	52% V	46%	52%
parentyn. Are you a parent or guardian? Please select all that apply.											V.Z./W		•		
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Yes, of at least one child younger than 18	22%	24%	34% N.Q	18%	18%	25%	26%	20%	31% AA.AB.AC	54%	39% AA.AB.AC*	14%	32% AA.AB.AC	10%	11%
Yes, of at least one child 18 years old or older	38%	40% P.Q	24%	19%	40%	38%	31%	41%	49% X.Z.AA	31%	29% AA*	7%	45% X.AA	12%	55% X.AA*
No, I am neither a parent or guardian	40%	35%	36%	58% N.O.P*	37%	39%	45%	40%	21%	21%	38% V.Z*	77%	25% V	75% V.X.Z.AB.AC	34% V*
Don't know/Prefer not to say	5%	9%	11%	8%	7%	4%	1%	3%	4%	-	1%	2%	3%	V.X.Z.AB.AC 5%	3%
		N	N	N*	Т					**	*	**			
bf_q1. Have you ever breastfed?				1											
Unweighted base	410	56	50	16	165	147	66 57	32	229	7	28	5	269	42	55
Base: All US Adults	388	55	38 24%	16 34%	165	137	19%	29 16%	205 15%			5 12%	248 15%	38 14%	53
Yes, in the last five years	12%	11%	N*	**	8%	12%	R*	**	AB	5%	19%	**	AB	AB*	1%
Yes, more than five years ago	40%	29%	31%	36%	32%	40%	56% R.S*	50%	43%	52%	37%	32%	42%	32%	37%
No, I have not	49%	60%	44%	29%	60% S.T	48% T	24%	33%	42%	43%	44%	55%	43%	55%	62% V.Z*
of_q2. You mentioned that you have breastfed. Have you ever reastfed in public?					0.1							'			V.L
Unweighted base	227	24	29	11	72	83	49	23	140	4	16	3	163	20	23
Base: All US Adults who have Breastfed	199	22	21	11	65	72	43	20	118	4	17	2	141	17	20
Yes, I have	48%	44%	48%	80%	37%	51%	52% *	65%	47%	22%	50%	70%	47%	39%	66%
No, I have not	43%	56%	46%	20%	50%	36%	46%	35%	44%	39%	42%	30%	43%	61%	20%
I don't know/I cannot recall	9%	-	6%	- **	13% T*	13% T*	1%	-	9%	39%	8%	-	10%	- **	14%
of_q3. How would you rate your own personal knowledge about reastfeeding?															
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Very knowledgeable	17%	18%	27% N	18%	18%	17%	15%	14%	20% AA	37%	14%	25%	20% AA	12%	12%
Somewhat knowledgeable	29%	34%	22%	26%	22%	33% R	35% R	29%	31%	28%	28%	14%	30%	25%	32%
Not very knowledgeable	20%	13%	23%	28% O*	20%	16%	20%	27% S	18%	25%	29% V*	18%	19% V	20%	19%
Not at all knowledgeable	27%	24%	16%	20%	29%	26%	26%	28%	26%	10%	22%	29%	25%	31%	33%
Don't know	7%	11%	13%	8%	10%	8%	3%	2%	5%	-	8%	13%	5%	11%	4%

YouGov What the world thinks							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
age. What is your age?															
Unweighted base	1232	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base	1232	61	18	10	9	270	468	685	487	56	462	334	240	192	406
gender. Are you?															
Unweighted base	1232	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base	1232	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Male	49%	24%	28%	35%	80%	43%	43%	43%	56%	44%	47%	49%	52%	48%	57%
			**	**	**				AG.AH.AI	**					AQ.AF
Female	51%	76%	72%	65%	20%	57%	57%	57%	44%	56%	53%	51%	48%	52%	43%
		V.Z.AA.AB*	**	**	**	AJ	AJ	AJ		**					
parentyn. Are you a parent or guardian? Please select all that															
apply.	1001	52	10	6	8	300	472	718	471	42	420	353	281	177	396
Unweighted base Base	1231 1229	61	13	10	9	270	468	685	487	56	462	334	240	192	406
Yes, of at least one child younger than 18	1229	5%	17%	-	5%	100%	468 11%	39%	467	-	19%	25%	31%	192	406 27%
res, or acreast one critic younger than 10	22/0	*	**	**	**	AH.AI.AJ	AJ	AH.AJ		**	1576	AO	AL.AO	1470	AQ
Yes, of at least one child 18 years old or older	38%	71%	33%	51%	-	20%	100%	68%	-		35%	38%	48%	34%	35%
res, or acreast one office to yours old or older	3070	V.X.Z.AA*	**	**	**	AJ	AG.AI.AJ	AG.AJ		**	3070	3070	AL.AM.AO	5470	5570
No, I am neither a parent or guardian	40%	25%	25%	49%	26%	-	-	-	100%	-	46%	37%	29%	43%	38%
,		*	**	**	**				AG.AH.AI	**	AM.AN			AN	
Don't know/Prefer not to say	5%	1%	37%	-	69%	-	-	-	-	100%	5%	4%	2%	10%	7%
			**	**	**					**				AL.AM.AN	AQ
rbf_q1. Have you ever breastfed?															
Unweighted base	410	33	6	4	1	172	272	410	-	- 1	145	115	100	50	118
Base: All US Adults	388	37	7	5	0	153	266	388	-	-	147	108	83	49	105
Yes, in the last five years	12%	3%	-	40%	-	26%	4%	12%	-	-	8%	16%	14%	9%	17%
		**	**	**	**	AH.AI		AH	**	**		*	*	*	AQ*
Yes, more than five years ago	40%	39%	19%	20%	100%	33%	45%	40%	-	-	36%	34%	55%	38%	34%
		**	**	**	**		AG.AI	AG	**	**		*	AL.AM*	*	*
No, I have not	49%	58%	81%	40%	-	40%	52%	49%	-	-	56%	50%	30%	52%	49%
		**	**	**	**		AG	AG	**	**	AN	AN*	*	AN*	*
rbf_q2. You mentioned that you have breastfed. Have you ever															
breastfed in public? Unweighted base	227	15	2	2	1 4	107	141	227			69	58	73	27	00
Base: All US Adults who have Breastfed	199	15	1	3	0	91	128	199	-	-	64	54	58	24	66 54
Yes, I have	48%	47%	45%	66%	-	56%	44%	48%	-	-	47%	50%	50%	44%	58%
res, mave	4070	**	**	**	**	*	4470	4070	**	**	*	*	*	**	AR*
No, I have not	43%	45%	55%	34%	100%	34%	47%	43%	-		43%	32%	49%	52%	37%
,		**	**	**	**	*	AG	AG	**	**	*	*	*	**	*
I don't know/l cannot recall	9%	7%	-	-	-	10%	9%	9%	-	-	10%	18%	2%	4%	6%
		**	**	**	**				**	**	AN*	AN*		**	*
rbf_q3. How would you rate your own personal knowledge about															
breastfeeding?															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Very knowledgeable	17%	20%	20%	3%	-	36%	20%	24%	9%	6%	18%	17%	18%	13%	22%
	0021	*				AH.AI.AJ	AJ	AH.AJ	4==-		0001	0001	0771	0=21	AQ
Somewhat knowledgeable	29%	30%	4%	27%	44%	35%	35%	36%	19%	23%	29%	29%	29%	27%	28%
Makanan Indian Control of the Contro	2007	400/				AJ	AJ 199/	AJ	240/		100/	200/	250/	100/	4007
Not very knowledgeable	20%	16%	33%	56%	-	15%	18%	18%	24%	6%	18%	20%	25%	16%	18%
Not at all leavest aleasts	27%	200/				9%	22%	18%	AG.AI 40%		29%	27%	23%	30%	24%
Not at all knowledgeable	2170	26%	20%	**	38%	9%	AG.AI	18% AG	AG.AH.AI	32%	∠3%	2170	∠3%	30%	24%
Don't know	7%	8%	24%	14%	18%	5%	4%	5%	AG.AH.AI	33%	6%	6%	5%	15%	8%
Dontkiow	70	*	24/0	**	**	070	770	570	0,0	**	070	0,0	070	AL.AM.AN	0 /0

YouGov What the world thinks		Type of Are	ea Lived in				Political Party						Political	Viewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
age. What is your age?															
Unweighted base	1232	607	223	5	441	358	291	62	80	172	200	337	226	193	104
Base	1232	603	213	7	410	329	302	65	127	147	184	357	209	173	161
gender. Are you?															
Unweighted base	1232	607	223	5	441	358	291	62	80	172	200	337	226	193	104
Base	1232	603	213	7	410	329	302	65	127	147	184	357	209	173	161
Male	49%	46%	42%	10%	45% AX	50% AX	54% AX	70% AT.AU.AX*	31%	44%	45%	49% BD	57% AY.AZ.BD.BE	59% AY.AZ.BD.BE	35%
Female	51%	54%	58%	90%	55%	50%	46%	30%	69%	56%	55%	51%	43%	42%	65%
		AP	AP	**	AW	AW		*	AT.AU.AV.AW*	BB.BC.BF	BB.BC.BF	BF			BA.BB.BC.BF*
parentyn. Are you a parent or guardian? Please select all that apply.															
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
Yes, of at least one child younger than 18	22%	20%	20%	24%	23% AV	27% AV.AW	15%	10%	28% AV.AW*	20%	17%	24%	20%	23%	26%
Yes, of at least one child 18 years old or older	38%	38%	44%	30%	36%	47%	37%	38%	25%	26%	38%	38%	39%	52%	33%
				**		AT.AV.AX		*	*		AY	AY	AY	.AZ.BA.BB.BD.BE	
No, I am neither a parent or guardian	40%	42%	36%	46%	42%	28%	48%	52%	37%	51%	45%	41%	40%	26%	33%
Dealth leave. (Deafan ant to an a	5%	20/	20/	**	AU 3%	F0/	AU 3%	AU*	* 440/	BC.BD.BF	BC.BF	BC	BC.BF	50/	*
Don't know/Prefer not to say	5%	3%	3%	- **	3%	5%	3%	1%	14% AT.AU.AV.AW*	5%	3%	3%	4%	5%	10% AZ.BA.BF*
rbf_q1. Have you ever breastfed?									,						
Unweighted base	410	204	86	2	154	132	78	13	33	46	68	123	62	65	46
Base: All US Adults	388	198	81	4	136	119	75	12	46	36	60	120	59	51	62
Yes, in the last five years	12%	8%	13%	- **	9%	17% AT	9%	7%	13%	15%	11%	14%	10%	10%	9%
Yes, more than five years ago	40%	42%	42%	-	41%	41%	36%	41%	38%	48%	52%	31%	48%	48%	24%
			•	**			*	**	**	BD*	BA.BD*		BA.BD*	BA.BD*	*
No, I have not	49%	49%	45%	100%	51%	42%	55%	52%	49%	37%	37%	54% AZ.BE	43%	42%	66% Y.AZ.BB.BC.BE.E
rbf_q2. You mentioned that you have breastfed. Have you ever												AZ.DE			T.AZ.DD.DC.DE.E
breastfed in public?															
Unweighted base	227 199	108	53	-	80	81	39	8	19	30 23	44	60	37	38	18
Base: All US Adults who have Breastfed Yes, I have	48%	101 49%	45 36%	-	67 58%	69 38%	34 50%	6 85%	23	59%	38 65%	55 48%	34 43%	30	21 38%
res, mave	4070	4376 *	*	**	AU*	*	*	**	**	**	BC.BF*	*	*	*	**
No, I have not	43%	42%	51%	-	35%	60%	36%	15%	31%	38%	23%	46%	49%	67%	31%
			•	**		AT.AV*	*	**	**	**		AZ*	AZ*	AZ.BE*	**
I don't know/I cannot recall	9%	9%	13%	**	7%	2%	14%	**	30%	4%	12%	6%	8%	-	30%
rbf_q3. How would you rate your own personal knowledge about			•			· ·	AU*	**		**	BC*			,	
breastfeeding?															
Unweighted base	1231	607	223	7	441	358	291	62	79	172	200	337	226	192 170	104
Base: All US Adults Very knowledgeable	1229 17%	603 14%	213 17%	-	410 16%	329 20%	302 12%	65 17%	123 22%	147 18%	184 14%	357 16%	209 15%	28%	161 14%
very knowledgeable	17 /0	1476	1770	**	1076	AV	12.76	*	*	1076	1470	1076		AZ.BA.BB.BD.BE.B	
Somewhat knowledgeable	29%	29%	27%	24%	29%	29%	32%	32%	18%	25%	26%	32%	37%	23%	23%
Not very knowledgeable	20%	21%	20%	51%	23%	17%	AX 20%	10%	20%	26%	26%	19%	AY.BC.BD.BE.BF 14%	14%	21%
Not voly knowledgeable	2070	2170	2070	**	2070	1770	2070	*	*	BB.BC.BF	BB.BC.BF	1070	1770	1770	*
Not at all knowledgeable	27%	30%	29%	-	27%	30%	29%	33%	15%	27%	29%	27%	29%	31%	21%
Don't know	7%	6%	7%	25%	5%	AX 4%	AX 6%	8%	24%	4%	5%	6%	5%	4%	21%
Bontaion				**				*	AT.AU.AV*						AZ.BA.BB.BC.BE

YouGov What the world thinks					2012 Presid	dential Vote				201	6 Presidential \	/ote			
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
nge. What is your age?															
Unweighted base	1232	372	419	505	331	38	358	400	419	35	22	8	20	328	1054
Base	1232	331	382	449	263	26	494	331	330	17	10	4	10	532	825
ender. Are you?															
Unweighted base	1232	372	419	505	331	38	358	400	419	35	22	8	20	328	1054
Base	1232	331	382	449	263	26	494	331	330	17	10	4	10	532	825
Male	49%	45%	58%	44%	54%	68%	49%	43%	52%	67%	59%	75%	52%	49%	47%
			AY.AZ.BA.BD.BE		BG	BG.BJ*			BK	BK*	**	**	**		
Female	51%	55%	42%	56%	46%	32%	51%	57%	48%	33%	41%	25%	48%	51%	539
		BB.BC.BF		BH.BI		*	BI	BL.BM		*	**	**	**		
arentyn. Are you a parent or guardian? Please select all that															
pply. Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Yes, of at least one child younger than 18	22%	18%	22%	25%	20%	10%	21%	20%	22%	34%	16%	36%	13%	23%	229
roo, or acrossee one or may younger than to		10,0	22.70	20,0	2070	*	2.70	2070	22.70	*	**	**	**	20,0	
Yes, of at least one child 18 years old or older	38%	33%	45%	43%	53%	50%	25%	42%	52%	32%	17%	26%	62%	27%	439
.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		AY	AY.BE	BJ	BG.BJ	BJ*		BQ	BK.BM.BQ		**	**	**		BS.E
No, I am neither a parent or guardian	40%	48%	34%	35%	30%	39%	49%	39%	29%	40%	63%	39%	24%	46%	379
		BC.BD.BF	BC				BG.BH	BL		*	**	**	**	BL	
Don't know/Prefer not to say	5%	4%	4%	2%	2%	-	9%	1%	3%	-	4%	-	-	8%	2%
						*	BG.BH			*	**	**	**	BK.BL	
of_q1. Have you ever breastfed?															
Unweighted base	410	114	127	192	100	8	110	144	140	9	4	1	6	106	351
Base: All US Adults	388	96	110	165	82	7	133	120	110	4	2	0	3	148	283
Yes, in the last five years	12%	13%	10%	12%	9%	5%	14%	7%	13%	6%	20%	100%	-	15%	10%
					•	**	*			**	**	**	**		
Yes, more than five years ago	40%	50%	48%	43%	46%	75%	30%	44%	47%	51%	80%	-	50%	30%	46%
		BA.BD	BA.BD	BJ	BJ*	**	*	BQ	BQ	**	**	**	**	•	BS
No, I have not	49%	37%	42%	45%	45%	20%	57%	50%	40%	43%	-	-	50%	55%	44%
		*			•	**	*			**	**	**	**	BL*	
bf_q2. You mentioned that you have breastfed. Have you ever															
preastfed in public? Unweighted base	227	74	75	107	59	6	55	74	86	5	4	1 1	3	54	202
Base: All US Adults who have Breastfed	199	61	63	91	45	5	58	61	66	2	2	0	2	67	158
Yes, I have	48%	63%	38%	57%	33%	51%	46%	56%	39%	100%	80%	-	61%	47%	48%
. 33, 11473		BC.BF*	*	BH*	*	**	*	BL*	*	**	**	**	**		
No, I have not	43%	28%	57%	36%	67%	49%	33%	39%	60%	-	20%	100%	-	31%	489
			AZ.BE*	*	BG.BJ*	**	*		BK.BQ*	**	**	**	**		
I don't know/I cannot recall	9%	9%	4%	6%	-	-	21%	5%	1%	-	-	-	39%	21%	4%
			BC*		•	**	BG.BH*			**	**	**	**	BK.BL*	
of_q3. How would you rate your own personal knowledge about															
reastfeeding?	1001	070	110	504	004	20	050	100	140	05				000	105
Unweighted base Base: All US Adults	1231 1229	372 331	418 379	504 445	331 263	38 26	358 494	400 331	418 326	35 17	22 10	8	20 10	328 532	1054 82 5
Very knowledgeable	1229	16%	21%	21%	263 15%	18%	494 15%	16%	20%	15%	32%	17%	11%	16%	189
very knowledgeable	1770	1076	21% BB	BH	1376	18%	1370	1076	20%	15%	32%	17%	11%	1070	107
Somewhat knowledgeable	29%	26%	30%	30%	31%	21%	27%	28%	30%	34%	17%	38%	16%	28%	28%
Somewhat knowledgeable	20/0	2070	BC	50/6	5170	*	21 /0	20/6	5576	*	**	30%	**	20/0	20
Not very knowledgeable	20%	26%	14%	18%	19%	24%	22%	24%	16%	11%	23%	45%	30%	19%	219
, momoagazio		BB.BC.BF				*		BL		*	**	**	**		
Not at all knowledgeable	27%	28%	30%	26%	33%	31%	26%	27%	29%	32%	27%	-	43%	26%	299
					BG					*	**	**	**		ВТ
Don't know	7%	5%	5%	6%	3%	6%	10%	5%	4%	8%	-	-	-	11%	4%
		3F*				*	BH			*	**	**	**	BK.BL	

US_nat_internal Sample: 8th - 9th August 2019



Don't know

7%

27%

BR.BS*

10% BR

US_nat_internal Sample: 8th - 9th August 2019

Yo	u	Gov	
Milhot	tho	world thinks	

YouGov [®] What the world thinks		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
In your opinion, how acceptable or unacceptable is it for a woman to breastfeed in the following public places? rbf_q4_1. During a church service															
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Completely acceptable	37%	36%	39%	49%	41% G	37% G	36% G	22% *	**	- 	31%	41%	38%	38%	39%
Somewhat acceptable	19%	21%	17%	7%	22%	19%	18%	16%	**	-	22%	19%	17%	19%	18%
Somewhat unacceptable	14%	13%	16%	10%	13%	12%	16%	20%	**	**	20% L	14%	12%	14%	14%
Completely unacceptable	19%	20%	19%	13%	12%	21% D	23% D	27% D*	**	**	18%	19%	22%	16%	20%
Don't know	10%	10%	9%	20%	11%	11%	7%	15% F*	**	**	9%	7%	10%	13% K	9%
rbf_q4_2. On public transit															
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults Completely acceptable	1229 41%	595 39%	633 44%	20 38%	394 46%	300 40%	437 40%	78 27%	-	-	237 37%	283 43%	438 40%	271 45%	833 42%
Somewhat acceptable	24%	26%	22%	29%	G 24%	25%	23%	± 19%	**	**	26%	21%	26%	20%	22%
Somewhat unacceptable	13%	12%	14%	29% ** 4%	10%	11%	15%	19%	**	**	15%	14%	11%	12%	13%
Completely unacceptable	14%	15%	14%	**	10%	15%	15%	* 29%	**	**	15%	16%	15%	12%	15%
Completely triacceptative Don't know	8%			9% ** 20%	9%			D.E.F*	**	**		6%		11%	8%
	076	9%	7%	**	976	9%	7%	*	**	**	8%	0%	8%	1176	076
rbf_q4_3. On a sidewalk bench in a park	4004	FC4	007	40	207	044	400	75			000	200	445	007	000
Unweighted base Base: All US Adults	1231 1229	564 595	667 633	16 20	367 394	311 300	462 437	75 78	-	-	229 237	300 283	415 438	287 271	839 833
Completely acceptable	46%	44%	48%	40%	48%	45%	47%	40%	-	-	42%	53%	436	50%	48%
Somewhat acceptable	24%	26%	21%	48%	24%	24%	22%	* 25%	**	**	26%	J.L 18%	26%	23%	O 22%
Somewhat unacceptable	11%	12%	11%	**	10%	11%	13%	11%	**	**	14%	12%	K 12%	6%	12%
				**				*	**	**	M	М	M		
Completely unacceptable	11%	11%	12%	2%	10%	11%	12%	20% D*	**	**	11%	12%	12%	10%	12%
Don't know	8%	7%	8%	9%	9%	8%	6%	4% *	- **	**	8%	5%	7%	11% K	7%
rbf_q4_4. On a plane															
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Completely acceptable	52%	49%	54%	59%	53%	51%	50%	48%	**	- 	44%	54%	52%	55%	54% O
Somewhat acceptable	24%	24%	24%	9%	20%	25%	28% D	20%	**	**	30% M	25%	24%	17%	23%
Somewhat unacceptable	9%	11% B	7%	6%	10%	7%	8%	18% E.F*	**	**	11%	8%	8%	10%	8%
Completely unacceptable	9%	8%	9%	- **	8%	9%	9%	10%	**	**	7%	8%	10%	7%	9%
Don't know	7%	8%	6%	25%	9% F	8%	4%	4% *	- **	**	7%	6%	6%	10%	7%

US_nat_internal Sample: 8th - 9th August 2019

Yo	u	Gov	
Milhot	tho	world thinks	

YouGov What the world thinks		Ra	ace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
In your opinion, how acceptable or unacceptable is it for a woman to breastfeed in the following public places?															
rbf_q4_1. During a church service															
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	37%	30%	36%	33%	35%	35%	39%	52% R.S.T	40% AA.AC	51%	52% AA.AC*	49%	42% V.AA.AC	30%	39%
Somewhat acceptable	19%	23%	23%	16%	20%	16%	21%	20%	19%	30%	16%	29%	19%	19%	22%
Somewhat unacceptable	14%	13%	14%	21%	12%	18%	14%	13%	16%	14%	8%	6%	14%	13%	12%
Completely unacceptable	19%	19%	16%	21%	21%	20%	17%	13%	20%	2%	18%	13%	19%	20%	13%
Don't know	10%	15%	11%	9%	12% U	11% U	9% U	2%	6%	2%	7% *	3%	6%	17% V.Z	14% V.Z*
rbf_q4_2. On public transit Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	41%	35%	45%	34%	34%	43% R	43%	59% R.S.T	44%	63%	51% AC*	46%	45% AA.AC	37%	39%
Somewhat acceptable	24%	27%	25%	31%	28% U	22%	23%	16%	24%	17%	24%	35%	24%	21%	28%
Somewhat unacceptable	13%	10%	11%	13%	11%	13%	13%	15%	13%	5% **	11%	5% **	12%	12%	9%
Completely unacceptable	14%	15%	10%	15%	16% U	14%	14%	8%	13%	12%	13%	7% **	13%	16%	13%
Don't know	8%	12%	9%	7% *	11% U	8% U	7% U	1%	7%	2%	1%	6% **	6%	13% V.X.Z.AC	10% X*
rbf_q4_3. On a sidewalk bench in a park															
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	46%	37%	53% O	39%	39%	47% R	50% R	66% R.S.T	50% AA	61%	60% AA.AC*	59%	52% AA	40%	44%
Somewhat acceptable	24%	28%	20%	34% N*	27%	22%	20%	24%	24%	27%	17%	12%	23%	22%	28%
Somewhat unacceptable	11%	10%	13%	8% * 8%	13% U 13%	10% U 13%	14% U 10%	2% 5%	10%	12%	12%	19%	10%	12%	9% * 10%
Completely unacceptable				•	U	U				**	9%	7%			*
Don't know	8%	11%	7%	11%	9% U	8%	7%	3%	5%	**	1%	3%	5%	14% V.X.Z.AC	9%
rbf_q4_4. On a plane Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	52%	40%	56%	46%	44%	55%	55%	61%	57%	68%	65%	62%	58%	40%	52%
			0			R	R	R	AA	**	AA*	**	AA		*
Somewhat acceptable	24%	30%	21%	24%	29% S	18%	23%	26%	26% Z	7% **	15%	18%	24%	22%	23%
Somewhat unacceptable	9%	10%	13%	11%	9%	9%	11%	9%	7%	25%	6% *	2%	7%	12% V.Z	11%
Completely unacceptable	9%	10%	4%	10%	10% T.U	10% T.U	5%	3%	7%	- **	6%	11%	7%	12% V.Z	7% *
Don't know	7%	9%	5%	9%	8% U	8% U	6%	1%	3%	- **	8%	6%	4%	14% V.Z.AC	8%
rhf rd 5 in a restaurant															

US_nat_internal Sample: 8th - 9th August 2019

Yo	u	G	OV.	
Minot	tho	world	thinks	

YouGov° What the world thinks							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
In your opinion, how acceptable or unacceptable is it for a															
woman to breastfeed in the following public places? rbf_q4_1. During a church service															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Completely acceptable	37%	22%	42%	38%	39%	52% AH.AI.AJ	35%	40% AH	34%	31%	37%	34%	49% AL.AM.AO	30%	37%
Somewhat acceptable	19%	16%	16%	21%	5% **	21%	24% AJ	23% AJ	15%	13%	19%	22%	17%	15%	21%
Somewhat unacceptable	14%	24% X*	9%	20%	18%	12%	16%	15%	14%	12%	15%	17%	13%	10%	10%
Completely unacceptable	19%	30% AB*	24%	7%	38%	12%	21% AG.AI	18% AG	21% AG	29%	18%	17%	16%	29% AL.AM.AN	18%
Don't know	10%	9%	9%	14%	**	4%	5%	5%	16% AG.AH.AI	15%	11% AN	9%	5%	15% AN	13%
rbf_q4_2. On public transit															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Completely acceptable	41%	29%	42%	3%	44%	53% AH.AI.AJ	38%	43% AH	38%	42%	42% AO	39%	51% AM.AO	31%	40%
Somewhat acceptable	24%	22%	25%	35%	18%	24%	28% AJ	27%	21%	11%	23%	24%	26%	21%	26%
Somewhat unacceptable	13%	18%	24%	41%	12%	9%	15% AG	13% AG	12%	16%	12%	16%	11%	11%	10%
Completely unacceptable	14%	30% V.Z.AB*	**	7% **	26%	9%	15%	13%	17% AG	17%	15%	13%	10%	23% AL.AM.AN	14%
Don't know	8%	2%	9%	14%	**	5%	4%	5%	13% AG.AH.AI	15%	8% AN	9% AN	3%	14% AN	10%
rbf_q4_3. On a sidewalk bench in a park															
Unweighted base	1231	52 61	13	6	8	300	472	718	471	42	420	353 334	281 240	177	396
Base: All US Adults Completely acceptable	1229 46%	37%	18 44%	10 3%	9	270 57%	468 43%	685 48%	487 46%	56 31%	462 47%	43%	56%	192 36%	406 47%
Somewhat acceptable	24%	37 % * 26%	16%	35%	- ** 26%	AH.AI.AJ 24%	28%	46% AH 26%	22%	11%	AO 22%	24%	AL.AM.AO 26%	25%	24%
Somewhat unacceptable	11%	* 15%	31%	21%	** 12%	9%	12%	11%	10%	14%	11%	15%	8%	9%	10%
Completely unacceptable	11%	19%	**	27%	** 51%	6%	13%	11%	11%	23%	13%	AN 10%	7%	16%	11%
Don't know	8%	* 2%	**	14%	11%	3%	AG.AI 4%	AG 4%	11%	** 21%	AN 7%	8%	3%	AN 13%	8%
rbf_q4_4. On a plane	070	*	**	**	**	370	470	470	AG.AH.AI	**	AN	AN	370	AL.AN	0,0
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Completely acceptable	52%	51%	48%	38%	- **	65% AH.AI.AJ	54% AJ	57% AH.AJ	46%	32%	50%	51%	62% AL.AM.AO	43%	54%
Somewhat acceptable	24%	25%	19%	48%	77%	20%	28% AG.AJ	26% AG	22%	17%	25%	24%	25%	20%	19%
Somewhat unacceptable	9%	8%	15%	-	16%	8%	7%	7%	11%	13%	9%	9%	7%	11%	8%
Completely unacceptable	9%	15%	9%	-	7% **	4%	8%	6%	11% AG.AI	18%	9% AN	10% AN	4%	12% AN	9%
Don't know	7%	2%	9%	14%	- **	3%	3%	3%	11% AG.AH.AI	19%	7%	6%	3%	15% AL.AM.AN	10% AQ

US_nat_internal Sample: 8th - 9th August 2019

Yo	u	Gov	
Milhot	tho	world thinks	

YouGov What the world thinks		Type of Are	ea Lived in				Political Party			Political Viewpoint						
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	
In your opinion, how acceptable or unacceptable is it for a																
woman to breastfeed in the following public places? rbf_q4_1. During a church service																
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104	
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161	
Completely acceptable	37%	38%	38%	11%	48% AU.AV.AX	29%	37%	41% *	26%	59% .BA.BB.BC.BD.BE.	41% BB.BD	38% BD	29%	35%	25%	
Somewhat acceptable	19%	18%	18%	40%	19%	19%	19%	12% *	24%	12%	23% AY.BE	20%	22% AY	14%	21%	
Somewhat unacceptable	14%	16% AP	16%	24%	12%	19% AT	14%	11%	12%	10%	12%	14%	21% AY.AZ.BE	15%	13%	
Completely unacceptable	19%	20%	22%	**	13%	25% AT	22% AT	25%	18%	10%	15%	20% AY.BE	18%	29% AY.AZ.BA.BB.BE.E		
Don't know	10%	9%	7%	25%	9%	8%	9%	11%	21% AT.AU.AV*	9%	9%	7%	10%	7% A)	20% '.AZ.BA.BB.BC.BE.I	
rbf_q4_2. On public transit																
Unweighted base Base: All US Adults	1231 1229	607 603	223 213	5 7	441 410	358 329	291 302	62 65	79 123	172 147	200 184	337 357	226 209	192 170	104 161	
Completely acceptable	41%	42%	40%	45%	53%	31%	41%	43%	28%	63%	47%	40%	33%	39%	30%	
Somewhat acceptable	24%	23%	20%	**	AU.AV.AX 21%	26%	AU 23%	* 26%	23%	BA.BB.BC.BD.BE.		25%	26%	23%	* 26%	
Contewnal acceptable	2470	2570	2070	**	2170	2070	2570	*	*	1570	2470	AY	AY	2070	*	
Somewhat unacceptable	13%	14%	15%	30%	10%	15%	12%	7% *	20% AT*	6%	10%	15% AY.BE	15% AY.BE	13%	14%	
Completely unacceptable	14%	14%	18%	- **	9%	19% AT	19% AT	11%	13%	11%	11%	16%	12%	20% BE	15%	
Don't know	8%	7%	7%	25%	7%	9%	4%	12%	17% AT.AV*	4%	8%	5%	13% AY.BA.BC.BE	6%	15% AY.BA.BC.BE*	
rbf_q4_3. On a sidewalk bench in a park																
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104	
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161	
Completely acceptable	46%	47%	45%	45%	59% AU.AV.AX	37%	46% AX	47%	29%	67% BA.BB.BC.BD.BF	61% BA.BB.BC.BD.BF	44% BD	39%	44% BD	28%	
Somewhat acceptable	24%	24%	22%	- **	23%	26%	22%	24%	25%	17%	17%	30% AY.AZ.BE	26% BE	22%	22%	
Somewhat unacceptable	11%	12%	12%	30% **	6%	13% AT	12% AT	9%	21% AT*	6%	6%	9%	16% AY.AZ.BA.BE	12% BE	20% AY.AZ.BA.BE*	
Completely unacceptable	11%	11%	13%	-	6%	16% AT	16% AT	9%	8%	6%	10%	13% AY	8%	16% AY.BB.BE.BF	13%	
Don't know	8%	7%	8%	25%	5%	9% AV	4%	13% AV*	17% AT.AV*	5%	5%	4%	11% BA.BE	5%	17% AY.AZ.BA.BC.BE.BF	
rbf_q4_4. On a plane																
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104	
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161	
Completely acceptable	52%	51%	49%	45%	61% AU.AV.AX	43%	51%	61% AU*	42%	69% BA.BB.BC.BD.BF		50%	45%	48%	40%	
Somewhat acceptable	24%	26% AP	25%	30%	23%	29%	23%	16%	21%	16%	21%	27% AY.BE	29% AY.BE	23%	24%	
Somewhat unacceptable	9%	10%	9%	**	7%	10%	10%	3%	16% AT*	8%	9%	8%	7%	12%	13%	
Completely unacceptable	9%	8%	10%	**	4%	11% AT	13% AT.AX	9%	4%	2%	5%	12% AY.AZ.BE	9% AY.BE	12% AY.BE	7% *	
Don't know	7%	5%	7%	25%	5%	8% AV	3%	11% AV*	17% AT.AU.AV*	4%	4%	4%	11% AY.AZ.BA.BE	6%	16% AY.AZ.BA.BC.BE*	

US_nat_internal Sample: 8th - 9th August 2019

Yo	u	Gov	
Minot	tho	world thinks	

YouGov ^o What the world thinks			2012 Presidential Vote							201	16 Presidential V	ote/			ν
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
In your opinion, how acceptable or unacceptable is it for a woman to breastfeed in the following public places? rbf_q4_1. During a church service															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Completely acceptable	37%	49%	32%	47%	27%	24%	35%	49%	30%	62%	52%	67%	42%	34%	40%
		Z.BA.BB.BC.BD.BI	F	BH.BI.BJ		*	BH	BL.BQ		BL.BQ*	**	**	**		
Somewhat acceptable	19%	18% AY	18% BC	22%	17%	26%	17%	21% BM	18%	7% *	7% **	33%	33%	19%	20%
Somewhat unacceptable	14%	11%	18% AY.BE	13%	20% BG.BJ	20%	13%	14%	20% BK.BQ	14%	20%	**	10%	11%	15%
Completely unacceptable	19%	13%	23% AY.AZ.BB.BE	14%	31% BG.BJ	22%	18%	11%	27% BK.BM.BQ	6%	10%	- **	9%	20% BK	19%
Don't know	10%	9% 3F*	8%	4%	6%	7% *	17% BG.BH	5%	5%	11%	11%	- **	6% **	16% BK.BL	7%
rbf_q4_2. On public transit															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Completely acceptable	41%	54% Z.BA.BB.BC.BD.BI	36% F	52% BH.BJ	31%	48% BH*	36%	55% BL.BQ	36%	59% BL.BQ*	56% **	67%	49%	34%	45% BS
Somewhat acceptable	24%	20% AY	25% AY	25%	24%	13%	22%	23%	24%	21%	24%	21%	23%	24%	23%
Somewhat unacceptable	13%	8%	14% AY.BE	12%	15%	22%	12%	12%	15%	9%	-	11%	10%	12%	13%
Completely unacceptable	14%	11%	15%	7%	24% BG.BJ	11%	16% BG	7%	19% BK.BM	3%	10%	- **	12%	16% BK	13%
Don't know	8%	6%	10% AY.BA.BC	3%	6%	6% *	14% BG.BH	2%	6% BK	8% BK*	11%	- **	6% **	14% BK.BL	6%
rbf_q4_3. On a sidewalk bench in a park															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Completely acceptable	46%	64% BA.BB.BC.BD.BF	41% BD	57% BH.BJ	38%	51%	41%	63% BL.BQ	41%	63% BL.BQ*	65% **	66%	49%	38%	51% BS.BT
Somewhat acceptable	24%	17%	24% BE	24%	25%	17%	23%	22%	27%	20%	4% **	34%	29%	23%	24%
Somewhat unacceptable	11%	6%	14% AY.AZ.BE	11%	13%	17%	10%	8%	11%	6%	5% **	**	9%	14% BK	10%
Completely unacceptable	11%	8%	12% BB	5%	17% BG	11%	14% BG	5%	16% BK	3%	18% **	- **	-	13% BK	9%
Don't know	8%	5% :*	9% BA.BC	4%	6%	4% *	12% BG.BH	2%	5% BK	8% BK*	9%	- **	13%	12% BK.BL	5%
rbf_q4_4. On a plane															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Completely acceptable	52%	65% BA.BB.BC.BD.BF	46%	60% BH.BJ	42%	50%	49%	62% BL.BQ	48%	66% BL.BQ*	69% **	79%	49%	47%	54% BT
Somewhat acceptable	24%	19%	26% AY.BE	26% BJ	30% BJ	29%	19%	27%	27%	23%	4% **	21%	38%	20%	26%
Somewhat unacceptable	9%	8%	9%	7%	10%	12%	10%	5%	9% BK	6% *	15%	- **	6% **	11% BK	7%
Completely unacceptable	9%	4%	10% AY.BE	4%	13% BG	9%	10% BG	5%	12% BK.BM	-	6% **	- **	-	10% BK	8%
Don't know	7%	4%	9% BA.BE	3%	5%	*	12% BG.BH.BI	2%	4% BK	5% *	5% **	**	6% **	12% BK.BL	4%

US_nat_internal Sample: 8th - 9th August 2019



	oting Registratio	n
Total	No	Don't know

In your opinion, how acceptable or unacceptable is it for a woman to breastfeed in the following public places?

rbf_q4_1. During a church service

Unweighted base	1231	141	36
Base: All US Adults	1229	329	75
Completely acceptable	37%	34%	25%
Somewhat acceptable	19%	17%	21%
Somewhat unacceptable	14%	12%	16%
Completely unacceptable	19%	21%	16%
Don't know	10%	16% BR	22% BR*

rbf_q4_2. On public transit

Unweighted base	1231	141	36
Base: All US Adults	1229	329	75
Completely acceptable	41%	35%	32%
Somewhat acceptable	24%	25%	23%
Somewhat unacceptable	13%	11%	12%
Completely unacceptable	14%	18%	15%
Don't know	8%	11%	18% BR*

rbf_q4_3. On a sidewalk bench in a park

Unweighted base	1231	141	36
Base: All US Adults	1229	329	75
Completely acceptable	46%	40%	21%
Somewhat acceptable	24%	21%	32%
Somewhat unacceptable	11%	12%	16%
Completely unacceptable	11%	16% BR	12%
Don't know	8%	11% BR	19% BR*

rbf_q4_4. On a plane

Unweighted base	1231	141	36
Base: All US Adults	1229	329	75
Completely acceptable	52%	48%	36%
Somewhat acceptable	24%	19%	21%
Somewhat unacceptable	9%	13%	12%
Completely unacceptable	9%	10%	10%
Don't know	7%	10% BR	21% BR*

YouGov		Ge	ender				Generation				Region				
what the world thinks	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Completely acceptable	40%	38%	43%	38%	47% E.F.G	38%	38%	26%	**	**	38%	41%	39%	43%	40%
Somewhat acceptable	21%	22%	20%	23%	18%	22%	21%	19%	- **	-	20%	20%	21%	21%	21%
Somewhat unacceptable	15%	16%	14%	11%	14%	13%	15%	27% D.E.F*	- **	-	20% K.M	12%	17%	11%	15%
Completely unacceptable	17%	16%	17%	13%	11%	19% D	19% D	24% D*	-	-	16%	19%	18%	14%	18%
Don't know	7%	8%	7%	15%	9%	8%	6%	4%	-	-	6%	8%	6%	11% L	7%
rbf_q4_6. In a public bathroom														_	
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Completely acceptable	64%	64%	64%	73%	60%	64%	69%	62%	-	-	56%	67%	68%	63%	70%
. ,,				**			D	*	**	**		J	J		O.P.Q
Somewhat acceptable	16%	16%	16%	5% **	16%	14%	17%	22%	- **	-	26% K.L.M	12%	16%	11%	14%
Somewhat unacceptable	6%	7%	6%	8%	8%	6%	6%	5%	- **	-	8%	8%	5%	5%	5%
Completely unacceptable	7%	6%	8%	- **	7%	10% F	5%	7% *	- **	-	4%	8%	6%	10% J	5%
Don't know	6%	7%	6%	14%	9% F	6%	4%	5% *	-	-	6%	4%	4%	11% K.L	6%
rbf_q4_7. In a store														IV.E	
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Completely acceptable	39%	38%	41%	31%	45%	38%	37%	30%	-	-	36%	43%	37%	43%	41%
Somewhat acceptable	23%	24%	22%	** 29%	G 25%	23%	22%	* 15%	**	**	26%	21%	25%	19%	21%
Somewhat unacceptable	15%	15%	15%	11%	12%	16%	17%	21%	**	**	19%	15%	14%	14%	15%
				**				*	**	**					
Completely unacceptable	15%	16%	15%	4%	10%	16%	17% D	31% D.E.F*	**	**	13%	15%	17%	13%	16%
Don't know	8%	8%	8%	24%	9%	7%	6%	4%	**	**	6%	6%	7%	10%	7%
rbf_q5. How comfortable or uncomfortable are you with a woman breastfeeding next to you in a public place?															
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Very comfortable	46%	45%	48%	26%	45%	51%	46%	40%	- **	- **	44%	45%	48%	46%	46%
Somewhat comfortable	22%	24%	21%	29%	21%	20%	24%	25%	- **	-	27%	24%	20%	22%	23%
Somewhat uncomfortable	14%	14%	15%	15%	15%	12%	15%	13%	-	-	12%	18%	13%	14%	15% P
Very uncomfortable	9%	10%	9%	-	8%	12%	8%	15%	-	-	8%	10%	11%	7%	10%
Don't know	8%	8%	8%	30%	11% E.F	5%	6%	7%	- **	-	9% K	3%	8% K	11% K	7%
rbf_q6. From what you know, do you believe it is better for an					E.F						N.		N.	, n	
infant to be fed breast milk, infant formula, or is there no difference?	4004	504	007	40	007	044	400	75			000	000	445		200
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839

YouGov What the world thinks		R	ace			Educat	ion							Marital Status	
what the world trillins	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	40%	38%	47%	40%	36%	41%	41%	57% R.S.T	43% AC	77%	49% AC*	50%	45% V.AA.AC	35%	36%
Somewhat acceptable	21%	23%	19%	20%	21%	21%	19%	17%	21%	9%	24%	6%	21%	17%	27%
Somewhat unacceptable	15%	16%	14%	15%	16%	13%	17%	15%	15%	14%	4%	27%	14%	18%	15%
Completely unacceptable	17%	14%	12%	18%	18% U	18% U	16%	8%	X 16%	-	15%	14%	X 15%	X 17%	X* 14%
Don't know	7%	9%	8%	8%	9%	7%	7%	2%	5%	- **	8%	3%	5%	13%	8%
bf_q4_6. In a public bathroom					U						,	**		V.Z	
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	64%	49%	60%	52%	59%	66%	68%	75% R	69% AA	72%	69%	76%	69% AA	57%	64%
Somewhat acceptable	16%	24% N	15%	25% N*	21% S.T	14%	12%	13%	14%	16%	13%	2%	14%	17%	18%
Somewhat unacceptable	6%	9%	11% N	7%	6%	6%	9%	3%	6%	12%	3%	13%	6%	7%	8%
Completely unacceptable	7%	12% N	8%	11%	8%	7%	4%	7%	7%	- **	11%	2%	7%	8%	6%
Don't know	6%	6%	6%	6%	6%	7%	7%	2%	4%	- **	4%	6%	4%	11% V.Z	5% *
bf_q4_7. In a store															
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Completely acceptable	39%	31%	42%	37%	33%	41% R	43% R	55% R.S	44% AA	59%	46% AA*	46%	45% AA	31%	38%
Somewhat acceptable	23%	29%	23%	25%	26%	21%	21%	19%	22%	6%	24%	31%	22%	23%	26%
Somewhat unacceptable	15%	12%	18%	13%	15%	16%	15%	17%	12%	35%	16%	13%	13% V	17%	17%
Completely unacceptable	15%	16%	9%	17%	17% U	15%	15%	8%	16% Z	- **	11%	7% **	15%	15%	12%
Don't know	8%	11%	7%	8% *	9% U	8% U	6%	2%	6%	-	1%	3% **	5%	14% V.X.Z	7% *
bf_q5. How comfortable or uncomfortable are you with a woman															
reastfeeding next to you in a public place? Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Very comfortable	46%	50%	53%	38%	43%	49%	44%	56% R	50% AA	84%	47%	64%	51% AA	36%	53% AA*
Somewhat comfortable	22%	19%	22%	27%	24%	19%	25%	23%	23%	4%	26%	7% **	22%	24%	21%
Somewhat uncomfortable	14%	9%	8%	19% P*	13%	13%	20% S.U	11%	13%	- **	11%	3%	12%	19% V.Z	16%
Very uncomfortable	9%	10%	7%	7%	10%	11%	6%	5%	9%	12%	7% *	17%	9%	10%	5%
Don't know	8%	11%	10%	8%	9%	9%	4%	5%	5%	-	9%	9%	6%	12% V.Z	5%
bf_q6. From what you know, do you believe it is better for an nfant to be fed breast milk, infant formula, or is there no														V.E	
ifference?															
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120

YouGov [®] What the world thinks							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Completely acceptable	40%	27%	42%	23%	44%	53% AH.AI.AJ	37%	43% AH	37%	37%	42% AO	37%	48% AM.AO	32%	43%
Somewhat acceptable	21%	21%	16%	35% **	22%	24%	24% AJ	23%	18%	10%	22% AO	21%	23% AO	13%	20%
Somewhat unacceptable	15%	18% X*	2%	-	7%	9%	17% AG	14% AG	16% AG	16%	14%	18%	12%	16%	14%
Completely unacceptable	17%	30% V.Z.AB*	31%	27%	27%	9%	19% AG.AI	15% AG	18% AG	21%	15%	18%	14%	25% AL.AN	15%
Don't know	7%	4%	9%	14%	**	4%	3%	4%	12% AG.AH.AI	17%	7%	6%	3%	14% AL.AM.AN	8%
of_q4_6. In a public bathroom	4004		40			200	470	740	474	40	400	252	204	477	200
Unweighted base Base: All US Adults	1231 1229	52 61	13 18	6 10	9	300 270	472 468	718 685	471 487	42 56	420 462	353 334	281 240	177 192	396 406
Completely acceptable	64%	58%	56%	59%	39%	68%	69%	69%	61%	46%	63%	64%	78%	50%	63%
Somewhat acceptable	16%	24%	25%	27%	27%	14%	AJ 19%	AJ 17%	15%	15%	AO 17%	AO 16%	AL.AM.AO 12%	21% AN	16%
Som ewhat unacceptable	6%	8%	- **	-	27%	6%	6%	6%	6%	14%	6%	10% AN	3%	6%	7%
Completely unacceptable	7%	7% *	10%	- **	7%	9% AH.AI	4%	6% AH	8%	14%	8%	6%	4%	11% AN	7%
Don't know	6%	3%	9%	14%	-	3%	2%	2%	10% AG.AH.AI	11%	7%	4%	3%	11% AM.AN	8%
rf_q4_7. In a store															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Completely acceptable	39%	29%	42% **	3%	39%	52% AH.AI.AJ	39%	43% AH.AJ	34%	35%	39%	38%	50% AL.AM.AO	29%	429
Somewhat acceptable	23%	16%	27%	35%	29%	25%	23%	23%	22%	25%	23%	22%	24%	23%	229
Somewhat unacceptable	15%	21%	13%	**	17%	12%	16%	15%	16%	6%	15%	17%	12%	16%	11%
Completely unacceptable	15%	30% V.X.Z.AA.AB*	9%	27%	15%	8%	17% AG.AI	14% AG	17% AG	16%	15%	14%	12%	21% AN	15%
Don't know	8%	4%	9%	34%	**	3%	5%	4%	11% AG.AH.AI	18%	8% AN	8% AN	3%	12% AN	9%
reastfeeding next to you in a public place?															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Very comfortable	46%	39%	44% **	23%	39%	58% AH.AI.AJ	49% AJ	52% AJ	40%	38%	49% AO	43%	55% AM.AO	35%	48%
Somewhat comfortable	22%	23%	10%	35%	16%	21%	26%	25%	20%	13%	22%	23%	22%	22%	20%
Somewhat uncomfortable	14%	11%	6%	21%	16%	10%	14%	12%	17%	12%	12%	18%	14%	12%	11%
Very uncomfortable	9%	18% AB*	16%	7% **	30%	7%	8%	7%	11%	17%	9%	9%	6%	15% AN	10%
Don't know	8%	9%	24%	14%	**	4%	3%	4%	12% AG.AH.AI	20%	8% AN	7%	3%	15% AL.AM.AN	11% AQ
of_q6. From what you know, do you believe it is better for an of ant to be fed breast milk, infant formula, or is there no ifference?															

YouGov° What the world thinks		Type of Are	ea Lived in				Political Party						Political	Viewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
Completely acceptable	40%	39%	39%	35%	51% AU.AV.AX	31%	40%	40% *	32%	61% .BA.BB.BC.BD.BE		37%	33%	39%	30%
Somewhat acceptable	21%	21%	22%	10%	21%	24%	19%	18%	15%	16%	23%	22%	23%	17%	19%
Som ewhat unacceptable	15%	18% AR	10%	**	11%	15%	16%	17%	22% AT*	13%	8%	17% AZ.BE	16% AZ	15%	19% AZ.BE*
Completely unacceptable	17%	16%	21%	30%	10%	23% AT.AX	21% AT	18%	11%	6%	13% AY	19% AY.BE	18% AY.BE	23% AY.AZ.BE	17% AY*
Don't know	7%	6%	8%	25%	7%	7%	4%	8%	19% AT.AU.AV*	5%	7%	5%	10% BA	6%	15% AY.BA.BC.BE*
rbf_q4_6. In a public bathroom															
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
Completely acceptable	64%	66%	62%	75%	72% AU.AX	58%	67% AX	66%	51%	75% BA.BB.BD.BF	74% BA.BB.BD	61%	62%	69% BD	50% *
Somewhat acceptable	16%	15%	20%	**	14%	23% AT.AV.AW	12%	6% *	19%	10%	14%	19% AY.BE	15%	18%	19%
Somewhat unacceptable	6%	7%	4%	**	4%	5%	11% AT.AU	2%	9%	8%	3%	8% BC	6%	3%	9%
Completely unacceptable	7%	7%	8%	**	6%	7%	8%	12%	6%	5%	4%	9%	9%	5%	7% *
Don't know	6%	5%	5%	25%	4%	6%	3%	15% AT.AV*	15% AT.AU.AV*	2%	4%	3%	9% AY.BA.BE	6%	15% AY.AZ.BA.BC.BE*
rbf_q4_7. In a store															
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
Completely acceptable	39%	39%	36%	45%	49% AU.AV.AX	30%	40% AU	41%	29%	61% BA.BB.BC.BD.BE		34%	35%	40%	28%
Somewhat acceptable	23%	23%	24%	**	24%	23%	21%	17%	28%	20%	27% BC	23%	24%	15%	26%
Somewhat unacceptable	15%	17% AP	16%	**	13%	18%	15%	12%	19%	7%	10%	21% AY.AZ.BE	16% AY.BE	17% AY.BE	13%
Completely unacceptable	15%	15%	15%	30%	8%	21% AT.AX	21% AT.AX	18%	8%	7%	10%	18% AY.AZ.BE	15% AY	23% AY.AZ.BE	15%
Don't know	8%	6%	9%	25%	6%	8%	4%	12%	17% AT.AV*	5%	6%	4%	11% BA	5%	18% AY.AZ.BA.BC.BE.BF
rbf_q5. How comfortable or uncomfortable are you with a woman breastfeeding next to you in a public place?															
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
Very comfortable	46%	47%	42%	35%	55% AU.AV.AX	41%	42%	60% AU.AX*	37%	61% BA.BB.BC.BD.BF	55% BA.BB.BD.BF	43%	39%	49%	38%
Somewhat comfortable	22%	24%	25%	10%	24%	24%	21%	9%	23%	20%	24%	23%	29% BC.BF	16%	20%
Somewhat uncomfortable	14%	17% AP	11%	30%	9%	19% AT	17% AT	10%	13%	8%	11%	18% AY.AZ.BE	17% AY.BE	14%	11%
Very uncomfortable	9%	8%	12%	-	5%	12% AT	14% AT.AX	7% *	4%	6%	5%	13% AY.AZ.BB.BE	5%	16% AY.AZ.BB.BE.BF	7%
Don't know	8%	5%	9%	25%	7%	4%	5%	13% AU*	24% AT.AU.AV*	5%	5%	3%	9% BA	6% A'	24% Y.AZ.BA.BB.BC.BE.I
rbf_q6. From what you know, do you believe it is better for an infant to be fed breast milk, infant formula, or is there no difference? Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104

YouGov What the world thinks					2012 Presid	dential Vote				201	6 Presidential \	/ote			
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Completely acceptable	40%	54% BA.BB.BC.BD.BF	36%	51% BH.BJ	29%	40% *	36%	53% BL.BQ	34%	54% BL.BQ*	61%	67%	40% **	35%	42%
Somewhat acceptable	21%	20%	20%	21%	21%	30%	20%	21%	23%	22%	19%	33%	25%	18%	23%
Somewhat unacceptable	15%	10%	15% AZ	15%	15%	10%	15%	14%	13%	9%	8%	**	18%	17%	14%
Completely unacceptable	17%	10% AY	20% AY.BE	10%	29% BG.BJ	19%	16% BG	9%	25% BK.BM.BQ	9%	6%	**	12%	18% BK	16%
Don't know	7%	6%	8%	4%	5%	*	12% BG.BH.BI	3%	5%	5% *	5% **	**	6% **	12% BK.BL	5%
bf_q4_6. In a public bathroom															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Completely acceptable	64%	75% BA.BB.BD.BF	65% BD	70% BJ	65%	69%	59%	74% BL.BQ	65%	69%	70% **	89%	75% **	58%	69% BS.BT
Somewhat acceptable	16%	12%	16%	15%	19%	29% BG.BJ*	15%	13%	19% BK	17%	6% **	11%	**	17%	15%
Somewhat unacceptable	6%	6%	4%	7%	6%	2%	7%	6%	7%	3%	**	**	8%	7%	6%
Completely unacceptable	7%	5%	7%	6%	6%	•	9%	5%	6%	5%	19%	**	7%	9%	6%
Don't know	6%	3%	8% AY.BA.BE	3%	5%	*	10% BG.BH	2%	4%	5% *	5% **	**	10%	10% BK.BL	4%
rbf_q4_7. In a store															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229 39%	331	379 37%	445	263 31%	26	494 34%	331	326 34%	17	10	4	10	532 34%	825
Completely acceptable		53% Z.BA.BB.BC.BD.BF	:	50% BH.BJ		41%		51% BL.BQ		62% BL.BQ*	52%	67%	49%		42%
Somewhat acceptable	23%	24% BC 9%	20%	25%	20%	21% * 17%	23%	25% 14%	22%	23%	13% ** 23%	33%	21% ** 7%	23%	22% 15%
Somewhat unacceptable Completely unacceptable	15%	9%	AY.BE 18%	8%	25%	17% *	17%	7%	22%	7% * 3%	23% ** 6%	**	16%	16%	14%
Completely unacceptable Don't know	8%	6%	AY.AZ.BE 8%	4%	25% BG.BJ 6%	* 8%	17% BG 12%	3%	BK.BM 6%	3% *	6% ** 5%	**	16% **	BK 12%	5%
	076	:*	BA	470	0/6	*	BG.BH	376	078	*	**	**	**	BK.BL	376
bf_q5. How comfortable or uncomfortable are you with a woman preastfeeding next to you in a public place?															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Very comfortable	46%	58% BA.BB.BD.BF	44%	53% BH.BJ	40%	52%	43%	54% BL.BQ	45%	63% BL.BQ*	57% **	67%	53%	42%	49%
Somewhat comfortable	22%	22%	23% BC	27% BJ	24%	16%	18%	26%	24%	20%	33%	33%	18%	20%	25% BS
Somewhat uncomfortable	14%	10%	15% BE	11%	19% BG	17%	14%	12%	15%	14%	7% **	**	11%	15%	14%
Very uncomfortable	9%	5%	10% BB.BE	4%	13% BG	9%	12% BG	6%	12% BK	3% *	3%	**	5% **	10%	8%
Don't know	8%	5% 3F*	8% BA	4%	4%	5% *	13% BG.BH	3%	4%	-	**	- **	13%	13% BK.BL.BM	4%
rbf_q6. From what you know, do you believe it is better for an infant to be fed breast milk, infant formula, or is there no difference?															

Unweighted base 1231	141 329 38% 16% 18% 19% 10% 141 329 59% 17% 6% 9% BR	Don't know 36 75 33% 17% 18% 12% 19% BR* 36 75 41% 15% 15% BR* 3% 16% BR*
Base: All US Adults 1229 40%	329 38% 16% 18% 19% 10% 141 329 59% 17% 6% 9%	75 33% 17% 18% 18% 12% 19% BR* 36 75 41% 22% BR* 38%
Completely acceptable Somewhat unacceptable Completely unacceptable Don't know 7% Trbf_q4_6. In a public bathroom Unweighted base Base: All US Adults Completely acceptable Somewhat unacceptable 6% Completely acceptable Completely acceptable Trbf_q4_7. In a store Unweighted base Don't know 6% Trbf_q4_7. In a store Unweighted base Base: All US Adults Completely unacceptable 7% 39%	38% 16% 18% 19% 10% 141 329 59% 17% 6% 9%	33% 17% 18% 18% 12% 19% BR* 36 75 41% • 22% BR* 3% 15% BR*
Somewhat acceptable Somewhat unacceptable 15% Completely unacceptable 17% Don't know 7% Thf_q4_6. In a public bathroom Unweighted base Base: All US Adults Completely acceptable 64% Somewhat unacceptable 65% Completely unacceptable 76% Completely unacceptable 76% Completely unacceptable 16% Somewhat unacceptable 76% Completely unacceptable 16% Completely unacceptable 76% Completely unacceptable 39%	16% 18% 19% 10% 10% 141 329 59% 17% 6% 9%	. 17%
Somewhat unacceptable Completely unacceptable Don't know 7% Unweighted base Base: All US Adults Completely acceptable Somewhat unacceptable Completely acceptable Fig. 231 Completely unacceptable Completely unacceptable Completely unacceptable The Last of th	18% 19% 10% 10% 141 329 59% 17% 6% 9%	. 18% . 12%
Completely unacceptable Don't know Thf_q4_6. In a public bathroom Unweighted base 1231 Base: All US Adults 1229 Completely acceptable 64% Somewhat unacceptable 66% Completely unacceptable 7% Don't know 6% Thf_q4_7. In a store Unweighted base 1231 Base: All US Adults 1229 Completely unacceptable 39%	19% 10% 10% 141 329 59% 17% 6% 9%	12% 19% BR* 36 75 41% • 22% • 15% BR* 3% •
Don't know	10% 141 329 59% 17% 6% 9%	. 19% BR* 36 75 41% . 22% BR* 3% . 18%
rbf_q4_6. In a public bathroom Unweighted base Base: All US Adults 1229 64% Completely acceptable 16% Somewhat unacceptable 6% Completely unacceptable 7% Don't know 6% rbf_q4_7. In a store Unweighted base Base: All US Adults 1229 Completely acceptable 39%	141 329 59% 17% 6% 9%	96 75 41%
Unweighted base 1231 1229	329 59% 17% 6% 9%	75 41% • 22% • 15% BR* 3% •
Base: All US Adults Completely acceptable Somewhat unacceptable Completely unacceptable Completely unacceptable This point know Ton't know Ton'	329 59% 17% 6% 9%	75 41% • 22% • 15% BR* 3% •
Completely acceptable Somewhat acceptable Somewhat unacceptable Completely unacceptable 7% Don't know 6% rbf_q4_7. In a store Unweighted base Base: All US Adults Completely acceptable 39%	59% 17% 6% 9%	41%
Somewhat acceptable Somewhat unacceptable Completely unacceptable 7% Don't know 6% rbf_q4_7. In a store Unweighted base Base: All US Adults Completely acceptable 39%	17% 6% 9%	22% 15% BR* 3% 18%
Somewhat unacceptable Completely unacceptable Ton't know 6% rbf_q4_7. In a store Unweighted base Base: All US Adults Completely acceptable 39%	6% 9%	* 15% BR* 3% * 18%
Completely unacceptable 7% Don't know 6% rbf_q4_7. In a store Unweighted base 1231 Base: All US Adults 1229 Completely acceptable 39%	9%	BR* 3% * 18%
Don't know 6% rbf_q4_7. In a store Unweighted base 1231 Base: All US Adults 1229 Completely acceptable 39%	9%	18%
rbf_q4_7. In a store Unweighted base 1231 Base: All US Adults 1229 Completely acceptable 39%		
Unweighted base Base: All US Adults 1229 Completely acceptable 39%	DIX	DIT
Unweighted base Base: All US Adults Completely acceptable 1231 1229 39%		
Base: All US Adults Completely acceptable 39%	141	36
	329	75
Somewhat acceptable 23%	35%	27%
	22%	30%
Somewhat unacceptable 15%	15%	12%
Completely unacceptable 15%	17%	15%
Don't know 8%	11% BR	17% BR*
rbf_q5. How comfortable or uncomfortable are you with a woman		
breastfeeding next to you in a public place? Unweighted base 1231	141	36
Base: All US Adults 1229	329	75
Very comfortable 46%	43%	35%
Somewhat comfortable 22%	17%	15%
Somewhat uncomfortable 14%	14%	17%
Very uncomfortable 9%	12%	9%
Don't know 8%	14% BR	24% BR*
rbf_q6. From what you know, do you believe it is better for an infant to be fed breast milk, infant formula, or is there no		
difference? Unweighted base 1231		36

US_nat_internal Sample: 8th - 9th August 2019

YouGov What the world thinks		Ge	ender				Generation					Reg	jion		
what the world trilling	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
It is much better for babies to be fed breast milk	52%	52%	52%	20%	38%	59% D	59% D	64% D*	- **	-	46%	55%	53%	53%	53%
It is slightly better for babies to be fed breast milk	13%	13%	12%	33%	13%	12%	12%	10%	-	-	12%	12%	12%	14%	14%
Breast milk and infant formula are equally beneficial	15%	12%	18% A	22%	18% E	10%	14%	16%	-	-	11%	14%	19% J.M	11%	14%
It is slightly better for babies to be fed infant formula	3%	3%	3%	2%	6% F	3% F	1%	1%	-	-	4%	5%	2%	2%	3%
It is much better for babies to be fed infant formula	5%	7%	4%	- **	9% F.G	5%	3%	-	- **	**	12% K.L.M	3%	4%	3%	5%
Don't know	12%	13%	12%	22%	16%	11%	11%	8%	- **	-	14%	10%	10%	16%	11%
f_q7. All things being equal, how would you perceive a mother no could breastfeed but chose to use infant formula?															
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
I would think much more positively of her	8%	10%	7%	17%	10% F.G	14% F.G	4%	1%	- **	-	9%	6%	9%	8%	7%
I would think somewhat more positively of her	3%	4%	3%	2%	7% E.F	2%	1%	2%	-	-	6% K	2%	3%	4%	2%
My perception of her would not be affected	62%	55%	68% A	71%	49%	60% D	71% D.E	72% D*	-	-	52%	72% J.M	63% J	57%	67% O.P.C
I would think somewhat more negatively of her	10%	11%	10%	- **	13%	7%	10%	14%	-	-	12%	9%	9%	13%	11%
I would think much more negatively of her	5%	6% B	3%	- **	8% F	5%	2%	1%	-	**	6%	3%	6%	3%	3%
Don't know	12%	14%	10%	10%	13%	13%	11%	9%	-	-	15%	9%	10%	16% K	10%
f_q8. Do you think breastfeeding women in the workplace ould be given pumping/nursing breaks in addition to standard eaks?						'		'							
Unweighted base	1231	564	667	16	367	311	462	75	-	-	229	300	415	287	839
Base: All US Adults	1229	595	633	20	394	300	437	78	-	-	237	283	438	271	833
Yes, they should	68%	67%	68%	73%	68%	71% G	66%	57% *	- **	-	70%	67%	69%	64%	68%
No, they should not	15%	14%	15%	7% **	13%	14%	17%	19%	- **	-	12%	17%	15%	15%	15%
Don't know	18%	19%	16%	20%	19%	15%	17%	24%	-	-	18%	16%	16%	21%	17%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/XY/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ/BA/BB/BC/BD/BE/BF, BK

US_nat_internal Sample: 8th - 9th August 2019

YouGov What the world thinks		R	ace			Educat	ion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
It is much better for babies to be fed breast milk	52%	51%	49%	47%	46%	54%	54%	67%	58%	74%	52%	39%	57%	40%	60%
								R.S.T	AA	**		**	AA		AA*
It is slightly better for babies to be fed breast milk	13%	7%	11%	11%	9%	13%	17% R	16%	13%	- **	9%	30%	13%	13%	10%
Breast milk and infant formula are equally beneficial	15%	17%	17%	12%	20% T.U	14% U	10%	6%	13%	19%	23% V*	26%	15% V	13%	16%
It is slightly better for babies to be fed infant formula	3%	4%	3%	5%	4%	3%	3%	2%	2%	- **	5%	-	3%	5%	3%
It is much better for babies to be fed infant formula	5%	6%	6%	4%	6%	6%	3%	4%	6%	- **	5%	-	5%	5%	3%
Don't know	12%	14%	14%	20%	15%	11%	13%	5%	7%	7%	6%	5%	7%	25%	10%
Donathow	1270	1470	1470	N*	U	U	U	370	170	**	*	**	770	V.X.Z.AB.AC	*
rbf_q7. All things being equal, how would you perceive a mother who could breastfeed but chose to use infant formula?															
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
I would think much more positively of her	8%	9%	17% N.Q	6% *	11% T.U	9%	4%	4%	9%	16%	6%	4% **	9%	8%	10%
I would think somewhat more positively of her	3%	3%	8% N	8% N*	4%	3%	4%	2%	3%	12%	4% *	- **	3%	6% V.Z.AB	1%
My perception of her would not be affected	62%	54%	49%	46%	61%	62%	61%	63%	64% AA	63%	68% AA*	63%	64% AA	51%	68% AA*
I would think somewhat more negatively of her	10%	9%	8%	13%	8%	9%	13%	21% R.S	12%	4%	9%	8%	11%	11%	7% *
I would think much more negatively of her	5%	9% N	4%	7%	4%	4%	6%	7%	5%	-	9%	-	5%	4%	5%
Don't know	12%	15%	14%	19%	12%	13%	12%	4%	8%	5%	5%	25%	8%	19%	10%
rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks?				N*	U	U	U					~		V.X.Z	
Unweighted base	1231	146	161	85	455	412	235	129	597	19	79	29	724	308	120
Base: All US Adults	1229	163	139	94	482	402	226	119	539	22	79	28	667	323	140
Yes, they should	68%	70%	62%	67%	66%	63%	73% S	81% R.S	71% AA	79%	79% AA*	76% **	72% AA	58%	70% *
No, they should not	15%	13%	19%	9%	14%	17%	14%	12%	16%	16%	10%	9%	15%	16%	12%
Don't know	18%	17%	19%	24%	20% U	20% U	14%	8%	14%	4%	11%	16%	13%	26% V.X.Z	18%

Cell Contents (ColG/BH/BI/BJ, BK/BL/BM/BN/BO/BP/BQ, BR/BS/BT, Minimum Base: 30 (**), Small Base: 100 (*))

US_nat_internal Sample: 8th - 9th August 2019

YouGov What the world thinks							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
It is much better for babies to be fed breast milk	52%	49%	66%	10%	37%	51%	59% AJ	57% AG.AJ	48%	31%	51%	49%	58%	53%	46%
It is slightly better for babies to be fed breast milk	13%	10%	3%	35%	-	13%	15%	14%	11%	5% **	11%	15%	14%	9%	12%
Breast milk and infant formula are equally beneficial	15%	26% V.AA*	7% **	20%	-	19% AH.AI	12%	14% AH	15%	18%	16% AN	17% AN	9%	15%	14%
It is slightly better for babies to be fed infant formula	3%	2%	- **	-	5%	5%	3%	4%	2%	2%	3%	4% AO	5% AO	-	3%
It is much better for babies to be fed infant formula	5%	5% *	- **	21%	50%	9% Al.AJ	5%	6% AJ	3%	14%	7%	3%	7%	4%	8% AQ.AR
Don't know	12%	8%	24%	14%	7%	2%	6% AG.AI	5% AG	21% AG.AH.AI	30%	12%	11%	8%	20% AL.AM.AN	16% AQ
bf_q7. All things being equal, how would you perceive a mother tho could breastfeed but chose to use infant formula?															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
I would think much more positively of her	8%	*	- **	21%	11%	13% AH.AI	7%	9% AH	8%	7%	9%	8%	9%	6%	11%
I would think somewhat more positively of her	3%	-	- **	-	5% **	5%	3%	4%	3%	1%	5%	3%	2%	2%	5%
My perception of her would not be affected	62%	74% AA*	67%	65%	26%	56%	70% AG.AI.AJ	66% AG.AJ	57%	46%	59%	63%	67%	60%	55%
I would think somewhat more negatively of her	10%	12%	9%	-	- **	14% AJ	10%	11%	9%	11%	8%	13%	14% AL	8%	8%
I would think much more negatively of her	5%	-	- **	**	39%	6%	3%	4%	6%	6%	5%	4%	5%	3%	6% AR
Don't know	12%	13%	24%	14%	19%	6%	7%	6%	18% AG.AH.AI	28%	14% AN	10% AN	3%	21% AM.AN	15% AQ
of_q8. Do you think breastfeeding women in the workplace hould be given pumping/nursing breaks in addition to standard reaks?															
Unweighted base	1231	52	13	6	8	300	472	718	471	42	420	353	281	177	396
Base: All US Adults	1229	61	18	10	9	270	468	685	487	56	462	334	240	192	406
Yes, they should	68%	64%	57%	86%	69%	82% AH.AI.AJ	70% AJ	74% AH.AJ	61%	51%	67%	63%	74% AM	68%	69%
No, they should not	15%	16%	15%	-	12%	10%	15%	14% AG	16%	18%	13%	20% AL.AO	15%	11%	11%
Don't know	18%	20%	28%	14%	19%	8%	15% AG.AI	12% AG	24% AG.AH.AI	32%	20% AN	17%	11%	21% AN	21% AQ

US_nat_internal Sample: 8th - 9th August 2019

YOUGOV What the world thinks		Type of Are	a Lived in				Political Party						Political	Viewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
It is much better for babies to be fed breast milk	52%	55%	56%	35%	52%	54%	53%	65%	36%	50%	61%	51%	51%	62%	36%
		AP	AP	**	AX	AX	AX	AX*	*		BA.BD	BD	BD	AY.BA.BD	*
It is slightly better for babies to be fed breast milk	13%	13%	12%	**	13%	11%	16%	11% *	7% *	11%	14%	14%	13%	9%	13%
Breast milk and infant formula are equally beneficial	15%	16%	13%	- **	13%	17% AW	14%	4% *	19% AW*	14%	10%	18% AZ.BC	16% BC	9%	17%
It is slightly better for babies to be fed infant formula	3%	3%	2%	-	2%	4%	4%	*	3%	3%	3%	3%	7% BA.BD.BE	2%	- *
It is much better for babies to be fed infant formula	5%	4%	3%	30%	6%	6%	3%	-	9%	9% AZ.BB.BE	2%	5%	3%	9% AZ.BB.BF	4% *
Don't know	12%	9%	14%	35%	13%	8%	10%	21% AU*	25% AT.AU.AV*	14%	9%	9%	10%	9% A)	30% AZ.BA.BB.BC.BE
rbf_q7. All things being equal, how would you perceive a mother who could breastfeed but chose to use infant formula?															
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
I would think much more positively of her	8%	7%	6%	55%	11% AV	10% AV	4%	3% *	10% AV*	10%	8%	6%	6%	12% BB.BF	11%
I would think somewhat more positively of her	3%	3%	3%	- **	2%	4%	4%	-	8% AT*	6%	4%	4%	3%	2%	1%
My perception of her would not be affected	62%	64% AP	67% AP	24%	66% AW.AX	60% AW	67% AW.AX	42%	48%	59%	68% BD	69% BB.BD.BF	59%	59%	45%
I would think somewhat more negatively of her	10%	13% AP	9%	- **	9%	13%	9%	21% AT.AX*	5% *	12%	11%	9%	16% BA.BD	10%	5% *
I would think much more negatively of her	5%	4%	2%	11%	3%	5%	6%	10% AT*	2%	5%	2%	5%	7% BD	6%	1%
Don't know	12%	9%	14%	10%	9%	8%	11%	25% AT.AU.AV*	27% AT.AU.AV*	7%	7%	6%	10%	11% A)	37% AZ.BA.BB.BC.BE
rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks?															
Unweighted base	1231	607	223	5	441	358	291	62	79	172	200	337	226	192	104
Base: All US Adults	1229	603	213	7	410	329	302	65	123	147	184	357	209	170	161
Yes, they should	68%	67%	67%	90%	78% AU.AV.AX	63%	63%	63%	59% *	83% BA.BB.BC.BD.BF	78% BA.BB.BC.BD.BF	66% BB	55%	65%	64%
No, they should not	15%	19% AP	13%	- **	9%	22% AT.AX	19% AT	8%	9%	8%	10%	18% AY.BD.BE	22% AY.AZ.BD.BE	21% AY.AZ.BD.BE	4% *
Don't know	18%	15%	21%	10%	13%	15%	18%	29% AT*	32% AT.AU.AV*	9%	11%	17% AY.BE	23% AY.AZ.BC.BE	14%	32% Y.AZ.BA.BC.BE.

US_nat_internal Sample: 8th - 9th August 2019

YouGov [®] What the world thinks					2012 Presi	dential Vote				201	16 Presidential \	/ote			
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
It is much better for babies to be fed breast milk	52%	56% AY.BD	56% BD	56% BJ	60% BJ	65% BJ*	43%	59% BQ	60% BQ	52% *	57% **	54%	72% **	43%	59% BS.BT
It is slightly better for babies to be fed breast milk	13%	13%	11%	13%	15%	7% *	12%	13%	13%	15%	4%	11%	9%	13%	13%
Breast milk and infant formula are equally beneficial	15%	12%	13% BC	14%	14%	15%	16%	12%	15%	12%	22%	35%	-	16%	12%
It is slightly better for babies to be fed infant formula	3%	3%	5% BC.BD	2%	2%	3%	4%	2%	2%	5% *	-	- **	-	4%	2%
It is much better for babies to be fed infant formula	5%	5% AZ	6% BB	6% BH	1%	- *	7% BH	4%	4%	2%	4% **	- **	-	7%	3%
Don't know	12%	11% 3F*	9%	9%	8%	10%	18% BG.BH	10%	7%	14%	13%	- **	19%	17% BK.BL	11%
of_q7. All things being equal, how would you perceive a mother ho could breastfeed but chose to use infant formula?															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
I would think much more positively of her	8%	9%	8%	10%	3%	5%	10%	6%	5%	6%	8%	-	-	12%	6%
			BB	BH		*	BH			*	**	**	**	BK.BL	
I would think somewhat more positively of her	3%	5%	3%	4%	3%	*	3%	2%	2%	5% *	15%	- **	-	5%	2%
My perception of her would not be affected	62%	64% BD	59% BD	64% BJ	68% BJ	58%	56%	69% BQ	67% BQ	71% *	43%	89%	76% **	53%	68% BS.BT
I would think somewhat more negatively of her	10%	11%	13% BD	11%	14% BJ	16%	8%	13% BQ	15% BQ	6% *	16%	- **	12%	7%	11%
I would think much more negatively of her	5%	4%	6% BD	3%	4%	15% BG.BH.BJ*	6%	2%	5% BK	- *	10%	**	7% **	6% BK	4%
Don't know	12%	7% 3F*	10%	8%	9%	6%	17% BG.BH	8%	6%	12%	8%	11%	5%	18% BK.BL	9%
f_q8. Do you think breastfeeding women in the workplace ould be given pumping/nursing breaks in addition to standard eaks?															
Unweighted base	1231	372	418	504	331	38	358	400	418	35	22	8	20	328	1054
Base: All US Adults	1229	331	379	445	263	26	494	331	326	17	10	4	10	532	825
Yes, they should	68%	80% BA.BB.BC.BD.BF	60%	77% BH.BJ	57%	64%	65%	78% BL.BQ	60%	74% *	83%	67%	67%	65%	69% BT
No, they should not	15%	10%	22% AY.AZ.BD.BE	11%	26% BG.BJ	17%	12%	10%	25% BK.BM.BQ	- *	8%	10%	11%	12% BM	16%
Don't know	18%	10%	19% AY.AZ.BC.BE	12%	17%	18%	23% BG	12%	16%	26% BK*	9%	23%	22%	22% BK.BL	15%

US_nat_internal Sample: 8th - 9th August 2019

YouGov [®] What the world thinks		oting Registratio	n
	Total	No	Don't know
Base: All US Adults	1229	329	75
It is much better for babies to be fed breast milk	52%	42%	24%
It is slightly better for babies to be fed breast milk	13%	13%	5% *
Breast milk and infant formula are equally beneficial	15%	18%	33% BR*
It is slightly better for babies to be fed infant formula	3%	4%	4% *
It is much better for babies to be fed infant formula	5%	10% BR	5% *
Don't know	12%	13%	30% BR.BS*

 $rbf_q7. \ All \ things \ being \ equal, how would \ you \ perceive \ a \ mother \ who \ could \ breastfeed \ but \ chose \ to \ use \ infant \ formula?$

Unweighted base	1231	141	36
Base: All US Adults	1229	329	75
I would think much more positively of her	8%	15%	8%
		BR	*
I would think somewhat more positively of her	3%	6%	8%
		BR	BR*
My perception of her would not be affected	62%	49%	39%
			*
I would think somewhat more negatively of her	10%	8%	9%
			*
I would think much more negatively of her	5%	6%	7%
			•
Don't know	12%	16%	29%
		BR	BR*

rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks?

Unweighted base	1231	141	36
Base: All US Adults	1229	329	75
Yes, they should	68%	70%	45%
		BT	*
No, they should not	15%	12%	14%
			*
Don't know	18%	18%	41%
			BR.BS*