# YouGov <br> What the world thinks 

Breastfeeding
Fieldwork Dates: 8th - 9th August 2019

Conducted by YouGov On behalf of YouGov RealTime
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## BACKGROUND

## YouGov

alysed by YouGov plc. No information contained within this spreadsheet may be published without the lethod
 provides a generic survey ins. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and definition and quotas. (The sample definition could be "US adult population" are sent to the survey that they are most required for, according to the sampe 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 +1888.729 .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 All

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 RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
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age. What is your age?
gender. Are you....
apply.

| 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\% | $\stackrel{2 \%}{*}$ | 35\% | ${ }^{35 \%}$ | 5\% | 5\% | - | ** | 19\% | 22\% | 26\% | 18\% | 20\% |
| Yes, of at least one child 18 years old or older | 38\% | 34\% | 42\% | - | 11\% | 36\% | 62\% | 59\% | - | - | 39\% | 44\% | 35\% | 37\% | 42\% |
|  |  |  |  | * |  | D | D.E | D.E* | * | * |  | L |  |  | P.Q |
| No, I am neither a parent or guardian | 40\% | $\begin{gathered} 46 \% \\ B \end{gathered}$ | 34\% | ${ }_{\text {98\% }}$ | $\begin{gathered} 51 \% \\ \text { EFFG.G } \end{gathered}$ | 33\% | 32\% | 35\% | - | ** | 37\% | 38\% | 40\% | 43\% | 39\% |
| Don't know/Prefer not to say | 5\% | 4\% | 5\% | ** | $7 \%$ | 4\% | 3\% | ${ }^{2 \%}$ | ** | \% | $9 \%$ | 2\% | 3\% | $6 \%$ k | 2\% |
| rbf_q1. Have you ever breastied? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | $\because$ | 12\% | - | 43\% | 8\% | - | 5\% | - | - | 11\% | 11\% | 11\% | 15\% | 9\% |
|  |  | * |  | ** | E.F* | F |  | ** | * | * | * | * |  | * |  |
| Yes, more than five years ago | 40\% | $\cdots$ | 40\% | 100\% | $\stackrel{17 \%}{ }$ | $\begin{gathered} \text { 45\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 48\% } \\ \mathrm{D} \end{gathered}$ | ${ }^{35 \%}$ | $\stackrel{\square}{*}$ | - | $\stackrel{43 \%}{ }$ | ${ }^{35 \%}$ | 35\% | ${ }_{\text {51\% }}{ }^{\text {L }}$ | 43\% |
| No, I have not | 49\% | ** | 49\% | ** | 40\% | 48\% | 52\% | 59\% | * | - | 47\% | ${ }^{53 \%}$ | 54\% | 35\% | 48\% |
| rbf_q2. You mentioned that you have breastfed. Have you ever breastfed in public? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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, Ihave | 48\% | - | 48\% | - | 55\% | 49\% | 46\% | 29\% | - | - | 41\% | 48\% | 47\% | 56\% | 47\% |
|  |  |  |  |  |  |  |  | 71\% | $\cdots$ | * |  | 41\% |  | 37\% |  |
| No, Ihave not | 43\% | $\cdots$ | 43\% | $\underset{\sim}{100 \%}$ | $\stackrel{35 \%}{ }$ | 41\% | 46\% | 71\% | - | ** | 50\% | ${ }^{41 \%}$ | $\stackrel{44 \%}{*}$ | $\stackrel{37}{*}$ | 42\% |
| I don't knowl/ cannotrecall | 9\% | - | 9\% | ** | 10\% | 10\% | ${ }^{9 \%}$ | ** | ** | ** | \% | 11\% | ${ }^{9}$ | ${ }^{8 \%}$ | 11\% |

rbf_q3. How wout
breastfeeding?

| 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\% |
|  |  |  | A |  | F |  |  | . | * | * |  |  |  |  |  |
| Somewhat knowledgeable | 29\% | 28\% | 29\% | 13\% | 31\% | 29\% | 28\% | 24\% | $\cdots$ | $\cdots$ | 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\% | $\begin{gathered} 34 \% \\ \mathrm{~B} \end{gathered}$ | 21\% | 33\% | 14\% | $\begin{gathered} 28 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 37 \% \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} 36 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\cdots$ | $\cdots$ | 23\% | 28\% | 30\% | 26\% | $\begin{gathered} 31 \% \\ \mathrm{P} \end{gathered}$ |
| Don't know | 7\% | 4\% | 10\% | 10\% | $\begin{gathered} 10 \% \\ \mathrm{~F} \end{gathered}$ | 7\% | 5\% | ${ }^{7} \%$ | * | - | $\begin{gathered} 11 \% \\ \mathrm{k} \end{gathered}$ | 5\% | 6\% | 7\% | 5\% |

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
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|  | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2- <br> 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 | 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 |
| 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 | х.AC | AC* |
| Female | 51\% | 54\% | 57\% | 48\% | 55\% | 52\% | 46\% | 44\% | 50\% | 48\% | 65\% v.Z.AA* | 56\% | $52 \%$ | 46\% | ${ }^{52 \%}$ |

apply.
ender. Are you...?

| 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\% | 18\% | 18\% | 25\% | 26\% | 20\% | 31\% | 54\% | 39\% | 14\% | 32\% | 10\% | 11\% |
|  |  |  | N.Q | * |  |  |  |  | AA.AB.AC | \% | AA.AB.AC* | \% | AA.AB.AC |  | * |
| Yes, of at least one child 18 years old or older | 38\% | 40\% | 24\% | 19\% | 40\% | 38\% | 31\% | 41\% | 49\% | 31\% | 29\% | ${ }^{7 \%}$ | 45\% | 12\% | 55\% |
| No, lam neither a parent or guardian |  | P.Q 35\% |  |  |  |  |  |  | $\underset{\text { x_Z.AA }}{\text { x/a }}$ | 21\% | AA* | 77\% | X.AA |  | $X . A^{*}$ |
|  | 40\% | 35\% | 36\% | $\begin{aligned} & \text { 58\% } \\ & \text { N.O.P* } \end{aligned}$ | 37\% | 39\% | 45\% | 40\% | 21\% | 21\% | $\begin{aligned} & 38 \% \\ & \text { v. } z^{*} \end{aligned}$ | $\stackrel{77 \%}{*}$ | $\begin{gathered} 25 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} \text { 75\% } \\ \text { v.X.Z.AB.AC } \end{gathered}$ | $\begin{gathered} 34 \% \\ \mathrm{v}^{*} \end{gathered}$ |
| Don't know/Prefer not to say | 5\% | 9\% | 11\% | 8\% | 7\% | 4\% | 1\% | 3\% | 4\% | $\checkmark$ | 1\% | $\stackrel{2 \%}{*}$ | 3\% | 5\% | 3\% |
|  |  | N | N | $\mathrm{N}^{*}$ | T |  |  |  |  | * |  |  |  |  |  |
| rbf_q1. Have you ever breastfed? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 410 | 56 | 50 | 16 | 165 | 147 | 66 | 32 | 229 | 7 | 28 | 5 | 269 | 42 | 55 |
| Base: All US AdultsYes, in the lastive years | 388$12 \%$ | 55 | 38 | 16 | 165 | 137 | 57 | 29 | 205 | 7 | 31 | 5 | 248 | 38 | 53 |
|  |  | 11\% | 24\% | 34\% | 8\% | 12\% | 19\% | 16\% | 15\% | 5\% | 19\% | 12\% | 15\% | 14\% | 1\% |
|  |  | * | ${ }^{*}$ | ** |  |  | R* | * | AB | * | * | * | AB | $A B^{*}$ | 37\% |
| Yes, more than five years ago | 40\% | 29\% | 31\% | 36\% | 32\% | 40\% | 56\% | 50\% | 43\% | 52\% | 37\% | 32\% | 42\% | $\stackrel{32 \%}{*}$ |  |
|  |  |  |  |  |  |  | R.S* | ** |  | ** | ** | ** |  |  | * |
| No, I have not | 49\% | 60\% | 44\% | 29\% | 60\% | 48\% | 24\% | 33\% | 42\% | ** | $\stackrel{ }{*}$ | ** | 43\% | 55\% | $\begin{aligned} & 62 \% \\ & \mathrm{v} \cdot \mathrm{z}^{*} \end{aligned}$ |
|  |  | * | . | * | s.t | T | . | ** |  |  |  |  |  |  |  |
| rbf_q2. You mentioned that you have breastfed. Have you ever breastfed in public? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All US Adults who have Breastfed | 227 | 24 | 29 | 11 | 72 | 83 | 49 | ${ }^{23}$ | 140 | 4 | 16 | 3 | 163 | 20 | 23 |
|  | 199 | 22 | 21 | 11 | 65 | 72 | 43 | 20 | 118$47 \%$ | 4 | 50\% | $\stackrel{2}{70 \%}$ | 141 47 | 17 | 20 |
| Base: All US Adults who have BreastfedYes, , have | 48\% | 44\% | 48\% | 80\% | 37\% | 51\% | 52\% | 65\% |  | 22\% |  |  |  | 39\% | 66\% |
|  | 43\% | ** | * | * | * | * | * | * | 44\% | * | * | * | 43\% | * | 20\% |
| No, I have not |  | 56\% | 46\% | 20\% | 50\% | 36\% | 46\% | 35\% |  | 39\% | 42\% | 30\% |  | ${ }_{61 \%}$ |  |
| I don't know/ cannot recall | 9\% |  | 6\% |  | 13\% |  | 1\% |  |  |  | 8\% |  | 10\% |  | $\stackrel{14 \%}{*}$ |
|  |  | * | * | * | $\mathrm{T}^{*}$ | T* | . | * | 9\% | ** | * | * |  | * |  |

rbf_q3. How wou
breastfeeding?

| Unweighted base | 1231 | 146 | 161 | 85 | 455 | 412 | 235 | 129 | 597 | 19 | 79 | 29 | 724 | 308 | 120 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults Very knowledgeable | 172\% | 163 | 139 | 94 | 18\% | 17\% | 15\% | 14\% | 539 | 22 | 79 | 28 | 667 | 323 | 140 |
|  |  | 18\% | 27\% | 18\% |  |  |  |  | 20\% | 37\% | 14\% | 25\% | 20\% | 12\% |  |
|  |  |  | N | * |  |  |  |  | AA | ** | . | * | AA |  | * |
| Somewhat knowledgeable | 29\% | 34\% | 22\% | $26 \%$ | 22\% | $\begin{gathered} 33 \% \\ R \end{gathered}$ | $\begin{gathered} 35 \% \\ R \end{gathered}$ | 29\% | 31\% | 28\% | $28 \%$ | 14\% | 30\% | 25\% | $\stackrel{32 \%}{ }$ |
| Not very knowledgeable | 20\% | 13\% | 23\% | $\begin{gathered} 28 \% \\ \mathrm{o}^{28} \end{gathered}$ | 20\% | 16\% | 20\% | $\begin{gathered} 27 \% \\ s \end{gathered}$ | 18\% | 25\% | 29\% ${ }_{\text {v }}$ | $\stackrel{18 \%}{*}$ | $\begin{gathered} \text { 19\% } \\ \mathrm{v} \end{gathered}$ | 20\% | ${ }^{19 \%}$ |
| Not a all knowledgeable | 27\% | 24\% | 16\% | 20\% | 29\% | 26\% | 26\% | 28\% | 26\% | 10\% | $22 \%$ | 29\% | 25\% | 31\% | 33\% |
| Don't know | 7\% | $\stackrel{11 \%}{{ }_{N}^{1 \%}}$ | $\begin{gathered} 13 \% \\ N \end{gathered}$ | $\stackrel{8 \%}{*}$ | $\begin{aligned} & \text { 10\%\% } \\ & \text { T.u } \end{aligned}$ | $\begin{aligned} & \text { 8\% } \\ & \text { T.U } \end{aligned}$ | $3 \%$ | 2\% | 5\% | - | ${ }^{8 \%}$ | $\stackrel{13 \%}{*}$ | 5\% | $\begin{aligned} & \begin{array}{l} 11 \% \\ \text { v. } \end{array} \end{aligned}$ | 4\% |

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
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age. What is your age?

|  | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | $\begin{aligned} & \text { Don't know / } \\ & \text { Prefer not to say } \end{aligned}$ | Under 540k | \$40k to \$80k | \$80k+ | $\begin{aligned} & \text { Don't know / } \\ & \text { Prefer not to say } \end{aligned}$ |  |
| 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 |
| 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\% |
| Female |  |  |  |  |  |  |  |  | AG.AH.AI |  | 53\% | 51\% | 48\% | 52\% | AQ.AR |
| Female | 51\% | v.z.AA.AB* | $\underset{*}{7 *}$ | $\underset{\substack{65 \% \\ m}}{ }$ | $\underset{\sim}{\text { 20\% }}$ | $\begin{aligned} & 57 \% \\ & \text { AJ } \end{aligned}$ | $\begin{aligned} & 57 \% \\ & \text { AJ } \end{aligned}$ | $\begin{aligned} & 57 \% \\ & \text { AJ } \end{aligned}$ |  | $\underset{\substack{50 \% \\ \text { \% }}}{ }$ | 53\% | 51\% | 48\% | 52\% | 43\% |

apply.

| Unweighted base | ${ }^{1231}$ | 52 | 13 | , | 8 | 300 | 472 | 718 | 471 | 42 | 420 | ${ }^{353}$ | 281 | 177 | 396 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1229 | 61 | 18 | 10 | 9 | 270 | 468 | 685 | 487 | 56 | 462 | 334 | 240 | 192 | 406 |
| Yes, of at least one child younger than 18 | 22\% | 5\% | 17\% | - | 5\% | 100\% | 11\% | 39\% | - | - | 19\% | 25\% | 31\% | 14\% | 27\% |
|  |  |  | ** |  | * | AH.AI.AJ | AJ | AH.AJ |  | * |  | AO | AL.AO |  | AQ |
| Yes, of at least one child 18 years old or older | 38\% | 71\% | 33\% | 51\% | . | 20\% | 100\% | 68\% | - | - | 35\% | 38\% | 48\% | 34\% | 35\% |
|  |  | v.x.Z.AA* | ** | ** | ** | AJ | AG.AI.AJ | Ag.AJ |  | * |  |  | AL.AM.AO |  |  |
| No, I Iam neither a parent or guardian | 40\% | 25\% | 25\% | 49\% | $\underset{\sim}{26 \%}$ | - | - | - | $\begin{gathered} \text { 100\% } \\ \text { AG.AH.AI } \end{gathered}$ | … | $\begin{gathered} 46 \% \\ \text { AM.AN } \end{gathered}$ | 37\% | 29\% | $\begin{aligned} & 43 \% \\ & \text { A3\% } \end{aligned}$ | 38\% |
| 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 | - | - | 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 lastive years | 12\% | 3\% |  | 40\% |  | 26\% | 4\% | 12\% |  |  | 8\% | 16\% | 14\% | 9\% | 17\% |
|  |  | * | * | ** | ** | AH.Al |  | 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\% | $\checkmark$ | 40\% | 52\% | 49\% |  | - | 56\% | 50\% | 30\% | 52\% | 49\% |
|  |  | * | ** | ** | * |  | AG | AG | * | * | AN | AN* | * | AN* | * |
| rbf_q2. You mentioned that you have breastfed. Have you ever breasted in public? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 227 | 15 | 2 | 3 | 1 | 107 | 141 | 227 | - | - | 69 | 58 | 73 | 27 | 66 |
| Base: All US Adults who have Breastfed | 199 | 15 | 1 | 3 | 0 | 91 | 128 | 199 | - | - | 64 | 54 | 58 | 24 | 54 |
| Yes, I have | 48\% | 47\% | 45\% | 66\% | - | 56\% | 44\% | 48\% | . | - | 47\% | 50\% | 50\% | 44\% | 58\% |
|  |  | ** | , | * | * | . |  |  | . | * | * | * | * | * | AR* |
| No, Ihave not | 43\% | 45\% | ${ }_{\text {55\% }}^{*}$ | 34\% | 100\% | $34 \%$ | $\begin{gathered} 47 \% \\ A G \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { AG } \end{gathered}$ | ** | - | 43\% | 32\% | 49\% | 52\% | 37\% |
| I don't know\|l cannot recall | 9\% | 7\% | - | - | - | 10\% | 9\% | 9\% | - | - | 10\% | 18\% | 2\% | 4\% | 6\% |
|  |  | * | .* | ** | * |  |  |  | * | * | AN* | AN* | * | * | * |

rbf_q3. How wout
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\% |
| Somewhat knowledgeable | 29\% | 30\% | $\begin{gathered} 4 \% \\ * \end{gathered}$ | $27 \%$ | 44\% | $\underset{\text { A5\% }}{\substack{3 \%}}$ | $\begin{aligned} & \text { AJ } \\ & \text { 35\% } \\ & \text { AJ } \end{aligned}$ | $\begin{aligned} & \text { AH.AN } \\ & \text { 36\% } \\ & \text { AJ } \end{aligned}$ | 19\% | $23 \%$ | 29\% | 29\% | 29\% | 27\% | \% |
| Not very knowledgeable | 20\% | 16\% | 33\% | 56\% | - | 15\% | 18\% | 18\% | $\begin{gathered} \text { 24\% } \\ \text { AGAI } \end{gathered}$ | $\underset{\%}{6 \%}$ | 18\% | 20\% | 25\% | 16\% | 18\% |
| Not at all knowledgeable | 27\% | 26\% | 20\% | \% | $38 \%$ | 9\% | $\begin{aligned} & \text { 22\% } \\ & \text { AG.AI } \end{aligned}$ | $\begin{aligned} & \text { 18\% } \\ & \text { AG } \end{aligned}$ | $\begin{gathered} \text { AG.AH.AI } \end{gathered}$ | $32 \%$ | 29\% | 27\% | 23\% | 30\% | 24\% |
| Don't know | 7\% | ${ }^{8 \%}$ | 24\% | 14\% | $\underset{\text { 18\% }}{\text { \% }}$ | 5\% | 4\% | 5\% | 8\% | 33\% | 6\% | 6\% | 5\% | $\begin{gathered} \text { 15\% } \\ \text { AL.AM.AN } \end{gathered}$ | 8\% |

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
YouGov

|  | Total | Type of Area Lived in |  |  | Political Party |  |  |  |  | Political Viewpoint |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other | Democrat | Republican | Independent | Other | Not sure | Very liberal | Liberal | Moderate | Conservative | Very conservative | Not sure |
| 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 |
| 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\% | 50\% | 54\% | 70\% | 31\% | 44\% | 45\% | 49\% | 57\% | 59\% | 35\% |
|  |  |  |  | * | AX | Ax | AX | At.AU.AX* | * |  |  | BD | AY.AZ.bD.bE | AY.AZ.bD.BE | * |
| Female | 51\% | $\begin{aligned} & 54 \% \\ & \text { AP } \end{aligned}$ | 58\% | 90\% | 55\% | 50\% | 46\% | 30\% | 69\% | 56\% | 55\% | $\begin{gathered} 51 \% \\ \text { BF } \end{gathered}$ | 43\% | 42\% | 65\% |

parenty
apply.

rbf_q3. How wout
breastfeeding?

| 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 knowledgeable | 17\% | 14\% | 17\% | - | 16\% | 20\% | 12\% | 17\% | 22\% | 18\% | 14\% | 16\% | 15\% | 28\% | 14\% |
|  |  |  |  | * |  | AV |  | * | * |  |  |  |  | Bb.bD | B ${ }^{\text {B }}$ |
| Somewhat knowledgeable | 29\% | 29\% | 27\% | 24\% | 29\% | 29\% | $\begin{gathered} 32 \% \\ A X \end{gathered}$ | $\stackrel{32 \%}{*}$ | 18\% | 25\% | 26\% | 32\% | $\begin{gathered} 37 \% \\ \text { AY.BC.BD.BE.BF } \end{gathered}$ | 23\% | 23\% |
| Not very knowledgeable | 20\% | 21\% | 20\% | 51\% | 23\% | 17\% | 20\% | 10\% | 20\% | $\begin{gathered} \text { BB.BC.BF } \end{gathered}$ | $\begin{gathered} 26 \% \\ \text { BB.BC.BF } \end{gathered}$ | 19\% | 14\% | 14\% | $21 \%$ |
| Not at all knowledgeable | 27\% | 30\% | 29\% | ** | 27\% | $30 \%$ | $29 \%$ | 33\% | 15\% | 27\% | 29\% | 27\% | 29\% | 31\% | 21\% |
| Don't know | 7\% | 6\% | 7\% | $\underset{\substack{25 \%}}{\text { m }}$ | 5\% | 4\% | 6\% | ${ }^{8 \%}$ | $\begin{gathered} 24 \% \\ \text { AT.AU.AV* } \end{gathered}$ | 4\% | 5\% | 6\% | 5\% | 4\% | 21\% <br> AY.AZ.BA.BB.BC.BE.I |

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
YouGov
age. What is your age?
ender. Are you....?
apply.

bf_q3. How would you rate your own personal

| 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 knowledgeable | 17\% | 16\% | $\begin{aligned} & 21 \% \\ & { }_{B B} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \% \\ \text { BH } \end{array} \end{aligned}$ | 15\% | 18\% | 15\% | 16\% | 20\% | 15\% | 32\% | 17\% | 11\% | 16\% | 18\% |
| Somewhat knowledgeable | 29\% | 26\% | $\begin{aligned} & 30 \% \\ & \text { BC } \\ & \end{aligned}$ | 30\% | 31\% | 21\% | 27\% | 28\% | 30\% | 34\% | 17\% | $38 \%$ | $16 \%$ | 28\% | 28\% |
| Not very knowledgeable | 20\% | $\begin{gathered} 26 \% \\ \text { BB.BC.BF } \end{gathered}$ | 14\% | 18\% | 19\% | 24\% | 22\% | $\begin{gathered} \text { 24\% } \\ \text { BL } \end{gathered}$ | 16\% | 11\% | 23\% | 45\% | 30\% | 19\% | 21\% |
| Not at all knowledgeable | 27\% | 28\% | 30\% | 26\% | $\begin{gathered} 33 \% \\ \text { BG } \end{gathered}$ | $31 \%$ | 26\% | 27\% | 29\% | 32\% | $\stackrel{27}{*}$ | - | 43\% | 26\% | $\begin{gathered} 29 \% \% \\ \text { BT } \end{gathered}$ |
| Don't know | 7\% | 3F** ${ }^{\text {5\% }}$ | 5\% | 6\% | 3\% | ${ }^{6 \%}$ | $\begin{aligned} & \text { 10\% } \\ & \text { BH } \end{aligned}$ | 5\% | 4\% | ${ }^{8 \%}$ | - | - | - | $\begin{gathered} 11 \% \\ \text { BK.BL } \end{gathered}$ | 4\% |

## YouGov RealTime <br> Breastfeeding

| Breastfeeding <br> US_nat_internal Sample: 8th - 9th August 2019 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| YouGov <br> What the world thinks |  | Total | oting Registration |  |
|  |  | No | Don't know |
| age. What is your age? |  |  |  |  |
|  | Unweighted base |  | 1232 | 142 | ${ }^{36}$ |
|  | Base | 1232 | 332 | 75 |
| gender. Are you....? |  |  |  |  |
|  | Unweighted base | 1232 | 142 | 36 |
|  | Base | 1232 | 332 | 75 |
|  | Male | 49\% | 54\% | 38\% |
|  | Female | 51\% | 46\% | 62\% |

apply.

| Unweighted base | 1231 | 141 | 36 |
| :---: | :---: | :---: | :---: |
| Base | 1229 | 329 | 75 |
| Yes, of at least one child younger than 18 | 22\% | 23\% | 24\% |
| Yes, of at least one child 18 years old or older | 38\% | 29\% | 24\% |
| No, I am neither a parent or guardian | 40\% | 45\% | 42\% |
| Don't know/Prefer not to say | 5\% | $\begin{aligned} & 9 \% \\ & \text { BR } \end{aligned}$ | $\begin{aligned} & 16 \% \\ & B R^{*} \end{aligned}$ |
| rbf_q1. Have you ever breastfed? |  |  |  |
| Unweighted base | 410 | 46 | 13 |
| Base: All US Adults | 388 | 83 | 21 |
| Yes, in the last five years | 12\% | $\stackrel{17 \%}{ }$ | $\stackrel{15 \%}{*}$ |
| Yes, more than five years ago | 40\% | 20\% | $34 \%$ 4 |
| No, I have not | 49\% | 63\% | 52\% |

rbf_q2 You mention
breastfed in pubbic?

| Unweighted base | 227 | 18 | 7 |
| :---: | :---: | :---: | :---: |
| Base: All US Adults who have BreastfedYes, have | 199 | 31 | 10 |
|  | 48\% | 60\% | 14\% |
|  |  | ** | ** |
| No, Ihave not | 43\% | 28\% | \% |
|  |  | * | * |
| I don't know\| cannot recall | 9\% | $\stackrel{12 \%}{ }$ | 74\% |

bf a3. How would you rate your own personal knowledge about

| Unweighted base | 1231 | 141 | 36 |
| :---: | :---: | :---: | :---: |
| Base: All US Adults | 1229 | 329 | 75 |
| Very knowledgeable | 17\% | 16\% | 14\% |
| Somewhat knowledgeable | 29\% | 29\% | 32\% |
| Somewnak knowledgeable |  |  | 32\% |
| Not very knowledgeable | 20\% | 18\% | 15\% |
| Not at all knowledgeable | 27\% | 27\% | 11\% |
| Don't know | $7 \%$ | 10\% | 27\% |
| - Dorknow |  | BR | BR.BS* |


| 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\% | $$ | $\begin{gathered} 41 \% \\ G \end{gathered}$ | $\begin{gathered} 37 \% \\ G \end{gathered}$ | $\begin{gathered} 36 \% \\ G \end{gathered}$ | $22 \%$ | * | - | 31\% | 41\% | 38\% | 38\% | 39\% |
| Somewhat acceptable | 19\% | 21\% | 17\% | $\underset{\%}{7 \%}$ | 22\% | 19\% | 18\% | 16\% | - |  | 22\% | 19\% | 17\% | 19\% | 18\% |
| Somewhat unacceptable | 14\% | 13\% | 16\% | 10\% | 13\% | 12\% | 16\% | 20\% | ** | $\bar{\cdots}$ | 20\% | 14\% | 12\% | 14\% | 14\% |
| Completely unacceptable | 19\% | 20\% | 19\% | 13\% | 12\% | $\underset{\mathrm{D}}{21 \%}$ | $\begin{gathered} 23 \% \\ \mathrm{D} \end{gathered}$ | $\underset{\substack{27 \% \\ D^{*}}}{27 \%}$ | $\cdots$ | - | 18\% | 19\% | 22\% | 16\% | 20\% |
| Don't know | 10\% | 10\% | 9\% | 20\% | 11\% | 11\% | 7\% | $\begin{aligned} & 15 \% \\ & \mathrm{~F}^{*} \end{aligned}$ | ** | " | 9\% | 7\% | 10\% | $\begin{aligned} & 13 \% \\ & { }_{1}^{13 \%} \end{aligned}$ | 9\% |

bf_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\% |
| Somewhat acceptable | 24\% | 24\% | 24\% | $9 \%$ | 20\% | 25\% | $\begin{gathered} \text { 28\% } \\ \mathrm{D} \end{gathered}$ | 20\% | - | \% | $\begin{gathered} \text { 30\% } \\ \text { M } \end{gathered}$ | 25\% | 24\% | 17\% | 23\% |
| Somewhat unacceptable | 9\% | $\begin{gathered} 11 \% \\ \mathrm{~B} \end{gathered}$ | 7\% | $\underset{\%}{6 \%}$ | 10\% | 7\% | 8\% | $\begin{aligned} & \text { 18\% } \\ & \text { E.F** } \end{aligned}$ | $\div$ | $\div$ | 11\% | 8\% | 8\% | 10\% | 8\% |
| Completely unacceptable | 9\% | 8\% | 9\% | ** | 8\% | 9\% | 9\% | 10\% | * | $\div$ | 7\% | 8\% | 10\% | 7\% | $9 \%$ |
| Don't know | 7\% | 8\% | 6\% | 25\% | $\begin{gathered} 9 \% \\ \mathrm{~F} \end{gathered}$ | 8\% | 4\% | 4\% | * | .. | 7\% | 6\% | 6\% | 10\% | 7\% |


| 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\% | 40\% | 51\% | 52\% | 49\% | 42\% | 30\% | 39\% |
|  |  |  |  | * |  |  |  | R.S.T | AA.AC | ** | ${ }_{\text {A }} .\left(C^{*}\right.$ | * | v.A.AC |  | * |
| Somewhat acceptable | 19\% | 23\% | 23\% | ${ }^{16 \%}$ | 20\% | 16\% | 21\% | 20\% | 19\% | 30\% | ${ }^{16 \%}$ | $\stackrel{29 \%}{*}$ | 19\% | 19\% | 22\% |
| Somewhat unacceptable | 14\% | 13\% | 14\% | 21\% | 12\% | 18\% | 14\% | 13\% | 16\% | 14\% | ${ }^{8 \%}$ | $\stackrel{6 \%}{\#}$ | 14\% | 13\% | ${ }^{12 \%}$ |
| Completely unacceptable | 19\% | 19\% | 16\% | 21\% | 21\% | 20\% | 17\% | 13\% | 20\% | $\stackrel{2 \%}{*}$ | 18\% | ${ }^{13 \%}$ | 19\% | 20\% | 13\% |
| Don't know | 10\% | 15\% | 11\% | 9\% | 12\% | 11\% | 9\% | 2\% | 6\% | 2\% | 7\% | 3\% | 6\% | 17\% | 14\% |
|  |  |  |  | * | u | u | u |  |  | ** | * | * |  | v.z | v. $\mathrm{z}^{*}$ |
| 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\% | 43\% | 59\% | 44\% | 63\% | 51\% | 46\% | 45\% | 37\% | 39\% |
|  |  |  |  | * |  | R |  | R.S.T |  | * | $\mathrm{AC}^{*}$ | * | A.AC |  | * |
| Somewhat acceptable | 24\% | 27\% | 25\% | 31\% | $\begin{gathered} 28 \% \\ u \end{gathered}$ | 22\% | 23\% | 16\% | 24\% | 17\% | 24\% | ${ }^{35 \%}$ | 24\% | 21\% | 28\% |
| Somewhat unacceptable | 13\% | 10\% | 11\% | 13\% | 11\% | 13\% | 13\% | 15\% | 13\% | $5 \%$ | 11\% | ${ }_{5}^{5 \%}$ | 12\% | 12\% | 9\% |
| Completely ynacceptable | 14\% | 15\% | 10\% | 15\% | 16\% | 14\% | 14\% | 8\% | 13\% | 12\% | 13\% | 7\% | 13\% | 16\% | 13\% |
|  |  |  |  | * | u |  |  |  |  | ** | . | ** |  |  | * |
| Don't know | 8\% | 12\% | 9\% | 7\% | 11\% | 8\% | 7\% | 1\% | 7\% | 2\% | 1\% | 6\% | 6\% | 13\% | 10\% |
|  |  |  |  | * | u | u | $u$ |  |  | ** | . | * |  | v.x.z.AC | ${ }^{*}$ |
| 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\% | 39\% | 39\% | 47\% | 50\% | 66\% | 50\% | 61\% | 60\% | 59\% | 52\% | 40\% | 44\% |
|  |  |  | - | * |  | R | R | R.s.T | AA | ** | ${ }_{\text {A }}$. | * | AA |  | * |
| Somewhat acceptable | 24\% | 28\% | 20\% | $34 \%$ | 27\% | 22\% | 20\% | 24\% | 24\% | 27\% | 17\% | ${ }^{12 \%}$ | 23\% | 22\% | ${ }^{28 \%}$ |
| Somewhat unacceptable | 11\% | 10\% | 13\% |  | 13\% | 10\% |  | 2\% | 10\% |  | 12\% |  | 10\% | 12\% | 9\% |
| Somewnaunacceplable |  |  |  | $\stackrel{ }{*}$ | u | u | ${ }_{u}^{14 \%}$ |  |  | ** | ${ }^{*}$ | ** |  |  | * |
| Completely unacceptable | 11\% | 14\% | 7\% | ${ }^{8 \%}$ | 13\% | 13\% | 10\% | 5\% | 11\% | - | 9\% | 7\% | 10\% | 12\% | 10\% |
|  |  |  |  | * | u | u |  |  |  | ** | * | $*$ |  |  | * |
| Don't know | 8\% | 11\% | 7\% | 11\% | $9 \%$ | 8\% | 7\% | 3\% | 5\% | .. | ${ }^{1 \%}$ | $\stackrel{3 \%}{\ldots}$ | 5\% | 14\% | \% |
| rbf_q44. 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\% |  | 61\% | 57\% | 68\% | 65\% | 62\% | 58\% | 40\% | 52\% |
|  |  |  | - | * |  | R | R | R | AA | * | $\mathrm{AA}^{*}$ | * | AA |  | * |
| Somewhat acceptable | 24\% | 30\% | 21\% | 24\% | 29\% | 18\% | 23\% | 26\% | 26\% | 7\% | 15\% | 18\% | 24\% | 22\% | 23\% |
|  |  |  |  | * | s |  |  |  | z | ** | * | * |  |  | * |
| Somewhat unacceptable | 9\% | 10\% | 13\% | 11\% | 9\% | 9\% | 11\% | 9\% | 7\% | 25\% | 6\% | $2 \%$ | 7\% | 12\% | 11\% |
| Completely unacceptable | 9\% | 10\% | 4\% | 10\% | 10\% | 10\% | 5\% | 3\% | 7\% | - | 6\% | 11\% | 7\% | 12\% | 7\% |
|  |  |  |  | * | т.U | т.U |  |  |  | * | * | * |  | v.z | * |
| Don't know | 7\% | 9\% | 5\% | $9 \%$ | 8\% | 8\% | 6\% | 1\% | 3\% | . | 8\% | 6\% | 4\% | 14\% | 8\% |
|  |  |  |  |  | $u$ | $u$ |  |  |  | ** |  | * |  | v.Z.AC |  |




| 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\% | ${ }^{62 \%}{ }_{\text {ck }}$ | 52\% | 67\% | 42\% | 34\% | 40\% |
|  |  | z.BA.Bb.BC.BD.BF |  | BH.BII.JJ |  |  | BH | ${ }^{\text {BL.BQ }}$ |  | ${ }_{\text {BLPQ* }}$ |  |  | 33\% |  |  |
| Somewhat acceptable | 19\% | $\begin{gathered} 18 \% \\ A Y \end{gathered}$ | $\begin{aligned} & 18 \% \\ & \text { BC } \end{aligned}$ | 22\% | 17\% | $\stackrel{26 \%}{ }$ | 17\% | 21\% | 18\% | $\stackrel{7 \%}{*}$ | $\xrightarrow{7 \%}$ | 33\% | $\underset{\sim}{33 \%}$ | 19\% | 20\% |
| Somewhat unacceptable | 14\% | 11\% | 18\% | 13\% | 20\% | 20\% | 13\% | 14\% | 20\% | 14\% | 20\% | - | 10\% | 11\% | 15\% |
| Completely unacceptable | 19\% | 13\% | $\begin{gathered} 23 \% \\ \text { AY.AZ.BB.BE } \end{gathered}$ | 14\% | $31 \%$ BG.bJ | ${ }^{22 \%}$ | 18\% | 11\% | $\begin{gathered} \text { 27\% } \\ \text { BK.BM.BQ } \end{gathered}$ | 6\% | 10\% | $\stackrel{\square}{*}$ | 9\% | $\begin{gathered} 20 \% \\ \mathrm{BK} \end{gathered}$ | 19\% |
| Don't know | 10\% | 3F** ${ }^{\text {9\% }}$ | 8\% | 4\% | 6\% | $\stackrel{7}{*}$ | 17\% BG.BH | 5\% | 5\% | 11\% | ${ }^{11 \%}$ | - | $\underset{\substack{6 \% \\ \hline \\ \\ \hline}}{ }$ | $16 \%$ | 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.BF | 36\% | $\begin{aligned} & 52 \% \\ & \text { RHP } \end{aligned}$ | 31\% | $\begin{aligned} & 48 \% \\ & B H^{*} \end{aligned}$ | 36\% | $\begin{gathered} 55 \% \\ \text { BLBQ } \end{gathered}$ | 36\% | $\begin{gathered} 59 \% \\ \begin{array}{c} 5 L B Q^{*} \end{array} . \end{gathered}$ | 56\% | ${ }_{\text {67\% }}$ | 49\% | 34\% | $45 \%$ |
| Somewhat acceptable | 24\% | $20 \%$ | $25 \%$ | 25\% | 24\% | 13\% | 22\% | 23\% | 24\% | $21 \%$ | 24\% | $\underset{\sim}{21 \%}$ | 23\% | 24\% | 23\% |
| Somewhat unacceptable | 13\% | 8\% | $\begin{aligned} & \text { 14\% } \\ & \text { AY.BE } \end{aligned}$ | 12\% | 15\% | ${ }^{22 \%}$ | 12\% | 12\% | 15\% | $\stackrel{\text { \% }}{ }$ | $\cdots$ | $\stackrel{11 \%}{*}$ | 10\% | 12\% | 13\% |
| Completely unacceptable | 14\% | 11\% | 15\% | 7\% | $24 \%$ BG.BJ | ${ }^{11 \%}$ | $\begin{aligned} & \text { 16\% } \\ & \text { BG } \end{aligned}$ | 7\% | $\begin{gathered} 19 \% \\ \text { RK } \end{gathered}$ | $\stackrel{3}{*}$ | 10\% | - | $\stackrel{12 \%}{*}$ | $\begin{gathered} 16 \% \\ \text { Br } \end{gathered}$ | 13\% |
| Don't know | 8\% | 6\% | 10\% AY.BA.BC | 3\% | 6\% | 6\% | $\begin{aligned} & \text { 14\% } \\ & \text { BG.BH } \end{aligned}$ | 2\% | $\begin{aligned} & 6 \% \\ & 0 \% \end{aligned}$ | $\begin{aligned} & 8 \% \\ & B K^{*} \end{aligned}$ | $\underset{\sim}{11 \%}$ | - | $\stackrel{6 \%}{*}$ | $\begin{aligned} & \text { 14\% } \\ & \text { BK.BL } \end{aligned}$ | 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\% | 41\% | 57\% | 38\% | 51\% | 41\% | 63\% | 41\% | 63\% | 65\% | 66\% | 49\% | 38\% | 51\% |
|  |  | BA.Bb.bC.bD.BF | BD | вн.ВЈ |  | 析 |  | BL.BQ |  | BL.bQ* | * | * | * |  | BS.BT |
| Somewhat acceptable | 24\% | 17\% | 24\% | 24\% | 25\% | $\stackrel{17 \%}{*}$ | 23\% | 22\% | 27\% | 20\% | 4\% | $\stackrel{34 \%}{*}$ | $\stackrel{29 \%}{*}$ | 23\% | 24\% |
| Somewhat unacceptable | 11\% | 6\% | 14\% AY.AZ.BE | 11\% | 13\% | 17\% | 10\% | 8\% | 11\% | $\stackrel{6 \%}{ }$ | ${ }_{\text {5\% }}$ | $\cdots$ | 9\% | $\begin{gathered} \text { 14\% } \\ \text { B } \end{gathered}$ | 10\% |
| Completely unacceptable | 11\% | 8\% | 12\% | 5\% | 17\% | 11\% | 14\% | 5\% | 16\% | 3\% | 18\% | - | .. | 13\% | 9\% |
| Don't know | 8\% | 5\% | 9\% | 4\% | 6\% | 4\% | 12\% | 2\% | 5\% | $8 \%$ | $9 \%$ | - | 13\% | 12\% | 5\% |
|  |  |  | BA.BC |  |  |  | BG.BH |  | BK | вK |  |  |  | вк.вL |  |
| rbf_44_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\% | $\begin{gathered} 65 \% \\ \text { BA.BB.BC.BD.BF } \end{gathered}$ | 46\% | $\begin{gathered} \text { 60\% } \\ \text { BHJ } \end{gathered}$ | 42\% | 50\% | 49\% | $\begin{aligned} & \text { 62\% } \\ & \text { BL.BQ } \end{aligned}$ | 48\% | $\begin{aligned} & 66 \% \\ & B L B Q^{*} \end{aligned}$ | 69\% | $\stackrel{79 \%}{*}$ | 49\% | 47\% | $\begin{gathered} 54 \% \\ \text { BT } \end{gathered}$ |
| Somewhat acceptable | 24\% | 19\% | 26\% AY.BE | 26\% | $\begin{aligned} & 30 \% \\ & \text { BJ } \end{aligned}$ | $29 \%$ | 19\% | 27\% | 27\% | 23\% | $4 \%$ | $\underset{\sim}{21 \%}$ | 38\% | 20\% | 26\% |
| Somewhat unacceptable | 9\% | 8\% | 9\% | 7\% | 10\% | 12\% | 10\% | 5\% | $\begin{aligned} & 9 \% \\ & \text { BK } \end{aligned}$ | $\stackrel{6 \%}{ }$ | 15\% | $\cdots$ | 6\% | $\begin{gathered} 11 \% \\ \mathrm{BK} \end{gathered}$ | 7\% |
| Completely unacceptable | 9\% | 4\% | $\begin{aligned} & \text { 10\% } \\ & \text { AY.BE } \end{aligned}$ | 4\% | $\begin{gathered} 13 \% \\ \text { BG } \end{gathered}$ | 9\% | $\begin{aligned} & \text { 10\%\% } \\ & \text { BG } \end{aligned}$ | 5\% | $\begin{gathered} \text { 12\% } \\ \text { BK.BM } \end{gathered}$ | - | $\begin{gathered} 6 \% \\ \approx \end{gathered}$ | - | ** | $\begin{aligned} & \text { 10\% } \\ & \mathrm{BK} \end{aligned}$ | 8\% |
| Don't know | 7\% | 4\% | 9\% BA.BE | 3\% | 5\% | - | $\begin{gathered} 12 \% \\ \text { 12 } \end{gathered}$ | 2\% | 4\% | 5\% | ${ }_{4 \%}^{5 \%}$ | * | 6\% | 12\% | 4\% |

## YouGov RealTime

Breastfeeding

## s_nat_internal Sample: 8th - 9th August 2019

## YOU GOV

In your opinion, how acceptable or unacceptable is it for
woman to breastfeed in the following public places?
bf_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\% | 22\% |
|  |  |  | BR | $B R^{*}$ |

rbf_q4_2. On public transit
bf_94_5. In a restauran

| 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\% | $\begin{aligned} & 18 \% \\ & B R^{*} \end{aligned}$ |

ff g4 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\% |  |  |
| comper |  | BR | * |
| Don't know | 8\% | 11\% | 19\% |
|  |  | BR | BR* |


| 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\% | $21 \%$ |

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
YouGov
bf_q4_6. In a public bathroom
_q5. How comfortable or uncomfortable are you with a wo
breastfeeding next to you in a public place?


breasteeding next to you in a public place? | Unweighted base |
| ---: |
| Base: All US Adults |
| Very comfortable |
| Somewhat comfortable |

Somewhat uncomfortable
Very uncomfortable
Don't know

| 1231 | 564 | 667 | 16 | 367 | 311 | 462 | 75 | - | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1229 | 595 | 633 | 20 | 394 | 300 | 437 | 78 |  | - |
| 46\% | 45\% | 48\% | 26\% | 45\% | 51\% | 46\% | 40\% |  | $\cdots$ |
| 22\% | 24\% | 21\% | 29\% | 21\% | 20\% | 24\% | 25\% | * | - |
| 14\% | 14\% | 15\% | 15\% | 15\% | 12\% | 15\% | 13\% | - |  |
| 9\% | 10\% | 9\% | ** | 8\% | 12\% | 8\% | 15\% | - | $\cdots$ |
| 8\% | 8\% | 8\% | 30\% | $\begin{aligned} & 11 \% \\ & \text { E.F } \end{aligned}$ | 5\% | 6\% | $7 \%$ | - | - |


| 229 | 300 |
| :---: | :---: |
| 237 | 283 |
| $44 \%$ | $45 \%$ |
| $27 \%$ | $24 \%$ |
| $12 \%$ | $18 \%$ |
| $8 \%$ | $10 \%$ |
| $9 \%$ | $3 \%$ |


| 415 | 287 | 839 |
| :---: | :---: | :---: |
| 438 | 271 | 833 |
| $48 \%$ | $46 \%$ | $46 \%$ |
| $20 \%$ | $22 \%$ | $23 \%$ |
| $13 \%$ | $14 \%$ | $15 \%$ |
| $11 \%$ | $7 \%$ | P |
| $8 \%$ | $10 \%$ |  |
| K | $11 \%$ <br> K | $7 \%$ |

_q6. From what you know, do you belle
difference?

## YouGov RealTime <br> Breastfeeding

Us_nat_internal Sample: 8th - 9th August 2019
YouGov

| 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\% | $\begin{gathered} 75 \% \\ R \end{gathered}$ | $\underset{A 9}{69 \%}$ | 72\% | 69\% | 76\% | $\begin{gathered} \text { 69\% } \\ \hline 9 \end{gathered}$ | 57\% | $\stackrel{64 \%}{ }$ |
| Somewhat acceptable | 16\% | $\stackrel{24 \%}{N}$ | 15\% | $\underset{\mathrm{N}^{*}}{25 \%}$ | $\begin{gathered} 21 \% \\ \text { S.T } \end{gathered}$ | 14\% | 12\% | 13\% | 14\% | 16\% | $13 \%$ | $\underset{\sim}{2 \%}$ | 14\% | 17\% | 18\% |
| Somewhat unacceptable | 6\% | 9\% | ${ }_{\mathrm{N}}^{11 \%}$ | $7 \%$ | 6\% | 6\% | 9\% | 3\% | 6\% | 12\% | 3\% | 13\% | 6\% | 7\% | $\stackrel{8 \%}{ }$ |
| Completely unacceptable | 7\% | $\stackrel{12 \%}{\mathrm{~N}}$ | 8\% | 11\% | 8\% | 7\% | 4\% | 7\% | 7\% | $\stackrel{\square}{*}$ | 11\% | $\underset{\sim}{2 \%}$ | 7\% | $8 \%$ | 6\% |
| Don't know | 6\% | 6\% | 6\% | 6\% | 6\% | 7\% | 7\% | 2\% | 4\% | - | $4 \%$ | $6 \%$ | 4\% | $\begin{aligned} & 11 \% \\ & \mathrm{v} . \mathrm{Z} \end{aligned}$ | 5\% |

rbf_q4_7. In a store
f_q5. How comfortable or uncomfortable are you with a wo
breastfeeding 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 |
| Completely acceptable | 39\% | 31\% | 42\% | 37\% | 33\% | 41\% | 43\% | 55\% | 44\% | 59\% | 46\% | 46\% | 45\% | 31\% | 38\% |
|  |  |  |  | * |  | R | R | R.S | AA | ** | $\mathrm{AA}^{*}$ | ** | AA |  | * |
| 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\% | $\begin{gathered} 13 \% \\ \mathrm{v} \end{gathered}$ | 17\% | 17\% |
| Completely unacceptable | 15\% | 16\% | 9\% | 17\% | 17\% | 15\% | 15\% | 8\% | 16\% | $\stackrel{\square}{*}$ | 11\% | $\stackrel{7 \%}{*}$ | 15\% | 15\% | 12\% |
| Don't know | 8\% | 11\% | 7\% | ${ }^{8 \%}$ | $9 \%$ | 8\% | 6\% | 2\% | 6\% | ** | ${ }^{1 \%}$ | $\stackrel{3 \%}{*}$ | 5\% | $\begin{aligned} & 14 \% \\ & y \times 7 \end{aligned}$ | 7\% |

breastreeding next to you in a public place? | Unweighted base |
| ---: |
| Base: Al US Adults |
| Very comfortable |

| Somewhat comfortable |
| ---: |

Somewhat uncomfortable
Very uncomfortable

| 1231 | 146 | 161 | 85 | 455 | 412 | 235 | 129 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1229 | 163 | 139 | 94 | 482 | 402 | 226 | 119 |
| 46\% | 50\% | 53\% | 38\% | 43\% | 49\% | 44\% | $\begin{gathered} \text { 56\% } \\ \mathrm{R} \end{gathered}$ |
| 22\% | 19\% | 22\% | $27 \%$ | 24\% | 19\% | 25\% | 23\% |
| 14\% | 9\% | 8\% | $\begin{gathered} \text { 19\% } \\ \hline \end{gathered}$ | 13\% | 13\% | $\begin{aligned} & \text { 20\% } \\ & \text { s.u } \end{aligned}$ | 11\% |
| 9\% | 10\% | 7\% | $7 \%$ | 10\% | 11\% | 6\% | 5\% |
| 8\% | 11\% | 10\% | 8\% | 9\% | 9\% | 4\% | 5\% |


| 597 | 19 |
| :---: | :---: |
| 539 | 22 |
| 50\% | 84\% |
| AA | ** |
| 23\% | ${ }_{\text {4\% }}^{4}$ |
| 13\% | - |
| 9\% | 12\% |
| 5\% | - |


| 79 | 29 |
| :---: | :---: |
| 79 | 28 |
| 47\% | 64\% |
| * | $\cdots$ |
| 26\% | 7\% |
| * | \% |
| ${ }^{11 \%}$ | 3\% |
| 7\% | 17\% |
| * ${ }^{\text {\% }}$ | * |
| 9\% | $\stackrel{\text { 9\% }}{*}$ |


| 724 | 308 | 120 |
| :---: | :---: | :---: |
| 667 | 323 | 140 |
| 51\% | 36\% | 53\% |
| AA |  | $\mathrm{AA}^{*}$ |
| 22\% | 24\% | 21\% |
| 12\% |  |  |
|  | $\mathrm{v} . \mathrm{z}$ | * |
| 9\% | 10\% | 5\% |
| 6\% |  | 5\% |
|  | v.z | * |

-q6. From what you know, do you beiever it is berter
difference?

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
YouGov
bf_q4_6. In a public bathroom
bf_q4_7. In a store
_95. How comfortable or uncomfortable are you with a
breastfeeding 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 |
| Completely acceptable | 39\% | 29\% | 42\% | 3\% | 39\% | 52\% | 39\% | 43\% | 34\% | 35\% | 39\% | 38\% | 50\% | 29\% | 42\% |
|  |  | * | ** | ** | ** | AH.AI.AJ |  | AH.AJ |  | ** |  |  | AL.Am.aO |  |  |
| Somewhat acceptable | 23\% | 16\% | $27 \%$ | 35\% | 29\% | 25\% | 23\% | 23\% | 22\% | 25\% | 23\% | 22\% | 24\% | 23\% | 22\% |
| Somewhat unacceptable | 15\% | ${ }^{21 \%}$ | 13\% | * | $17 \%$ | 12\% | 16\% | 15\% | 16\% | 6\% | 15\% | 17\% | 12\% | 16\% | 11\% |
| Completely unacceptable | 15\% | 30\% | 9\% | 27\% | 15\% | 8\% | ${ }^{17 \%}$ | ${ }^{14 \%}$ | ${ }^{17 \%}$ | 16\% | 15\% | 14\% | 12\% | ${ }^{21 \%}$ | 15\% |
|  |  | V.X.Z.AA.AB* |  |  |  |  | AG.Al | ${ }_{4}^{\text {AG }}$ |  |  |  |  | 3\% | ${ }_{12 \%}$ |  |
| Don't know | 8\% | 4\% | $\stackrel{\text { 9\% }}{+}$ | 34\% | * | 3\% | 5\% | 4\% | $\begin{aligned} & \text { АА.АН.АА } \end{aligned}$ | $18 \%$ $* *$ | $\begin{aligned} & 8 \% \\ & \text { AN } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AN } \end{aligned}$ | 3\% | $\begin{aligned} & \begin{array}{c} 12 \% \\ \text { AN } \end{array} \end{aligned}$ | 9\% |

breasteeding next to you in a public place? | Unweighted base |
| ---: |
| Base: All US Adults |
| Very comfortable |
| Somewhat comfortable |

Somewhat uncomfortable
Very uncomfortable
Don't know

| 1231 | 52 | 13 | 6 | 8 |
| :---: | :---: | :---: | :---: | :---: |
| 1229 | 61 | 18 | 10 | 9 |
| 46\% | 39\% | 44\% | 23\% | 39\% |
| 22\% | ${ }^{23 \%}$ | 10\% | 35\% | 16\% |
| 14\% | ${ }^{11 \%}$ | $\stackrel{6 \%}{*}$ | $\stackrel{21 \%}{\ldots+}$ | 16\% |
| 9\% | $\begin{aligned} & \begin{array}{l} 18 \% \\ A B^{*} \end{array} \end{aligned}$ | 16\% | 7\% | 30\% |
| 8\% | $\stackrel{\text { \% }}{ }$ | 24\% | 14\% | * |


| 300 | 472 | 718 | 471 | 42 |
| :---: | :---: | :---: | :---: | :---: |
| 270 | 468 | 685 | 487 | 56 |
| 58\% | 49\% | 52\% | 40\% | 38\% |
| AH.AI.AJ | AJ | AJ |  | ** |
| 21\% | 26\% | 25\% | 20\% | 13\% |
| 10\% | 14\% | 12\% | 17\% | 12\% |
| 7\% | 8\% | 7\% | 11\% | 17\% |
| 4\% | 3\% | 4\% | $\begin{gathered} \text { AG.AH.AI } \\ \hline \end{gathered}$ | 20\% |


| 420 | 353 | 281 | 177 |
| :---: | :---: | :---: | :---: |
| 462 | 334 | 240 | 192 |
| 49\% | 43\% | 55\% | 35\% |
| Ао |  | AM.AO |  |
| 22\% | 23\% | 22\% | 22\% |
| 12\% | 18\% | 14\% | 12\% |
| 9\% | 9\% | 6\% | 15\% |
| 8\% | 7\% | 3\% | ${ }^{15 \%}$ |


| 396 |
| :---: |
| 406 |
| $48 \%$ |
| $20 \%$ |
| $11 \%$ |
| $10 \%$ |
| $11 \%$ |
| AQ |

fant to be fed breast mik, infant formever is
difference?

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201
YouGov

rbf_- 55 . How comfortable or uncomfortable
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\% | $\begin{gathered} 55 \% \\ \text { AU.AV.AX } \end{gathered}$ | 41\% | 42\% | $\begin{gathered} \text { 60\% } \\ \text { AU AX* } \end{gathered}$ | 37\% | $\begin{array}{c\|} 61 \% \\ \text { BA.BB.BC.BD.BF } \end{array}$ | $\begin{gathered} 55 \% \\ \text { BA.BB.BD.BF } \end{gathered}$ | 43\% | 39\% | 49\% | $38 \%$ |
| Somewhat comfortable | 22\% | 24\% | 25\% | 10\% | 24\% | 24\% | 21\% | $9 \%$ | 23\% | 20\% | 24\% | 23\% | $\begin{gathered} \text { 29\% } \\ \text { BC.BF } \end{gathered}$ | 16\% | 20\% |
| Somewhat uncomfortable | 14\% | $\begin{aligned} & 17 \% \\ & A P \end{aligned}$ | 11\% | $30 \%$ | 9\% | $\begin{aligned} & \begin{array}{l} 19 \% \\ \text { AT } \end{array} \end{aligned}$ | $\begin{gathered} 17 \% \\ { }_{A T} \end{gathered}$ | 10\% | 13\% | 8\% | 11\% | $\begin{gathered} \text { 18\% } \\ \text { AY.AZ.BE } \end{gathered}$ | $\begin{aligned} & 17 \% \\ & \text { AY.BE } \end{aligned}$ | 14\% | 11\% |
| Very uncomfortable | 9\% | 8\% | 12\% | ** | 5\% | $\begin{aligned} & \begin{array}{l} \text { 12\% } \\ { }_{4} \end{array} . \end{aligned}$ | $\begin{gathered} \text { 14\% } \\ \text { AT.AX } \end{gathered}$ | $7 \%$ | $4 \%$ | 6\% | 5\% | $\begin{gathered} \text { 13\% } \\ \text { AY.AZ.BB.BE } \end{gathered}$ | 5\% | 16\% <br> AY.AZ.BB.BE.BF | 7\% |
| Don't know | 8\% | 5\% | 9\% | 25\% | 7\% | 4\% | 5\% | $\begin{aligned} & \text { 13\% } \\ & \mathrm{AU}^{*} \end{aligned}$ | $\begin{gathered} 24 \% \\ \text { AT.AU.AV* } \end{gathered}$ | 5\% | 5\% | 3\% | $\begin{aligned} & 9 \% \\ & \text { BA } \end{aligned}$ | 6\% AY | $\begin{gathered} 24 \% \\ \text { Y.AZ.BA.BB.BC.BE.I } \end{gathered}$ |

fant to be fed breast milk, infant formula, or is therer for
difference?

## YouGov RealTime <br> Breastfeeding

us_nat_internal Sample: 8th - 9th August 201
YouGov
fi_q4_6. In a public bathroom

breastfeeding next to you in a pubblic 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\% | $\begin{gathered} 58 \% \\ \text { BA.BB.BD.BF } \end{gathered}$ | 44\% | $\begin{aligned} & 53 \% \\ & \text { BH.BJ } \end{aligned}$ | 40\% | ${ }^{52 \%}$ | 43\% | $\begin{gathered} 54 \% \\ \text { BL.BQ } \end{gathered}$ | 45\% | $\begin{aligned} & 63 \% \\ & B L B Q^{*} \end{aligned}$ | $\stackrel{57 \%}{\ldots}$ | $\stackrel{67 \%}{6}$ | 53\% | 42\% | 49\% |
| Somewhat comfortable | 22\% | 22\% | $\begin{gathered} 23 \% \% \\ \text { BC } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 27 \% \\ \text { BJ } \end{array} \end{gathered}$ | 24\% | 16\% | 18\% | 26\% | 24\% | 20\% | $33 \%$ | $33 \%$ | 18\% | 20\% | $\begin{gathered} 25 \% \\ { }^{25 \%} \end{gathered}$ |
| Somewhat uncomfortable | 14\% | 10\% | $\begin{gathered} \begin{array}{c} 15 \% \\ \text { BE } \end{array} \end{gathered}$ | 11\% | $\begin{gathered} 19 \% \\ \text { BG } \end{gathered}$ | 17\% | 14\% | 12\% | 15\% | 14\% | 7\% | - | 11\% | 15\% | 14\% |
| Very uncomfortable | 9\% | 5\% | $\begin{aligned} & 10 \% \\ & \text { BB.BE } \end{aligned}$ | 4\% | $\begin{aligned} & 13 \% \\ & \text { BG } \end{aligned}$ | ${ }^{9 \%}$ | $\begin{gathered} \text { 12\% } \\ \text { Br } \end{gathered}$ | 6\% | $\begin{aligned} & 12 \% \\ & \mathrm{BK} \end{aligned}$ | $3 \%$ | 3\% | $\cdots$ | $\stackrel{5 \%}{\text { \% }}$ | 10\% | $8 \%$ |
| Don't know | 8\% | $35^{*}{ }^{5 \%}$ | $\begin{aligned} & 8 \% \\ & \text { BA } \end{aligned}$ | 4\% | 4\% | 5\% | $\begin{gathered} 13 \% \\ \text { BG.BH } \end{gathered}$ | 3\% | 4\% | $\div$ | $\bar{*}$ |  | 13\% | $\begin{gathered} \text { 13\% } \\ \text { BK.BL.BM } \end{gathered}$ | 4\% |

f_q6. From what you know, do you believe it is better
infant to be
difference?

## YouGov RealTime <br> Breastfeeding

| YouGov | Total | Oting Registration |  |
| :---: | :---: | :---: | :---: |
|  |  | No | Don't know |
| Unweighted base | 1231 | 141 | 36 |
| Base: All US Adults | 1229 | 329 | 75 |
| Completely acceptable | 40\% | 38\% | 33\% |
| Somewhat acceptable | 21\% | 16\% | 17\% |
| Somewhat unacceptable | 15\% | 18\% | 18\% |
| Completely unacceptable | 17\% | 19\% | 12\% |
| Don't know | 7\% | 10\% | 19\% |


| rbf_q4_6. In a public bathroom |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Unweighted base | 1231 | 141 | 36 |
|  | Base: All US Adults | 1229 | 329 | 75 |
|  | Completely acceptable | 64\% | 59\% | 41\% |
|  | Somewhat acceptable | 16\% | 17\% |  |
|  |  | -16\% | 17\% | $\stackrel{22 \%}{*}$ |
|  | Somewhat unaccepptable | 6\% | 6\% | ${ }^{15 \%}$ |
|  | Completely unacceptable | 7\% | 9\% | ${ }^{3} \%$ |
|  |  |  |  | \% |
|  | Don't know | 6\% | 9\% BR | $\begin{aligned} & 18 \% \\ & B R^{*} \end{aligned}$ |


| rbf_q4_7. In a store |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Unweighted base | 1231 | 141 | 36 |
|  | Base: All US Adults | 1229 | 329 | 75 |
|  | Completely acceptable | 39\% | 35\% | 27\% |
|  | Somewhat acceptable | 23\% | 22\% | 30\% |
|  |  |  |  | * |
|  | Somewhat unacceptable | 15\% | 15\% | 12\% |
|  |  |  |  | * |
|  | Completely unacceptable | 15\% | 17\% | ${ }^{15 \%}$ |
|  | Don't know | 8\% | 11\% | 17\% |
|  |  |  | BR | BR* |

bf_ - 5 . How comfortable or uncomfortable
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\% | $24 \%$ |

f_q6. From what you know, do you believe it is better for
infant to be
difference?

Unweighted base | 1231 | 141 | 36 |
| :--- | :--- | :--- | :--- |

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201

| YouGov What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen } \begin{array}{c} \text { Z (2000 and } \\ \text { later) } \end{array} \end{gathered}$ | Millennial (19821999) | $\begin{gathered} \text { Gen X(1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| 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\% | $\begin{gathered} 59 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 59 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 64\% } \\ \mathrm{D}^{*} \end{gathered}$ | - | $\cdots$ | 46\% | 55\% | 53\% | 53\% | 53\% |
| It is slighty better for babies to be fed breast mik | 13\% | 13\% | 12\% | 33\% | 13\% | 12\% | 12\% | 10\% | - | $\cdots$ | 12\% | 12\% | 12\% | 14\% | 14\% |
| Breast milk and infant formula are equally benefficial | 15\% | 12\% | $\begin{gathered} \text { 18\% } \\ \text { A } \end{gathered}$ | 22\% | 18\% | 10\% | 14\% | 16\% | : | : | 11\% | 14\% | $\begin{aligned} & \text { 19\% } \\ & \text { J.M } \end{aligned}$ | 11\% | 14\% |
| It is slighty better for babies to be fed infant formula | 3\% | 3\% | 3\% | $\underset{\substack{2 \% \\ \underset{\sim}{*}}}{ }$ | $\begin{gathered} \text { 6\% } \\ \text { F } \end{gathered}$ | $\begin{gathered} 3 \% \\ \mathrm{~F} \end{gathered}$ | 1\% | $\stackrel{1 \%}{*}$ | - | : | 4\% | 5\% | 2\% | 2\% | 3\% |
| It is much better for babies to be fed infant formula | 5\% | 7\% | 4\% |  | $\begin{aligned} & 9 \% \\ & \text { F.G } \end{aligned}$ | 5\% | 3\% |  |  |  | $\begin{gathered} \text { 12\% } \\ \text { K.LM } \end{gathered}$ | 3\% | 4\% | 3\% | 5\% |
| Don't know | 12\% | 13\% | 12\% | $\underset{\sim}{22 \%}$ | 16\% | 11\% | 11\% | $\stackrel{8 \%}{*}$ | * | : | 14\% | 10\% | 10\% | 16\% | 11\% |

bf 47 . All things being equal, how would you perceive a

| Unweighted base | 1231 | 564 | 667 | 16 | 367 | 311 | 462 | 75 | - | - | 229 | 300 | 415 | 7 | 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\% | 14\% | 4\% | 1\% | - |  | 9\% | 6\% | 9\% | 8\% | 7\% |
|  |  |  |  |  | F.G | F.G |  | * | ** | * |  |  |  |  |  |
| I would think somewhat more positively of her | 3\% | 4\% | 3\% | $\stackrel{2 \%}{2 \%}$ | $\begin{aligned} & 7 \% \\ & \text { E.F } \end{aligned}$ | 2\% | 1\% | $2 \%$ | * |  | $\begin{aligned} & 6 \% \\ & \mathrm{~K} \end{aligned}$ | 2\% | 3\% | 4\% | 2\% |
| My perception of her would not be affected | 62\% | 55\% | 68\% | 71\% | 49\% | 60\% | 71\% | 72\% | - | - | 52\% | 72\% | 63\% | 57\% | 67\% |
|  |  |  | A | ** |  | D | D.E | $\mathrm{D}^{*}$ | * | * |  | Ј.m | J |  | O.P.Q |
| I would think somewhat more negatively of her | 10\% | 11\% | 10\% | - | 13\% | 7\% | 10\% | 14\% | $\div$ | $\div$ | 12\% | 9\% | 9\% | 13\% | 11\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| I would think much more negatively of her | 5\% | $\begin{gathered} 6 \% \\ \text { B } \end{gathered}$ | 3\% | : | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | 5\% | 2\% | $1 \%$ | $\cdots$ | : | 6\% | 3\% | 6\% | 3\% | 3\% |
| Don't know | 12\% | 14\% | 10\% | 10\% | 13\% | 13\% | 11\% | $9 \%$ | - | $\stackrel{\square}{*}$ | 15\% | 9\% | 10\% | $16 \%$ $k$ | 10\% |
| rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | $\begin{gathered} 71 \% \\ G \end{gathered}$ | 66\% | $\stackrel{57 \%}{ }$ | $\cdots$ | * | 70\% | 67\% | 69\% | 64\% | 68\% |
| No, they should not | 15\% | 14\% | 15\% | $\underset{\sim}{7 \%}$ | 13\% | 14\% | 17\% | 19\% | ** | $\div$ | 12\% | 17\% | 15\% | 15\% | 15\% |
| Don't know | 18\% | 19\% | 16\% | $20 \%$ | 19\% | 15\% | 17\% | 24\% | ** | ** | 18\% | 16\% | 16\% | 21\% | 17\% |



## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 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\% | $67 \%$ R.S.T | 58\% | 74\% | 52\% | 39\% | 57\% | 40\% | 60\% |
| It is slighty better for babies to be fed breast milk | 13\% | 7\% | 11\% | 11\% | 9\% | 13\% | $\begin{gathered} 17 \% \\ R \end{gathered}$ | 16\% | 13\% | - | $9 \%$ | 30\% | 13\% | 13\% | 10\% |
| Breast milk and infant formula are equally beneficial | 15\% | 17\% | 17\% | 12\% | $\begin{gathered} 20 \% \\ \tau \end{gathered}$ | $\begin{gathered} 14 \% \\ u \end{gathered}$ | 10\% | 6\% | 13\% | 19\% | $\begin{gathered} 23 \% \\ \mathrm{v}^{2 \%} \end{gathered}$ | 26\% | $\begin{gathered} \text { 15\% } \\ v \end{gathered}$ | 13\% | 16\% |
| It is slighty better for babies to be fed infant formula | 3\% | 4\% | 3\% | 5\% | 4\% | 3\% | 3\% | 2\% | 2\% | -. | 5\% | $\div$ | 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\% | $\underset{\mathrm{N}^{*}}{20 \%}$ | $\stackrel{15 \%}{u}$ | ${ }_{u}^{11 \%}$ | ${ }^{13 \%}$ | 5\% | 7\% | $7 \%$ | $6 \%$ | $5 \%$ | 7\% | $\begin{gathered} \text { 25\% } \\ \text { v.X.Z.AB.AC } \end{gathered}$ | 10\% |

bf_ 47 . Al 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\% | 6\% | 11\% | 9\% | 4\% | 4\% | 9\% | 16\% | 6\% | 4\% | 9\% | 8\% | 10\% |
|  |  |  | N.Q | * | т.U |  |  |  |  | ** | * | * |  |  | * |
| I would think somewhat more positively of her | $3 \%$ | 3\% | $8 \%$ | ${ }^{8 \%}$ | $4 \%$ | 3\% | 4\% | 2\% | 3\% | 12\% | 4\% | - | 3\% | 6\% | 1\% |
|  |  |  | N |  |  |  |  |  |  | $\stackrel{*}{63 \%}$ | $\underset{\text { 68\% }}{*}$ | 63\% |  | $\begin{gathered} \text { v.Z.AB } \\ 51 \% \end{gathered}$ |  |
| My perception of her would not be affected | 62\% | 54\% | 49\% | 46\% | 61\% | 62\% | 61\% | 63\% | $\underset{A A}{64 \%}$ | 63\% | $\underset{\text { B4* }}{68 \%}$ | $\stackrel{63 \%}{*}$ | $\begin{gathered} \text { 64\% } \\ \text { AA } \end{gathered}$ | 51\% | $\begin{aligned} & \text { 68\% } \\ & A_{A}^{*} \end{aligned}$ |
| I would think somewhat more negatively of her | 10\% | 9\% | 8\% | 13\% | 8\% | 9\% | 13\% | $\begin{aligned} & 21 \% \\ & \text { R.S } \end{aligned}$ | 12\% | $\begin{gathered} 4 \% \\ \% \\ \hline \end{gathered}$ | $\stackrel{9 \%}{*}$ | $\stackrel{8 \%}{*}$ | 11\% | 11\% | 7\% |
| I would think much more negatively of her | 5\% | $\stackrel{9 \%}{\mathrm{~N}}$ | 4\% | 7\% | 4\% | 4\% | 6\% | 7\% | 5\% | $\div$ | 9\% | - | 5\% | 4\% | 5\% |
| Don't know | 12\% | 15\% | 14\% | ${ }_{\substack{19 \% \\ N^{*}}}^{19 \%}$ | ${ }^{12 \%}$ | 13\% | 12\% | 4\% | 8\% | $5 \%$ | ${ }^{5 \%}$ | 25\% | 8\% | $\begin{gathered} 19 \% \\ \text { y } \end{gathered}$ | 10\% |
| rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | $\begin{gathered} 73 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{aligned} & 81 \% \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 71 \% \\ A A \end{gathered}$ | $\stackrel{79 \%}{\underset{\sim}{2}}$ | $\begin{gathered} 79 \% \\ { }_{4} A^{*} \end{gathered}$ | $\stackrel{76 \%}{*}$ | $\begin{gathered} 72 \% \\ A A \end{gathered}$ | 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\% | ${ }^{24 \%}$ | $\underset{u}{20 \%}$ | $\stackrel{20 \%}{u}$ | 14\% | 8\% | 14\% | $4 \%$ | 11\% | $\underset{\substack{16 \%}}{ \pm}$ | 13\% | $\begin{gathered} 26 \% \\ \text { v.x. } \end{gathered}$ | 18\% |

Cell Contents (Coli/BH/B/BJ, BKBUBM/BN/BOBPRIBQ, BR/BSSBT, Minimum Base: 30 (*), Small Base: 100 (*))

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201

| YouGov <br> What the world thinks | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 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 540k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |  |
| 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 dreast milk | 52\% | 49\% | 66\% | 10\% | 37\% | 51\% | 59\% | $\begin{gathered} 57 \% \\ \text { AGG.AJ } \end{gathered}$ | 48\% | 31\% | 51\% | 49\% | 58\% | 53\% | 46\% |
| It is slighty better for babies to be fed breast milk | 13\% | 10\% | $3 \%$ | 35\% | $\div$ | 13\% | 15\% | 14\% | 11\% | 5\% | 11\% | 15\% | 14\% | 9\% | 12\% |
| Breast milk and infant formula are equally beneficial | 15\% | $\begin{aligned} & 26 \% \\ & \text { v.A } A^{*} \end{aligned}$ | $\underset{\sim}{7 \%}$ | 20\% | - | $\begin{aligned} & \text { AH\% } \\ & \text { AH.AI } \end{aligned}$ | 12\% | $\begin{gathered} \text { 14\% } \\ \text { AH } \end{gathered}$ | 15\% | 18\% | $\begin{aligned} & \text { 16\% } \\ & \text { AN } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 17 \% \\ \text { AN } \end{array} \end{aligned}$ | 9\% | 15\% | 14\% |
| It is slightly better for babies to be fed infant formula | $3 \%$ | $2 \%$ | - | $\div$ | $5 \%$ | 5\% | 3\% | 4\% | 2\% | $\stackrel{2 \%}{2 \%}$ | 3\% | $4 \%$ | $5 \%$ | - | 3\% |
| It is much better for babies to be fed infant formula | 5\% | $5 \%$ | * | 21\% | $50 \%$ | $\begin{gathered} 9 \% \\ \text { AI.AJ } \end{gathered}$ | 5\% | $\begin{aligned} & \text { 6\% } \\ & \text { AJ } \end{aligned}$ | 3\% | 14\% | 7\% | 3\% | 7\% | 4\% | $\begin{gathered} 8 \% \\ \text { AQ.AR } \end{gathered}$ |
| Don't know | 12\% | ${ }^{8 \%}$ | 24\% | $14 \%$ | 7\% | 2\% | 6\% | $5 \%$ | $21 \%$ | 30\% | 12\% | 11\% | 8\% | 20\% | $16 \%$ |

fi_q7. All things being equal, how would you perceive a mother

| Unweighted base | 1231 | 52 | 13 | 6 | 8 | 300 | 472 | 718 | 471 | ${ }^{42}$ | 420 | 353 | 281 | 177 | 396 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I would think much more positively of her | 1229 | 61 | 18 | 10 | 9 | 270 | 468 | 685 | 487 | 56 | 462 | 334 | 240 | 192 | 11\% |
|  | 8\% | : | . | 21\% | 11\% | 13\% | 7\% | 9\% | 8\% | 7\% | 9\% | 8\% | 9\% | 6\% |  |
|  |  | * | ** | * | ** | AH.Al |  | AH |  | ** |  |  |  |  |  |
| I would think somewhat more positively of her | 3\% | : | - | - | 5\% | 5\% | 3\% | 4\% | 3\% | $\stackrel{1 \%}{\stackrel{1 \%}{*}}$ | 5\% | 3\% | 2\% | 2\% | 5\% |
| My percepion of her would not be affected | 62\% | 74\% | 67\% | 65\% | 26\% | 56\% | 70\% | 66\% | 57\% | 46\% | 59\% | 63\% | 67\% | 60\% | 55\% |
|  |  | A $^{*}$ | ** | ** | ** |  | AG.AI.AJ | AG.AJ |  | * |  |  |  |  |  |
| I would think somewhat more negatively of her | 10\% | 12\% | ${ }^{9 \%}$ | .* | - | 14\% | 10\% | 11\% | 9\% | 11\% | $8 \%$ | 13\% | 14\% | 8\% | 8\% |
|  |  |  |  | ** | ** | AJ |  |  |  |  |  |  | AL |  |  |
| I would think much more negatively of her | 5\% | : | ** | $\cdots$ | 39\% | 6\% | 3\% | 4\% | 6\% | 6\% | 5\% | 4\% | 5\% | 3\% | $\begin{aligned} & 6 \% \\ & \text { AR } \end{aligned}$ |
| Don't know | 12\% | 13\% | 24\% | 14\% | 19\% | 6\% | 7\% | 6\% | 18\% | 28\% | 14\% | 10\% | 3\% | 21\% | $15 \%$AQ |
|  |  | , | ** | ** | * |  |  |  | AG.AH.AI | ** | AN | AN |  | AM.AN |  |
| rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 1231 | 52 | 13 | 6 | 8 | 300 | 472 | 718 | 471 | 42 | 420 | 353 | 281 | 177 | 396 |
| Base: All US Adults Yes, they should | 1229 | 61 | 18 | 10 | 9 | 270 | 468 | 685 | 487 | 56 | 462 | 334 | 240 | 192 | 406 |
|  | 68\% | 64\% | 57\% | 86\% | 69\% | 82\% | 70\% | 74\% | 61\% | 51\% | 67\% | 63\% | 74\% |  | 69\% |
|  |  | * | * | ** | ** | AH.AI.AJ | AJ | AH.AJ |  | * |  |  | AM |  |  |
| No, they should not Don't know | 15\% | 16\% | $\begin{aligned} & 15 \% \\ & * \end{aligned}$ | - | $\stackrel{12 \%}{ }$ | $\begin{gathered} \text { 10\% } \\ 8 \% \end{gathered}$ | 15\% <br> AG.AI | $\begin{gathered} \text { 14\% } \\ \text { AG } \end{gathered}$ | 16\% | $\stackrel{18 \%}{\%}$ | 13\% | $\begin{gathered} 20 \% \\ \text { ALLAO } \end{gathered}$ | 15\% | 11\% | 11\% |
|  | 18\% | 20\% | 28\% | 14\% | 19\% |  |  | 12\% | 24\% | 32\% | 20\% | 17\% | 11\% | 21\% | 21\% |
|  |  |  | ** | ** | ** |  |  | AG | AG.AH.AI | ** | AN |  |  | AN | AQ |

Cell Contents (Col

## YouGov RealTime <br> Breastfeeding

us_nat_internal Sample: 8th - 9th August 2019
YouGov

|  | Total | Type of Area Lived in |  |  | Political Party |  |  |  |  | Poilical Viewpoint |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ <br> Town | Rural | Other | Democrat | Republican | Independent | Other | Not sure | Very liberal | Liberal | Moderate | Conservative | $\begin{gathered} \text { Very } \\ \text { conservative } \end{gathered}$ | Not sure |
| Base: All US Adults | 1229 | 603 | 213 | 7 | 410 | 329 | 302 | 65 | 123 | 147 | 184 | 357 | 209 | 170 | 161 |
| better for babies to be fed breast mik | 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 | * |
| better for babies to be fed breast milk | 13\% | 13\% | 12\% | - | 13\% | 11\% | 16\% | ${ }^{11 \%}$ | 7\% | 11\% | 14\% | 14\% | 13\% | 9\% | 13\% |
| infant formula are equally beneficial | 15\% | 16\% | 13\% | - | 13\% | $\begin{aligned} & \text { 17\% } \\ & \text { AW } \end{aligned}$ | 14\% | 4\% | $\begin{aligned} & \text { 19\% } \\ & \text { AW } \end{aligned}$ | 14\% | 10\% | $\begin{gathered} 18 \% \\ \text { AZ.BC } \end{gathered}$ | $\begin{aligned} & \text { 16\%\% } \\ & \text { BC } \end{aligned}$ | 9\% | 17\% |
| er for babies to be fed infant formula | 3\% | 3\% | 2\% | $\cdots$ | 2\% | 4\% | 4\% | : | $3 \%$ | 3\% | 3\% | 3\% | $\begin{gathered} \text { BA.BD.BE } \end{gathered}$ | 2\% | - |
| er for babies to be fed infant formula | 5\% | 4\% | 3\% | 30\% | 6\% | 6\% | 3\% | : | $9 \%$ | $\begin{gathered} 9 \% \\ \text { AZ.BB.BE } \end{gathered}$ | 2\% | 5\% | 3\% | $\begin{gathered} 9 \% \\ \text { AZ.BB.BF } \end{gathered}$ | $4 \%$ |
| Don't know | 12\% | 9\% | 14\% | 35\% | 13\% | 8\% | 10\% | $\begin{aligned} & 21 \% \\ & \text { Au* }^{*} \end{aligned}$ | $\begin{gathered} \quad 25 \% \\ \text { AT.AU.AV* } \end{gathered}$ | 14\% | 9\% | 9\% | 10\% | 9\% | 30\% AZ.BA.bB.BC.BE. |

bf_q7. All things being equa, how would you perceive a

| 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\% | 10\% | 4\% | 3\% | 10\% | 10\% | 8\% | 6\% | 6\% | 12\% | 11\% |
|  |  |  |  | , | av | AV |  | * | $\mathrm{AV}^{*}$ |  |  |  |  | B8.BF | - |
| I would think somewhat more positively of her | 3\% | 3\% | 3\% | - | 2\% | 4\% | 4\% | : | $\begin{aligned} & 8 \% \\ & { }^{8 / T^{*}} \end{aligned}$ | 6\% | 4\% | 4\% | 3\% | 2\% | ${ }^{1 \%}$ |
| My perception of her would not be affected | 62\% | 64\% | 67\% | 24\% | 66\% | 60\% | 67\% | 42\% | 48\% | 59\% | 68\% | 69\% | 59\% | 59\% | 45\% |
|  |  | AP | AP | * | Aw.ax | Aw | aw.ax | * | * |  | BD | B8.Bd.bF |  |  | * |
| I would think somewhat more negatively of her | 10\% | 13\% | 9\% | ** | 9\% | 13\% | 9\% | 21\% | 5\% | 12\% | 11\% | 9\% | 16\% | 10\% | 5\% |
| I would think much more negatively of her | 5\% | 4\% | 2\% |  | 3\% | 5\% | 6\% |  | 2\% | 5\% | 2\% | 5\% | 7\% | 6\% | 1\% |
| Iwourd tink much more negalvely of her | \% | 4 | 2\% | ** | \% | 5 | \% | AT* $^{\text {a }}$ | ${ }^{*}$ | \% | $2 \%$ | \% | BD | 6 | * |
| Don't know | 12\% | 9\% | 14\% | $10 \%$ | 9\% | 8\% | 11\% | $\begin{gathered} 25 \% \\ \text { AT.AU.AV** } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { AT.AU.AV* } \end{gathered}$ | 7\% | 7\% | 6\% | 10\% | 11\% | $\begin{gathered} \text { AY.AZ.BA.BB.BC.BE. } \\ \hline \end{gathered}$ |
| rbf_q8. Do you think breastreeding women in the workplace |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| should be given pumping/nursing breaks in addition to standard |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 63\% | 63\% | 63\% | 59\% | 83\% | 78\% | 66\% | 55\% | 65\% | 64\% |
|  |  |  |  | * | Au.av.ax |  |  | * | * | BA.bB.BC.bD.BF | BA.bB.bC.bD.bF | вв |  |  | * |
| No, they should not | 15\% | 19\% | 13\% | $\ldots$ | 9\% | ${ }^{22 \%}$ | 19\% | 8\% | 9\% | 8\% | 10\% | ${ }^{18 \%}$ | 22\% | 21\% | 4\% |
|  |  | AP |  | ** |  | ${ }^{\text {AT.AX }}$ | ${ }^{\text {AT }}$ | * | * |  |  | AY.bD.be | AY.Az.bd.be | AY.Az.bd.be | * |
| Don't know | 18\% | 15\% | 21\% | 10\% | 13\% | 15\% | 18\% | 29\% AT* | $\begin{gathered} 32 \% \\ \text { AT.AU.AV* } \end{gathered}$ | 9\% | 11\% | 17\% |  | 14\% |  |

Cell Contents (Col

## YouGov RealTime <br> Breastfeeding

US_nat_internal Sample: 8th - 9th August 201

| YouGov <br> What the world thinks | Total |  |  | 2012 Presidential Vote |  |  |  | 2016 Presidential Vote |  |  |  |  |  |  | Yes |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | NET: Liberal | $\begin{gathered} \text { NET: } \\ \text { Conservative } \end{gathered}$ | Barack Obama | Mitt Romney | Other candidate | Idid not vote | Hillary Clinton | Donald Trump | Gary Johnson | Jill Stein | Evan McMullin | Other | Did not vote for President |  |
| 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 dreast milk | 52\% | 56\% | 56\% | 56\% | 60\% | 65\% | 43\% | 59\% | 60\% | 52\% | 57\% | 54\% | 72\% | 43\% | 59\% |
|  |  | AY.BD | BD | BJ | BJ | BJ* |  | BQ | BQ | * | ** | * | * |  | BS.bT |
| It is slighty better for babies to be fed breast mik | 13\% | 13\% | 11\% | 13\% | 15\% | 7\% | 12\% | 13\% | 13\% | 15\% | $4 \%$ <br> + | 11\% | $\stackrel{9 \%}{9 \%}$ | 13\% | 13\% |
| Breast milk and infant formula are equally beneficial | 15\% | 12\% | $\begin{aligned} & \text { 13\% } \\ & \text { BC } \end{aligned}$ | 14\% | 14\% | 15\% | 16\% | 12\% | 15\% | 12\% | 22\% | 35\% | * | 16\% | 12\% |
| It is slighty better for babies to be fed infant formula | 3\% | 3\% | $\begin{gathered} 5 \% \\ \text { BC.BD } \end{gathered}$ | 2\% | 2\% | $\stackrel{3 \%}{*}$ | 4\% | 2\% | 2\% | 5\% | - | $\stackrel{\square}{-}$ | - | 4\% | 2\% |
| It is much better for babies to be fed infant formula | 5\% | 5\% | 6\% | ${ }^{6 \%}$ | 1\% | : | 7\% | 4\% | 4\% | 2\% | 4\% | .. | .. | 7\% | 3\% |
|  |  | AZ | BB | BH |  | * | BH |  |  |  |  |  |  |  |  |
| Don't know | 12\% | $3 \mathrm{~F}^{*}$ 11\% | 9\% | 9\% | 8\% | $\stackrel{10 \%}{*}$ | $\begin{aligned} & \text { 18\% } \\ & \text { BG.BH } \end{aligned}$ | 10\% | 7\% | $\stackrel{14 \%}{*}$ | 13\% | * | $\underset{\sim}{\text { 19\% }}$ | $\begin{gathered} \text { 17\% } \\ \text { BK.BL } \end{gathered}$ | 11\% |

bf_q7. All things being equal, how would you perceive a mother
who 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 | вн |  | * | вн |  |  | * | $*$ | * | * | вк.BL |  |
| I would think somewhat more positively of her | 3\% | 5\% | 3\% | 4\% | 3\% | - | 3\% | 2\% | 2\% | 5\% | 15\% | $\ldots$ | .. | 5\% | 2\% |
| My perception of her would not be affectied | 62\% | 64\% | 59\% | 64\% | 68\% | 58\% | 56\% | 69\% | 67\% | 71\% | 43\% | 89\% | 76\% | 53\% | $\begin{aligned} & 68 \% \\ & \text { BS.BT } \end{aligned}$ |
|  |  | BD | BD | BJ | BJ | * |  | BQ | BQ | * | * | * |  |  |  |
| I would think somewhat more negatively of her | 10\% | 11\% | 13\% | 11\% | 14\% | 16\% | 8\% | 13\% | 15\% | 6\% | 16\% | - | 12\% | 7\% | 11\% |
|  |  |  | BD |  | вJ | * |  | BQ | BQ | * | ** | * |  |  |  |
| I would think much more negatively of her | 5\% | 4\% | $6 \%$ | 3\% | 4\% | 15\% | 6\% | 2\% | 5\% | : | 10\% | - | 7\% | ${ }^{6 \%}$ | 4\% |
|  |  |  | BD |  |  | BG.BH.BJ* |  | 8\% | 6\% | 12\% | $\stackrel{8 \%}{8 \%}$ |  | $\begin{gathered} 5 \% \\ \% \end{gathered}$ | BK |  |
| Don't know | 3F* |  | 10\% | 8\% | 9\% | $\stackrel{6 \%}{*}$ | $\begin{gathered} \text { 17\% } \\ \text { BG.BH } \end{gathered}$ |  |  |  |  | $\stackrel{11 \%}{*}$ |  | $\begin{gathered} \text { 18\% } \\ \text { BK.BL } \end{gathered}$ | 9\% |
| rbf_q8. Do you think breastfeeding women in the workplace should be given pumping/nursing breaks in addition to standard breaks? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | 60\% | 77\% | 57\% | 64\% | 65\% | 78\% | 60\% | 74\% | 83\% | 67\% | 67\% | 65\% | 69\% |
|  |  | вA.bB.bC.bd.bF |  | вн.вЈ |  | * |  | BL.BQ |  | * | * | * | * |  | вт |
| No, they should not | 15\% | 10\% |  | 11\% | 26\% | 17\% | 12\% | 10\% |  | - | ${ }^{8 \%}$ | 10\% | $\underset{\substack{11 \% \\ m}}{ }$ | 12\% | 16\% |
| Don't know | 18\% | 10\% |  | 12\% | 17\% | 18\% | 23\% | 12\% | 16\% | 26\% | 9\% | 23\% |  | 22\% | 15\% |
|  |  | 10\% | ${ }_{\text {AY.AZ.BC.BE }}$ |  |  | 18\% | BG |  |  | E6\% | \% | 23\% | $\underset{\sim}{22 \%}$ | ${ }_{\text {BK.BL }}$ |  |

Cell Contents (Col

## YouGov RealTime <br> Breastfeeding

| YouGov <br> What the world thinks | Total | oting Registration |  |
| :---: | :---: | :---: | :---: |
|  |  | No | Don't know |
| It is much better for babies to be fed breast mik | 1229 | 329 | 75 |
|  | 52\% | 42\% | 24\% |
| It is slighty better for babies to be fed breast mik | 13\% | 13\% | 5\% |
| Breast milk and infant formula are equally beneficial | 15\% | 18\% | 33\% |
|  |  |  | BR* |
| It is slighty better for babies to be fed infant formula | $3 \%$ | 4\% | 4\% |
| It is much better for babies to be fed infant formula | 5\% | 10\% | 5\% |
|  |  | BR | * |
| Don't know | 12\% | 13\% | 30\% |
|  |  |  | BR.BS* |


bf_q8. Do you think breastreeding women in the workplace
should be given pumping/nursing breaks in addition to standard breaks


Cell Contents (Col

