

YouGov Survey Results

Sample Size: 1975 GB Adults
Fieldwork: 29th - 30th November 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1975	612	609	148	629	521	435	963	1012	238	503	672	563	1111	838	251	645	423	484	171	
Unweighted Sample 1975	567	620	157	585	516	459	927	1048	141	512	787	535	1280	669	294	657	387	446	191	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How comfortable, if at all, do you feel when you see a woman breast-feed her child in a public space?

Very comfortable	35	34	39	35	33	40	38	35	35	27	34	37	39	32	40	35	36	37	35	31
Fairly comfortable	33	35	33	41	33	32	36	35	31	34	35	34	29	37	27	28	31	33	35	40
TOTAL COMFORTABLE	68	69	72	76	66	72	74	70	66	61	69	71	68	69	67	63	67	70	70	71
Not very comfortable	14	17	14	13	17	14	11	13	15	20	13	12	15	15	12	18	16	15	11	8
Not at all comfortable	7	7	5	5	9	4	5	6	9	5	6	7	9	8	6	7	8	6	7	6
TOTAL NOT COMFORTABLE	21	24	19	18	26	18	16	19	24	25	19	19	24	23	18	25	24	21	18	14
Not applicable, I have never seen a woman breast-feed her child in a public space	8	7	9	6	7	8	9	9	7	5	8	9	8	6	10	6	6	8	9	11
Don't know	3	1	1	1	1	1	1	3	3	10	4	1	1	2	4	6	2	1	3	4

There have been calls for employers to provide private breastfeeding rooms for mothers returning to work to try to encourage "breastfeeding-friendly employment policies".

Do you think this is a good or bad idea?

Good idea	52	45	61	53	46	62	55	54	50	54	54	53	47	49	55	51	49	54	53	52
Bad idea	30	38	24	34	37	22	28	29	31	23	25	31	37	33	26	31	32	28	29	31
Don't know	18	17	15	13	17	16	16	17	19	23	21	16	16	18	19	19	19	17	18	16

And how practical, if at all, do you think it would be for employers to provide private breastfeeding rooms?

Very practical	11	8	15	8	8	15	11	9	13	13	11	10	12	7	17	12	11	12	12	5
Fairly practical	24	22	28	25	22	29	25	26	23	17	25	26	25	24	24	24	25	22	25	28
TOTAL PRACTICAL	35	30	43	33	30	44	36	35	36	30	36	36	37	31	41	36	36	34	37	33
Not very practical	36	38	33	43	38	33	39	36	35	43	36	36	33	40	30	33	35	42	33	37
Not at all practical	22	28	19	20	28	18	19	21	23	13	19	23	27	24	20	24	23	20	20	22
TOTAL NOT PRACTICAL	58	66	52	63	66	51	58	57	58	56	55	59	60	64	50	57	58	62	53	59
Don't know	7	4	5	4	5	5	6	7	6	14	9	6	3	5	9	7	5	4	10	9