

YouGov - Breast/formula milk

Sample Size: 2075 GB adults
Fieldwork: 18th - 19th January 2024

	Total	All mothers	Mothers with a child under 18	Mothers, but all children now over 18	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			
					Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	
Weighted Sample	2075	679	297	382	678	502	176	731	773	1004	1071	218	857	513	488	1183	892	1791	104	181	
Unweighted Sample	2075	709	339	370	707	508	174	820	778	933	1142	179	902	537	457	1263	812	1780	109	186	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you know, do you think it is better for 0-6 month old babies to be given breast milk or formula milk?

It is much better for babies to have breast milk	59	66	59	71	66	55	63	58	65	60	57	42	52	67	69	57	60	59	60	58
It is slightly better for babies to have breast milk	15	12	15	11	12	18	16	18	11	14	15	18	17	13	10	18	10	14	17	16
TOTAL BREAST MILK BETTER	74	78	74	82	78	73	79	76	76	74	72	60	69	80	79	75	70	73	77	74
Neither breast nor formula milk is significantly better than the other	13	18	23	14	11	14	12	12	13	8	17	12	18	8	10	12	14	13	15	13
It is slightly better for babies to have formula milk	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
It is much better for babies to have formula milk	0	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
TOTAL FORMULA BETTER	0	1	2	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Don't know	14	3	2	4	11	13	8	13	10	17	11	28	13	12	11	13	14	14	8	14

From what you know, do you think it is better for 0-6 month old babies to be breast-fed or bottle-fed?

It is much better for babies to be breast fed	54	61	54	66	62	50	56	51	62	56	51	36	47	62	65	53	55	54	53	50
It is slightly better for babies to be breast fed	15	14	15	13	12	18	17	19	11	15	14	15	17	13	14	17	13	14	19	17
TOTAL BREAST FED BETTER	69	75	69	79	74	68	73	70	73	71	65	51	64	75	79	70	68	68	72	67
Neither breast nor bottle feeding babies is significantly better than the other	17	22	29	17	13	19	18	16	15	10	22	20	22	12	9	16	17	16	19	18
It is slightly better for babies to be bottle fed	0	0	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0	1
It is much better for babies to be bottle fed	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2
TOTAL BOTTLE FED BETTER	0	0	1	0	0	0	0	0	1	0	0	3	0	0	0	0	0	0	0	3
Don't know	14	2	2	3	13	13	9	13	11	17	11	26	14	12	11	13	15	15	10	12

Do you think it is right or wrong for the government to encourage parents to feed 0-6 month old babies breast milk rather than formula milk?

Right	58	60	57	63	63	56	67	60	61	64	53	50	54	62	65	61	55	59	58	51
Wrong	18	26	31	22	17	21	17	17	21	12	25	14	23	15	15	17	20	18	20	21
Don't know	23	13	12	15	20	22	17	23	18	24	23	36	23	23	19	23	25	23	22	28

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Sample Size: 2075 GB adults
Fieldwork: 18th - 19th January 2024

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2075	500	344	251	695
Unweighted Sample	2075	502	349	204	725
	%	%	%	%	%

From what you know, do you think it is better for 0-6 month old babies to be given breast milk or formula milk?

It is much better for babies to have breast milk	59	61	54	56	60
It is slightly better for babies to have breast milk	15	13	13	19	15
TOTAL BREAST MILK BETTER	74	74	67	75	75
Neither breast nor formula milk is significantly better than the other	13	13	13	10	13
It is slightly better for babies to have formula milk	0	0	1	0	0
It is much better for babies to have formula milk	0	0	0	1	0
TOTAL FORMULA BETTER	0	0	1	1	0
Don't know	14	13	19	15	12

From what you know, do you think it is better for 0-6 month old babies to be breast-fed or bottle-fed?

It is much better for babies to be breast fed	54	57	49	53	55
It is slightly better for babies to be breast fed	15	13	14	16	15
TOTAL BREAST FED BETTER	69	70	63	69	70
Neither breast nor bottle feeding babies is significantly better than the other	17	16	16	14	18
It is slightly better for babies to be bottle fed	0	0	0	0	0
It is much better for babies to be bottle fed	0	0	0	0	0
TOTAL BOTTLE FED BETTER	0	0	0	0	0
Don't know	14	14	21	16	12

Do you think it is right or wrong for the government to encourage parents to feed 0-6 month old babies breast milk rather than formula milk?

Right	58	59	51	63	61
Wrong	18	17	21	13	19
Don't know	23	23	27	24	20

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					Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	
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Unweighted Sample	2075	709	339	370	707	508	174	820	778	933	1142	179	902	537	457	1263	812	1780	109	186	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is right or wrong for the government to prevent retailers from having sales, discounts and other forms of promotion on infant formula milk (i.e. formula milk for babies younger up to 6 months old)?

Right	15	14	19	11	16	18	19	17	14	18	13	13	18	13	14	17	13	16	12	9
Wrong	58	68	67	69	59	57	56	58	63	50	66	52	59	60	56	56	61	57	71	63
Don't know	26	17	13	20	25	25	24	26	24	32	21	35	22	27	30	27	26	27	17	28

How likely or unlikely do you think it is that retailers having sales, discounts and other forms of promotion on infant formula milk would serve to discourage mothers of babies up to 6 months old from breastfeeding or giving their babies breast milk and instead use infant formula milk?

Very likely	4	4	5	3	3	3	4	3	3	4	3	5	4	4	3	4	4	4	4	4
Fairly likely	15	12	13	11	18	14	19	14	15	19	11	17	14	12	18	15	15	16	10	10
TOTAL LIKELY	19	16	18	14	21	17	23	17	18	23	14	22	18	16	21	19	19	20	14	14
Not very likely	34	39	36	41	32	36	33	36	34	30	37	30	32	35	38	35	32	33	42	31
Not likely at all	19	29	32	26	18	22	23	22	19	13	25	8	24	21	13	19	19	19	22	24
TOTAL NOT LIKELY	53	68	68	67	50	58	56	58	53	43	62	38	56	56	51	54	51	52	64	55
Don't know	28	17	14	19	28	25	21	25	28	33	24	40	26	27	28	26	31	28	22	31

To what extent, if at all, do you trust infant formula milk manufacturers to behave ethically when it comes to marketing their product, e.g. by not making misleading claims or attempting to exploit parental anxieties?

Trust a great deal	4	7	8	6	5	3	3	2	5	2	5	3	4	3	3	3	4	3	4	6
Trust a fair amount	24	31	30	31	27	20	29	22	28	21	28	19	26	23	26	24	26	25	26	17
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	28	38	38	37	32	23	32	24	33	23	33	22	30	26	29	27	30	28	30	23
Don't trust very much	31	29	30	28	30	35	30	36	30	34	29	34	28	33	33	33	28	31	36	34
Don't trust at all	14	11	15	7	12	19	16	18	10	18	10	10	17	13	11	15	12	14	12	11
TOTAL DON'T TRUST VERY MUCH / AT ALL	45	40	45	35	42	54	46	54	40	52	39	44	45	46	44	48	40	45	48	45
Don't know	27	23	17	28	25	24	22	21	26	26	28	34	25	28	26	24	30	27	22	33

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	%	%	%	%	%

Do you think it is right or wrong for the government to prevent retailers from having sales, discounts and other forms of promotion on infant formula milk (i.e. formula milk for babies younger up to 6 months old)?

Right	15	17	11	24	15
Wrong	58	59	57	44	60
Don't know	26	23	32	32	25

How likely or unlikely do you think it is that retailers having sales, discounts and other forms of promotion on infant formula milk would serve to discourage mothers of babies up to 6 months old from breastfeeding or giving their babies breast milk and instead use infant formula milk?

Very likely	4	5	2	4	4
Fairly likely	15	13	15	20	17
TOTAL LIKELY	19	18	17	24	21
Not very likely	34	34	32	29	36
Not likely at all	19	19	19	14	20
TOTAL NOT LIKELY	53	53	51	43	56
Don't know	28	29	32	33	25

To what extent, if at all, do you trust infant formula milk manufacturers to behave ethically when it comes to marketing their product, e.g. by not making misleading claims or attempting to exploit parental anxieties?

Trust a great deal	4	3	2	3	4
Trust a fair amount	24	22	22	28	27
TOTAL TRUST A GREAT DEAL / FAIR AMOUNT	28	25	24	31	31
Don't trust very much	31	31	28	35	31
Don't trust at all	14	17	13	11	14
TOTAL DON'T TRUST VERY MUCH / AT ALL	45	48	41	46	45
Don't know	27	27	35	24	24

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