

**NCT / UNICEF FOLLOW-ON MILK ADVERTISING SURVEY
TOPLINE RESULTS**

- 1,000 interviews were conducted among pregnant women and mothers by telephone between 16 and 22 August 2005
- An asterisk represents a percentage less than 0.5% but greater than 0
- Numbers may not always add up to 100% due to computer rounding, multiple answers or exclusion of 'don't know / not stated' answers
- Base is all (1,000) unless otherwise stated
- Data presented in this document is unweighted

Q In the past year have you seen or heard any advertising for infant formula milk?
SINGLE CODE ONLY

	%
Yes	60
No	38
Don't know	2

Q Where did you see or hear this advertising for infant formula milk? DO NOT PROMPT.
MULTICODE OK.

Base: All who have seen or heard advertising (599) %

Local radio	3
National radio	1
Television	37
Magazines or newspapers	58
Swimming pools/leisure centres	*
Libraries	0
In hospital	3
Health centres/ GP clinics	5
Leaflets from health professionals	13
Chemists/pharmacies	4
Internet/Websites	3
Shops	11
Direct mailing to you from a company	7
Billboards/hoardings/posters	1
Other	3
Don't know/can't remember	1

Q And what types of messages or information were the adverts for infant formula milk giving?

DO NOT PROMPT. MULTICODE OK

Base: All who have seen or heard advertising (599) %

Infant formula milk.....	
....makes babies healthy	16
....contains prebiotics	4
....contains nutrients	16
....is as good as breastmilk	31
....is better	5
....is convenient	3
...will help you return to work	0
...will help partners feel more involved	0
....contains iron	2
...should only be used after your baby is six months old	2
...can be used before your baby is six months old	1
....is recommended by health professionals	1
....protects babies	1
....boosts babies' immune systems	1
Other mentions from respondents:	
Not to replace breastmilk/Breast feeding is better	5
Types of milk available	4
Promoting their brand name	1
That it is organic	1
Told about contents/ingredients	1
Good value/cheap	1
Other	5
Don't know/can't remember	31
Nothing	*

Q How did you feed your child/youngest child for the first three months? SINGLE CODE ONLY

Base: All with children (941) %

Breastmilk only	38
Formula milk only	36
Mainly breastmilk	6
Mainly formula milk	13
Breastmilk and formula milk equally	7
Don't know	*

- Q **There are two main types of formula milk. Infant formula which can be used from birth and follow on milk which is intended for older babies. Did you use follow-on milk with your youngest child?**

Base: All with children (941)

	Yes	%
		29
	No	69
	Don't know	2

- Q **How old was your baby when you started using follow on milk? SINGLE CODE ONLY**

Base: All who used follow-on milk (272)

	%
Younger than 3 months	17
3 to 6 months	57
7 to 9 months	20
10 months to one year	3
Older than one year	*
Don't know	3
