



For Immediate Release

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MAJORITY OF MOMS AND MOMS-TO-BE BELIEVE “BREAST IS BEST” AND BREASTFEEDING IN PUBLIC IS NATURAL

*Lansinoh Survey Provides Insights into the Breastfeeding Habits and Attitudes
of More Than 2,000 Moms and Expecting Moms in the United States*

Alexandria, Va. (Sept. 16, 2014) – Ninety-three percent of moms and moms-to-be in the United States believe that “breast is best” when it comes to feeding babies, according to The 2014 Lansinoh Global Breastfeeding Survey. The survey results, which were released today, highlight breastfeeding attitudes and behaviors of moms and expecting moms around the United States.

The survey explored the attitudes of moms toward breastfeeding. Key findings include:

- Ninety-three percent of moms believe that “breast is best” when it comes to feeding babies. That number increases to 98 percent for moms who are pregnant with their first baby.
- “Mommy Guilt” is real. Sixty-four percent of moms say they would feel guilty if they did not breastfeed.
- The majority of moms (86%) who choose to breastfeed do so because of the health benefits for baby. Forming a close bond with baby (5%) and to save money by not buying formula (5%) were distant second-place reasons.

Moms were also asked about their feelings toward breastfeeding in public. More than half of women surveyed say that breastfeeding in public is perfectly natural (57%), with the rest saying it’s unavoidable (22%), embarrassing (18%) or wrong (3%). The more children a mom has, the more comfortable she appears to be with breastfeeding in public. The percentage of women who say that it’s perfectly natural increases with the number of children she has, starting at 42 percent of women who are pregnant with their first and growing with one (56%), two (59%), three (60%) and four or more (63%) kids. The percentage of women who say it’s perfectly natural also changed depending on their work status. Sixty-two percent of homemakers find it natural to breastfeed in public, compared to their peers who work full-time (53%) or part-time (56%) outside the home.

The survey goes on to examine the breastfeeding behaviors of moms. Despite nearly half of the moms saying a 6-12 months is the ideal length of time to breastfeed a baby, only 37 percent actually breastfed for that amount of time.

When asked about the challenges nursing mothers are facing today, the three most often-cited challenges are pain (32%), learning how to breastfeed (30%) and waking up in the middle of the night (28%), while the three most challenging places for moms to breastfeed are in a car (23%), in a bathroom (13%), and in the grocery store (11%).

Additionally, more than three-fourths of moms have used - or plan to use - breast pumps. That number is highest with expecting moms, with 82 percent saying they plan to use pumps and the remaining 18 percent unsure whether they will or not. ZERO moms who are currently expecting their first child say they don’t expect to pump at all. The three most popular reasons moms pump are to build up their breastmilk supply (55%), to make sure there is breastmilk available for emergencies (53%), and to involve their partners in feedings (41%).

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“This data shows that while moms today understand that breastfeeding is the best way to feed their babies, very real challenges are making it difficult for some to reach their breastfeeding goals,” said Gina Cicatelli Ciagne, CLC and Vice President of Healthcare & Media Relations, Lansinoh Laboratories. “It was important for us to talk to moms who are currently breastfeeding, as well as those who recently stopped, because understanding how they feel is the best way to support today’s breastfeeding moms, whether it’s through new breastfeeding products or with workplace policies and government support.”

All 2,045 respondents are between the ages of 18-40 and are either currently pregnant with their first child or have a child aged 2 or under. This age range for children was selected based on the World Health Organization (WHO) recommendation that babies be exclusively breastfed for up to 6 months of age, followed by breastfeeding with appropriate complementary foods up to age two or beyond.

The results are part of a global survey that interviewed more than 13,000 moms in nine countries: Brazil, China, France, Germany, Hungary, Mexico, Turkey, the United Kingdom and the United States of America in April/May 2014.

The [2014 Lansinoh Global Breastfeeding Survey](#) executive summary, data charts and accompanying infographics are available for download at www.lansinoh.com/globalsurvey. For more information please contact Aubrey Quinn at Lansinoh, at aquinn@lansinoh.com or 703-260-6981.

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Founded by a breastfeeding mom, Lansinoh has been committed to helping moms succeed in breastfeeding for over 30 years. Famous for its award-winning cornerstone product, HPA® Lanolin, today Lansinoh is a leader in breastfeeding accessories and available in nearly 60 countries. For more information, please visit www.lansinoh.com, or connect with LansinohUSA on Facebook, Twitter, Instagram and Pinterest.