

**Public Opinion Programme  
The University of Hong Kong  
Hong Kong Infant and Young Child  
Nutrition Association**

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**Mother Survey on Breastfeeding**

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**Survey Report**

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## ***I. Research Background***

- 1.1 In September 2011, the Hong Kong Infant and Young Child Nutrition Association commissioned the Public Opinion Programme (POP) at the University of Hong Kong to conduct this “Mother Survey on Breastfeeding”. The target population of this survey was Cantonese speaking mothers in Hong Kong who were raising at least one infant of 36 months old or younger. The main objective was to understand the views and attitudes towards various aspects of breastfeeding among the local mothers of young children.
- 1.2 The research instrument used in this study was first drafted by the Hong Kong Infant and Young Child Nutrition Association and then fine-tuned by the POP Team, whilst fieldwork operations and data collection were conducted independently by the POP Team, without interference from any outside party and the commissioning body. In other words, though POP has sought opinion from the commissioning body regarding the research and questionnaire design, POP was given full autonomy throughout the research process, in return, POP would take full responsibility for all the findings reported herewith.

## ***II. Research Design***

- 2.1 The research was conducted by telephone survey executed by real interviewers working under close supervision. To minimize sampling bias, telephone numbers were first drawn randomly from the residential telephone directories as “seed numbers”, from which another set of numbers was generated using the “plus/minus one/two” method, in order to capture the unlisted numbers. Duplicated numbers were then filtered, and the remaining numbers were mixed in random order to produce the final telephone sample.
- 2.2 All data were collected by our interviewers using a Computer Assisted Telephone Interview (CATI) system which allowed real-time data capture and consolidation. To ensure data quality, on top of on-site supervision, voice recording, screen capturing and camera surveillance were also used to monitor the interviewers’ performance.

- 2.3 The target population of this survey was Cantonese speaking mothers in Hong Kong who were raising at least one infant of 36 months old or younger. If more than one qualified subject had been available, selection was made using the “next birthday rule” which selected the mother who had her birthday next from all those present.
- 2.4 The survey was conducted during the period of **10 October 2011 to 17 November 2011**. A total of **507 qualified respondents** were successfully interviewed. The overall effective response rate was **54.1%** (Table 2) and the standard error was no more than 2.2 percentage points. In other words, the sampling error for all percentages was less than plus/minus 4.4 percentage points at 95% confidence level.

### **III Research Findings**

This survey aims to understand mothers' attitudes towards breastfeeding. The key findings are highlighted as follows. Please refer to the respective frequency tables in Appendix II for details. It should be noted that, figures in the research findings of this survey report have been rounded up to the nearest integer. If the first decimal place is 5, the figure will be rounded up by considering the second decimal place. Thus, figures reported hereafter may not be the same as those listed in the frequency tables and this is not an error.

- 3.1 The survey began by asking all respondents how old their baby was. Of the 507 mothers interviewed, the mean age of their babies was 19 months (Table 3). Among them, 83% had tried breastfeeding before as contrast to 17% who had never tried. Furthermore, almost one-fifth of the mothers interviewed were still breastfeeding their babies at the time of interview (18%; Tables 4 to 5).
- 3.2 As for how long the mothers have breastfed their babies, results showed that over half of those who tried breastfeeding had done so for the first three months of their babies' infancy (54%). Meanwhile, almost one-fifth breastfed their babies till they reached "4-6 months" (17%), a respective of 10% claimed to have breastfed their babies till they reached "7-9 months" and "10-12 months". A relatively smaller proportion of mothers had breastfed their babies till they reached "13-15 months" (2%), "16-18 months" (3%), "19-24 months" (3%) and "25-36 months" (1%). On average, the mean obtained was 5.3 months (Table 6).
- 3.3 Regarding the reasons why some mothers never tried breastfeeding (86 respondents) and why they stopped breastfeeding after a certain period of time (342 respondents), 36% of these respondents claimed it was simply because they "did not have enough milk for breastfeeding", which topped the list. "Poor health condition" (18%) came next at a distance and "maternity leave was over" (14%) came third. Other reasons mentioned included "need to work / no time" (12%), "heavy pressure at work" (8%), "lack of breastfeeding facilities in office" (7%), "baby has grown up, no need to drink milk" (6%). Please refer to Table 7 in Appendix II for all answers.
- 3.4 Findings also revealed that one-third of the mothers believed "more breastfeeding facilities in public" (33%) would encourage them to breastfeed while a respective

of 29% and 20% believed “more public education on the advantages of breastfeeding” and “more breastfeeding facilities in offices” would help too. Those who opted for “lengthening maternity leave”, “more encouragement from medical professionals on breastfeeding”, “more training on breastfeeding from medical professionals”, “supervision on infant milk formula promotion” accounted for 18%, 9%, 8% and 5% of the sample correspondingly. Other less commonly cited means included “more support from family and friends” (3%), “more support and accommodation from workplace” (3%), “more support from medical professionals on breastfeeding” (2%), “provide nursery room in hospitals for mother and child to be together for all hours” (2%), and so on. Last but not least, as high as 17% of the sample failed to have any idea on how to encourage mothers to breastfeed their babies more (Table 8).

3.5 Concerning the main channels these mothers obtained information from on breastfeeding and infant feeding, 63% said “hospitals and clinics”, leading “internet” (28%) at the second place and “family / friends / colleagues” (23%) at the third place by a large margin. Other popular information sources included “medical professionals” (16%), “media” (13%), “books” (10%), “health talks” (8%), “posters / leaflets” (7%), and “Government promotion / release / publishings” (6%). Only a very small proportion of sampled mothers said they had never received such information (1%; Table 9).

3.6 When asked if they needed information from the following groups when choosing instant milk formula, more than half of the sample said they would seek advice from the “medical professionals” (53%) which topped the list. Meanwhile, nearly one-third said they would acquire information from “milk formula manufacturers” (32%) and slightly less than 30% regarded the “Government” (29%) as one of their information sources. However, another one-third of the respondents claimed they did not need information from any of the abovementioned groups (32%) when choosing instant milk formula while a very small amount had no idea (2%, Table 10).

3.7 Among the 507 successfully interviewed mothers, a majority of 70% opposed to the saying that “the government should be the single source provider on information on breastfeeding and infant feeding” as contrast to 28% who agreed to this while the remaining 2% did not have a view (Table 11).

- 3.8 After a brief description on the recommendation of World Health Organization that babies should be breastfed in their first six month of infancy and that promotions of milk formula for babies 6 months or younger are currently banned in some developed countries, as high as 80% of the respondents disagreed with the proposition that this ban should be applied to milk formula for babies older than 6 months. On the contrary, about one in seven supported this ban (15%), and the remaining 5% opted for “don’t know / hard to say” (Table 12).
- 3.9 Of the 74 respondents who agreed to embargo the promotions for milk formula for babies older than 6 months, 67% of these respondents believed the ban should be extended to cover milk formula for babies “6-12 months old”, while a respective of 18% and 11% believed the ban should apply to promotions on milk formula for babies “13-24 months old” and “25-36 months old”. Another 4% did not have a clue (Table 13).
- 3.10 Lastly, a majority of nearly 70% of the mothers being interviewed in this survey believed that their choice of instant milk formula would not be affected (68%) even if there was no promotion by the milk formula manufacturers on products for babies above 6 months old, whereas 30% thought the opposite. Only a small proportion of the respondents could not give a definite answer in this regard (2%, Table 14).

## **V Conclusion**

- 4.1 This survey has revealed that a landslide majority of mothers who were raising at least one baby of 36 months old or below had tried breastfeeding before. More than half of these mothers breastfed their babies till they reached 3 months old, and on average, they breastfed their babies for 5.3 months.
- 4.2 With regards the hindrance factors for breastfeeding, “not enough milk” topped the list, as mentioned by more than one-third of those who have never tried breastfeeding before or had stopped at the moment of the interview. Other common reasons included “poor health condition”, “maternity leave was over”, “need to work / no time”, “heavy pressure at work”, “lack of breastfeeding facilities in office”, and so on. In other words, quite some hindrance factors were related to the mothers’ work and their work environment.
- 4.3 At the same time, “more breastfeeding facilities in public” was the most preferred measure to encourage more mothers to breastfeed in Hong Kong, followed by “more public education on the advantages of breastfeeding” and “more breastfeeding facilities in offices”.
- 4.4 Finally, results of this survey found that majority of the respondents obtained information on breastfeeding from “hospitals and clinics”, and regarded “medical professionals” as the most trustworthy source when they had to choose milk formula for their babies.



# **Appendix I**

## **Contact Information**

Table 1 Breakdown of contact information of the survey

	<b><u>Frequency</u></b>	<b><u>Percentage</u></b>
<b>Respondents' ineligibility confirmed</b>	<b>65,557</b>	<b>56.3%</b>
<i>Fax/ data line</i>	4,044	3.5%
<i>Invalid number</i>	35,433	30.5%
<i>Call-forwarding</i>	1,369	1.2%
<i>Non-residential number</i>	3,602	3.1%
<i>Special technological difficulties</i>	485	0.4%
<i>No eligible respondents</i>	20,624	17.7%
<b>Respondents' eligibility not confirmed</b>	<b>25,150</b>	<b>21.6%</b>
<i>Line busy</i>	2,205	1.9%
<i>No answer</i>	18,351	15.8%
<i>Answering device</i>	1,165	1.0%
<i>Call-blocking</i>	511	0.4%
<i>Language problem</i>	1,567	1.3%
<i>Interview terminated before the screening question</i>	1,309	1.1%
<i>Others</i>	42	0.0%
<b>Respondents' eligibility confirmed, but failed to complete the interview</b>	<b>25,148</b>	<b>21.6%</b>
<i>Household-level refusal</i>	0	0.0%
<i>Known respondent refusal</i>	135	0.1%
<i>Appointment date beyond the end of the fieldwork period</i>	24,678	21.2%
<i>Partial interview</i>	241	0.2%
<i>Miscellaneous</i>	94	0.0%
<b>Successful cases</b>	<b>507</b>	<b>0.4%</b>
<b>Total</b>	<b>116,362</b>	<b>100.0%</b>

Table 2 Calculation of effective response rate

Effective response rate	
=	$\frac{\text{Successful cases}}{\text{Successful cases} + \text{Partial interview} + \text{Refusal cases by eligible respondents} + \text{Refusal cases by prorated-eligible respondents}}$
=	$\frac{507}{507 + 241 + 135 + 1,309 [(507 + 241 + 135) / (507 + 241 + 135 + 20,624)]^*}$
=	54.1%
	<i>*Figure obtained by prorata</i>

# **Appendix II**

## **Frequency Tables**

Table 3 [Q1] How old is your baby? (If there are more than one, please answer with the older child)

	Frequency	Percentage (Base=507)
0-3	50	9.9%
4-6	33	6.5%
7-9	33	6.5%
10-12	47	9.3%
13-15	32	6.3%
16-18	43	8.5%
19-21	40	7.9%
22-24	76	15.0%
25-27	33	6.5%
28-30	34	6.7%
31-33	24	4.7%
34-36	62	12.2%
Total	507	100.0%
Missing	--	
Mean	19.0 months	
Standard error	0.47 months	
Median	19.0 months	
Base	507	

Table 4 [Q2] Have you tried breastfeeding before?

	Frequency	Percentage (Base=507)
Yes	421	83.0%
No (Skip to Q4)	86	17.0%
Total	507	100.0%

Table 5 [Q3] [Only ask those who answered “yes” in Q2, base = 421] How long did you breastfeed?

	Frequency	Percentage (Base=421)
0-3	196	46.6%
4-6	61	14.5%
7-9	35	8.3%
10-12	31	7.4%
13-15	5	1.2%
16-18	7	1.7%
19-24	7	1.7%
Still Breastfeeding (Skip to Q5)	75	17.8%
Don't know / hard to say (Skip to Q5)	4	1.0%
Total	421	100.0%
<i>Missing</i>	--	
Mean	4.6 months	
Standard error	0.26 months	
Median	3.0 months	
Base	342	

Table 6 [Q3] [Only ask those who answered “yes” in Q2, base = 421] How long did you breastfeed? [**Re-calculated by substituting the child’s current age for those who are still breastfeeding**]

	Frequency	Percentage (Base=421)
0-3	226	53.7%
4-6	73	17.3%
7-9	41	9.7%
10-12	41	9.7%
13-15	7	1.7%
16-18	11	2.6%
19-24	14	3.3%
25-36	4	1.0%
Don’t know / hard to say (Skip to Q5)	4	1.0%
Total	421	100.0%
<i>Missing</i>	--	
Mean	5.3 months	
Standard error	0.29 months	
Median	3.0 months	
Base	417	

Table 7 [Q4] [Only ask those who answered “no” in Q2 and who answered “has stopped breastfeeding” in Q3, base = 428] What is the main factor affecting your decision to stop breastfeeding / of never tried breastfeeding? [Do not read out options, a maximum of 3 answers are allowed]

	Frequency	Percentage of responses (Base=548)	Percentage of sample (Base=423)
Not enough milk	154	28.1%	36.4%
Poor health condition	75	13.7%	17.7%
Maternity leave is over	61	11.1%	14.4%
Need to work / no time	52	9.5%	12.3%
Heavy pressure at work	35	6.4%	8.3%
Lack of breastfeeding facilities in office	31	5.7%	7.3%
Baby has grown up, no need to drink milk	27	4.9%	6.4%
Baby doesn't know how / is not willing to be breastfed	17	3.1%	4.0%
Lack of breastfeeding facilities in public	13	2.4%	3.1%
Too tiring	13	2.4%	3.1%
Lack of breastfeeding skills	11	2.0%	2.6%
Lack of family support	6	1.1%	1.4%
Did not start breastfeeding since birth	5	0.9%	1.2%
Pregnant again	4	0.7%	0.9%
Troublesome	4	0.7%	0.9%
Not enough breastfeeding training from medical professionals	3	0.5%	0.7%
Influenced by milk formula promotion e.g. advertisement, talks etc.	3	0.5%	0.7%
Lack of the promotion on advantages of breastfeeding	2	0.4%	0.5%
No reason	22	4.0%	5.2%
Others (See below)	9	1.6%	2.1%
Don't know / hard to say	1	0.2%	0.2%
Total	548	100.0%	
Missing	5		
Other responses that cannot be grouped:			
Doctors / nurses recommend to use milk formula	2	0.4%	0.5%
Milk formula has sufficient nutrition	1	0.2%	0.2%

Interviewee cannot resist the temptation of food	1	0.2%	0.2%
Affects mood	1	0.2%	0.2%
Time and environment cannot match	1	0.2%	0.2%
Child becomes dependent after breastfeeding	1	0.2%	0.2%
Prefers milk formula over breastfeeding	1	0.2%	0.2%
Breastfeeding is dirty	1	0.2%	0.2%
Sub-total	9	1.6%	2.1%



Table 8 [Q5] How do you think would encourage mothers in Hong Kong to breastfeed? [Do not read out options, a maximum of 3 answers are allowed]

	Frequency	Percentage of responses (Base=780)	Percentage of sample (Base=507)
More breastfeeding facilities in public	168	21.5%	33.1%
More public education on the advantages of breastfeeding	147	18.8%	29.0%
More breastfeeding facilities in offices	103	13.2%	20.3%
Lengthen the maternity leave	89	11.4%	17.6%
More encouragement from medical professionals on breastfeeding	47	6.0%	9.3%
More training on breastfeeding from medical professionals	42	5.4%	8.3%
Supervision on infant milk formula promotion e.g. advertisement, talks, etc.	23	2.9%	4.5%
More support from family and friends	17	2.2%	3.4%
More support and accommodation from workplace	17	2.2%	3.4%
More support from medical professionals on breastfeeding e.g. hotline	11	1.4%	2.2%
Provide nursery room in hospitals for mother and child to be together for all hours	9	1.2%	1.8%
It's a self decision, no other methods	5	0.6%	1.0%
Government policy on encouraging employers to accomodate breastfeeding employees	3	0.4%	0.6%
Others (See below)	11	1.4%	2.2%
Don't know / hard to say	88	11.3%	17.4%
Total	780	100.0%	
<i>Missing</i>	--		
Other responses that cannot be grouped:			
It is enough already	6	0.8%	1.2%
If milk formula is more expensive	1	0.1%	0.2%
No need to bring too much when going out	1	0.1%	0.2%
Bad news on milk formula	1	0.1%	0.2%
Reduce tax	1	0.1%	0.2%
More economical	1	0.1%	0.2%
Sub total	11	1.4%	2.2%

Table 9 [Q6] From what channels have you ever received information on breastfeeding and infant feeding? [Do not read out options, multiple answers allowed]

	Frequency	Percentage of responses (Base=942)	Percentage of sample (Base=507)
Hospitals / clinics	318	33.8%	62.7%
Internet	141	15.0%	27.8%
Family / friends / colleagues	117	12.4%	23.1%
Medical professionals	82	8.7%	16.2%
Media	66	7.0%	13.0%
Books	51	5.4%	10.1%
Health talks	42	4.5%	8.3%
Posters / leaflets	35	3.7%	6.9%
Government promotion / release / publishings	32	3.4%	6.3%
Mothers' clubs / milk formula manufacturers	19	2.0%	3.7%
Institutes supporting breastfeeding	18	1.9%	3.6%
Community activities	5	0.5%	1.0%
Advertisements on MTR / KCR / public transport	1	0.1%	0.2%
Never received	6	0.6%	1.2%
Others (Hotline)	1	0.1%	0.2%
Don't know / hard to say	8	0.8%	1.6%
Total	942	100.0%	

Table 10 [Q7] When you have to choose instant milk formula, do you need information from the following organizations to help you decide? [Read out below answers, order to be randomized by computer, multiple answers allowed]

	Frequency	Percentage of responses (Base=751)	Percentage of sample (Base=507)
Medical professionals	266	35.4%	52.5%
Milk formula manufacturers	163	21.7%	32.1%
Government	147	19.6%	29.0%
None of the above	164	21.8%	32.3%
Don't know / hard to say	11	1.5%	2.2%
Total	751	100.0%	

Table 11 [Q8] Do you agree with the following statement: The government should be the single source provider on information on breastfeeding and infant feeding?

	Frequency	Percentage (Base=506)
Yes	144	28.5%
No	352	69.6%
Don't know / hard to say	10	2.0%
Total	506	100%
Missing	1	

Table 12 [Q9] The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries ban the promotion of milk formula for babies aged 6 months or below. Do you think this ban should be applied to formula for babies aged 6 months or above as well?

	Frequency	Percentage (Base=507)
Yes	74	14.6%
No (Skip to Q11)	407	80.3%
Don't know / hard to say (Skip to Q11)	26	5.1%
Total	507	100.0%

Table 13 [Q10] [Only ask respondents who answered “yes” in Q9, base = 74] If should, which of the following age group do you think the ban should apply to? [Read out options, 1 option allowed only]

	Frequency	Percentage (Base=72)
6-12 months	48	66.7%
13-24 months	13	18.1%
25-36 months	8	11.1%
Don't know / hard to say	3	4.2%
	<b>Total</b>	<b>72</b>
	<i>Missing</i>	<i>2</i>
		<b>100.0%</b>

Table 14 [Q11] If milk formula manufacturers do not do promotions for babies 6 months or above, does it affect your choice on instant milk formula?

	Frequency	Percentage (Base=506)
Yes	152	30.0%
No	345	68.2%
Don't know / hard to say	9	1.8%
	<b>Total</b>	<b>506</b>
	<i>Missing</i>	<i>1</i>
		<b>100.0%</b>

# **Appendix III**

## **Respondents' Demographic Profile**

## V. Respondents' demographic profile

Table 15 Age

	Frequency	Percentage (Base = 506)
18 - 20	6	1.2%
21 - 30	105	20.8%
31 - 40	367	72.5%
40 or above	28	5.5%
Total	506	100.0%
<i>Missing</i>	<i>1</i>	

Table 16 Eductaion level

	Frequency	Percentage (Base = 504)
Primary school or below	7	1.4%
Secondary school	246	48.8%
Tertiary or above	251	49.8%
Total	504	100.0%
<i>Missing</i>	<i>3</i>	

Table 17 Occupational status

	Frequency	Percentage (Base = 503)
Executives and Professionals	162	32.2%
Clerical and Service workers	143	28.4%
Production workers	2	0.4%
Housewives	188	37.4%
Others	8	1.6%
Total	503	100.0%
<i>Missing</i>	<i>4</i>	

Table 19 [Only ask respondents who are working, base = 307] Personal Income

	Frequency	Percentage (Base = 290)
HK\$ 5,000 or below	6	2.1%
HK\$ 5,001 - 10,000	42	14.5%
HK\$ 10,001 - 20,000	91	31.4%
HK\$ 20,001 - 30,000	63	21.7%
HK\$ 30,001 - 40,000	41	14.1%
HK\$ 40,001 - 50,000	19	6.6%
HK\$ 50,001 or above	28	9.7%
Total	290	100.0%
<i>Missing</i>	<i>17</i>	

# **Appendix IV**

# **Questionnaire**



香港大學民意研究計劃  
香港嬰幼兒營養聯會

合作進行

母親對嬰幼兒餵哺之意見調查

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問卷(定稿)

2011年10月7日

## 第一部分 自我介紹

喂，先生/小姐/太太你好，我姓 X，我係香港大學民意研究計劃既訪問員，我地宜家做緊一項意見調查，想訪問母親一 D 有關嬰幼兒餵哺既問題，我地只會阻你幾分鐘時間，請你放心，你既電話號碼係經由我地既電腦隨機抽樣抽中既，而你提供既資料係會絕對保密。【訪問員注意：如被訪者對今次訪問有任何疑問或查詢，訪問員可說「如果你對今次既訪問有任何疑問，你可以打去熱線電話 XXXX-XXXX 同我地既督導員郭先生聯絡，又或者喺辦公時間致電 XXXX-XXXX 向香港大學操守委員會【即香港大學非臨床研究操守委員會】查詢今次既調查。」】

請問你既電話號碼係唔係 XXXX-XXXX?

係

唔係 → 訪問告終，多謝合作，拜拜

## 第二部分 選出被訪者

[S1] 呢份問卷既訪問對象係育有最少一個 36 個月大或以下 BB 既母親，請問你屋企宜家有幾多位屬於呢個組別既呢？【如果戶中有合資格既被訪者，訪問告終；多謝合作，收線】

有一位 → 跳至 S2

有多過一位，\_\_\_\_\_ [入實數] → 跳至 S3

冇 → 訪問告終，多謝合作，拜拜

訪者拒絕回答 → 訪問告終，多謝合作，拜拜

[S2] 為左保障數據既真確性，訪問可能會被錄音，但只會用作內部參考，請問可唔可以開始訪問呢？

可以 → 開始訪問

唔可以 - 訪者拒絕回答 → 訪問告終，多謝合作，拜拜

[S3] 因為多過一位，我地希望所有合資格既家庭成員都有同等機會接受訪問，所以想請即將生日果位黎聽電話。（訪問員可舉例說明：『即係有冇 10 月或未來三個月內生日既女士係度？』）開始訪問前，訪員必須讀出：為左保障數據既真確性，訪問可能會被錄音，但只會用作內部參考，請問可唔可以開始訪問呢？

可以 - 接聽電話的人士是被訪者 → 開始訪問

可以 - 其他家人是被訪者【訪員請重覆自我介紹】

唔可以 - 家人拒絕回答 → 訪問告終，多謝合作，拜拜

唔可以 - 訪者拒絕回答 → 訪問告終，多謝合作，拜拜

### 第三部分 意見部分

[Q1] 請問你個 BB 而家幾大呢? [如多過一個，請以年齡較大的作答]

\_\_\_\_\_ 個月 [入實數]

唔知 / 難講

拒答

[Q2] 請問你有冇試過餵哺母乳呢?

有

冇(跳至 Q4)

拒答 (Skip to Q4)

[Q3] 你餵咗母乳幾耐呢?

至 BB\_\_個月大 [入實數]

而家仲餵緊 (Skip to Q5)

唔知 / 難講 (Skip to Q5)

拒答 (Skip to Q5)

[Q4] [只問 Q2 答“冇”及於 Q3 表示現已停止餵哺母乳者] 乜嘢原因令你唔再餵哺 / 從來冇嘗試餵哺母乳? [不讀答案，最多可選 3 個答案]

唔夠母乳

公共場所缺乏餵哺母乳既設施，例如於商場，港鐵，公園

辦公室缺乏餵哺母乳既設施

放完產假

工作壓力大

冇餵哺母乳既技巧

醫護人員冇提供足夠既餵哺母乳訓練

受奶粉推廣影響，例如廣告，講座等

缺乏家人支持

缺乏有關餵哺母乳既好處既推廣

健康狀況欠佳

其他，請註明：\_\_\_\_\_

沒有原因

唔知 / 難講

拒答

[Q5] 你認為點樣可以係香港進一步推廣餵哺母乳? [不讀答案，最多可選3個答案]

增加公共場所內餵哺母乳既設施

係辦公室增加餵哺母乳既設施

加長產假

醫護人員多啲鼓勵餵哺母乳

屋企人同朋友俾多啲支持

醫護人員提供多啲餵哺母乳既訓練

監控嬰幼兒配方奶粉既推廣，例如廣告，講座等

係醫院設立母嬰室，俾媽咪同BB二十四小時一齊

多啲公眾教育講餵哺母乳既好處

其他，請註明：\_\_\_\_\_

唔知 / 難講

拒答

[Q6] 請問你曾經從乜野途徑獲得過有關嬰幼兒餵哺（例如母乳、配方奶粉、嬰兒食品）既資訊? [不讀答案，可選多項]

從未收過

政府宣傳／發布／刊物

醫護人員

醫院／診所

媽媽會及奶粉生產商

傳媒

互聯網

支持母乳餵哺既協會

家人／朋友／同事

海報／宣傳單張

港鐵／輕鐵／公共交通工具廣告

社區活動

健康講座

書本

其他，請註明： \_\_\_\_\_

唔知 / 難講

拒答

[Q7] 當你要選擇嬰幼兒配方奶粉時，你需唔需要以下單位提供既資料作出決定？（讀出答案，次序由電腦隨機排列，可選多項）[訪員注意：若被訪者問，「醫護人員」包括公立醫院的醫護人員，「政府」則代表政府部門公布的資料]

政府

醫護人員

奶粉生產商

以上皆否

唔知 / 難講

拒答

[Q8] 你同唔同意以下既句子呢？「政府應該係唯一一個可以提供嬰幼兒餵哺既資料來源」

同意

唔同意

唔知 / 難講

拒答

[Q9] 世界衛生組織建議，係嬰兒出生後首六個月應該完全以母乳餵哺，而某d已發展國家亦禁止奶粉商就6個月以下初生嬰兒奶粉進行宣傳推廣。你認為需唔需要將禁止條例伸延至6個月以上既幼兒奶粉？

需要

唔需要 [Go to Q11]

唔知 / 難講 [Go to Q11]

拒答 [Go to Q11]

[Q10] [只問 Q9 回答“需要”的受訪者] 如果需要，咁你認為應該伸延至以下邊個年齡組別既的奶粉? [讀出答案，只選一項]

6-12 個月

13-24 個月

25-36 個月

唔知 / 難講

拒答

[Q11] 如果奶粉商唔會對 6 個月以上既幼兒奶粉進行宣傳推廣，你認為會唔會影響你選擇合適既配方奶粉?

會

不會

唔知 / 難講

拒答

## 第四部分 個人資料

我想問你些少個人資料，方便分析。

[DM1a] 年齡

\_\_\_\_\_ (準確數字)

唔肯講

[DM1b] 【只問不肯透露準確年齡被訪者】 年齡 (範圍)[訪問員可讀出範圍]

18-20 歲

21-30 歲

31-40 歲

40 歲以上

唔肯講

[DM2] 教育程度

小學或以下

中學

預科

專上非學位

專上學位

碩士學位

博士學位

拒答

[DM3] 職業

經理及行政人員

專業人員

輔助專業人員

文員

服務工作及商店銷售人員

漁農業熟練工人



手工藝及有關人員  
機台及機器操作員及裝配員  
非技術工人  
學生 (Interview ends)  
家庭主婦(Interview ends)  
已退休(Interview ends)  
不能辨別  
其他 (包括失業及其他非在職者) (Interview ends)  
拒答(Interview ends)

[DM4] 請問你既個人每個月既平均收入大約係....?(包括花紅)

HK\$ 5,000 或以下  
HK\$ 5,001~10,000  
HK\$ 10,001~20,000  
HK\$ 20,001~30,000  
HK\$ 30,001~40,000  
HK\$ 40,001~50,000  
HK\$ 50,001 或以上  
拒答

問卷已經完成，多謝你接受訪問。如果你對呢個訪問有任何疑問，可以打熱線電話 xxxx-xxxx 同我地既督導員聯絡，或者係辦公時間打 xxxx-xxxx 向香港大學操守委員會查詢今次訪問既真確性同埋核對我既身分。拜拜！

\*\*\*\*\*問卷完\*\*\*\*\*

**Public Opinion Programme  
The University of Hong Kong  
Hong Kong Infant and Young Child  
Nutrition Association**

**Jointly Conduct**

**Mother Survey on Breastfeeding**

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**Survey Questionnaire (Final)**

**7 October 2011**

## Part I Self-introduction

Hello, sir/madam, my name is \_\_\_\_\_. I'm an interviewer from the Public Opinion Programme (POP) at the University of Hong Kong. We are now conducting a survey on breastfeeding for mothers. I would like to invite you to participate in an interview which will take only a few minutes. Please rest assured that your telephone number was randomly selected by our computer and all information you provide will be kept strictly confidential. Is it okay for us to start this survey?

Yes

No ( Interview ends, thank you for your cooperation, bye bye ) → Skip to end

## Part II Selection of Respondents

[S1] Is there any female household member who has at least a 36 month old or younger infant? Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. ( Interviewer can make an illustration by citing an example, "Is there anyone whose birthday is in April or May or in the coming 3 months? ) 【If there is no target respondent in the household, interview ends】

Yes –one (go to S2)

Yes –more than one, \_\_\_\_\_ [input exact figure] (go to S3)

No → Interview ends, thank you for your cooperation, bye-bye.

[S2] For quality control purpose, our conversation may be recorded. However, it is for internal reference only and will be destroyed shortly after our quality control process is completed. Is it okay for us to start this survey?

Is it okay to start?

Yes → Start the interview

No → Interview ends

[S3] Since we need to conduct random sampling, if there is more than one family member who is eligible, I would like to speak to the one who will have her birthday next. Is it okay for us to start this survey?

Yes, the one who answered the phone is the respondent → Start the interview

Yes, another family member is the respondent [Interviewer to re-introduce him/herself]

No – household level refusal → Interview ends

No – known respondent refusal → Interview ends

## Part III Opinion Questions

[Q1] How old is your baby? [If there are more than one, please answer with the older child]

\_\_\_\_\_month old (input exact figures)

Don't know/Hard to say

Refuse to answer

[Q2] Have you tried breastfeeding before?

Yes

No (Skip to Q4)

Refuse to answer (Skip to Q4)

[Q3] How long did you breastfeed?

Up to 1 month old

Up to 2 months old

UP to 4 months old

Up to 6 months old

Up till 1 year old

Up till 2 years old

Above 2 years old

Still breastfeeding(Skip to Q5)

Don't know/Hard to say (Skip to Q5)

Refuse to answer (Skip to Q5)

[Q4] [Ask only those who had answered "no" in Q2 and "has stopped breastfeeding" in Q3] What is the main factor affecting your decision to stop breastfeeding / of never tried breastfeeding? [Do not read out options, multiple answers allowed]

Not enough milk

Poor health condition

Maternity leave is over

Need to work / no time  
Heavy pressure at work  
Lack of breastfeeding facilities in office  
Baby has grown up, no need to drink milk  
Baby doesn't know how / is not willing to be breastfed  
Lack of breastfeeding facilities in public  
Too tiring  
Lack of breastfeeding skills  
Lack of family support  
Did not start breastfeeding since birth  
Pregnant again  
Troublesome  
Not enough breastfeeding skills from medical professionals  
Influenced by milk formula promotion e.g. advertisement, talks etc.  
Lack of the promotion on advantages of breastfeeding  
No reason  
Others, please specify: \_\_\_\_\_  
Don't know / hard to say  
Refuse to answer

[Q5] How do you think would encourage mothers in Hong Kong to breastfeed? [Do not read out options, a maximum of 3 answers are allowed]

More breastfeeding facilities in public  
More public education on the advantages of breastfeeding  
More breastfeeding facilities in offices  
Lengthen the maternity leave  
More encouragement from medical professionals on breastfeeding  
More training on breastfeeding from medical professionals  
Supervision on infant milk formula promotion e.g. advertisement, talks etc  
More support from family and friends  
More support and accommodation from workplace  
More support from medical professionals on breastfeeding e.g. hotline  
Provide nursery room in hospitals for mother and child to be together for all hours  
It's a self decision, no other methods  
Government policy on encouraging employers to accommodate breastfeeding employees  
Others, please specify: \_\_\_\_\_  
Don't know/ Hard to say  
Refuse to answer

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[Q6] From what channels have you ever received information on breastfeeding and infant feeding? [Do not read out options, multiple answers allowed]

Hospitals / clinics

Internet

Family / friends / colleagues

Medical professionals

Media

Books

Health talks

Posters / leaflets

Government promotion / release / publishings

Mothers' clubs / milk formula manufacturers

Institutes supporting breastfeeding

Community activities

Advertisements on MTR / KCR / public transport

Never received

Others(Hotline)

Others, please specify: \_\_\_\_\_

Don't know/ Hard to say

Refuse to answer

[Q7] When you have to choose instant milk formula, do you need information from the following organizations to help you decide? [Read out below answers, order to be randomized by computer, multiple answers allowed]

Government

Medical professionals

Milk formula manufacturers

None of the above

Don't know / Hard to say

Refuse to answer

[Q8] Do you agree with the following statement: The government should be the single source provider on information on breastfeeding and infant feeding?

Yes

No

Don't know / hard to say

Refuse to answer

[Q9] The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries ban the promotion of milk formula for babies aged 6 months or below. Do you think this ban should be applied to formula for babies aged 6 months or above as well?

Yes

No (Skip to Q11)

Don't know / hard to say (Skip to Q11)

Refuse to answer (Skip to Q11)

[Q10] [Ask only respondents who had answered "necessary" in question 9] If should, which of the following age group do you think the ban should apply to? [Read out options, 1 option allowed only]

6-12 months old

13-24 months old

25-36 months old

Don't know/Hard to say

Refuse to answer

[Q11] If milk formula manufacturers do not do promotions for babies 6 months or above, does it affect your choice on instant milk formula?

Yes

No

Don't know / hard to say

Refuse to answer



## Part IV Personal information

I'd like to know some of your personal particulars in order to facilitate our analysis. If you do not want to disclose your info, you could refuse to answer.

[DM1a] Age

\_\_\_\_\_ (Input the exact age)

Refuse to answer

[DM1b] **【Only asked those people who have not provided exact age】** Age (Range)

[Interviewers can read out the range]

18-20

21-30

31-40

40 or above

Refuse to answer

[DM2] Educational attainment

Primary school or below

Secondary school

Matriculated

Tertiary, non-degree course

Tertiary, degree course

Postgraduate degree or above

Refuse to answer

[DM3] Occupation

Managers and Administrators

Professionals

Associate Professionals

Clerks

Service Workers

Agriculture, Animal Husbandry and Fishermen

Craft and Related Workers

Plant and Machine Operators and Assemblers

Non-skilled workers

Students

Full-time Housewives

Unclassified

Others (include unemployed, retired and other non-working class)

Refuse to answer

[DM4] Monthly Personal Income

HK\$ 5,000 or below

HK\$ 5,000 - 10,000

HK\$ 10,001 - 20,000

HK\$ 20,001 - 30,000

HK\$ 30,001 - 40,000

HK\$ 40,001 - 50,000

HK\$ 50,001 or above

Refuse to answer

The Interview is completed. If you have any questions regarding this interview, you can contact our supervisor at xxxx-xxx or call xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity.

\*\*\*\*\* **The End** \*\*\*\*\*