

PARENTS HAVE THEIR SAY ABOUT FEEDING INFANTS AND TODDLERS

Latest results of a comprehensive research study of parents from Australia and New Zealand

The reality of feeding young children

81%

of parents say they try their best to make sure their young children are fed natural and healthy foods but admit it's not always easy.

Making decisions about feeding young children

76%

of parents say they need all the information about options for feeding readily available to them so they can make decisions about what is best for their child.

51%

say the marketing and advertising of foods like Toddler Milk Drinks helps parents make decisions when it comes to what they feed their child. **Only 16% don't.**

8/10

Doctors and Midwives are the most trusted sources of reliable information to help make decisions about what to feed young children. On average they are rated 8 out of 10 for trustworthiness.



What do parents think of Infant Formula and Toddler Milk Drinks?

65% of parents would be comfortable giving their child either Infant Formula or Toddler Milk Drinks if the need arises. **Only 12% wouldn't.**

76% have given Infant Formula to their infant

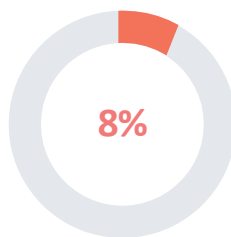
40% have given Toddler Milk Drinks to their toddler

56% believe Toddler Milk Drinks can help ensure their child gets the nutrients they need.



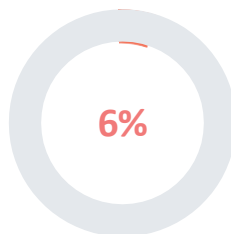
Could parents confuse Toddler Milk Drinks with Infant Formula?

Only 8% thought that parents might be confused whether Toddler Milk Drinks are Infant Formula.



Does marketing of Toddler Milk Drinks discourage breastfeeding?

Only 6% of parents thought that marketing Toddler Milk Drinks might discourage breastfeeding.



About the Study

Findings based on research commissioned by the Infant Nutrition Council Australia and New Zealand.

The qualitative and quantitative project looked at the everyday attitudes and experiences of parents as they decide on the best nutritional options for their child, as well as the trust they placed in different information sources and their perceptions of Infant Formula and Toddler Milk Drinks.

The research was designed and conducted by independent research consultancy Pragmatic Research in conjunction with global market research company, Ipsos. It involved qualitative research with 70 parents using online discussion boards and focus groups, plus an online survey of a representative sample of n=974 Australian and New Zealand parents with toddlers.

RESEARCH REPORT
by Pragmatic Research & Advisory



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Industry supporting both Breastfeeding & Infant Formula