



Statistics about our users

November 2008

We piloted a survey in October 2008 asking our users about their experiences of using a Baby Café drop-in. Our aim was to start gathering data to provide evidence in support of the Baby Café model and its effects on breastfeeding women.

In this survey we selected four drop-ins and sent out a total of 80 questionnaires. We got 39 back, which is a good response for a survey like this. We intend to use the results of this to improve the questionnaire and then send it out across the entire organisation, aiming to reach approximately 2,500 mums.

Some key indicators from the pilot survey:

- **100% of respondents would recommend the Baby Café to other breastfeeding mothers**
- **When asked to rate Baby Café services, mothers gave it an overall 9/10.**
- **79% of mothers surveyed felt that they needed support to breastfeed their baby.**
- **92% of mums agreed that the Baby Café helps mothers to breastfeed for longer.**
- **60% of the mothers in our sample had started attending the Baby Café when their baby was under 8 weeks old and were still breastfeeding beyond the 6-8 week point, several beyond 6 months.**
- **Almost three quarters (72%) of mums first attend the Baby Café when their baby is under 8 weeks old.**
- **The main reason for attending in the first place is to meet other mums (64%) followed by needing help with a particular breastfeeding question or problem (33%).**
- **In our sample, roughly a third were low-income families, 20% from ethnic minorities and 10% single parents.**

For more information about our work please visit our website at

www.thebabycafe.org