

Youth Contraceptive Awareness Study



KANTAR

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1

Background & Methodology



Strategic Context & Objectives



Central Question:

What do young people know about contraception?

Background & Objectives

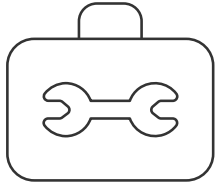
European Youth face particular challenges when it comes to contraception – institutionally, culturally, and when it comes to accessibility. Policies vary across the continent, leading to different interaction in different countries.

In order to understand how to prioritize policy interventions and other actions, EPF is looking to **understand the relationship between policy and perceptions/awareness of youth, as well as broad learnings across the European region**.



Methodology

Quantitative research approach and audience



What we did:

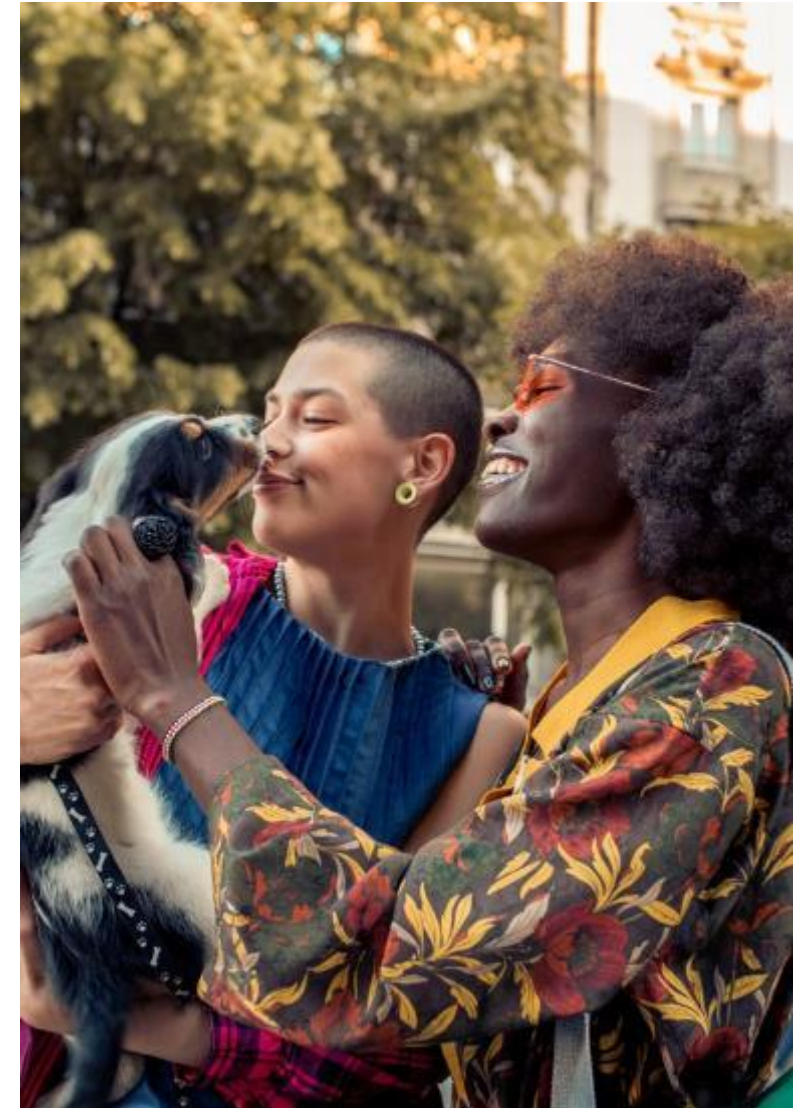
- ~5-minute quantitative survey in 15 countries
- Among global total of n=4201 people, aged 18-30

Women n = 2100, Men n = 2100

- Surveys translated into local languages

With whom:

- n=400 in 5 countries:
 - United Kingdom
 - Germany
 - France
 - Canada
 - Spain
- n=200 in 10 countries:
 - Netherlands
 - Belgium
 - Italy
 - Finland
 - Sweden
 - Austria
 - Czech Republic
 - Portugal
 - Romania
 - Poland



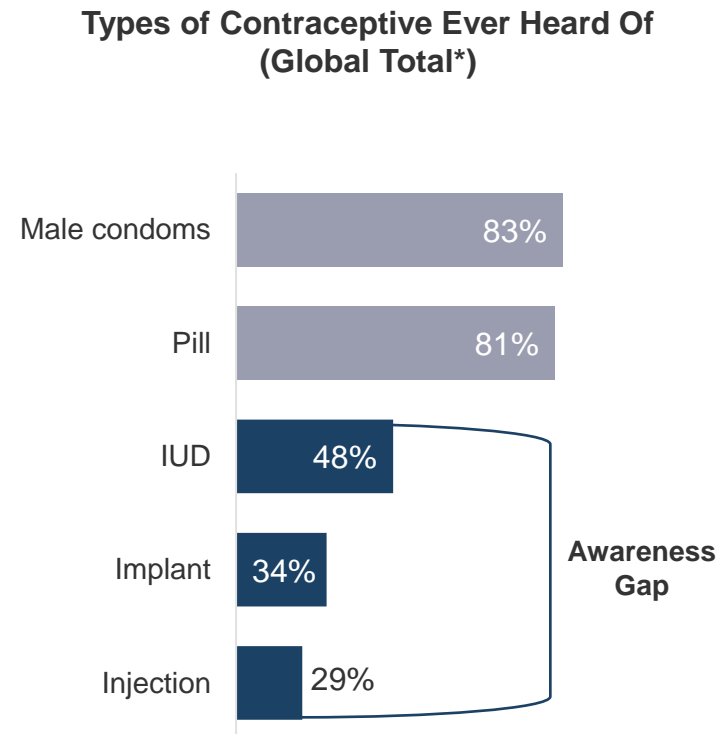
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Executive Summary

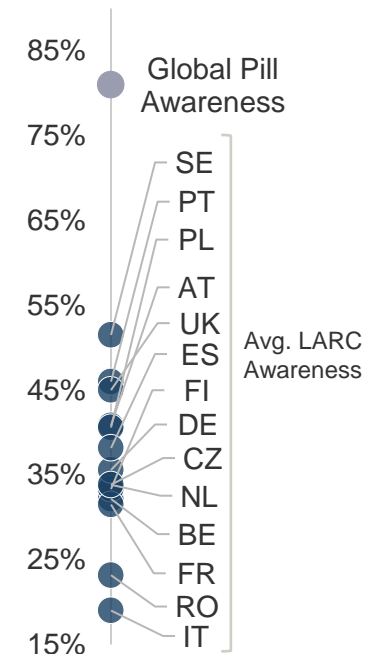


Awareness of LARCs is high, but still significantly less than birth control pills

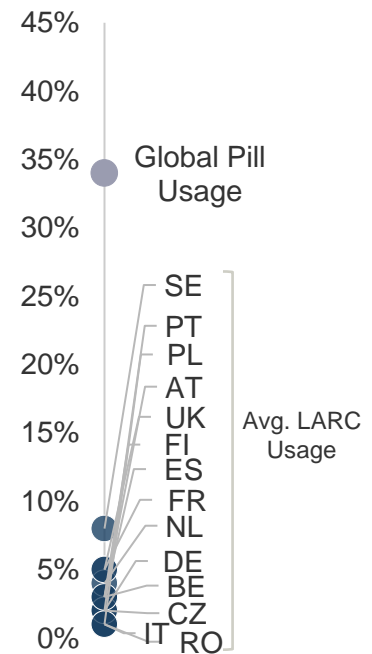
Many young people say they have heard of a variety of methods, including LARCs, but condoms and pills remain the most widely known and most widely used contraceptive methods.



LARC Awareness (by Country) Compared to Overall Pill Awareness



LARCs Used as Main Method of Contraceptive (by Country) Compared to Pills



Despite widespread awareness, understanding and familiarity with LARCs is low

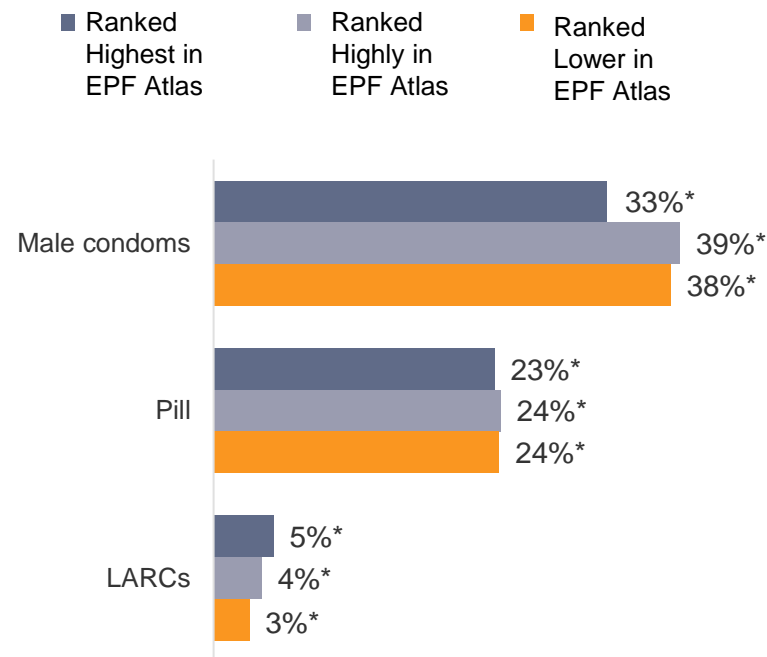
Lack of knowledge is recognized by young people as a primary barrier. Misconceptions about contraceptives' effectiveness are prominent across all countries.

#1 Barrier to access and use of contraceptive across total countries data (Global Total*):

There is a lack of knowledge about contraceptives among young people in my country

(29% of Global Total)

% believe most reliable in preventing pregnancy



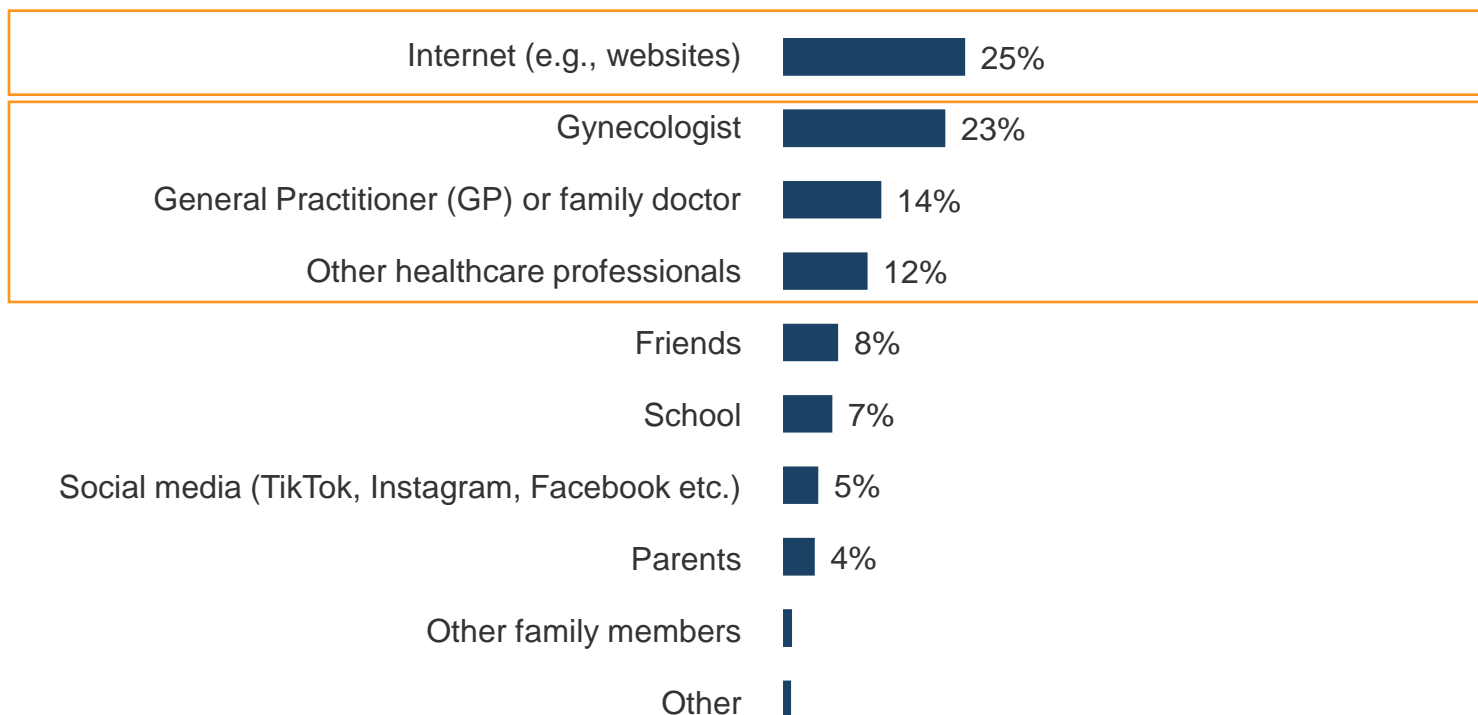
*Averages by Atlas Rankings

Information on
contraceptives
is sourced
primarily from
the internet and
healthcare
practitioners

The Internet is a key source of information for most, but healthcare professionals, both generalists and specialists play a large role in providing information about contraceptives.

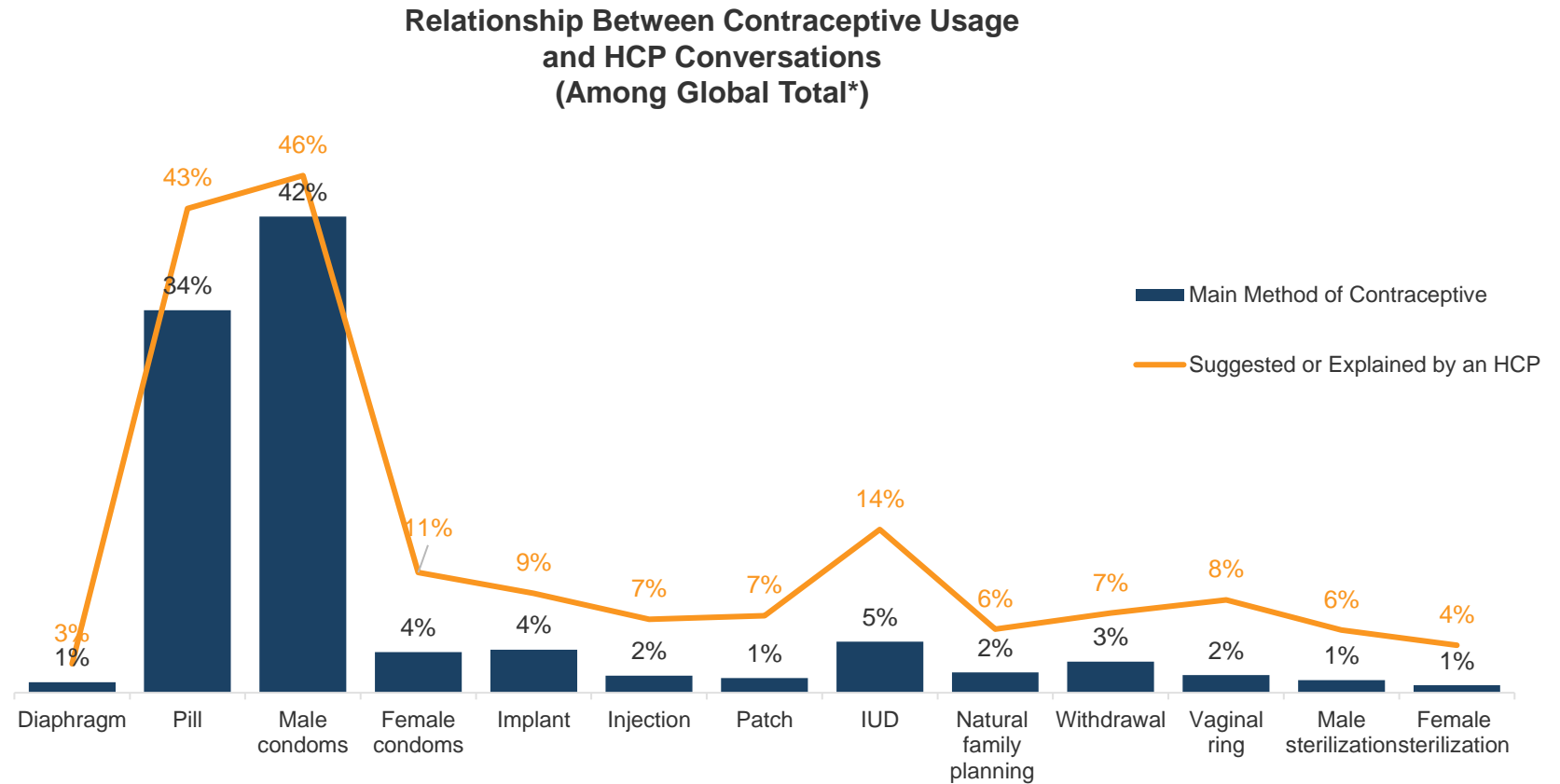
Younger people are more to rely on their own online research to fill knowledge gaps.

Primary Sources of Information About Contraceptives
Among global total*



HCPs play an influential role in young people's contraceptive choices

HCPs are a go-to source of information across countries. Conversations and suggestions by HCPs heavily influence young people's decisions around contraceptives.



Yet, HCPs can pose barriers to young people trying the most effective methods

Due to knowledge gaps, patients are unlikely to bring up other types of birth control. There are very few other types of birth control being explained by HCPs outside of Pills and Condoms, reinforcing lower usage of the most effective contraceptive methods.

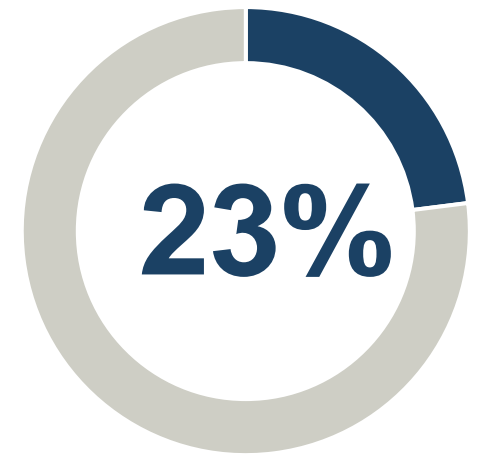
89%

Of young people report HCPs explained or discussed **the pill or male condoms**

vs.

30%

Of young people report HCPs explained or discussed **implants, IUDs or injections**



% agree 'Contraceptive methods have **never** been suggested or explained to me by a healthcare professional'

3

Contraceptive Awareness & Usage

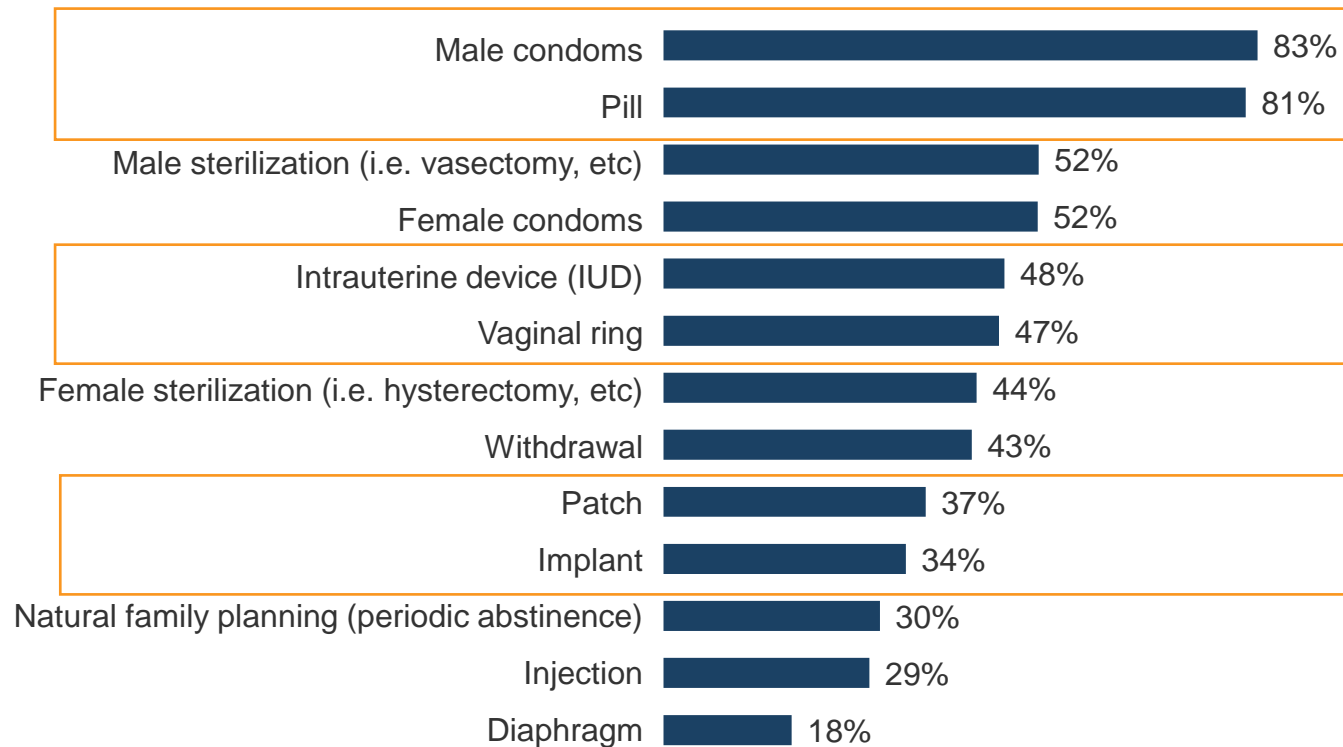


People are most aware of birth control pills and male condoms. Long-Acting Reversible Contraception methods (LARCs) including IUDs, implants, and injections garner lower, but still notable awareness.

Countries that rank higher in the Contraception Policy Atlas show higher awareness of Long-Acting Reversible Contraception (LARCs).

Overall Awareness of Contraceptives

Among global total* selected “have ever heard of”



Country Spotlight

- Awareness of condoms and the pill is similar across all countries, with lowest awareness being Romania (76% for condoms and 72% for the pill).
- Highest awareness of implants: Sweden (61%), France (54%) UK (50%), Portugal (49%), Belgium (42%).
- Germany has one of the highest rates of awareness of IUDs (66%).
- Conversely, Germany has one of the lowest rates of awareness toward implants (19%) – similar to countries lower in the Atlas including Italy, Romania, and Czech Republic.

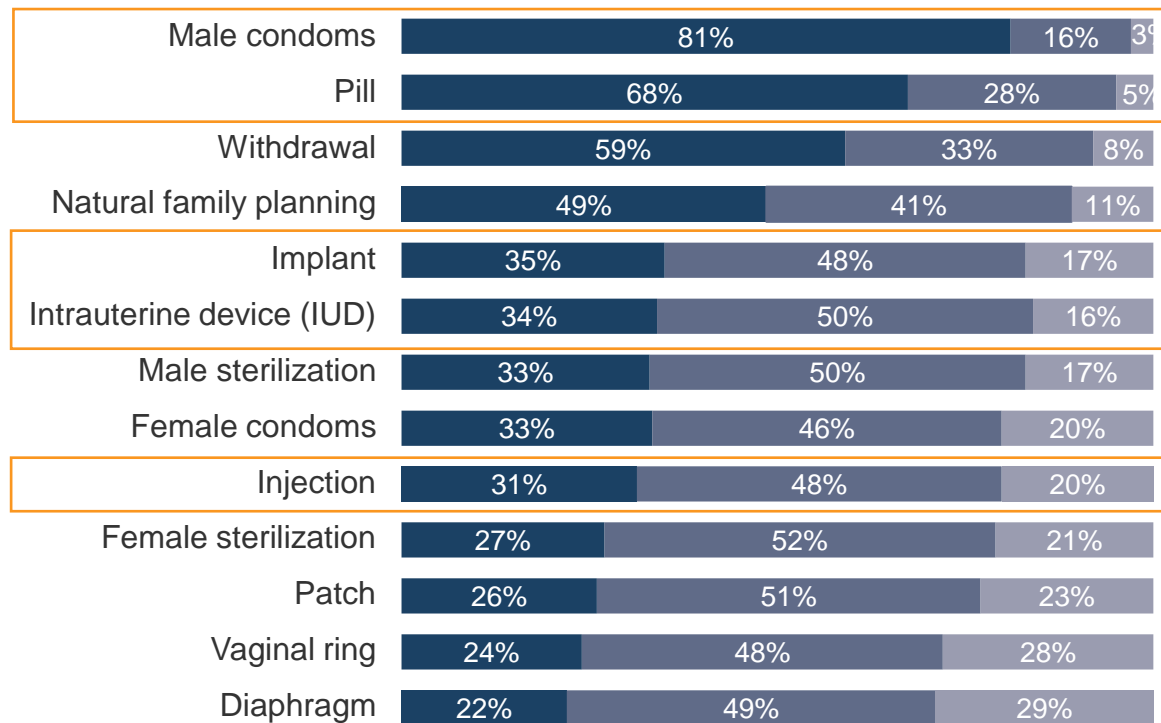
The share of young people who say they know LARCs "well" is significantly lower than other contraceptives. Male condoms, and pills and withdrawal rise to the top as contraceptives people are most familiar with.

Countries that rank lower in the Contraception Policy Atlas tend to know less about LARCs than those higher in the Atlas.

Detailed Level of Awareness of Contraceptives

Among those who indicated awareness of contraceptive

■ Know it well ■ Know a little ■ Don't know well



Country Spotlight

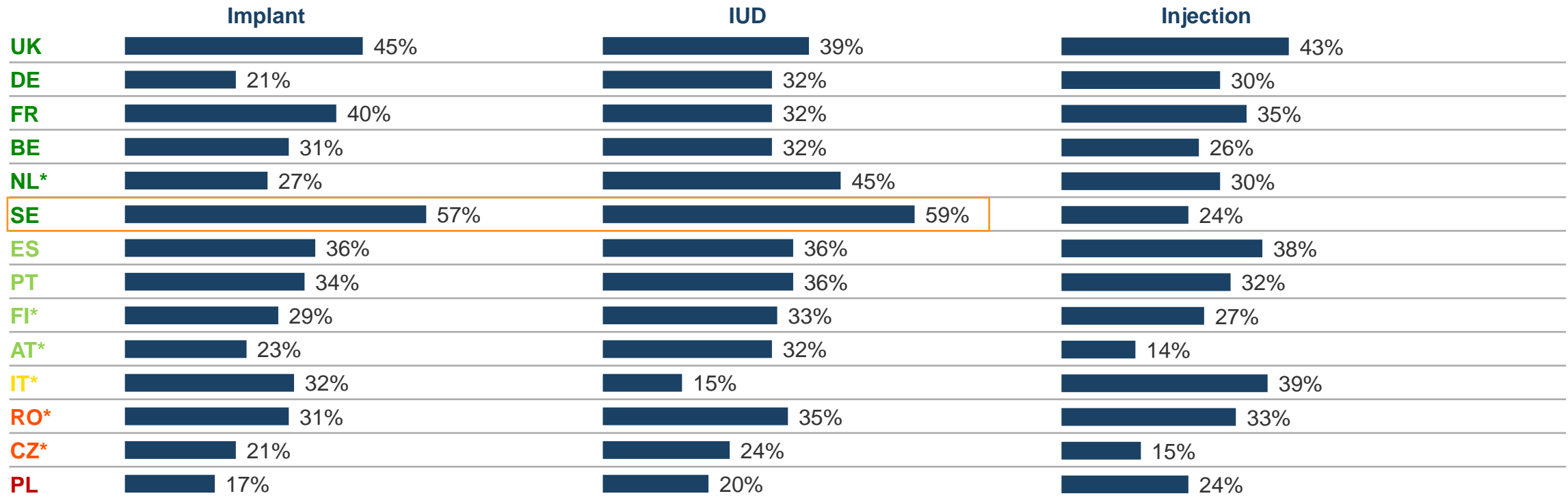
- Romanians are most aware of more self-imposed, behavior-based methods including withdrawal and natural family planning (81% and 67% respectively) – more than contraceptive products or solutions.
- Romania, Czech Republic, and Poland tend to know more about diaphragms than countries that rank higher in the Atlas.
- Besides Spain (38%) and the UK (43%), Italy (39%) is more familiar with injections than countries that rank higher in the Atlas.
- Sweden knows the most about IUDs and implants (59% and 57% respectively).

LARCs were not known by a majority of respondents, except in Sweden.

Among contraceptives with the highest effectiveness rates, implants and IUDs generally garner higher awareness than injections.

Highest Level of Awareness for Most Effective Contraception Methods by Market

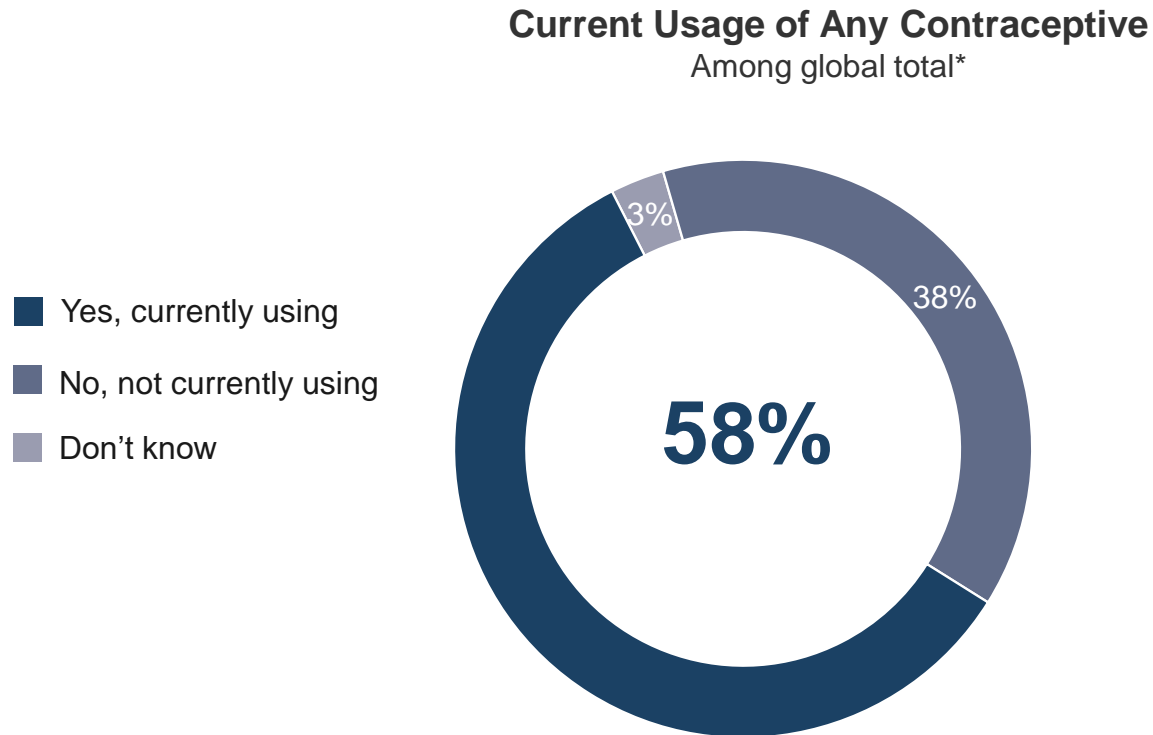
Among those who indicated awareness of contraceptive and selected they “know it well”



* Caution: very low base size <n=50 for at least one or more LARC

Just over half of young people are currently using some form of contraceptive.

Countries that rank higher in the Contraception Policy Atlas tend to have more contraceptive users than markets that rank lower in the Atlas.



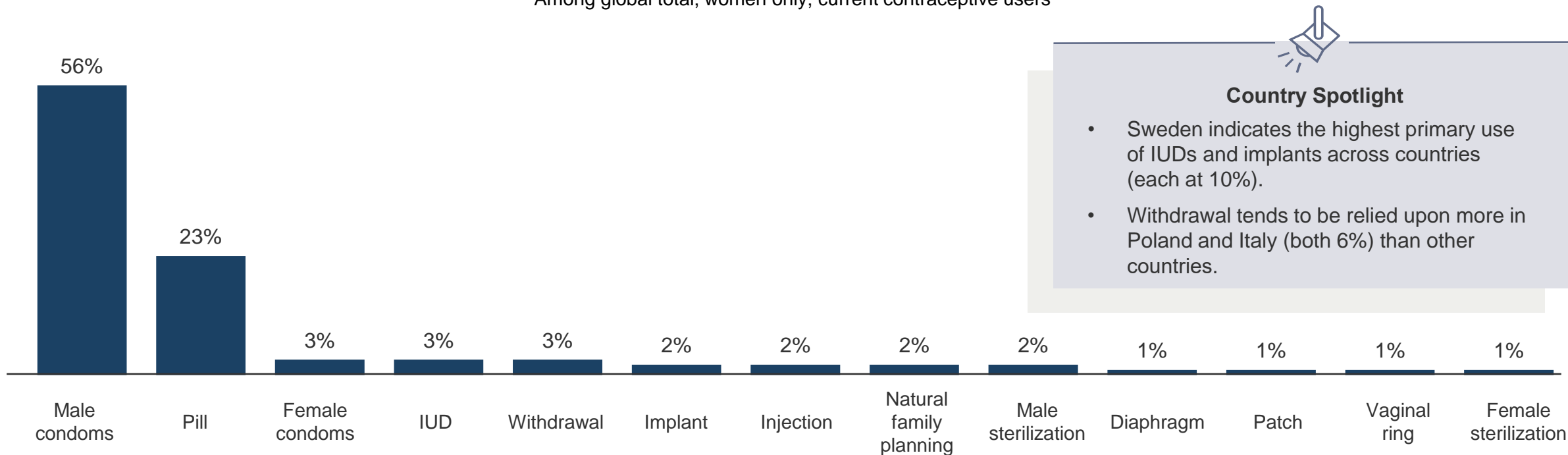
Country Spotlight

- Countries with the highest number of contraceptive users include Spain (69%), Portugal (68%), and Germany (66%).
- A majority of young people in countries that rank higher in the Atlas are contraceptive users (ranging from 57%-66% users).
- The share of contraceptive users in Italy (62%) is consistent to countries that rank higher in the Atlas such as France (60%), Netherlands (62%), and Finland (60%).
- Countries that rank lower in the Atlas hold a lower share of contraceptive users than higher scoring countries (51% in Romania and Poland, 48% in Czech Republic).

Most young women rely on condoms as their main form of contraceptives. Pills are also used, but to a lesser extent. All other methods are seen as secondary to condoms and the pill.

Primary Method of Contraceptive Currently Used

Among global total; women only; current contraceptive users

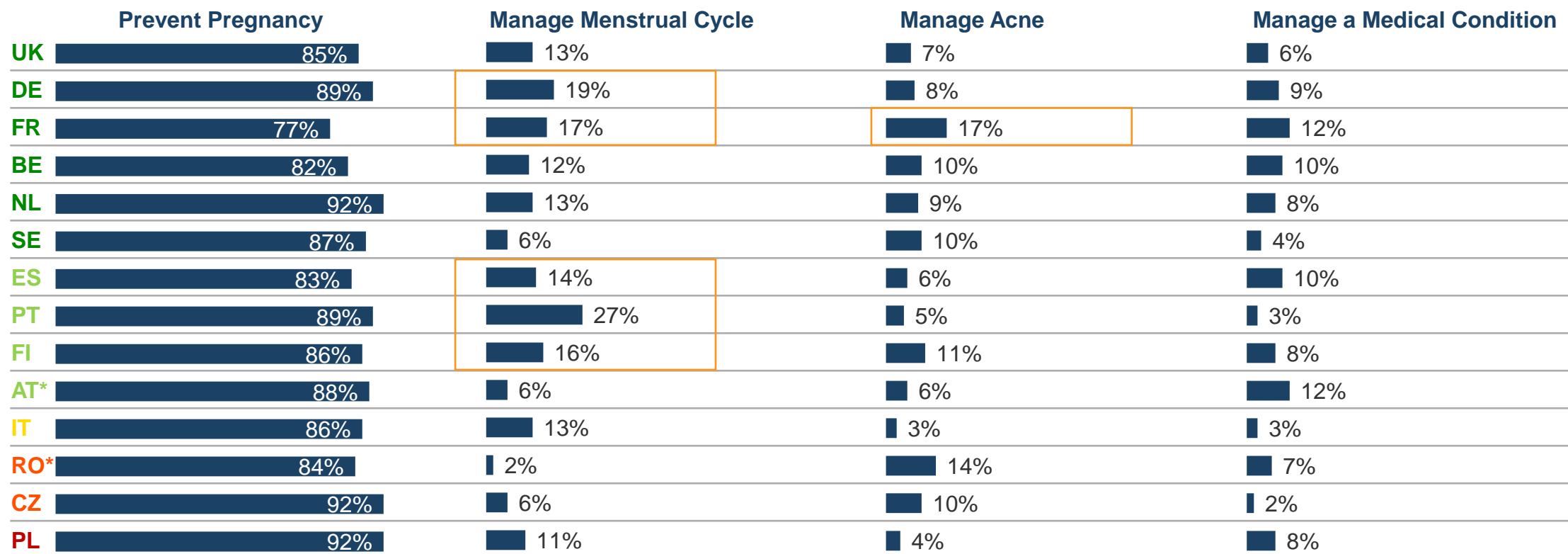


Preventing pregnancy is biggest driver for contraceptive use across all countries.

Countries that rank higher in the Atlas are more likely to use contraceptives for other reasons like menstrual cycle or acne management. This suggests more education on contraceptives leads to a more holistic understanding of what they can do.

Top Two Benefits of Contraceptive Use by Country

Among women; current contraceptive users



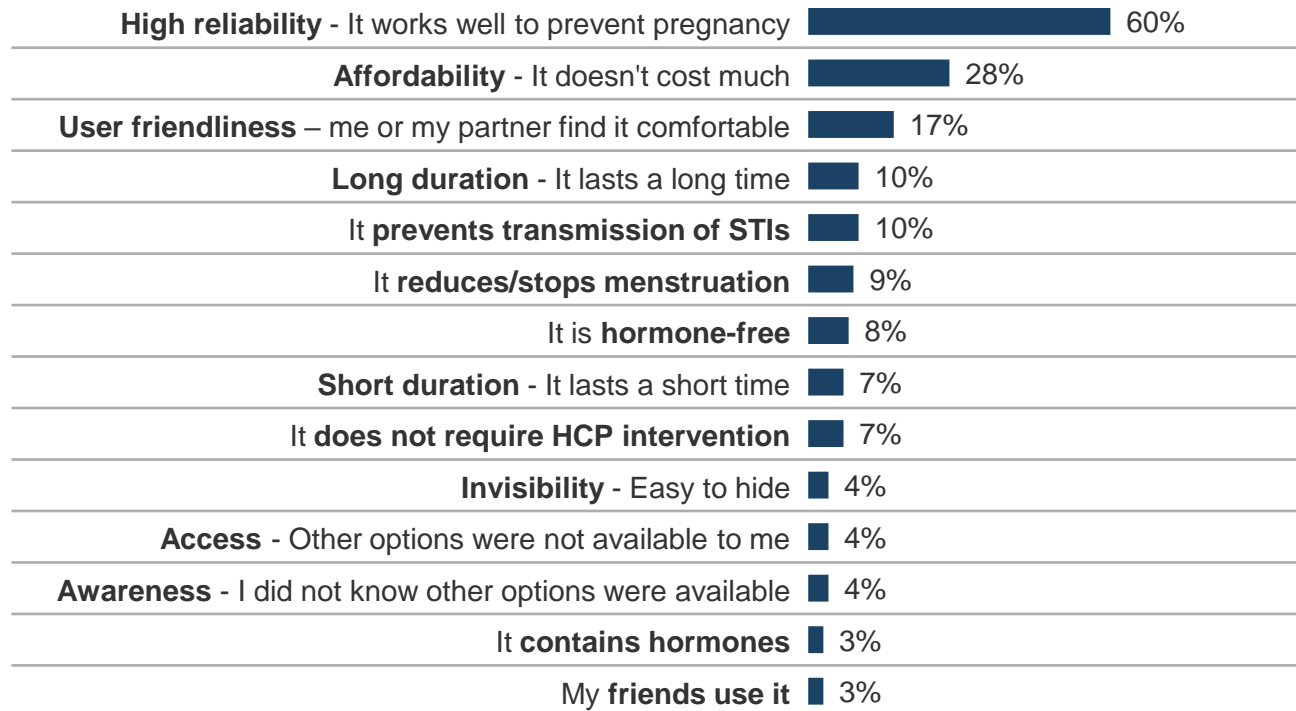
*Caution: very low base size <n=50

Reliability in preventing pregnancy is the top reason young people select a given form of contraception. Affordability and comfort are other top choice drivers.

Being “hormone-free” moves the needle for preference over contraceptives containing hormones. Access and awareness are reportedly low, but this may be that young people are not aware of their knowledge gaps.

Top Two Drivers of Contraceptive Use by Country

Among global total; current contraceptive users



Country Spotlight

- Not requiring HCP intervention tends to be a more important choice driver in countries that rank lower in the [Atlas](#) (14% in Czech Republic, 11% in Romania and Poland).
- Contraceptives' impact on menstruation tends to be a more important choice driver in countries that rank higher in the [Atlas](#) (24% in Sweden vs. 2% in Romania and 3% in Czech Republic).
- Next to reliability, Portugal and Poland are driven more by cost than other countries (41% in PT and 35% in PL vs. 28% globally).
- Finland is overwhelmingly driven by reliability (71% vs. 60% globally).

4

Barriers and Beliefs in Contraceptive Use



Knowledge gaps, high costs, and healthcare system shortcomings are more common barriers across countries.

The most common barrier to contraceptives is lack of knowledge, which peaks in countries ranked lower in the Atlas scale.

Barriers to Access and Use of Contraceptives

Among global total*

% agree...



Country Spotlight

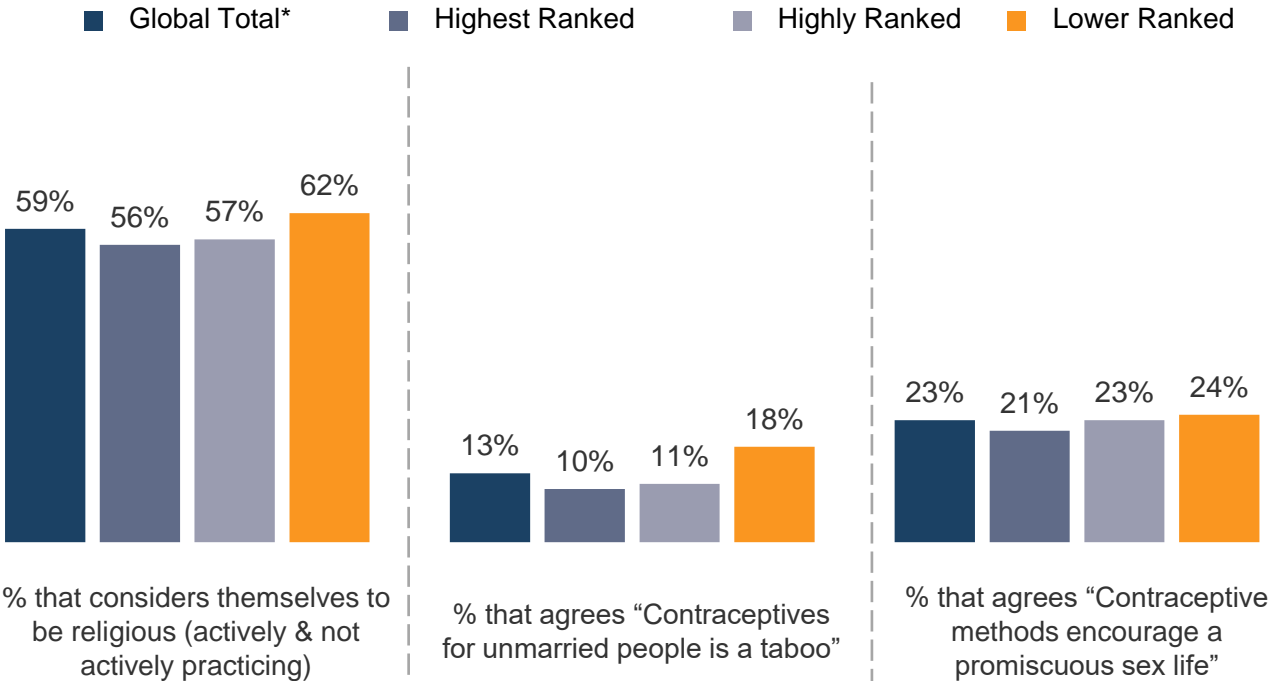
- Young people are more likely to report lack of knowledge as a barrier in Romania and Poland (both 38%), with Poland also reporting insufficient knowledge among healthcare providers (21%).
- Lower-ranked countries in the Atlas report more taboo around contraceptives, including Poland (23%), Romania (19%) and Italy (17%).
- Over a fourth of the countries' population (29%) stated that none of these factors are as barriers, led by Sweden (39%) and Finland (43%).

In countries ranked lower in the Atlas, contraceptive use is seen as more taboo. Taboo around contraception peaks in Portugal, Spain, Italy, Romania, and Poland.

Conservative values in a country may increase social pressure, perpetuate taboos, and contribute to judgment from partners or healthcare providers. Among the highest ranked Atlas countries, UK stands out as one of the most conservative.

Barriers to Access and Use of Contraceptives

Based on Atlas Ranking



Country Spotlight

- The UK stands out among the highest-ranked countries for its conservative views on contraceptives, with 29% linking them to promiscuous behavior and 15% viewing them as taboo. This may be partly explained by the country's high religious engagement (70%).
- In contrast, Germany (6%), Finland (7%), and Austria (7%) report the lowest levels of taboo around contraceptives.
- Interestingly, Finland is the most likely to associate contraceptive use with promiscuity (37%), reflecting a coexistence of progressive attitudes and lingering traditional beliefs.

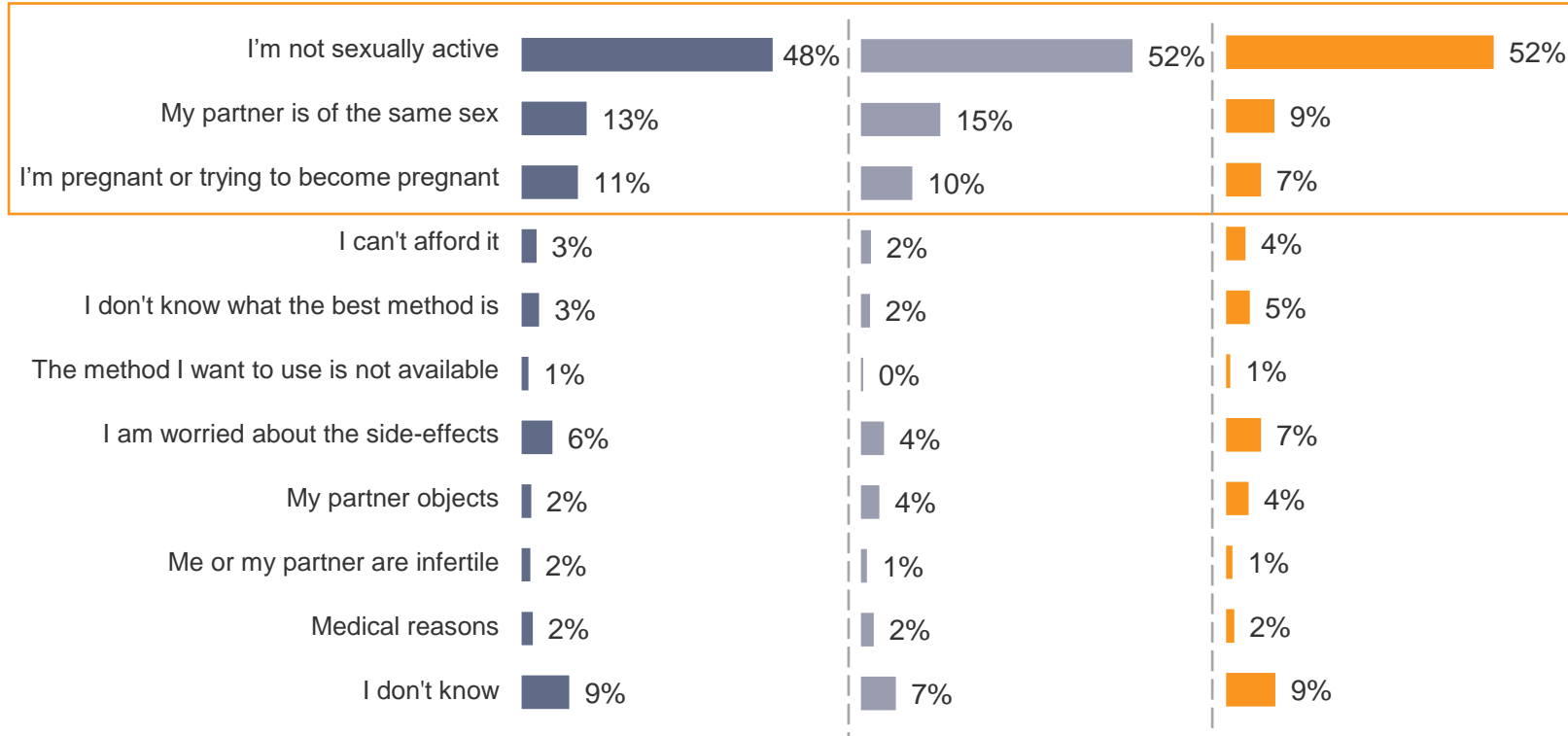
Contraceptive non-usage often aligns with family planning goals or sexual activity. Young people in lower ranked countries also cite cost or lack of knowledge as reasons for non-use.

This suggests the higher ranked Atlas countries' contraceptive usage is driven primarily by consideration for their personal lives, whereas individuals in lower ranked countries may face more systemic or widespread social barriers.

Reasons for Not Using Contraceptives

Based on Atlas Ranking

Highest Ranked Highly Ranked Lower Ranked



Country Spotlight

- In Romania, not knowing the best methods (7% vs. 3% globally) and objections to contraceptives from a partner (8% vs. 3% globally) are distinct barriers, possibly reflecting a culture that restrains communication around sexual health.
- The UK expresses the highest level of concern about contraceptive side effects (11% vs. 6% globally), possibly reflecting a more informed public that is aware of both the drawbacks and benefits of specific methods.

Young people demonstrate a basic understanding of the pill and IUDs across countries, but misconceptions are common, especially in countries ranked lower in the Atlas.

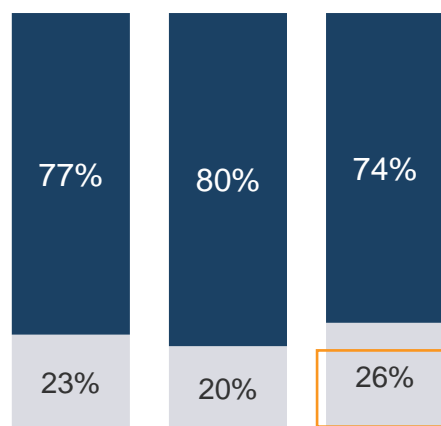
There is less misconception around IUDs in countries ranked higher in the Atlas such as Belgium, Finland, and the Netherlands.

Understanding of Contraceptive Methods' Usage and Risks

■ Agree

■ Disagree

% believe "Forgetting the **contraceptive pill** once in the first week of the menstrual cycle can influence its effectiveness in preventing pregnancy"

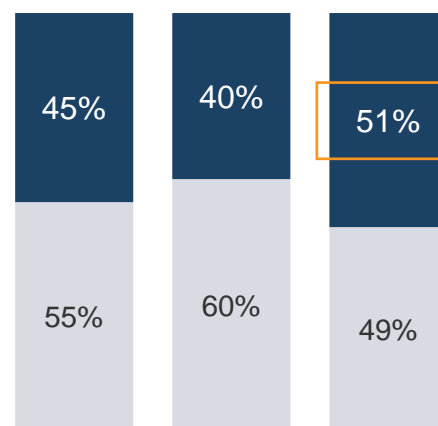


Highest Ranked

Highly Ranked

Lower Ranked

% believe "A young woman cannot get pregnant if the man **does not ejaculate while inside her**"

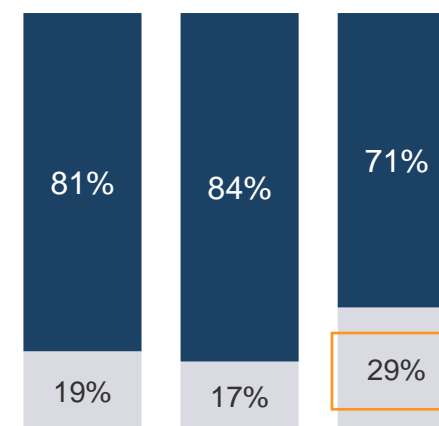


Highest Ranked

Highly Ranked

Lower Ranked

% believe "A young woman **can use an IUD** even if she has never had a child"

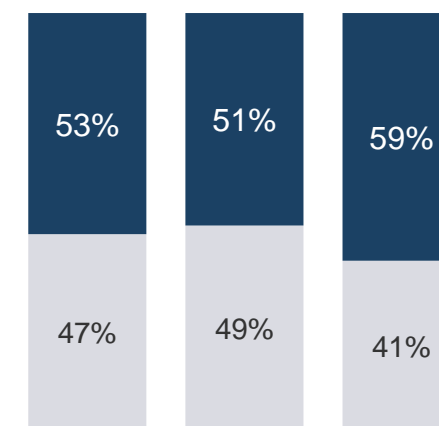


Highest Ranked

Highly Ranked

Lower Ranked

% believe "If a woman takes **contraceptives for a long period of time** this reduces her fertility"



Highest Ranked

Highly Ranked

Lower Ranked

Across the Atlas, countries have similar perceptions of what methods are most reliable in preventing pregnancy. The pill and condoms are seen as the most effective methods by a high margin.

High Atlas countries are more likely to recognize LARCs as effective, with implants more likely to be viewed as most reliable in France, Sweden, and the UK.

Perceptions of Which Contraceptives are Most Reliable in Preventing Pregnancy

Top Six – Ranked by Percentage

	Global Total*	Highest Ranked	Highly Ranked	Lower Ranked**
#1	Male Condoms 35%	Male Condoms 33%	Male Condoms 39%	Male Condoms 38%
#2	Pill 23%	Pill 23%	Pill 24%	Pill 24%
#3	Male Sterilization 10%	Male Sterilization 10%	Male Sterilization 9%	Male Sterilization 10%
#4	IUD 6%	IUD 7%	IUD 7%	IUD 5%
#5	Female Sterilization 6%	Female Sterilization 6%	Female Sterilization 6%	Female Sterilization 5%
#6	Implant 4%	Implant 5%	Implant 3%	Withdrawal 4%



Country Spotlight

- Several of the highest-ranked countries are more likely to view implants as the most reliable method for preventing pregnancy than the global average (4%), though the percentages remain low — France (7%), Sweden (7%), and the UK (9%).
- Similarly, IUDs are viewed as more reliable in Sweden (13%), Austria (10%), and the Czech Republic (10%), compared to the global total (6%).
- These findings around perceptions of effectiveness line up with the rate of unintended pregnancy in the EU.

5

Information Sources and Importance of HCPs

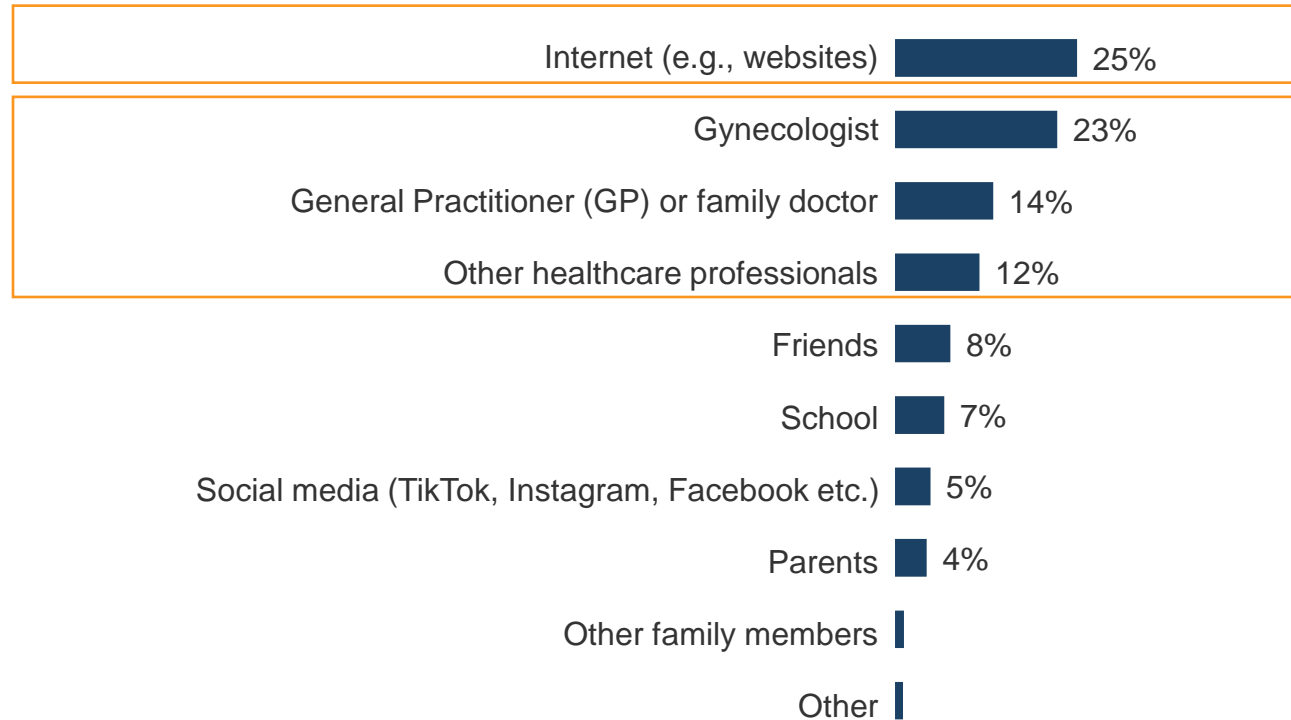


The Internet is a key source of information for most, but the majority consider healthcare professionals as their primary source of information about contraceptives.

In higher Atlas ranked countries, general practitioners play a larger role, while medium-low ranked countries rely more heavily on the internet and gynecologists.

Primary Sources of Information About Contraceptives

Among global total*



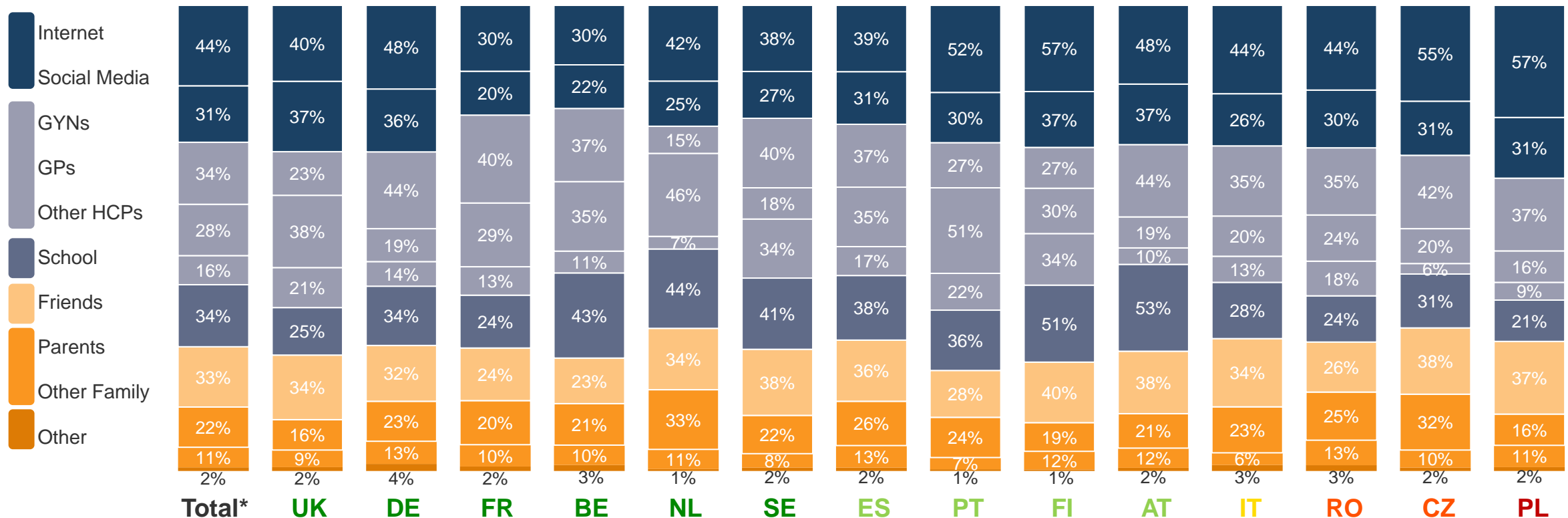
Country Spotlight

- Lower ranking countries are more likely to report the internet as their primary source of information, like Poland (36%) and Czech Republic (30%). They are far more likely to turn to gynecologists than general practitioners, such as Czech Republic (30% GYNs vs. 6% GPs) and Poland (28% GYNs vs. 8% GPs)
- In contrast, higher ranked countries like the Netherlands (8% GYNs vs. 27% GPs) and the UK (14% GYNs vs. 24% GPs) tend to rely more on general practitioners
- Globally, 18-24 year-olds more likely to receive information from social media (36% vs. 26% for 25-30 y.o.) or schools (39% vs. 29% for 25-30 y.o.)

Countries ranked highest in the Atlas tend to rely on centralized, formal sources like HCPs and schools, while lower-ranked countries gather information from a wider range of sources.

For countries that tend to have higher degrees of education, like Belgium, the Netherlands, Sweden, Austria, and Finland, school tends to play a more foundational role in contraceptive education.

All Sources Used to Research or Receive Information on Contraceptives



*Global total represents all 15 countries including Canada

Q7_1A: From which sources, if any, have you researched or received information about contraceptives?

**'None' response omitted from chart

Global Total N = 4201

Country Labels colored by Atlas Ranking

Countries ranked lower in the Atlas that are less likely to consult general practitioners are more likely to report HCP knowledge gaps about modern contraceptives.

In many of these countries, limited access to general healthcare may push individuals to seek specialized care from gynecologists, while cultural norms and lower trust in general practitioners' contraceptive knowledge may reinforce this preference.

HCP-Related Barriers to Using Contraceptives

	% agree "HCPs in my country are judgmental towards young people about contraceptive use"	% agree "HCPs in my country lack knowledge on modern contraceptives"	% agree "HCPs do not discuss all options during consultations"
UK	19%	14%	23%
DE	13%	12%	27%
FR	12%	12%	22%
BE	11%	12%	17%
NL	10%	8%	22%
SE	11%	12%	17%
ES	11%	11%	24%
PT	10%	9%	25%
FI	9%	9%	20%
AT*	9%	12%	20%
IT	15%	11%	19%
RO*	13%	15%	23%
CZ	7%	10%	17%
PL	16%	21%	29%



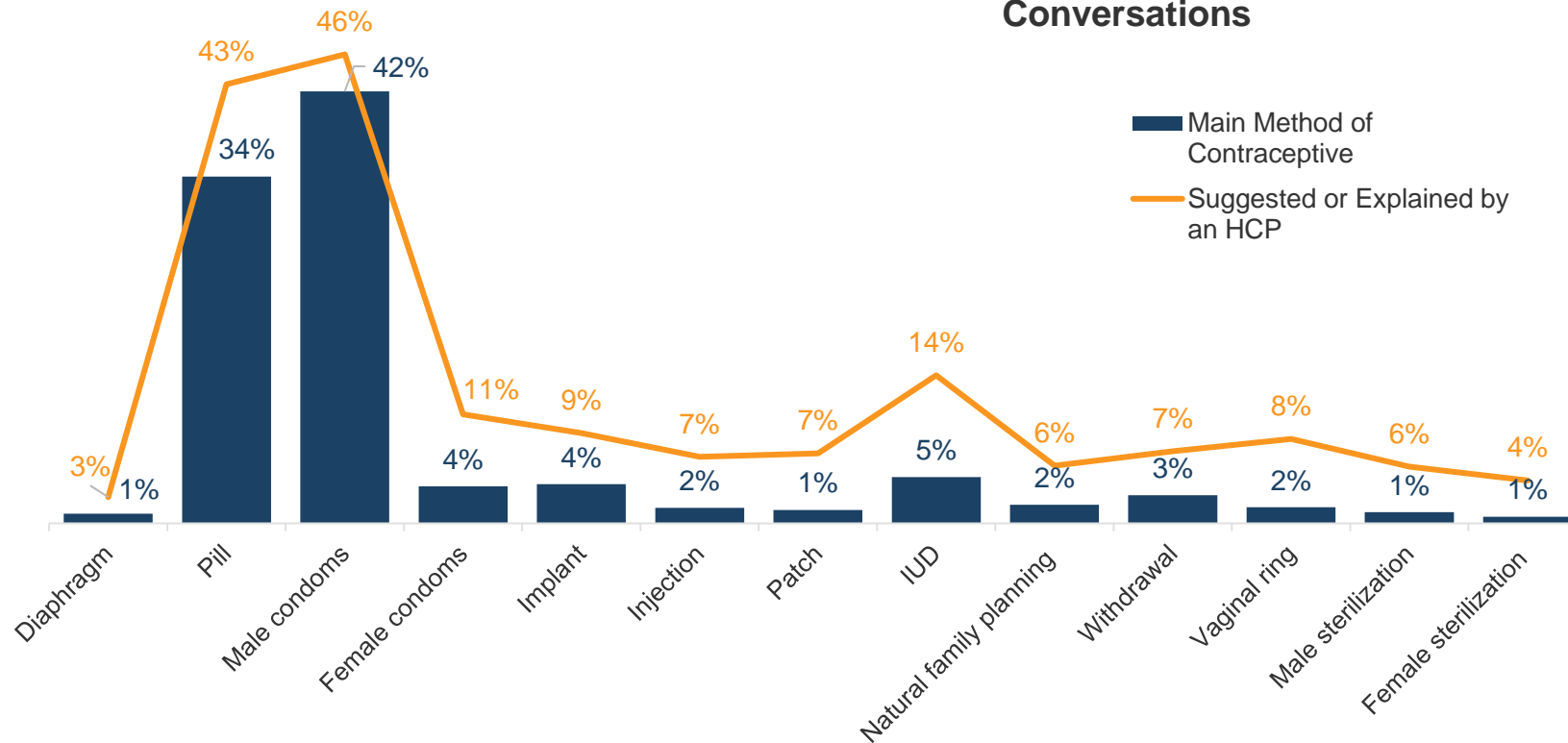
Country Spotlight

- In Poland, 29% report that HCPs do not discuss all options, 21% indicate HCPs lack knowledge, and 16% say HCPs are judgmental. Concerns about healthcare providers may stem from cultural or systemic factors within the healthcare system.
- Nearly a fourth of countries report that not all options are discussed (23%). Germany stands out (27%), which could suggest that this population is more informed and aware when HCPs do not comprehensively cover all contraceptive methods.

HCPs strongly influence which contraceptive methods are used. Awareness and perceptions of effectiveness of different contraceptives methods are strongly tied to suggestions and conversations with HCPs.

Contraception usage is more correlated to HCP suggestion or explanation than awareness and familiarity with the method.

Relationship between Contraceptive Usage and HCP Conversations



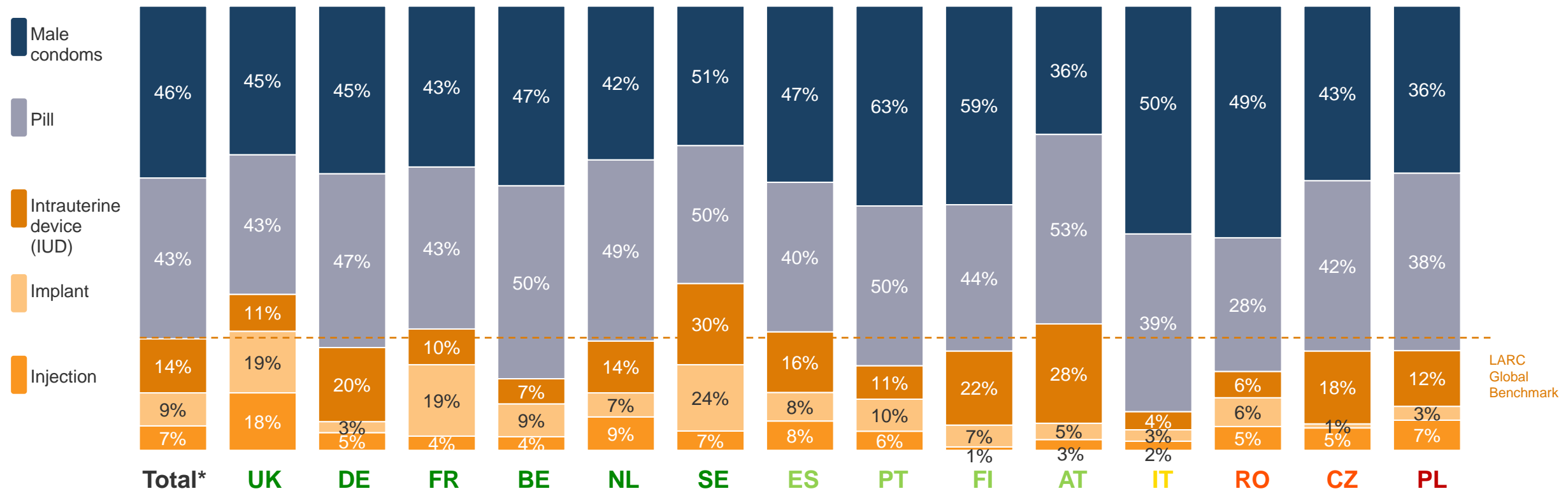
Data Spotlight

- 99% of the variation in contraceptive usage can be attributed to the methods explained or recommended by healthcare professionals (HCPs), indicating that these conversations strongly influence contraceptive choices.
- Similarly, the methods most frequently discussed or recommended by HCPs are more likely to be perceived by young people as the most effective.

Most HCPs suggest or discuss pills or condoms.

Respondents in the highest-ranked Atlas countries tend to have discussions about LARCs (Implant, Injection, or IUDs) with their HCPs, particularly Sweden and the UK, while HCPs in lower ranked countries tend to discuss LARCs, most notably in Italy.

Contraceptives Discussed with HCP During Consultation



*Global total represents all 15 countries including Canada

6

Appendix



Appendix: Overall awareness by country

Overall Awareness of Contraceptives by Country

Among those that selected “have ever heard of”

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Male condoms	83%	83%	79%	85%	86%	77%	81%	86%	86%	85%	84%	76%	87%	88%
Pill	76%	79%	79%	81%	88%	81%	84%	91%	83%	91%	86%	72%	82%	86%
Male sterilization	46%	58%	51%	54%	60%	47%	57%	51%	60%	55%	44%	42%	45%	52%
Female condoms	57%	46%	66%	56%	55%	35%	57%	70%	54%	43%	48%	48%	43%	42%
Intrauterine device (IUD)	37%	66%	25%	29%	31%	58%	57%	59%	61%	81%	27%	24%	58%	57%
Vaginal ring	37%	45%	40%	59%	34%	41%	54%	57%	61%	52%	69%	37%	37%	52%
Female sterilization	42%	53%	46%	49%	51%	41%	42%	40%	51%	49%	32%	40%	34%	38%
Withdrawal	44%	39%	34%	37%	43%	37%	43%	21%	43%	39%	51%	53%	57%	68%
Patch	29%	37%	39%	38%	25%	37%	36%	28%	50%	49%	48%	19%	27%	55%
Implant	50%	19%	54%	42%	28%	61%	32%	49%	28%	24%	19%	20%	14%	28%
Natural family planning	33%	42%	22%	27%	34%	20%	19%	30%	35%	40%	11%	23%	25%	47%
Injection	48%	22%	16%	27%	43%	36%	26%	30%	11%	18%	12%	26%	29%	38%
Diaphragm	23%	28%	12%	10%	12%	15%	19%	33%	14%	33%	21%	21%	6%	7%

Appendix: Detailed awareness by country

Highest Level of Awareness of All Contraceptives by Country

Among those that “know it well”

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Male condoms	80%	81%	78%	77%	82%	87%	85%	91%	84%	78%	75%	88%	81%	72%
Pill	71%	69%	67%	75%	82%	75%	68%	72%	72%	69%	60%	62%	57%	60%
Withdrawal	70%	50%	57%	62%	51%	69%	68%	50%	59%	41%	60%	81%	51%	51%
Natural family planning	61%	51%	43%	28%	37%	46%	52%	61%	35%	44%	36%	67%	46%	44%
Implant	45%	21%	40%	31%	27%	57%	36%	34%	29%	23%	32%	31%	21%	17%
Intrauterine device (IUD)	39%	32%	32%	32%	45%	59%	36%	36%	33%	32%	15%	35%	24%	20%
Male sterilization	40%	30%	31%	28%	26%	40%	45%	36%	31%	30%	20%	36%	22%	23%
Female condoms	48%	37%	33%	27%	28%	29%	44%	36%	19%	20%	25%	41%	21%	22%
Injection	43%	30%	35%	26%	30%	24%	38%	32%	27%	14%	39%	33%	15%	24%
Female sterilization	34%	22%	29%	27%	25%	25%	35%	30%	24%	22%	22%	35%	19%	16%
Patch	28%	21%	29%	28%	37%	26%	25%	33%	20%	13%	23%	34%	24%	31%
Vaginal ring	27%	30%	16%	21%	21%	28%	37%	30%	25%	15%	18%	27%	19%	17%
Diaphragm	29%	21%	26%	10%	22%	14%	24%	17%	7%	5%	17%	32%	33%	31%

Appendix: Current contraceptive users by country

Current Usage of Any Contraceptive by Country
Among those selected “yes” currently using



Appendix: Primary method of contraceptive currently used by country

Primary Method of Contraceptive Currently Used by Country

Among women; current contraceptive users

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT*	IT	RO*	CZ	PL
Male condoms	68%	52%	54%	38%	36%	44%	58%	42%	61%	56%	70%	64%	58%	60%
Pill	12%	21%	21%	40%	47%	27%	20%	47%	22%	26%	17%	16%	28%	18%
Female condoms	2%	11%	4%	2%	-	2%	2%	2%	3%	-	-	5%	2%	5%
Intrauterine device (IUD)	2%	2%	3%	-	2%	10%	1%	3%	3%	9%	-	2%	8%	1%
Withdrawal	4%	2%	3%	2%	-	-	2%	-	-	-	6%	7%	2%	6%
Implant	3%	2%	4%	4%	4%	10%	3%	2%	-	-	2%	-	-	2%
Injection	3%	-	-	4%	2%	-	5%	2%	5%	-	2%	-	-	2%
Natural family planning	-	3%	2%	2%	-	6%	1%	2%	2%	-	-	-	-	1%
Male sterilization	1%	2%	2%	-	2%	-	2%	-	2%	6%	-	2%	-	1%
Diaphragm	2%	2%	1%	-	4%	-	1%	-	-	-	2%	-	-	-
Patch	-	2%	6%	-	-	2%	1%	2%	-	-	-	2%	-	2%
Vaginal ring	1%	2%	1%	4%	2%	-	3%	-	2%	-	2%	-	2%	1%
Female sterilization	1%	1%	1%	4%	2%	-	-	-	2%	-	-	2%	-	-

*Caution: very low base size <n=50

Appendix: Top drivers of contraceptive use by country

Top Two Drivers of Contraceptive Use by Country

Among current contraceptive users

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
High reliability	55%	65%	50%	51%	52%	48%	65%	63%	71%	68%	60%	67%	59%	64%
Affordability	29%	17%	27%	27%	30%	25%	25%	41%	27%	19%	25%	29%	30%	35%
User friendliness	16%	14%	17%	21%	19%	17%	25%	22%	17%	11%	24%	22%	6%	10%
Long duration	14%	8%	15%	9%	9%	18%	10%	8%	8%	11%	6%	7%	5%	8%
Prevents STI transmission	10%	9%	11%	4%	7%	4%	12%	11%	9%	13%	19%	14%	11%	11%
Reduces/stops menstruation	11%	9%	13%	18%	20%	24%	3%	7%	18%	7%	4%	2%	3%	7%
Hormone-free	7%	13%	5%	3%	9%	8%	10%	6%	6%	11%	4%	5%	14%	5%
Short duration	9%	8%	8%	8%	15%	7%	6%	4%	4%	8%	6%	5%	8%	6%
No HCP intervention needed	5%	9%	5%	4%	2%	5%	7%	4%	5%	5%	6%	11%	14%	11%
Invisibility	7%	5%	4%	9%	6%	5%	5%	2%	3%	2%	1%	3%	3%	6%
Access	4%	2%	6%	2%	4%	5%	3%	7%	3%	3%	8%	1%	5%	4%
Didn't know other options	8%	4%	3%	7%	4%	4%	2%	2%	2%	1%	6%	3%	2%	2%
It contains hormones	3%	3%	4%	6%	2%	1%	2%	1%	3%	4%	3%	4%	7%	5%
My friends use it	3%	4%	4%	5%	0%	3%	4%	1%	3%	3%	2%	1%	4%	4%

Appendix: Barriers to access and use of contraceptive methods by country

Barriers for young people to access and use contraceptive methods in country

Among Total

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Cost of contraceptives in my country is too high	17%	25%	19%	28%	31%	17%	25%	24%	19%	27%	25%	18%	23%	27%
There is a lack of knowledge about contraceptives among young people in my country	30%	30%	27%	28%	26%	20%	29%	32%	22%	35%	32%	38%	23%	38%
Contraceptives for unmarried people is a taboo	15%	6%	14%	8%	9%	10%	15%	17%	7%	7%	17%	19%	15%	23%
Health care providers in my country are judgmental towards contraceptive use among young people	19%	13%	12%	11%	10%	11%	11%	10%	9%	9%	15%	13%	7%	16%
Health care providers in my country lack knowledge on modern contraceptives	14%	12%	12%	12%	8%	12%	11%	9%	9%	12%	11%	15%	10%	21%
Health care providers do not discuss all options during consultations	23%	27%	22%	17%	22%	17%	24%	25%	20%	20%	19%	23%	17%	29%
Contraceptives are often out of stock in my country	12%	7%	11%	6%	9%	7%	8%	5%	7%	10%	7%	9%	5%	8%
There is social pressure not to use contraceptives in my country	19%	12%	10%	9%	16%	9%	13%	10%	12%	8%	7%	9%	7%	15%
None of the these are barriers in my country	28%	28%	28%	27%	26%	39%	28%	28%	43%	24%	27%	22%	35%	20%

Appendix: Religion by Country

Level of Engagement in Religion

Among Total

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Yes, actively practicing	46%	28%	30%	24%	23%	20%	19%	20%	11%	27%	19%	42%	13%	32%
Yes, not actively practicing	24%	28%	26%	36%	24%	30%	28%	49%	37%	38%	37%	45%	25%	36%
No	30%	42%	41%	39%	51%	48%	51%	31%	50%	33%	43%	13%	58%	30%
Prefer not to answer	1%	3%	4%	2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%

Appendix: Beliefs and Biases about Contraceptives by Country

Statements about Contraceptives

Among Total

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Contraceptive methods encourage a promiscuous sex life	29%	18%	21%	21%	13%	24%	17%	17%	37%	20%	21%	26%	26%	24%
Preventing pregnancy is the responsibility of women alone	18%	13%	16%	9%	11%	9%	14%	9%	11%	11%	10%	16%	15%	8%
Using contraceptives reduces sexual pleasure	22%	24%	21%	27%	18%	18%	22%	22%	22%	18%	20%	17%	16%	18%
Using contraceptives reduces anxiety of unwanted pregnancy	53%	54%	54%	52%	62%	56%	47%	56%	69%	59%	62%	41%	63%	61%
Contraceptives can help women manage the timing of their menstrual cycle	30%	34%	35%	37%	46%	40%	37%	51%	46%	27%	30%	23%	41%	39%
Using contraceptives is responsible and mature	44%	42%	47%	43%	45%	54%	57%	63%	57%	48%	50%	41%	47%	51%
I do not agree with any of the above statements	7%	10%	7%	8%	5%	9%	6%	6%	5%	8%	7%	9%	3%	8%

Appendix: Reasons for Contraceptive Non-Usage by Country

Main Reasons for Not Using Contraceptives

Among Total

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
I am not sexually active	41%	50%	49%	52%	50%	48%	53%	47%	50%	59%	63%	40%	49%	54%
I am having sex with a partner from the same sex	12%	13%	15%	12%	14%	9%	19%	13%	18%	11%	6%	12%	11%	8%
I am pregnant or I am trying to become pregnant	9%	12%	7%	12%	14%	10%	4%	12%	11%	13%	1%	7%	10%	8%
I can't afford it	3%	3%	3%	4%	0%	4%	2%	3%	3%	0%	4%	4%	4%	3%
I don't know what the best method is for me or my partner	5%	2%	2%	2%	6%	4%	0%	2%	4%	1%	3%	7%	4%	4%
The method I want to use is not available to me	2%	1%	1%	0%	3%	1%	0%	2%	0%	0%	1%	1%	0%	1%
I am worried about the side-effects	11%	4%	5%	2%	7%	6%	7%	2%	8%	1%	6%	6%	9%	6%
My partner objects	2%	3%	3%	0%	1%	1%	5%	5%	0%	4%	3%	8%	3%	3%
Me or my partner are infertile	1%	1%	3%	1%	3%	1%	2%	2%	0%	1%	0%	1%	2%	2%
Medical reasons	0%	4%	1%	2%	0%	5%	2%	2%	3%	4%	3%	0%	1%	2%
I don't know	14%	7%	9%	11%	3%	11%	6%	12%	4%	5%	9%	13%	5%	11%

Appendix: Perceptions of Contraceptive Effectiveness by Country

Contraceptives Most Reliable in Preventing Pregnancy

Among Total

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Diaphragm	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%
Pill	19%	26%	21%	25%	28%	22%	17%	27%	20%	31%	31%	18%	22%	24%
Male condoms	33%	33%	31%	33%	32%	34%	37%	39%	42%	37%	40%	45%	40%	26%
Female condoms	4%	6%	6%	3%	3%	2%	3%	4%	3%	4%	2%	5%	2%	3%
Implant	9%	2%	7%	5%	2%	7%	4%	5%	2%	1%	2%	2%	1%	2%
Injection	5%	2%	2%	2%	4%	1%	4%	2%	2%	0%	0%	2%	2%	2%
Patch	1%	2%	3%	2%	2%	1%	1%	3%	2%	2%	3%	2%	2%	3%
Intrauterine device (IUD)	5%	8%	4%	5%	6%	13%	7%	5%	5%	10%	3%	3%	10%	6%
Natural family planning (periodic abstinence)	5%	2%	2%	5%	1%	2%	2%	2%	5%	3%	1%	4%	1%	5%
Withdrawal	5%	1%	4%	2%	1%	2%	3%	0%	1%	0%	3%	7%	3%	5%
Vaginal ring	1%	2%	2%	1%	2%	3%	5%	2%	2%	1%	3%	3%	2%	2%
Male sterilization (i.e. vasectomy, etc)	7%	8%	12%	10%	12%	10%	11%	8%	9%	6%	9%	5%	14%	15%
Female sterilization (i.e. hysterectomy, etc)	3%	6%	8%	9%	9%	3%	5%	3%	8%	7%	4%	4%	5%	7%

Appendix: Primary Information Sources by Country

Primary Sources of Information about Contraceptives

Does not include Participants who research or receive information about contraceptives from no sources

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Internet - websites	24%	28%	18%	14%	24%	26%	22%	30%	28%	20%	27%	30%	30%	36%
Gynecologist	14%	26%	29%	28%	8%	24%	24%	15%	15%	32%	25%	26%	30%	28%
GP/General Practitioner/Family Doctor	24%	7%	15%	17%	27%	5%	13%	22%	12%	8%	11%	11%	6%	8%
Other healthcare professionals	8%	4%	5%	3%	2%	12%	3%	7%	13%	2%	5%	6%	2%	2%
Friends	7%	7%	7%	5%	7%	11%	9%	4%	6%	8%	11%	7%	8%	8%
School	10%	12%	9%	21%	16%	13%	13%	15%	20%	18%	7%	4%	9%	6%
Social Media (TikTok, Instagram, Facebook etc.)	9%	10%	7%	6%	6%	4%	5%	4%	4%	8%	9%	8%	8%	6%
Parents	3%	3%	6%	4%	11%	4%	7%	3%	1%	3%	3%	6%	6%	4%
Other family members	1%	1%	2%	2%	0%	1%	2%	1%	1%	0%	1%	1%	2%	1%
Other	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%

Appendix: Information Sources (ALL) by Country

Sources Used to Research or Receive Information on Contraceptives

Among Total

	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Internet - websites	40%	48%	30%	30%	42%	38%	39%	52%	57%	48%	44%	44%	55%	57%
Gynecologist	23%	44%	40%	37%	15%	40%	37%	27%	27%	44%	35%	35%	42%	37%
GP/General Practitioner/Family Doctor	38%	19%	29%	35%	46%	18%	35%	51%	30%	19%	20%	24%	20%	16%
Other healthcare professionals	21%	14%	13%	11%	7%	34%	17%	22%	34%	10%	13%	18%	6%	9%
Friends	34%	32%	24%	23%	34%	38%	36%	28%	40%	38%	34%	26%	38%	37%
School	25%	34%	24%	43%	44%	41%	38%	36%	51%	53%	28%	24%	31%	21%
Social Media (TikTok, Instagram, Facebook etc.)	37%	36%	20%	22%	25%	27%	31%	30%	37%	37%	26%	30%	31%	31%
Parents	16%	23%	20%	21%	33%	22%	26%	24%	19%	21%	23%	25%	32%	16%
Other family members	9%	13%	10%	10%	11%	8%	13%	7%	12%	12%	6%	13%	10%	11%
Other	2%	4%	2%	3%	1%	2%	2%	1%	1%	2%	3%	3%	2%	2%
None	8%	5%	8%	5%	3%	6%	6%	4%	3%	5%	7%	6%	3%	5%

Appendix: Contraceptives Suggested by an HCP by Country

Contraceptive Methods Explained or Suggested by a Healthcare Practitioner

	Among Total													
	UK	DE	FR	BE	NL	SE	ES	PT	FI	AT	IT	RO	CZ	PL
Diaphragm	5%	3%	2%	1%	1%	1%	4%	5%	1%	4%	2%	5%	0%	1%
Pill	43%	47%	43%	50%	49%	50%	40%	50%	44%	53%	39%	28%	42%	38%
Male condoms	45%	45%	43%	47%	42%	51%	47%	63%	59%	36%	50%	49%	43%	36%
Female condoms	16%	10%	15%	12%	8%	7%	15%	12%	9%	6%	9%	11%	6%	6%
Implant	19%	3%	19%	9%	7%	24%	8%	10%	7%	5%	3%	6%	1%	3%
Injection	18%	5%	4%	4%	9%	7%	8%	6%	1%	3%	2%	5%	5%	7%
Patch	5%	5%	7%	6%	3%	7%	7%	4%	10%	8%	7%	6%	2%	15%
Intrauterine device (IUD)	11%	20%	10%	7%	14%	30%	16%	11%	22%	28%	4%	6%	18%	12%
Natural family planning (periodic abstinence)	12%	9%	3%	3%	2%	4%	4%	5%	5%	7%	1%	5%	2%	8%
Withdrawal	14%	4%	6%	5%	5%	5%	7%	5%	4%	1%	5%	14%	4%	10%
Vaginal ring	7%	10%	6%	11%	5%	8%	14%	9%	10%	6%	10%	7%	5%	7%
Male sterilization (i.e. vasectomy, etc)	9%	6%	5%	6%	3%	5%	7%	4%	2%	5%	2%	7%	4%	4%
Female sterilization (i.e. hysterectomy, etc)	7%	6%	6%	6%	2%	4%	4%	3%	3%	5%	3%	5%	2%	2%
Contraceptive methods have never been suggested or explained to me by a healthcare professional	18%	18%	19%	18%	27%	19%	24%	14%	13%	27%	28%	28%	27%	38%

THANK YOU



KANTAR

The study was conducted with the generous support of Organon