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2010 EUROPEAN Study of Women's Use of Contraceptive Products

This report presents findings from the **2010 Study of European Women's Use of Contraceptive Products**, exploring women's attitudes toward and experiences with birth control in **FRANCE, GERMANY, ITALY** and the **UNITED KINGDOM**.

Phase I – Women ages 18 - 49

- Awareness, trial and current use of contraceptive methods
- Factors influencing method selection and use of contraception

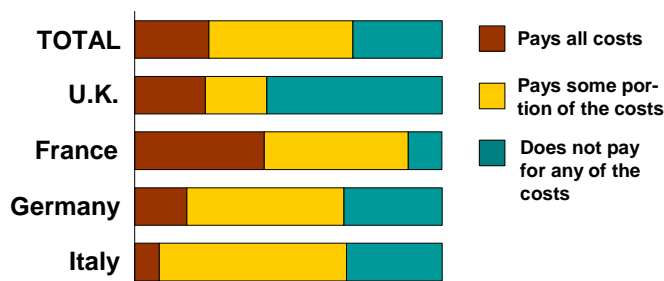
Phase II – Female Current Contraceptive Users

- Role of the health care provider
- Method selection and use
- Oral contraceptive brand awareness and use
- Perception of benefits of oral contraceptive use
- Awareness and use of other Rx birth control products
- Condoms – product and brand awareness and use

REPORT EXCERPT:

"Types of insurance vary considerably by country. Not surprisingly, this pattern has a significant influence on whether or not women receive coverage for their prescription birth control."

COST OF Rx MEDICATION BORNE BY INSURANCE



COST **\$25,900.** (subject to New Jersey or New York sales tax where applicable)

METHODOLOGY **Online Survey of Women ages 18-49 – August 2010 (n=842)**
Online Survey of Female Contraceptive Product Users – August 2010 (n=1,297)

ELECTRONIC DELIVERABLES **Summary** (narrative analysis of research data and implications) and **Top-Line Tables**
Volumes detailing results for each country individually as well as in total in PowerPoint format
Detailed Tabular Analysis Volume (data tables for each country cross-tabulated by key demographic, behavioral and attitudinal variables) in PDF format
Optional bound, hard-copy volumes are available for \$50 per Summary Volume or \$75 for each full set of report volumes (Summary, Top-Line Tables, Tabular Analysis)

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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