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2012 Study of the International Women's Contraception Market

Contraception is widespread among 18-49 year old women in the BRIC countries included in this international survey. More than nine in ten women in Brazil, Russia and China and three out of four in India report ever having practiced birth control. Two-thirds of women in all four countries are currently doing so. These and other findings are further examined as described below . . .

- Awareness and use of birth control methods and products
- Current method usage details
- Contraceptive method/product switching behaviors and intentions
- Contraceptive selection criteria
- Role of the healthcare professional
- Brand awareness and use
- Oral contraceptive usage details
- Interest in alternative birth control methods and products
- Condom use

The FULL, FOUR-COUNTRY report is available for immediate delivery for **\$34,000**.

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BRAZIL - \$11,400 RUSSIA - \$9,650. INDIA - \$8,800. CHINA - \$8,100.
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METHODOLOGY This international study was conducted via online interviews in four countries using a common questionnaire that was localized and translated for each individual country. A total of 2,449 interviews were completed among a general population sample of women in Brazil and Russia and among women living in Tier 1 and 2 cities in India and China during March and April of 2012.

ELECTRONIC DELIVERABLES **Summary** (*country-to-country comparative narrative analysis of research data and implications*) and **Top-Line Tables** volumes detailing results for each country 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 \$75 per Summary Volume or \$100 for each full set of report volumes (*Summary, Top-Line Tables, Tabular Analysis*)

For additional detail (*Table of Contents, sample sizes, methodology, etc.*) please contact:

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REPORT EXCERPT:

"Women 18-49 in the BRIC countries are concerned about the use of hormonal birth control methods, with a majority of women in Russia, Brazil and India reporting themselves to be *very concerned*."

Very Concerned With Health Risks Associated With Hormonal Methods



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