

Morning After-pill awareness

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About Harris Interactive France

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Animated by the energy of passion, driven by innovation and convinced that the market is radically changing, Harris Interactive supports its clients in facing new challenges and re-thinks the market research business with them.

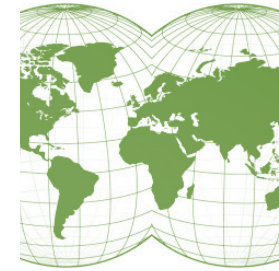
Since July 2014, Harris Interactive Europe (including Harris Interactive France, UK and Germany) joined ITWP allowing this international Group to extend its presence in the Market Research sector.



Methodology



Survey conducted
by Harris Interactive



Online questionnaire
10 min

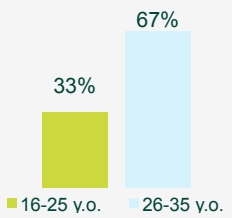
Field work in February 2016

ITALY
450 Women
between 16 to 36 years old

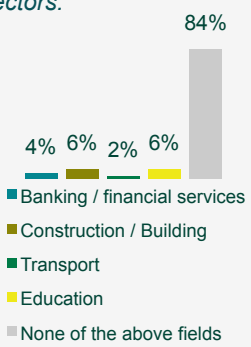


Profile

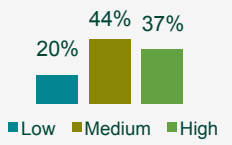
Age. Average: **27,9** y.o.



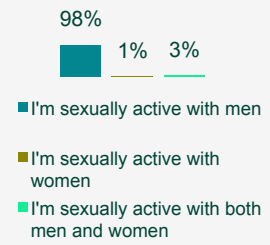
Sectors.



Income.



S6.



Behavior in case of contraception failure

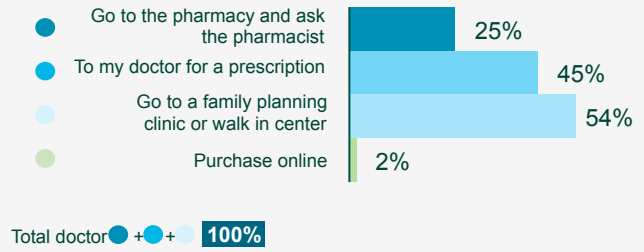
Q1. *Imagine you have sexual intercourse without contraception or that your contraception fails (eg: the condom slipped or was torn, you forgot your pill...). And that it is not the right time for you to have a baby, what would you do to avoid an unintended pregnancy?*

ST AT LEAST ONE ANSWER	94%
TO TAKE MEDICINES (Take the morning after pill)	57%
NOTHING	25%
Nothing at all / no	11%
DOCTOR	8%
TO KEEP THE BABY	7%
ABORTION (to have an)	6%
OTHER	1%
Don't Know	8%

Q2. *Here are some responses other women have provided when asked what to do if they have had an unprotected sexual intercourse, please select all that apply to you. If you have already said one or more choices in the previous answer, you can select the same answer(s) below:*



Q3. *The morning after pill, also called emergency contraception, is a solution to prevent pregnancy after unprotected sex or contraceptive failure. It is a back-up contraceptive, not to be confused with the abortion pill. It has to be used as soon as possible. Imagine you need to take the morning after pill, where do you think you would go to get it?*



Accessibility's importance

Q8. How important is it to you that the morning after pill (emergency contraception) is easily accessible to women in pharmacies?

Total important ● + ● **78%**

Total not important ● + ● **10%**

● Very important

● Somewhat important

● Neither important nor unimportant

● Not very important

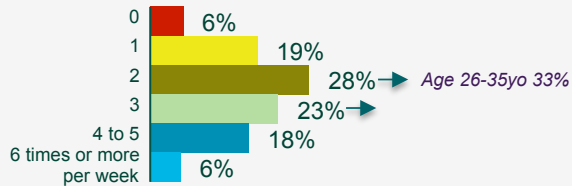
● Not important at all



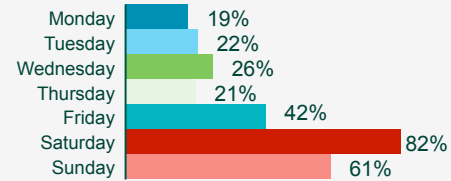
Sexual habits

Q9. On average, how many sexual relations do you have per week ?

Average: **2,6** times per week



Q10. Which of these days are you most likely to have sex?

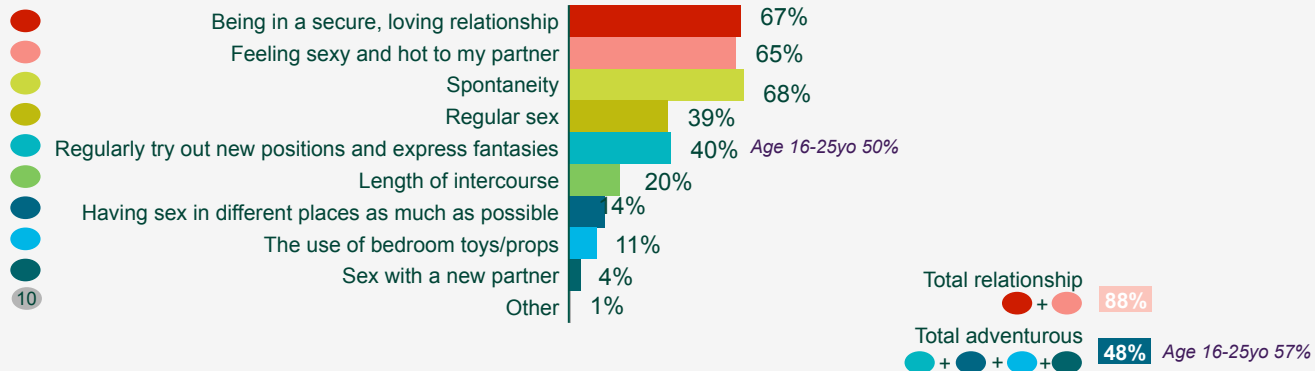


Total week days: **62%**
Monday to Friday

Total weekend: **92%** Age 26-35yo 94%
Saturday and Sunday

Total large weekend: **96%** Age 26-35yo 98%
Friday to Sunday

Q11. Which of the following do you think most contribute to having a satisfying sex life?



Key Learnings

- **2/3 of respondents (67%) would take the morning after pill if they have an unprotected sexual intercourse. And among the 16-25 yo women, $\frac{3}{4}$ would do the same (75%).**
- **In regards with morning after pill, 78% of respondents declared that ease of accessibility is important.**
- **In average, Italian women have 2,6 sexual relations per week.**
- **They are more likely to have sexual relations during the weekend (92%) and specially on Saturday (82%).**
- **Factors that most contribute to have a satisfying sex life are “Spontaneity” (68%), “Being in a secure, loving relationship” (67%) and “feeling sexy and hot to my partner” (65%). Half of them seem to be more adventurous (48%) and rates are higher in young women (16-25yo 57%).**