
Vagina Dialogues

**The Association of Reproductive
Health Professionals**

September 2003



MARKET RESEARCH

Harris Heritage. Interactive Power.



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Background and Objectives

Fleishman Hillard and the Association of Reproductive Health Professionals (ARHP) would like to improve their understanding of women's attitudes towards their vaginas and contraceptives in general.

Thus Harris Interactive was commissioned by ARHP to conduct consumer research focused on women's...

- Attitudes towards and perceptions of their vaginas
 - With a focus on comfort levels with public and private discourse
- Vagina behavioral patterns
 - Including knowledge levels and day-to-day behaviors
- Contraceptive behaviors
 - Including familiarity and satisfaction



Methodology and Significance Testing

- 1117 online interviews were conducted among a random sample of U.S respondents who met the following criteria:
 - Female
 - Aged 18 - 44

- Interviews lasted 21 minutes on average and were conducted from July 29 through August 8, 2003

- Data was weighted to adjust for attitudinal differences that may arise from using an online panel sample

- Throughout this report, the following notations are used to indicate significant differences at the 95% confidence level:
 - Numbers with superscripts are significantly higher than the number in the column titled with that superscript
 - A boxed number is significantly higher than the comparison sub-group in the opposite column



Executive Summary

VAGINA DIALOGUES

- Vaginas are *important* to women:
 - Women make an effort to care for their vaginas
 - Women are invested in vaginal health.
 - Women engage in cosmetic behavior.
 - Women go to several sources for information on the vagina.

- *But* half of women are not happy with the current public discourse levels with the vagina...
 - Overall, women tend to agree that vaginas are not yet a part of everyday conversation and that there is still shock value in vagina discussions.
 - But among women who are more likely to want public discussion, some feel that the public still:
 - Sees shock value in vagina discussions, despite an increase in general comfort level.
 - Sees vagina discussions as forbidden.
 - And among women who are more likely to want discussions of the vagina to be held in private, some feel the public:
 - No longer sees any shame in discussing vaginas.
 - Is as comfortable talking about vaginas as men are talking about their penises.



Executive Summary

- Overall, women are still more inclined to discuss vaginas in private settings such as with...
 - A Spouse/Significant Other or
 - A Health Care Provider
- Educating women may be a key factor in encouraging public discussions as those who perceive themselves to be more knowledgeable are more willing to talk about vaginas in public.

CONTRACEPTIVES

- In general, women are aware of many contraceptives and satisfied with the method of contraceptive they are currently using.
- Highly desirable contraceptive attributes are:
 - Affordability, Having Few Side Effects, Is Discreet and Regulation of Menstrual cycle.
- Few women understand how the Vaginal Ring works and even fewer use it.
- Educating women about the Vaginal Ring and it's attributes may be important.
 - Additionally, there may need to be a focus on the importance of low doses of hormones and constant delivery mechanism as these two factors are not yet of high desirability to women.

**Vagina:
Attitudes, Behaviors and
Physician Interaction**



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Attitudes Towards the Vagina Summary

- Women today feel more free to discuss vaginas, but not very openly:
 - Close to 8 in 10 agree women can say “vagina” more freely.
 - But close to half of women agree that vagina discussions should be in private.
 - Additionally, more than one-third are uncomfortable with verbal discussions.
- Yet, they are relatively comfortable with touching and looking at their vaginas:
 - More than half feel comfortable looking at their vaginas and there exists reasons besides personal hygiene to touch their vaginas.
 - Most are also comfortable inserting something into their vagina, while more than 4 in 10 think vaginally inserted medical products are easy to use.
- And most women find vagina education to be an important and useful enterprise:
 - 9 in 10 believe it to be important and more than 6 in 10 agree that vaginal health and research has not received the proper attention it deserves.
 - 8 in 10 also acknowledge that knowledge about the vagina helps increase sexual satisfaction!



Current Attitudes Towards the Vagina

	Strongly/ Somewhat Disagree	Neither Agree Nor Disagree	Strongly/ Somewhat Agree
Attitudes relating to:			
<u>Discussing the Vagina</u>			
Women today are able to say “vagina” more freely	12	12	76
Any discussions about the vagina should be held in private	30	23	47
I am uncomfortable having any verbal discussions regarding vaginas	52	13	35
<u>Touching/Looking at the Vagina</u>			
I am uncomfortable looking at my vagina	55	21	24
Other than personal hygiene reasons, there is no reason to touch your vagina	70	15	15
I am comfortable with inserting something (e.g., tampon, fingers) into my vagina	17	6	77
Medical products that must be inserted into the vagina are easy to use	24	32	44
<u>Knowledge About the Vagina</u>			
It is important that women get sufficiently educated about their vaginas	2	8	90
The vagina is the body part that women know least about	26	28	46
Society has too many misconceptions about vaginas	5	36	59
Vaginal health and research has not received the proper attention it deserves	5	30	65
<u>Sex</u>			
Understanding one’s vagina will help increase sexual satisfaction	4	17	79

Q.1. (Q401) Please indicate how much you agree or disagree with each of the following statements. Base: Total Respondents.



Vagina Behavior Summary

- Women are more likely to engage in cosmetic behaviors with their vaginas.
 - Few women participate in extreme behaviors such as piercing.
- However, it appears some women make efforts to acquaint themselves with their vaginas on a more intimate level :
 - More than half have looked at their vaginas in the past month.
 - Half have done a vagina self-examination.



Women’s behavior suggest they may be “cosmetically inclined” with their vaginas.

Things Ever Done

Adventurous Women

% Dye/pierce

3

Dye

2

Pierce

1

Cosmetically Inclined

% Wax/shave/exercise

82

Shave

65

Vaginal exercise

60

Bikini wax

14

“Simple Janes”

% None

18

Average number of things ever done: >1

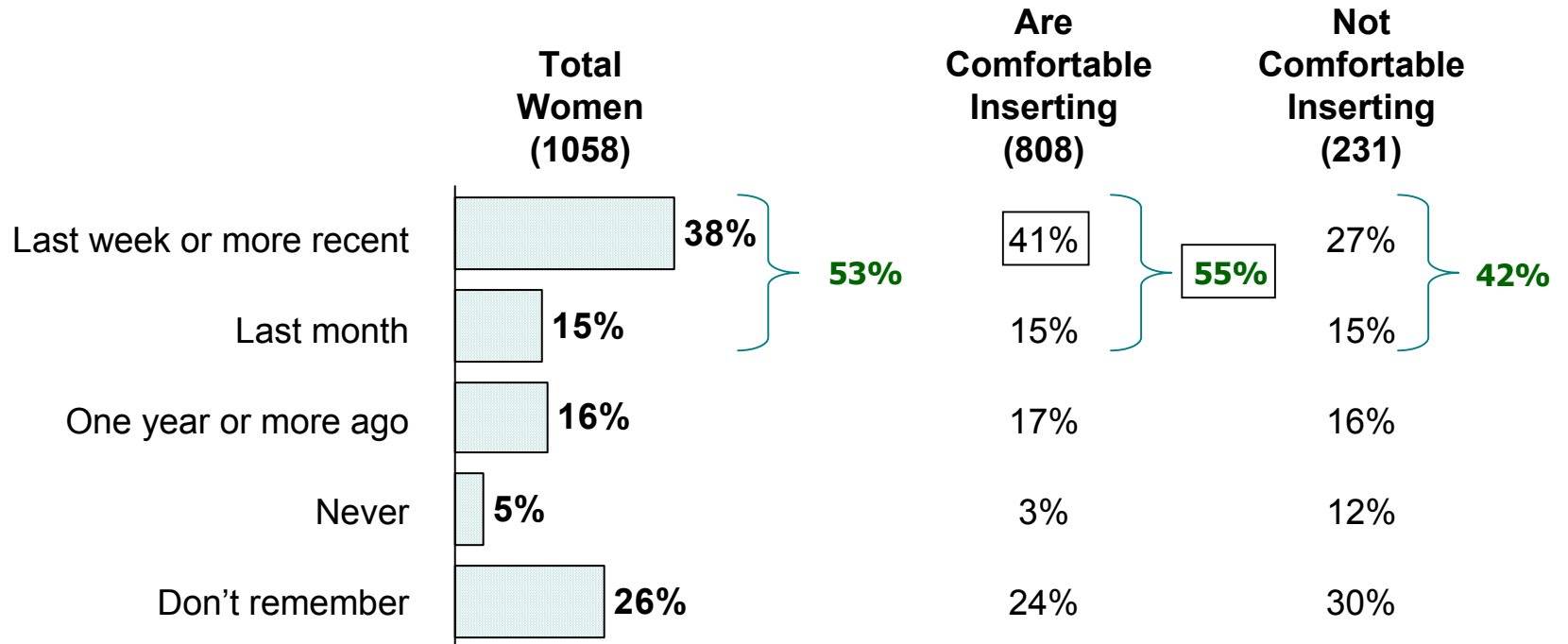
Q.5. (Q425) Have you ever done any of the following.... Base: Total respondents.





Half of women looked at their vagina in the past month.

Last Time Women Looked at Their Vagina



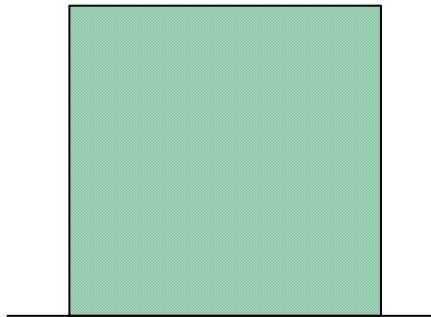
Q.15. (Q520) When was the last time you closely looked at your vagina? Base: Total respondents.



Half of women have performed a self-examination of their vagina.

% Ever performed self-examination of vagina

49%



Total

Among

Comfortable Inserting

52%

Not Comfortable Inserting

38%

Q.17. (Q600) Have you ever performed a self-examination of your vagina? Base: Total respondents.





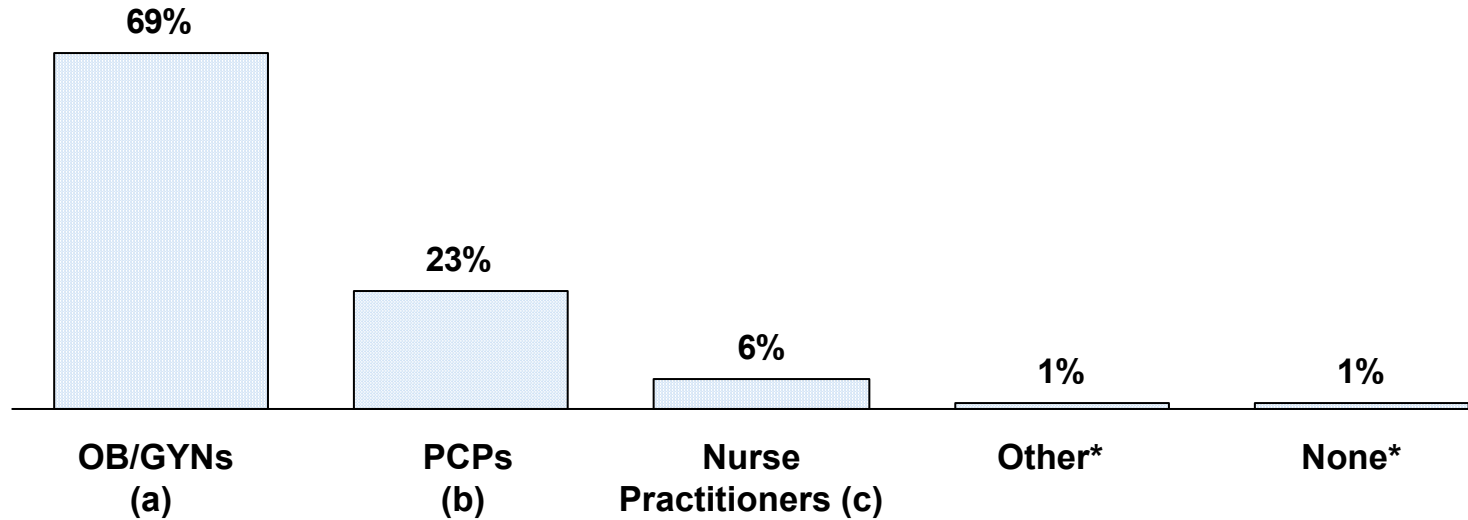
Physician Interaction Summary

- Women are invested in the health status of their vaginas:
 - They get a pelvic exam once a year or more.
 - Most women see an Ob/Gyn.
- Most women appear to have good relationships with their health care provider per vagina-related issues:
 - They are comfortable talking to their health care provider on many vagina-related issues.
 - They are also comfortable talking specifically about their vaginas, especially:
 - Older women.
 - Women comfortable inserting something into their vagina.



Most women get a pelvic exam once a year or more often, especially those who see Ob/Gyns.

Type of Health Care Professional Used For Vagina-related Matters



Frequency of Pelvic Exam:

Every 6 months	15 ^b	7	4	N/A	N/A
Once a year	64 ^b	50	80 ^b	N/A	N/A
Once every 2 years	11	9	3	N/A	N/A
Less often than every 2 years	9	14	9	N/A	N/A
Never	1	20 ^{ac}	4	N/A	N/A

* Base sizes too small to show data

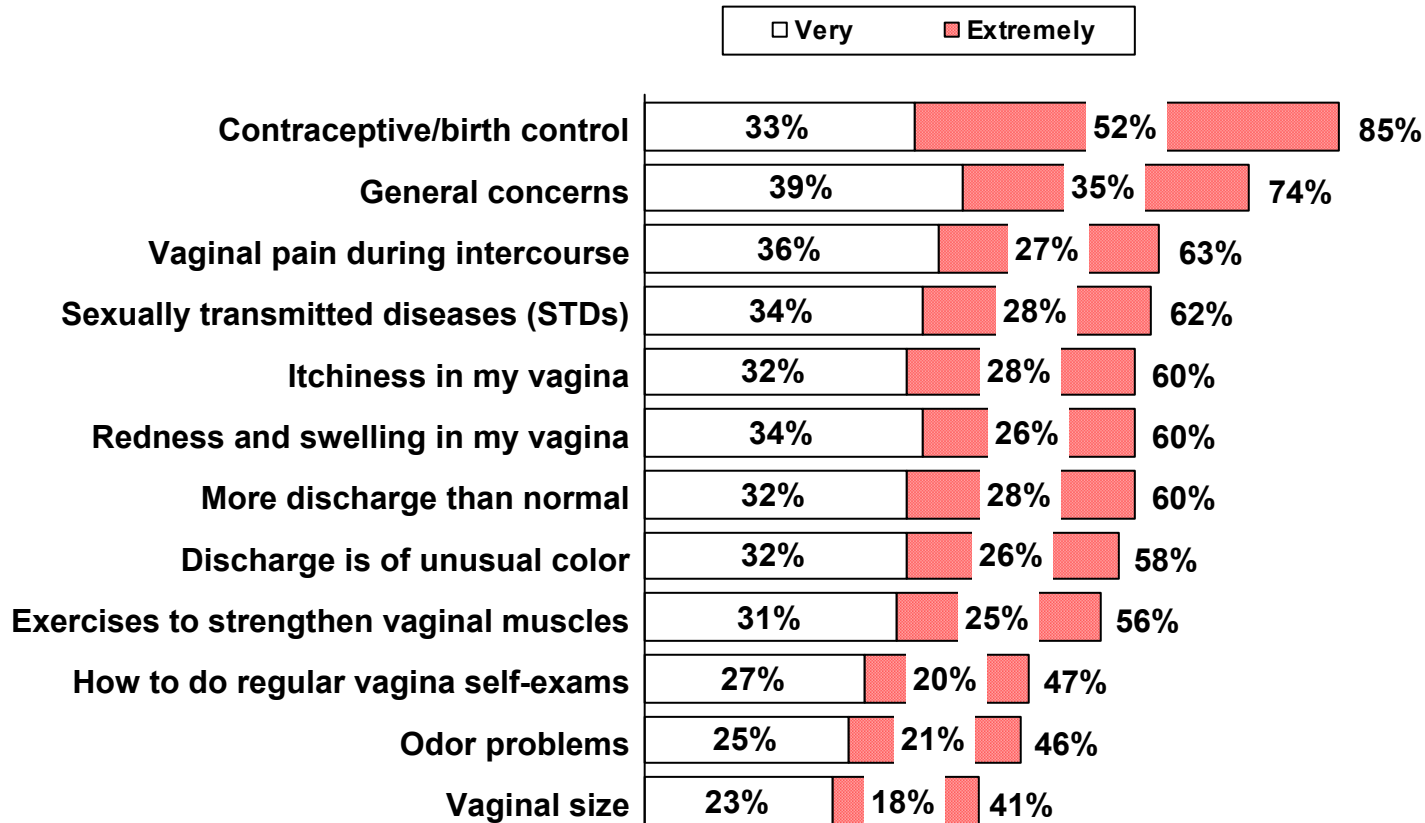
Q.19. (Q610) Which health care professional do you usually see for health matters related to your vagina? Base: Total respondents

Q.18. (Q605) How often do you have a gynecological/pelvic exam? Base: Total respondents.



More than half of women feel very comfortable talking to their physician about vagina-related topics and contraceptives.

Comfort Level When Talking to Physician

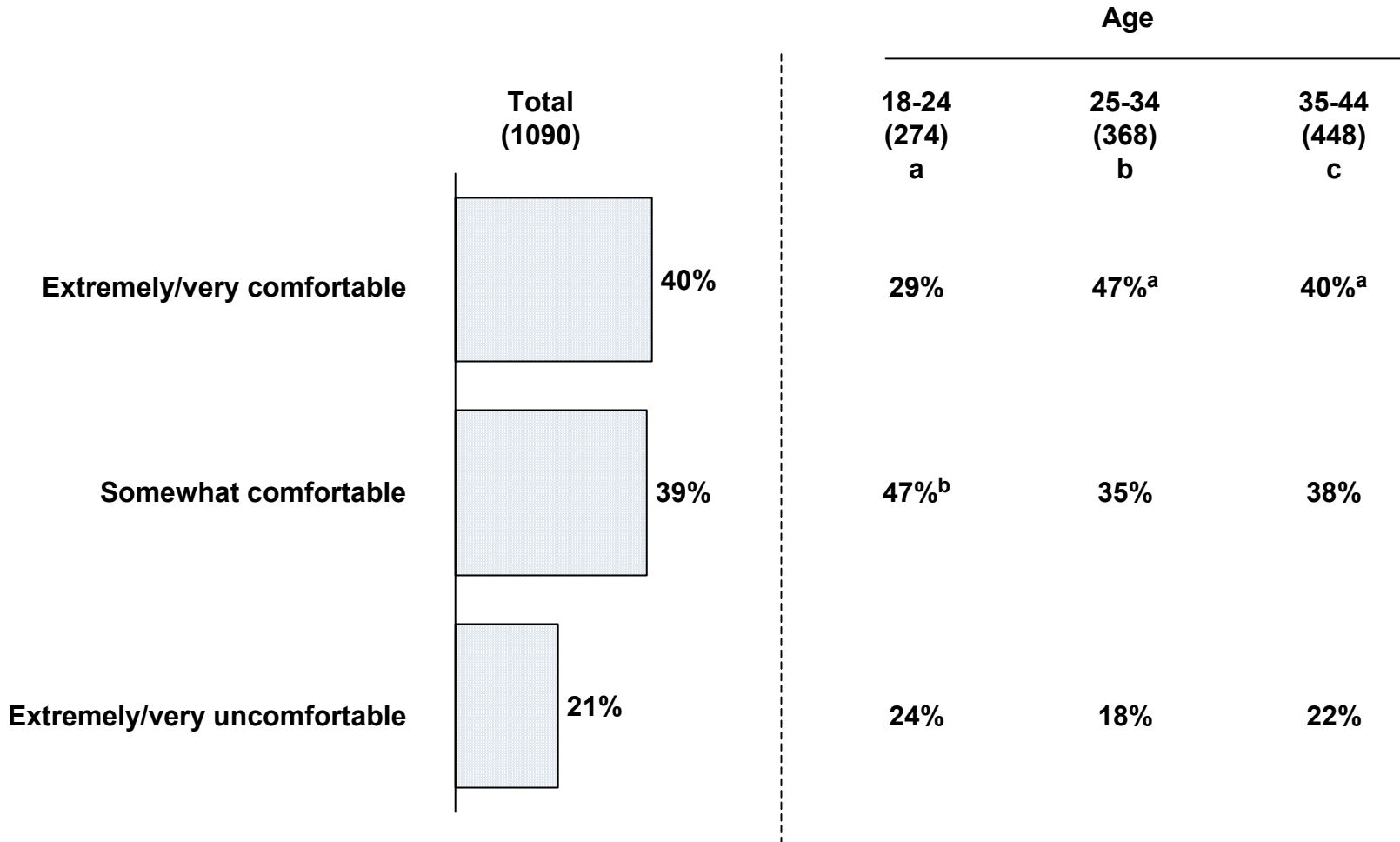


Q.21. (Q620) Please indicate how comfortable you would feel talking about the following topics with your health care provider. Base: Total respondents.



Women feel comfortable talking to their health care provider about their vagina, especially among older women.

Comfort Level When Talking to Physician About Their Vagina

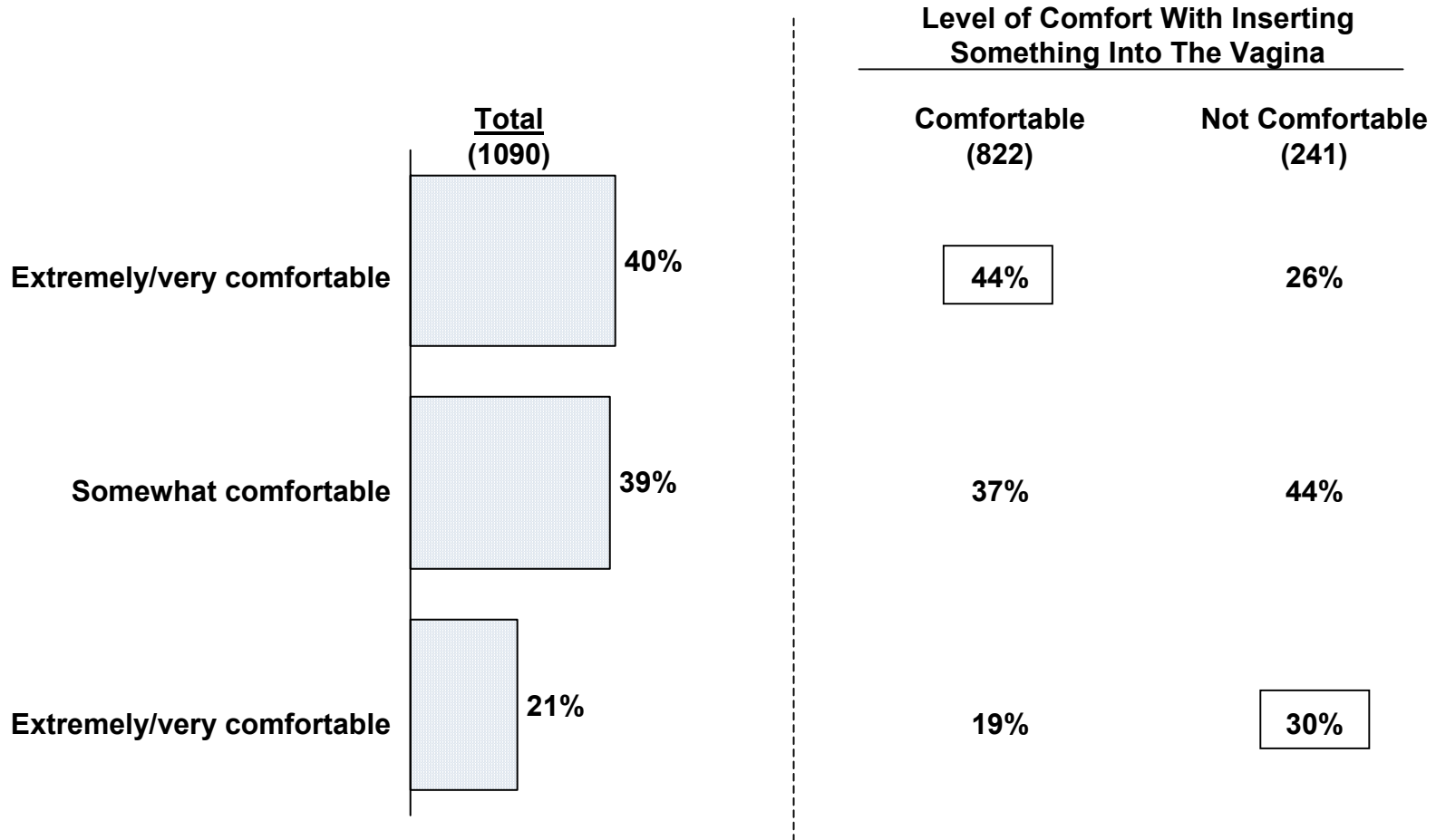


Q.20. (Q615) In general, how comfortable are you talking to your physicians about issues related to your vagina? Base: Total respondents.



Women who are comfortable inserting something into their vagina are more likely to feel very comfortable talking to their health care provider about their vagina.

Comfort Level When Talking to Physician About Vagina Related Issues



Q.20. (Q615) In general, how comfortable are you talking to your physicians about issues related to your vagina? Base: Total respondents.

Knowledge About The Vagina



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Knowledge About The Vagina Summary

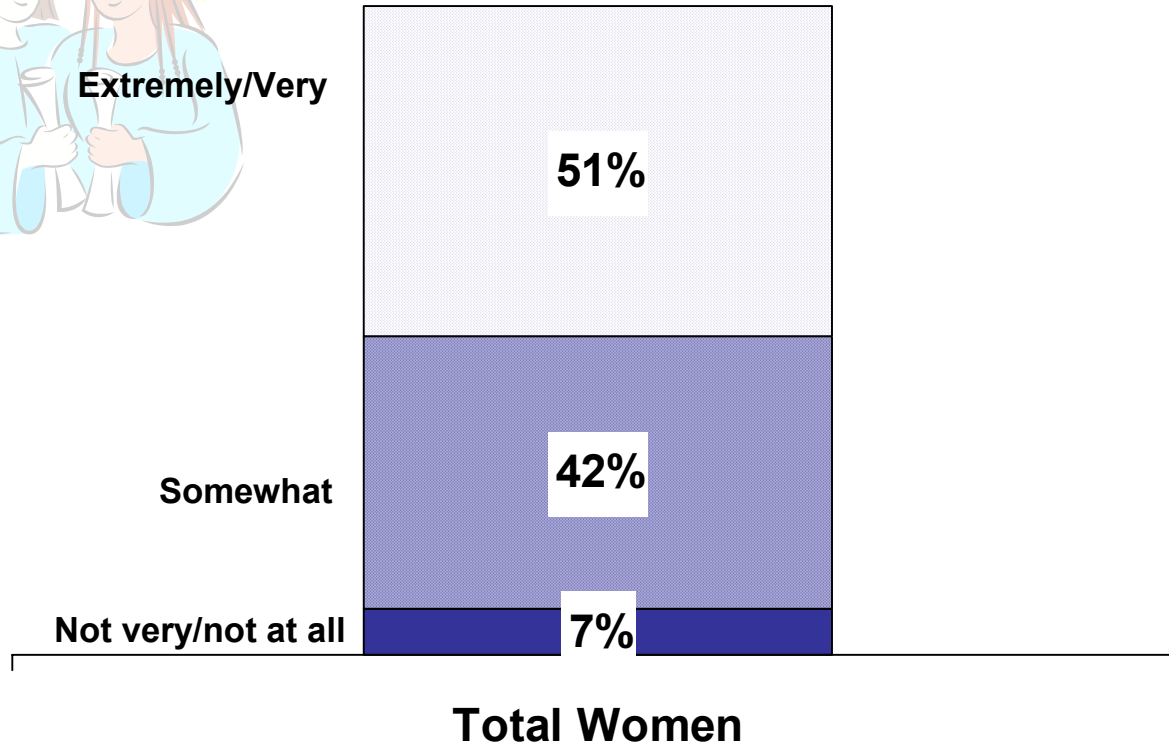
- Women consider themselves to be knowledgeable about their vaginas. In fact women know:
 - Vagina walls spread to hug an object inserted into the vagina.
 - Most of the vagina parts.
- Depth of knowledge impacts a women's attitudes towards vaginas:
 - The more knowledgeable a women is the more likely she is to:
 - Talk about vaginas in public.
 - Feel comfortable about inserting something into her vagina.
- But more than half of women are *not* confident if their vagina is the right size.
- Confidence in one's vaginal size impacts the comfort level of inserting something into the vagina:
 - Women who don't know if their vagina is the right size are less likely to feel comfortable.
- Finally, women are looking for information about their vaginas.



Half of women consider themselves to be extremely/very knowledgeable about their vaginas.



Knowledge About The Vagina



Q.11. (Q500) How knowledgeable do you consider yourself to be about your vagina? Base: Total respondents





8 in 10 women know that when something is inside the vagina, the walls spread and hug the object.

Vagina Facts

% Answered Each Correctly

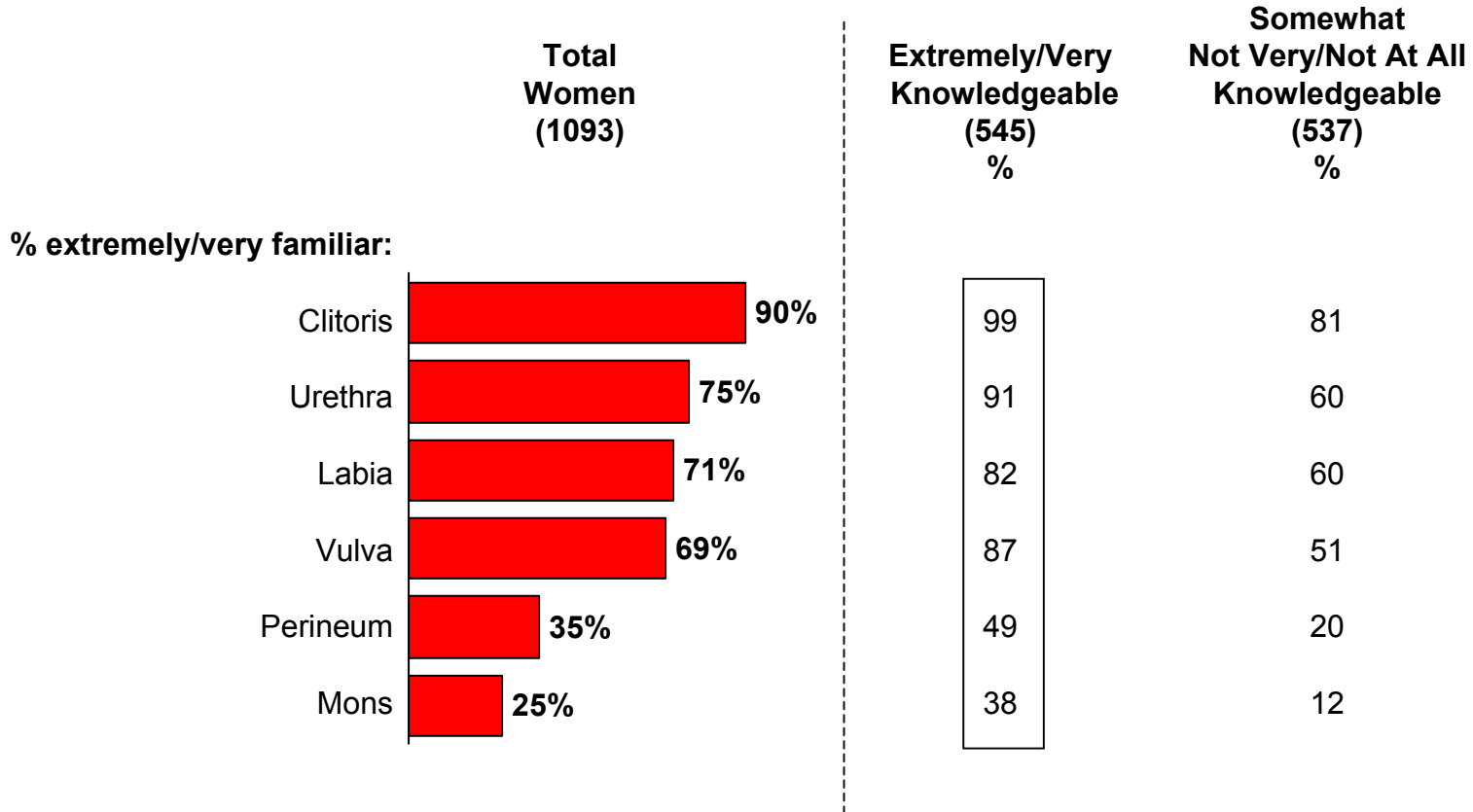
When something is inside the vagina (e.g., tampon, finger, penis), the vagina walls spread and 'hug' the object	(true)	84%
The vagina varies in length from woman to woman	(true)	81%
The vagina is a tube-like structure that connects the external world of the vulva to the internal organs of reproduction	(true)	76%
Douching should be employed as a regular practice for women	(false)	74%
The vagina slants back at an angle towards the lower back	(true)	70%
A tampon or condom could get "lost/trapped" inside the vagina	(false)	54%
Tampon use is <u>not</u> associated with yeast infections	(true)	43%

Q.13. (Q510) Which of these following statements are true and which are false? Base: Total respondents.



Women are familiar with 4 out of 6 vagina parts.

Familiarity With Parts Of The Vagina

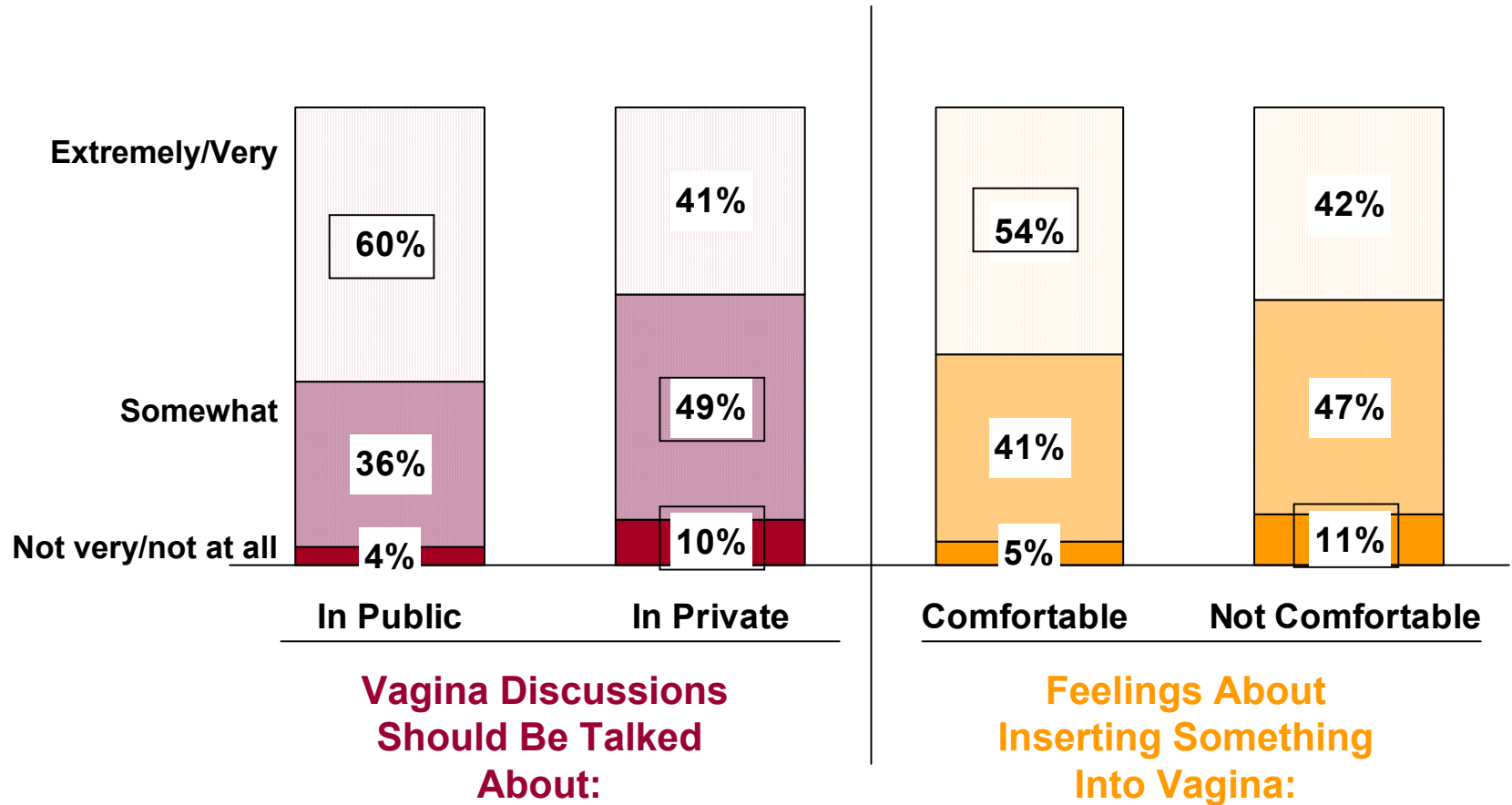


Q.12. (Q505) How familiar are you with the following words? Base: Total respondents



The greater the depth of knowledge a woman has, the more likely she will discuss vaginas publicly and feel comfortable about inserting something into her vagina.

Impact Of Knowledge On Attitudes

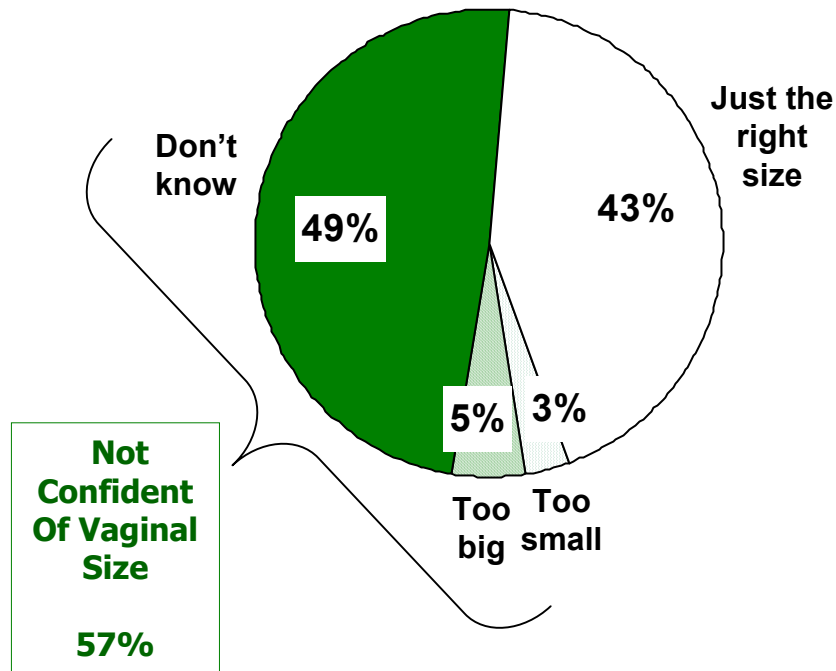


Q.11. (Q500) How knowledgeable do you consider yourself to be about your vagina? Base: Total respondents



More than half of women are not confident that their vagina is of the right size.

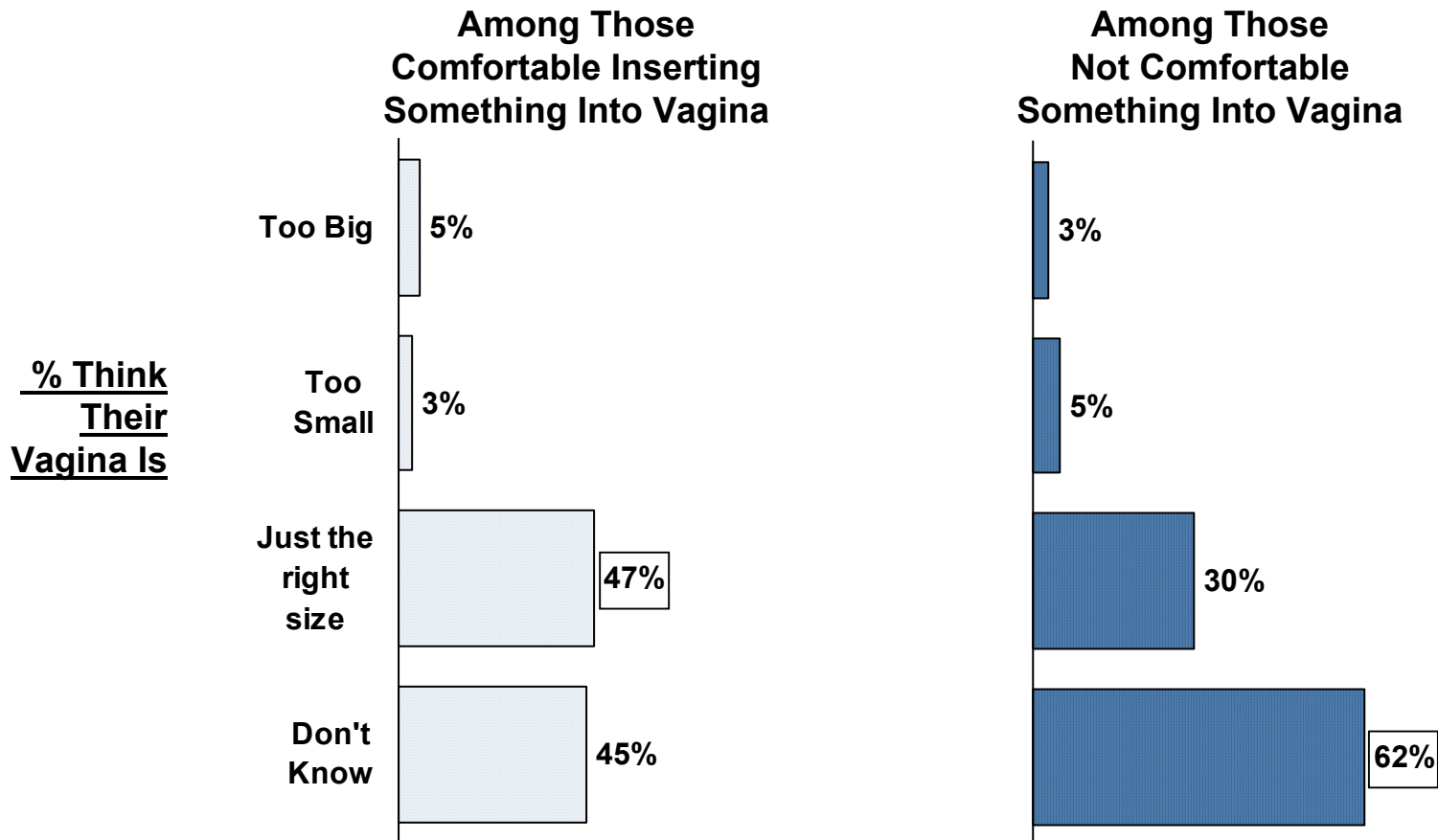
% Think Their Vagina Is



Q.4. (Q420) Do you consider your vagina to be...? Base: Total Respondents.



Those uncomfortable inserting something into their vaginas are more likely *not* to know if their vaginas are of the right size.



Q.4. (Q420) Do you consider your vagina to be...? Base: Total Respondents.





Women consult several sources on issues pertaining to their vagina, especially healthcare professionals.

Top Vagina Information Sources Currently Using

About the Vagina	
Health care professionals	64%
Age: 18-24 (a)	49%
25-34 (b)	67% ^a
35-44 (c)	71% ^a
General health care websites	49%
Women's magazines/books	48%
Age: 18-24 (a)	59%^{bc}
25-34 (b)	47%
35-44 (c)	42%
Women's health-specific websites	45%
General health magazines and/or books	41%
Friends/Family (net)	35%
Age: 18-24 (a)	42% ^c
25-34 (b)	38% ^c
35-44 (c)	29%
Avg. number of sources used:	4

Q.16. (Q525) Please indicate where you first obtained information about your vagina and where you currently go for information about your vagina. Base: Total respondents.

Q.26. (Q725) Please indicate where you first obtained information about contraceptives and where you currently go for information about contraceptives. Base: Total respondents.

Discourse Levels



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Perceptions Towards the Vagina Summary

- Most women are still not comfortable talking about the vagina in public:
 - Vagina discussions still have shock value.
 - It is not yet considered a part of everyday conversation.
 - The vagina is most often perceived as private.
 - They are most comfortable talking to their significant other/spouse about their vaginas.
- Half of women feel there is a disconnect between themselves and society regarding vagina discussions:
 - Some women would like to talk about in public but feel society is not ready for that.
 - Other women don't want to talk about in public, but feel society is heading towards open discussions.
- However there are some signs of future change
 - Women are now using “vagina” as name of reference more than before.
 - Some women see vagina discourse levels as social issues that need to be addressed.



Most women think while society is ‘more comfortable’ about vagina discussions, there is still shock value attached to such discussions.

Feelings Towards the Way People Discuss The Vagina Today



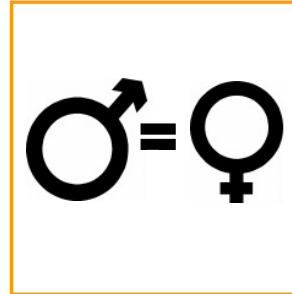
3%

**Dark ages:
forbidden
discussions**



73%

**More comfortable
but still has
shock value**



14%

**Gender genitalia
equality:
As comfortable
as men talking
about their penis**



10%

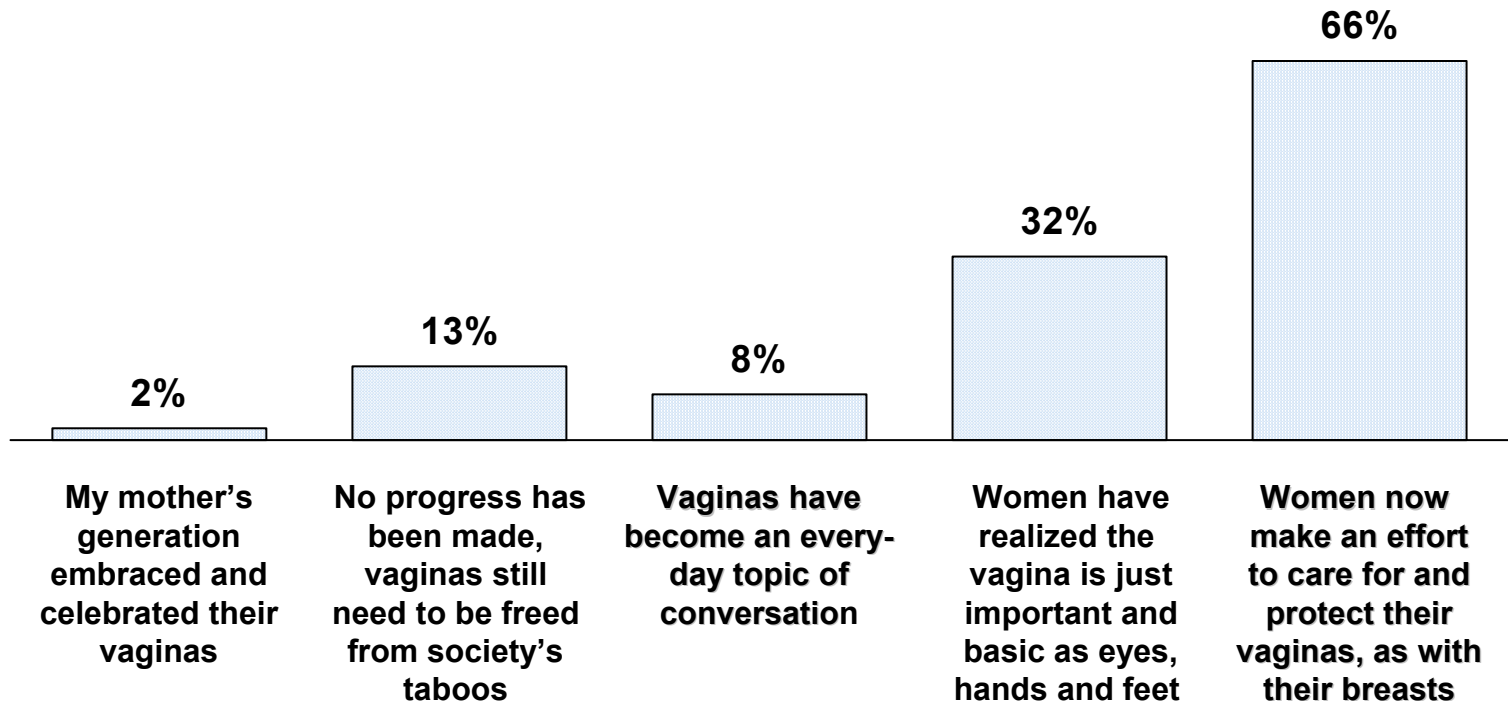
**Enlightenment:
No shame**

Q.2. (Q405) Please indicate which of the following statements below represents where we are today in our discussions of the vagina.
Base: Total Respondents



And while women care about their vaginas, it is still not talked about casually.

Ways Perceptions About the Vagina Have Changed



Mentions less than 2% not shown.

Q.9. (Q445) How do you think perceptions towards vaginas have changed since your mother's generation? Base: Total Respondents



On a personal level, women most often see their vagina as 'private'.

Women's Perception of Their Vagina

**Private
(32%)**

**Neutral
(13%)**

**Amazing
(11%)**

**Sexy
(9%)**

**Beautiful
(9%)**



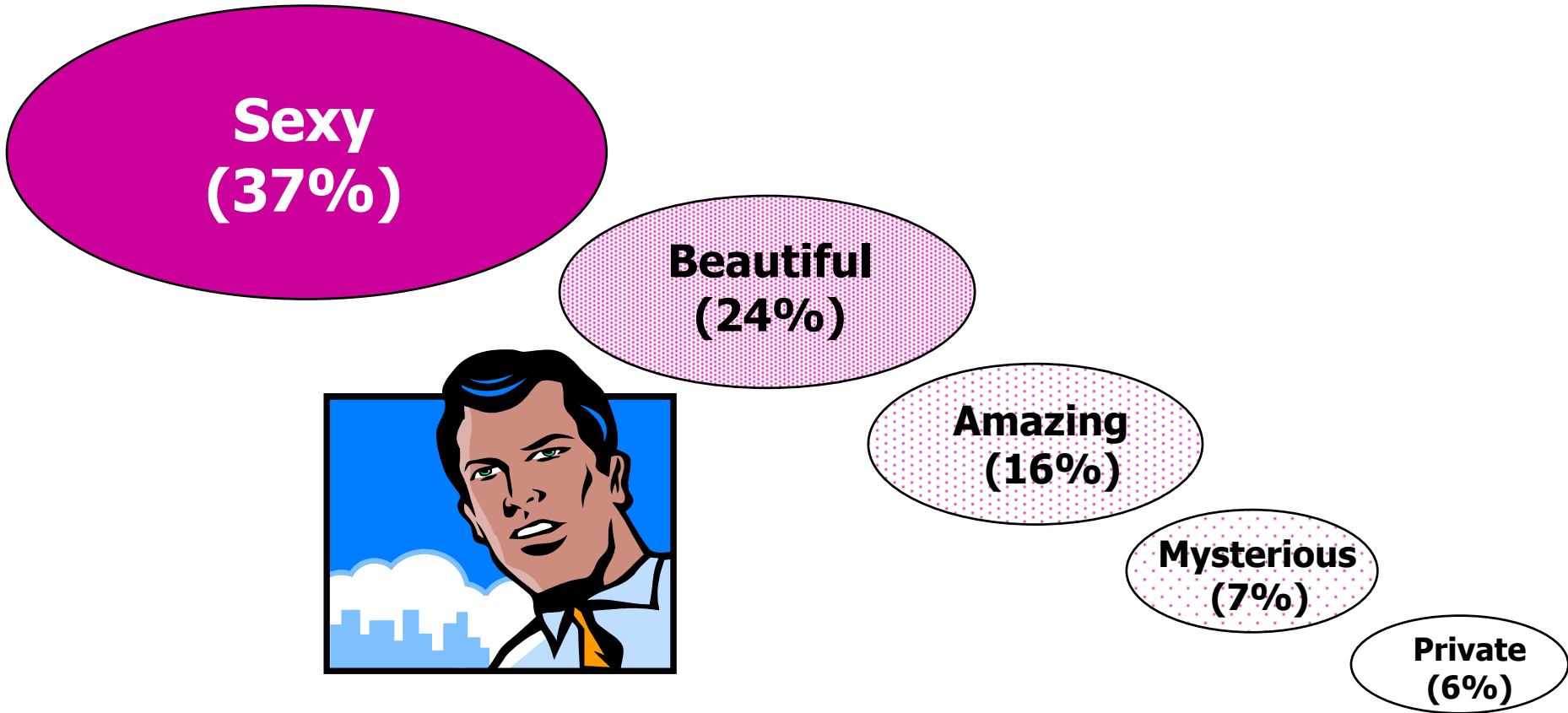
Top 5 mentions shown.

Q.3a. (Q410) If you could pick one word to describe your vagina, which would it be? Base: Total Respondents.



In comparison, women most often think that their spouse/significant other see their vagina as 'sexy', 'beautiful'.

Spouse or Significant Other's Perception of The Vagina



Top 5 mentions shown.

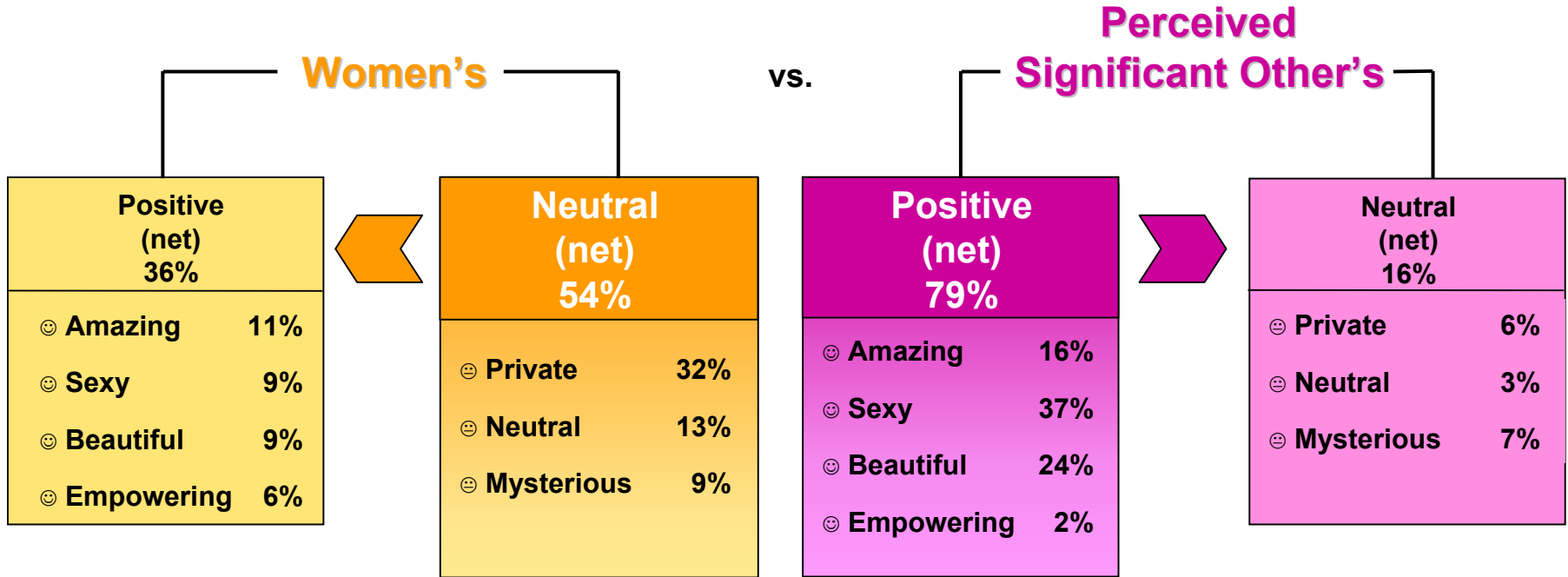
Q.3b. How do you think your spouse/significant other would describe your vagina? Base: Respondents with spouse/significant other





Overall, women report their spouse/significant as having a more positive perception of their vaginas than they do.

Perception Of The Vagina



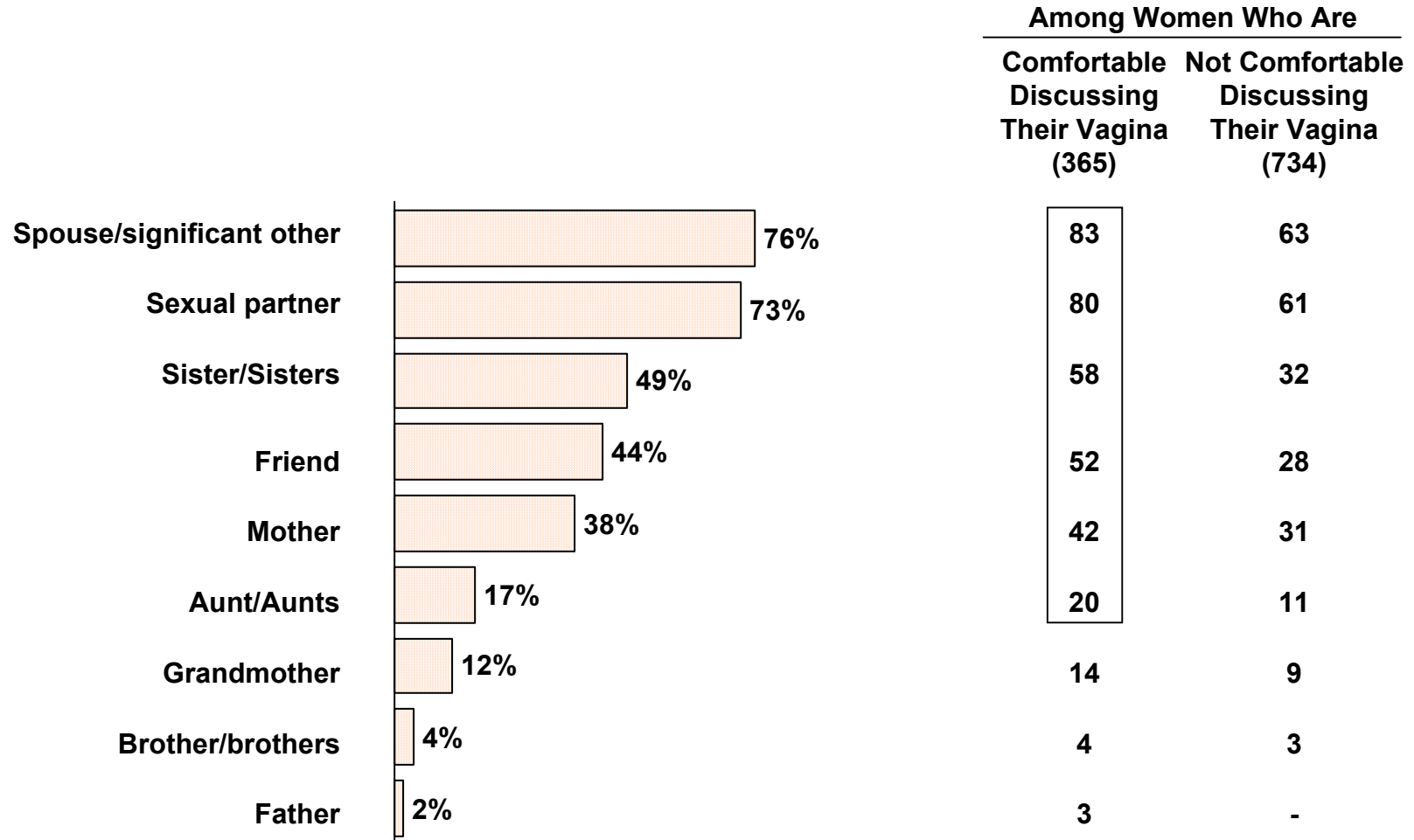
Q.3a. (Q410) If you could pick one word to describe your vagina, which would it be? Base: Total respondents.

Q.3b. (Q415) How do you think your spouse/significant other would describe your vagina? Base: Respondents with significant others.



In fact, women feel most comfortable talking to their spouse/significant other about their vaginas.

People with Whom Women Feel Comfortable Discussing Their Vaginas (Extremely/Very Comfortable)

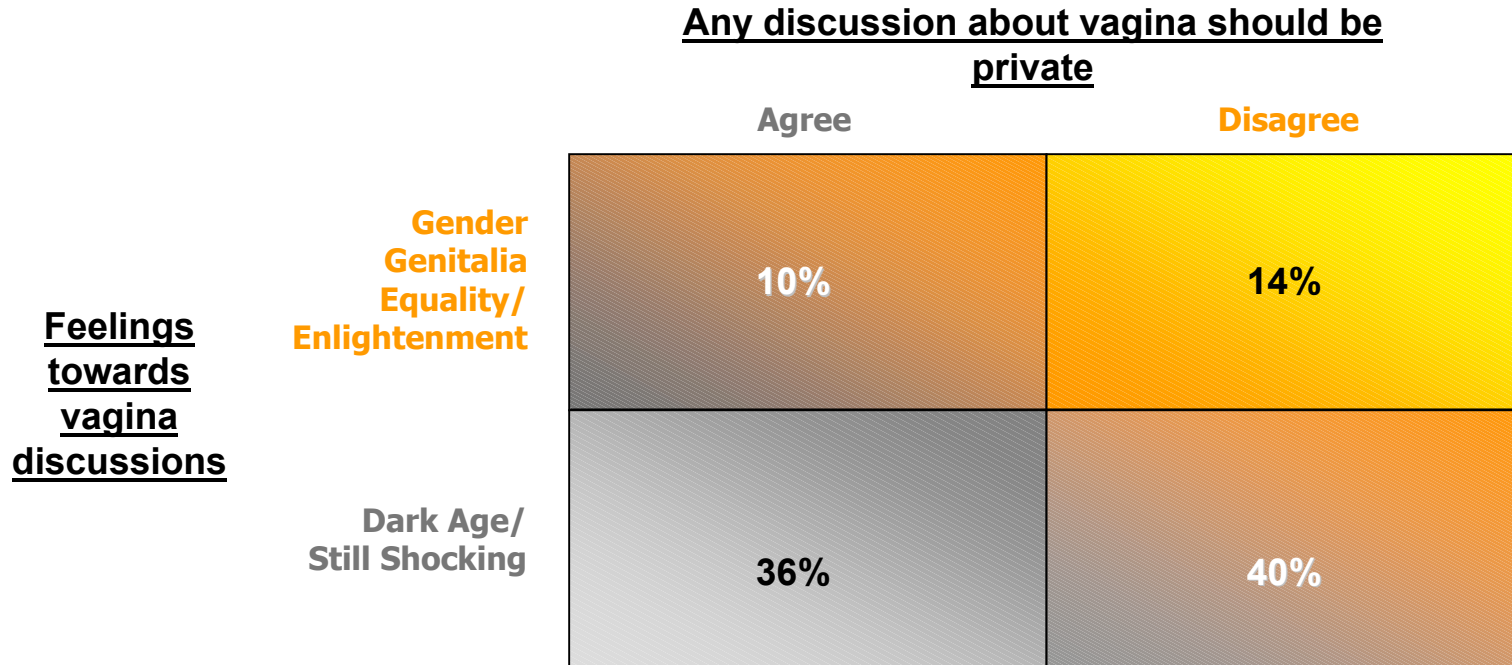


Q.6. (Q430) How comfortable are you talking about vaginas with the following people? Base: Total respondents



Half of women aren't satisfied with the current level of vagina dialogue.

Satisfaction at Current Level of Dialogue



Q.2. (Q405) Please indicate which of the following statements below represents where we are today in our discussions of Medical products that must be the vagina.
Base: Total respondents.

Q.1. (Q401) Please indicate how much you agree or disagree with each of the following statements. Base: Total respondents.





But women are using “vagina” as a name of reference more often than before.

How Names for the Vagina Have Changed

Top 5 Names Used to Refer to the Vagina

<u>By Previous Generation Of Women</u>	
1. Private (parts, area, spot, etc.)	24%
2. Vagina	16%
3. Down there	8%
4. Pee pee	6%
5. Puss/pussy	2%

Never talked about it 7%

None 5%

<u>By Current Generation of Women</u>	
1. Vagina	49%
2. Private (parts, area, spot, etc.)	15%
3. Puss/pussy	15%
4. Down there	10%
5. Coochie	6%

Never talked about it 0%

None 2%

Q.8. (Q440) When you were little, what words did other women (e.g., mother, grandmother, aunt) in your household use to refer to the vagina? Base: Total respondents.
Q.7. (Q435) What words do you use to refer to your vagina (i.e. vagina, down-there, etc.) Base: Total respondents.



Additionally, women who want to talk about their vagina in public appear to see it as social issue to be addressed.

Why Women Say They “Don’t Want to Talk About Their Vagina in Public”

	Total %	Women Who Don’t Want to Talk About Their Vagina in Public %	Women Who Are Willing to Talk About Their Vagina in Public %
Women that describe vagina as:	(1040)	(485)	(550)
Private	32	44	22
Attitudes (strongly/somewhat agree)	(1103)	(527)	(576)
Society has too many misconceptions about vaginas	59	55	63
Vaginal health and research has not received the proper attention it deserves	65	60	68

Q.3a. (Q410) If you could pick one word to describe your vagina, which would it be? Base: Total respondents

Q.1. (Q401) Please indicate how much you agree or disagree with each of the following statements. Base: Total Respondents.

Contraceptive Behavior



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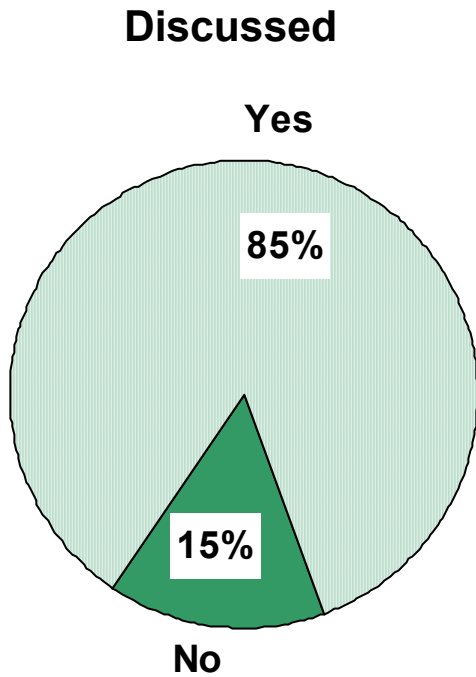
Contraceptive Behavior

- Women involve their physician in their contraceptive decision-making process.
- Women are aware of many contraceptives, including the Vaginal Ring:
 - Close to 7 in 10 are aware of the Vaginal Ring
- They are satisfied with the performance of their current contraceptives.
- Affordability appears to be the top consideration for contraception choice, others include:
 - Few side effects
 - Is discreet
 - Helps regulate menstrual cycle
- The Vaginal Ring, though has relatively high awareness:
 - Is currently not being used
 - Is understood only by a few women
 - Is not strongly associated with highly desirable attributes, except that it “is discreet”.

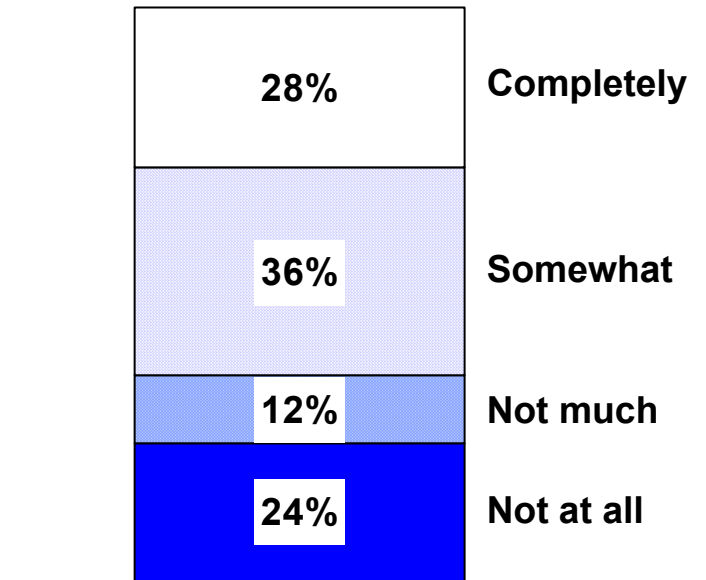


Women involve physicians in their contraceptive decision-making process.

Contraceptive Discussion with Physician



Degree Rely on Physician for Contraceptive Choice



Q.22. (Q625) Have you ever discussed contraceptives/birth control with your physician? Base: Total respondents.

Q.27. (Q730) How much do you rely on your physician in choosing a contraceptive? Base: Total respondents.



They also use healthcare professionals most often as a source of information, especially older women.

Top Contraceptive Information Sources Currently Using

About the Contraceptive	
Health care professionals	70%
Age: 18-24 (a)	52%
25-34 (b)	83%^{ac}
35-44 (c)	68% ^a
General health care websites	36%
Women's magazines/books	42%
Age: 18-24 (a)	49%
25-34 (b)	40%
35-44 (c)	39%
Women's health-specific websites	32%
General health magazines and/or books	34%
Friends/Family (net)	40%
Age: 18-24 (a)	61%^{bc}
25-34 (b)	41% ^c
35-44 (c)	27%
Avg. number of sources used: 3	

Q.16. (Q525) Please indicate where you first obtained information about your vagina and where you currently go for information about your vagina. Base: Total respondents.

Q.26. (Q725) Please indicate where you first obtained information about contraceptives and where you currently go for information about contraceptives. Base: Total respondents.



Women are aware of many contraceptives, including the Vaginal Ring.

Contraceptive Awareness and Usage

Awareness		Conversion Rate	Usage (34% do not use any)	
Birth control pills	98%	28%	Birth control pills	27%
Condom for men	96%	28%	Condom for men	27%
Diaphragm	95%	-%	Diaphragm	-%
Spermicides or jellies	93%	5%	Spermicides or jellies	4%
Patch	92%	3%	Patch	2%
Sponges	89%	1%	Sponges	1%
Foams	89%	1%	Foams	1%
Intrauterine Device or IUD	85%	2%	Intrauterine Device or IUD	2%
Condom for women	85%	2%	Condom for women	1%
Tubal ligation	84%	13%	Tubal ligation	11%
Rhythm method	83%	5%	Rhythm method	5%
Contraceptive implants	81%	-%	Contraceptive implants	-%
Cervical cap	72%	-%	Cervical cap	-%
Suppositories	69%	1%	Suppositories	1%
Vaginal ring	66%	-%	Vaginal ring	-%
Average number of aware: 13			Average number using: 1	

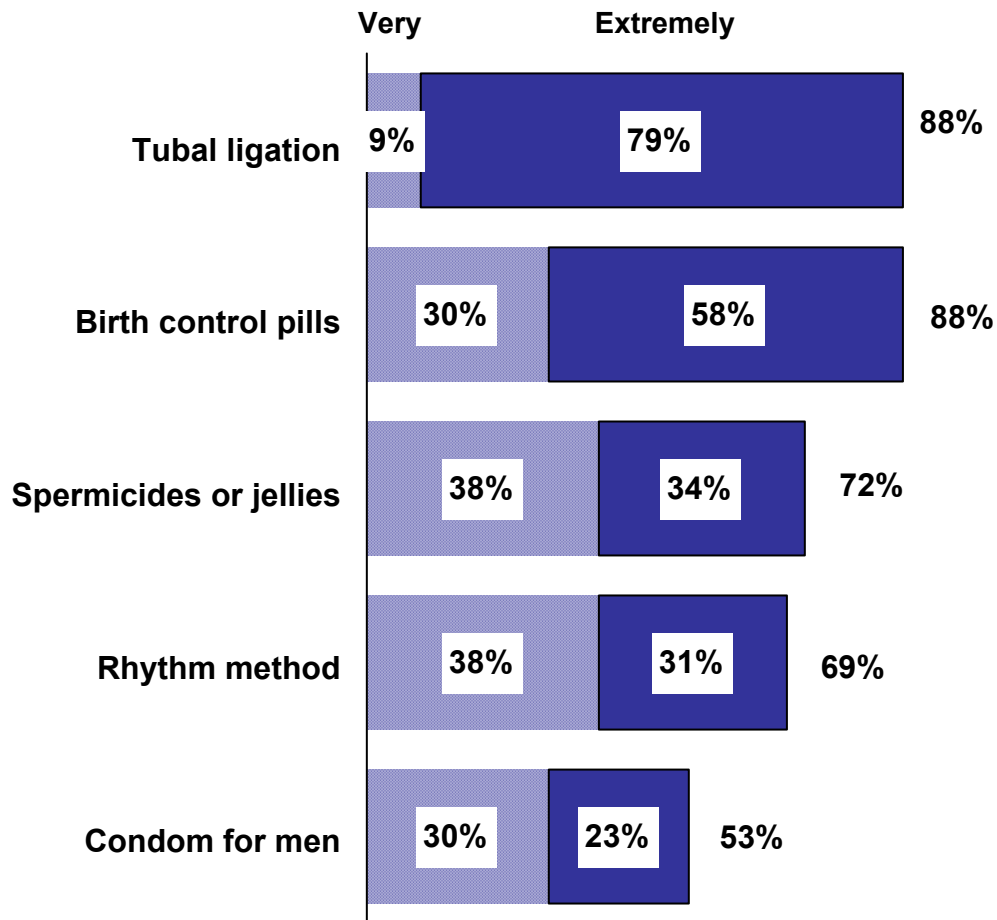
* Mentions less than 5% not shown for awareness.

Q.23. (Q700) Which of the following types of contraceptives/birth control are you aware of and which do you currently use? Base: Total respondents.



Women are satisfied with the contraceptive they are currently using.

Satisfaction With Current Contraception*



* Only contraceptives that have base sizes of 40 or greater are shown.

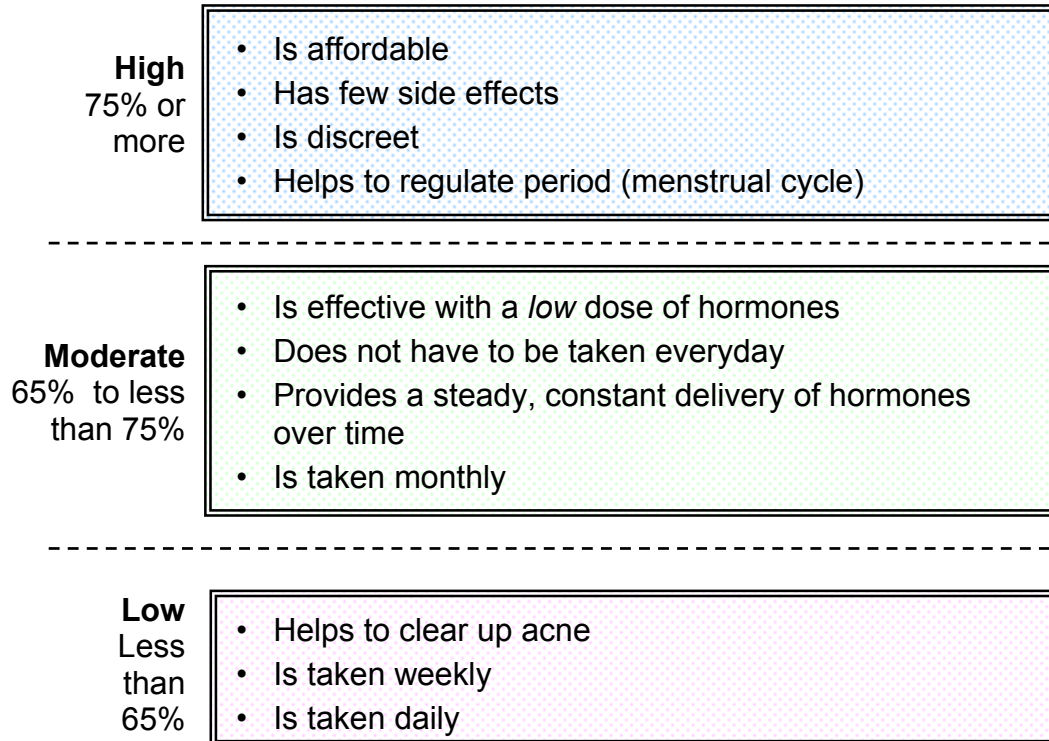
Q.24. (Q705) How satisfied are you with your current contraception? Base: Respondents who currently use contraceptive





Low cost, few side effects, being discreet and regulation of menstrual cycle are the top contraceptive attributes for women.

Desirability of Contraceptive Attribute (Indexed Mean*)



Indexed Mean is calculated using the following: Absolutely Essential=100, Very Desirable=75, Somewhat Desirable=50, Slightly Desirable=25, Not all Desirable=0
Q.25a. (Q710) Please indicate using the scale below, how desirable is a contraceptive/method of birth control that... ? Base: Total respondents.



The vaginal ring is most likely to be associated with being discreet and not having to be taken everyday.

Summary of High

High On Product Evaluation			
High On Desirability	<ul style="list-style-type: none"> Helps to regulate period (menstrual cycle) Is discreet 	<ul style="list-style-type: none"> Is discreet 	
Moderate On Desirability	<ul style="list-style-type: none"> Provides a steady, constant delivery of hormones over time Does not have to be taken everyday 	<ul style="list-style-type: none"> Does not have to be taken everyday 	
Low On Desirability	<ul style="list-style-type: none"> Is taken daily 		
	The Pill	The Patch	Vaginal Ring

Contraceptives Currently Aware Of

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents aware of contraceptive.



Differences Between What Women Say Is Important and Contraceptive Evaluation: **The Pill**

		Contraceptive Evaluation		
		High (75%+)	Moderate (60% to <75%)	Low (<60%)
Desirability Of Contraceptive Attribute	High (75%+)	<ul style="list-style-type: none">•Helps to regulate period (menstrual cycle)• Is discreet	<ul style="list-style-type: none">• Is affordable	<ul style="list-style-type: none">•Has few side effects
	Moderate (65% to <75%)		<ul style="list-style-type: none">• Provides a steady, constant delivery of hormones over time• Is effective with a <i>low</i> dose of hormones	<ul style="list-style-type: none">• Is taken monthly•Does not have to be taken everyday
	Low (<65%)	<ul style="list-style-type: none">•Is taken daily	<ul style="list-style-type: none">•Helps to clear up acne	<ul style="list-style-type: none">• Is taken weekly



Differences Between What Women Say Is Important and Contraceptive Evaluation: **The Patch**

		Contraceptive Evaluation		
		High (75%+)	Moderate (60% to < 75%)	Low (<60%)
Desirability Of Contraceptive Attribute	High (75%+)		<ul style="list-style-type: none">•Helps to regulate period (menstrual cycle)• Is discreet	<ul style="list-style-type: none">• Is affordable•Has few side effects
	Moderate (65% to <75%)	<ul style="list-style-type: none">• Provides a steady, constant delivery of hormones over time• Does not have to be taken everyday	<ul style="list-style-type: none">•Is effective with a <i>low</i> dose of hormones	<ul style="list-style-type: none">• Is taken monthly
	Low (<65%)		<ul style="list-style-type: none">•Is taken weekly	<ul style="list-style-type: none">•Helps to clear up acne•Is taken daily



Differences Between What Women Say Is Important and Contraceptive Evaluation: **The Vaginal Ring**

		Contraceptive Evaluation		
		High (70%+)	Moderate (40% to <70%)	Low (<40%)
Desirability Of Contraceptive Attribute	High (75%+)	<ul style="list-style-type: none">• Is discreet	<ul style="list-style-type: none">• Has few side effects• Is affordable	<ul style="list-style-type: none">• Helps to regulate period (menstrual cycle)
	Moderate (65% to <75%)	<ul style="list-style-type: none">• Does not have to be taken everyday	<ul style="list-style-type: none">• Is effective with a <i>low</i> dose of hormones	<ul style="list-style-type: none">• Provides a steady, constant delivery of hormones over time• Is taken monthly
	Low (<65%)			<ul style="list-style-type: none">• Is taken daily• Helps to clear up acne• Is taken weekly



Overall, women do not strongly associate the vaginal ring with many attributes.

Evaluation of Contraceptive Treatments (Summary of Indexed Mean*)

	The Pill % a	The Patch % b	Vaginal Ring % c
Is taken daily	94 ^{bc}	14	16
Helps to regulate period (menstrual cycle)	87^{bc}	73^c	25
Is discreet	80^{bc}	71	76^b
Provides a steady, constant delivery of hormones over time	70 ^c	82 ^{ac}	34
Helps to clear up acne	70 ^{bc}	43 ^c	15
Is effective with a low dose of hormones	65 ^c	66 ^c	40
Is affordable	64^{bc}	55	51
Has few side effects	50^c	53	66^b
Is taken weekly	14	61 ^{ac}	15
Is taken monthly	11	40 ^{ac}	29 ^a
Does not have to be taken everyday	10	77 ^{ac}	70 ^a

Attributes in bold are attributes women find highly desirable.

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

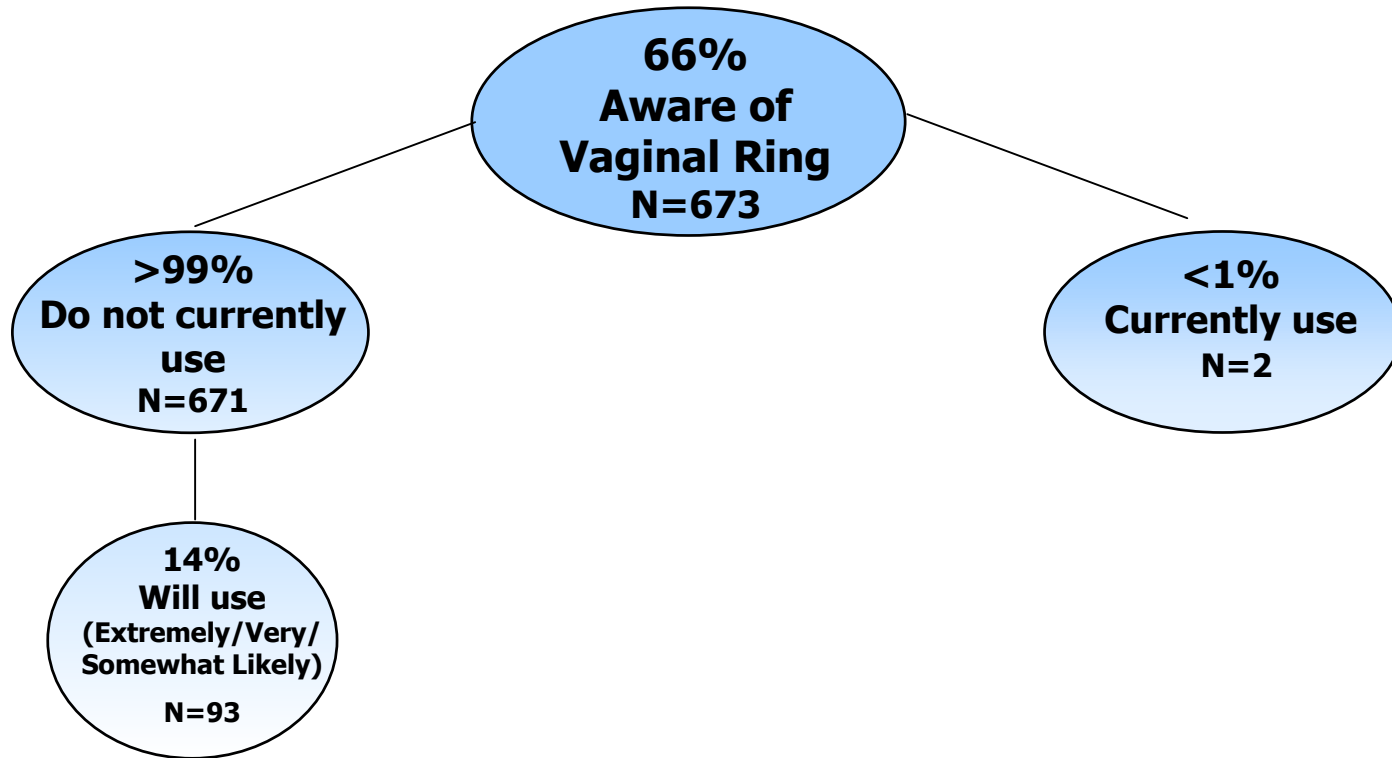
Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents Aware of Treatment (Floating base sizes)



Most women are aware of the Vaginal Ring, but very few use it.

Vaginal Awareness and Usage



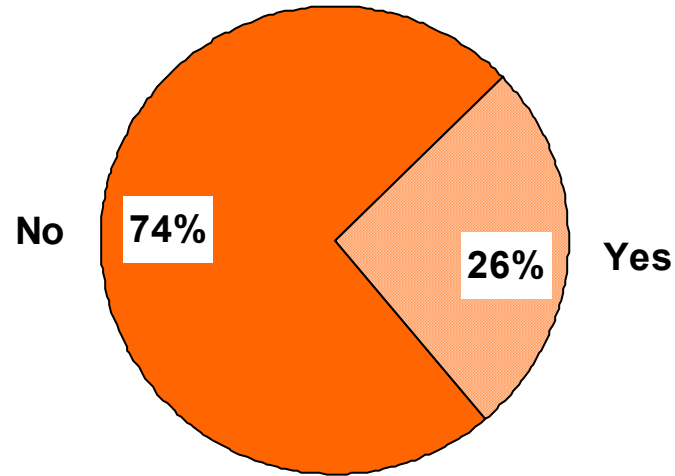
Q.23. (Q700) Which of the following types of contraceptives/birth control are you aware of and which do you currently use? Base: Total respondents.

Q.28. (Q735) How likely are you to use a vaginal ring as a method of contraception/birth control? Base: Respondents aware of ring and not currently using.



Most women do not understand the Vaginal Ring.

Understand Vaginal Ring



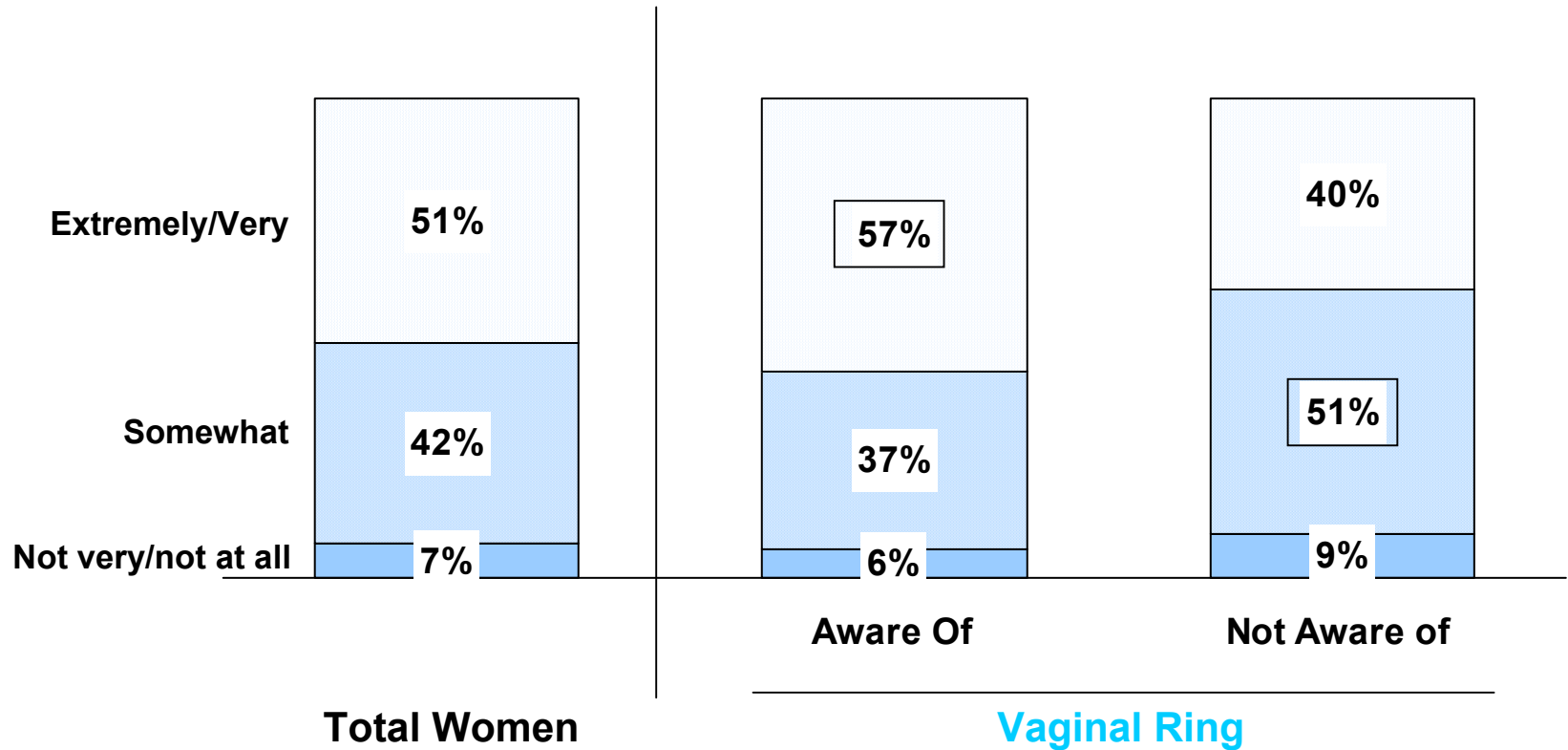
Q.29. (Q740) Do you understand how the vaginal ring works? Base: Total respondents.





Women who are more knowledgeable about their vaginas are aware of the the Vaginal Ring.

Knowledge About the Vagina



Q.11. (Q500) How knowledgeable do you consider yourself to be about your vagina? Base: Total respondents.

Demographic Profile



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Profile of Women



	Total
Avg. Age	31
% White	67%
% Single	37%
Avg. number of children	1
% Income \$35,000 or more	60%
Education Level	
% College or more	26%

Appendix I: Profile By Age



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Profile by Age

- In the following 2 slides:
 - Purple font (e.g., **17**) indicates a number is significantly *smaller* than the numbers in the other 2 comparison sub-groups.
 - Blue font (e.g., **61**) indicates a number is significantly *larger* than the numbers in the other 2 comparison sub-groups.



Profile by Age

	18-24	25-34	35-44
	a	b	c
	%	%	%
Words/Code names			
Choose “private” to describe their vagina	25	26	36 ^a
Refer to vagina as “vagina”	38	52 ^a	53 ^a
Attitudes toward the vagina			
I am comfortable inserting something into my vagina	68	82 ^a	77
Medical products that must be inserted into the vagina are easy to use	35	48 ^a	46 ^a
Knowledge about vagina			
Consider themselves extremely/very knowledgeable about vagina	38	56 ^a	54 ^a
Say vagina is just the right size	26	49 ^a	48 ^a
Information Sources about vagina			
Currently obtain information from Women’s magazines/books	59 ^{bc}	47	42
Currently obtain information from health care professional	49	67 ^a	71 ^a
Information sources about contraceptives			
Currently obtain information from friends/family	61 ^{bc}	41 ^c	27
Currently obtain information from health care professional	52	83 ^{ac}	68 ^a

Q.1. (Q401) Please indicate how much you agree or disagree with each of the following statements. Base: Total respondents.



Profile by Age

	18-24	25-34	35-44
	a	b	c
	%	%	%

Vagina Behavior

Report having done vaginal exercises	39	64 ^a	70 ^a
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Report looking closely at vagina last week or more recent	43 ^c	41 ^c	31
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Vaginal Health

Have never received gynecological/pelvic exam	38 ^{bc}	3 ^c	-
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Gynecological/pelvic exam once a year	37	66 ^a	64 ^a
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Ob/gyn is primary health care provider for vagina	58	72 ^a	73 ^a
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Extremely/very comfortable talking to physician	29	47 ^a	40 ^a
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Contraceptives awareness and usage

Average number of contraceptives mentioned	11	13 ^a	13 ^a
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Not at all likely to use vaginal ring

	55	52	73 ^{ab}
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Race

White	48	65 ^a	80 ^{ab}
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Black	12	13	12
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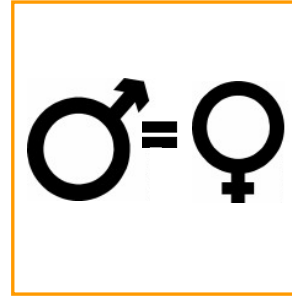
Hispanic	29 ^{bc}	17 ^c	3
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Q.1. (Q401) Please indicate how much you agree or disagree with each of the following statements. Base: Total respondents.



Older women are more likely to believe discussions have shock value while younger women are more likely to think society has reached enlightenment.

Feelings Towards the Way People Discuss The Vagina Today



Among

18-24
(a)

5%

59%

19%^c

17%^b

25-34
(b)

2%

78%^a

15%

5%

35-44
(c)

4%

76%^a

10%

10%^b

**Dark ages:
forbidden
discussions**

**More comfortable
but still has
shock value**

**Gender genitalia
equality:
As comfortable
as men talking
about their penis**

**Enlightenment:
No shame**

Q.2. (Q405) Please indicate which of the following statements below represents where we are today in our discussions of the vagina.
Base: Total Respondents



Low cost is a highly desirable contraceptive attribute for women of all ages.

Desirability of Contraceptive Attributes *Indexed Mean** -- Summary of High (75%+) -- *By Age*

• Is affordable

- Has few side effects
- Helps to regulate period (menstrual cycle)
- Is discreet

18-24

25-34

35-44

Age Groups

Indexed Mean is calculated using the following: Absolutely Essential=100, Very Desirable=75, Somewhat Desirable=50, Slightly Desirable=25, Not all Desirable=0
Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?
Base: Respondents aware of contraceptive.



Women of all ages are most likely to associate the pill with being taken daily and helping to regulate their period .

Evaluation of **The Pill's** Attributes *Indexed Mean** -- Summary of High (75%+) -- *By Age*

<ul style="list-style-type: none"> • Is taken daily • Helps to regulate period (menstrual cycle) 	
<ul style="list-style-type: none"> • Provides a steady, constant delivery of hormones over time. 	<ul style="list-style-type: none"> • Is discreet

18-24	25-34	35-44
--------------	--------------	--------------

Age Groups

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

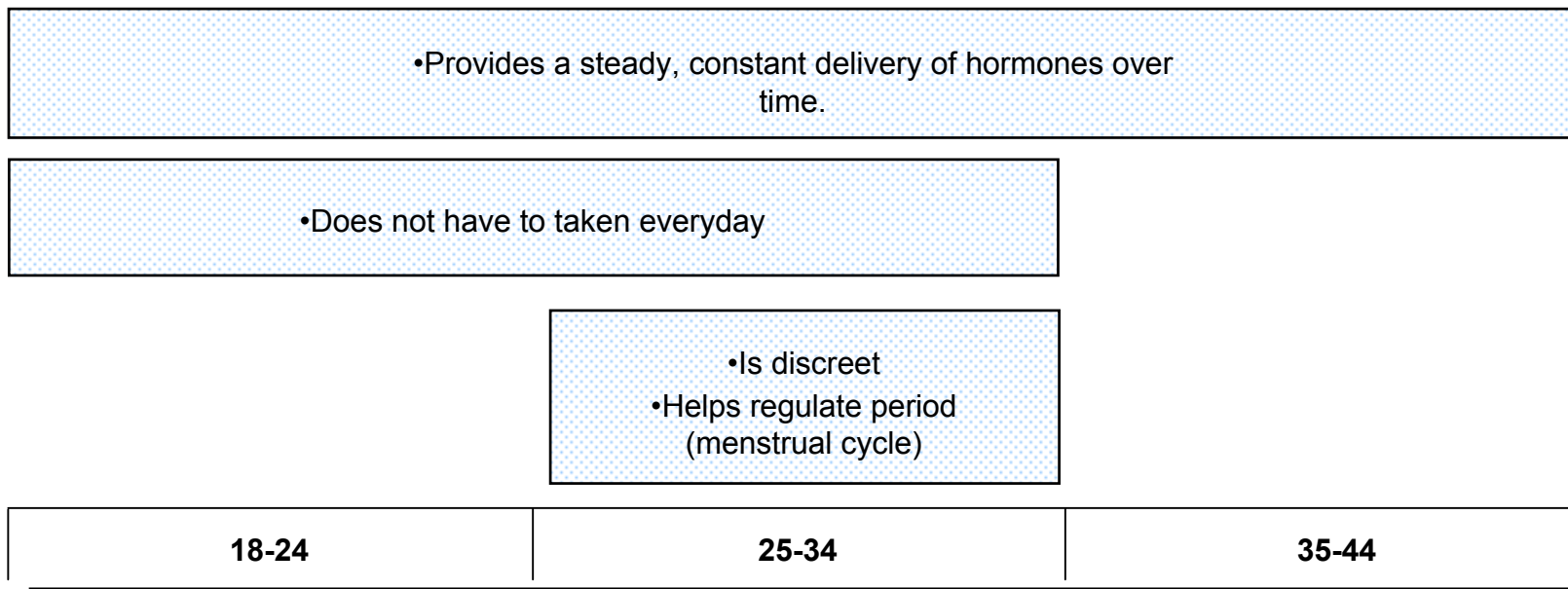
Base: Respondents aware of contraceptive.





Women of all ages are most likely to associate the patch with providing a steady, constant delivery of hormones.

Evaluation of **The Patch's** Attributes *Indexed Mean** -- Summary of High (75%+) -- *By Age*



Age Groups

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents aware of contraceptive.





Women of all ages are most likely to associate the vaginal ring with being discreet.

Evaluation of **The Vaginal Ring's** Attributes

*Indexed Mean**

-- Summary of High (70%+) --

By Age

• Is discreet

• Does not have to be taken everyday

18-24	25-34	35-44
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Age Groups

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents aware of contraceptive.



Appendix II: Profile By Race



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Profile by Race

- Please note that the numbers for Blacks and Hispanics should be used conservatively due to the smaller base sizes.
- In the following slides:
 - Purple font (e.g., **17**) indicates a number is significantly *smaller* than the numbers in the other 2 comparison sub-groups.
 - Blue font (e.g., **61**) indicates a number is significantly *larger* than the numbers in the other 2 comparison sub-groups.



Profile by Race

	White a %	Black b %	Hispanic c %
Feelings towards the vagina discussion			
Enlightenment: no shame	8	21 ^{ac}	6
Women have realized the vagina is as important and basic as eyes, hands and feet	29	49 ^{ac}	28
Words/Code names			
Choose to describe their vagina with positive terms (<i>net</i>)	33	53 ^{ac}	31
Refer to vagina as “vagina”	48	63 ^a	46
Refer to vagina as “down there”	9	3	20 ^{ab}
Knowledge about vagina			
Consider themselves extremely/very knowledgeable about vagina	51 ^c	67 ^{ac}	34
Know exactly what vagina looks like	46	62 ^{ac}	35
Information Sources about vagina			
Currently obtain information from health care professional	63	79 ^{ac}	54
Information Sources about contraceptive			
Currently obtain information from health care professional	71 ^b	76 ^c	57

* Note: Please be conservative in reporting the meaning of these results for the Black and Hispanic populations.



Profile by Race

	White a %	Black b %	Hispanic c %
Behavior			
Report looking closely at vagina last week or more recent	33	59 ^{ac}	32
Report having performed self-examination of vagina	45	66 ^{ac}	45
Vaginal Health			
Have never received gynecological/pelvic exam	8	5	24 ^{ab}
Ob/gyn is primary health care provider for vagina	68	84 ^{ac}	65
Contraceptives awareness and usage			
Average number of contraceptives using	<1	>1 ^{ac}	<1

Average Age	33 ^{bc}	31 ^c	26
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* Note: Please be conservative in reporting the meaning of these results for the Black and Hispanic populations.



Cost, few side effects, is discreet and regulation of period are highly desirable to all women.

Desirability of Contraceptive Attributes -- Summary of High (75%+) -- By Race

- Is affordable
- Has few side effects
- Is discreet
- Helps to regulate period (menstrual cycle)

- Is effective with a low dose of hormones

White	Black	Hispanic
--------------	--------------	-----------------

Race

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents aware of contraceptive.





All women are most likely to associate the pill with being discreet, being taken daily and helping to regulate their period .

Evaluation of **The Pill's** Attributes *Indexed Mean** -- Summary of High (75%+) -- **By Race**

• Is discreet
• Helps to regulate period (menstrual cycle)
• Is taken daily

• Is affordable
• Provides a steady, constant delivery of hormones over time.
• Helps to clear up acne.

White	Black	Hispanic
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Race

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

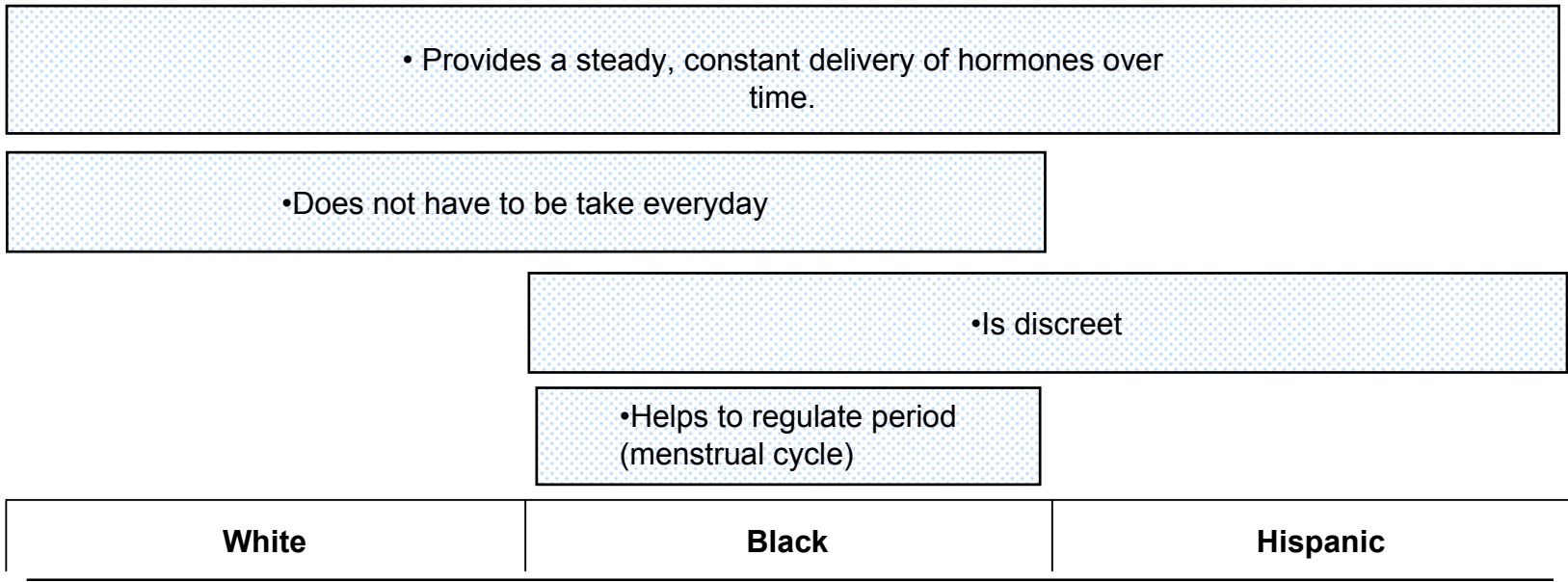
Base: Respondents aware of contraceptive.





All women are most likely to associate the patch with providing a steady, constant delivery of hormones.

Evaluation of **The Patch's** Attributes *Indexed Mean** -- Summary of High (75%+) -- *By Race*



Race

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents aware of contraceptive.





White and Black women are most likely to associate the vaginal ring with being discreet, while Hispanic women are most likely to associate it with not having to be taken everyday.

**Evaluation of The Vaginal Ring's Attributes
Indexed Mean*
-- Summary of High (70%+) --
By Race**



White	Black	Hispanic
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Race

*Indexed Mean is calculated using the following: Describes Extremely Well=100, Describes very well=75, Describes somewhat=50, Does not describe very well=25, Does not describe at all=0

Q.25b. (Q715) Now thinking about the current contraceptives available. How well does each of the statements below describe the following product(s)?

Base: Respondents aware of contraceptive.