

Understanding Attitudes to Natural Birth Control

The CYCLE survey, commissioned by Natural Cycles, has been designed to build a richer picture of the current natural birth control landscape, including:

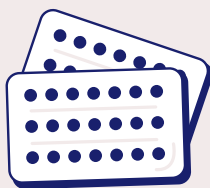
The unmet need for natural methods of birth control

The attitudes of women and HCPs towards fertility awareness based methods (FABM)

Women (n = 4,023) and healthcare professionals (HCPs, n = 499) in the US, the UK and Germany took part in the survey in August 2018.

Most Commonly Used Methods of Birth Control among the American Women Surveyed

1



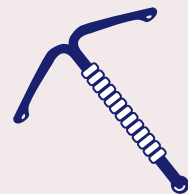
Birth Control Pill

2



Male Condom

3



IUD

4



Withdrawal

5



Morning After Pill

6



Implants

Considerations Women Take into Account When Choosing a Birth Control Method

91% of the American women rated effectiveness as an important or very important consideration

87% Germany
—
86% UK

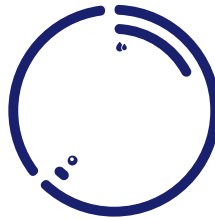
However, factors associated with natural methods were also rated as important or very important for many women:



It doesn't affect my health or impact my body

84% US

77% Germany
—
80% UK



It allows me to be in tune with my cycle

63% US

76% Germany
—
66% UK



It is natural or does not contain hormones

38% US

53% Germany
—
50% UK

43% of the American women not currently using birth control stated that they do so because they do not want to take hormones

56% Germany
—
36% UK



These results suggest that there is an unmet need for effective, natural birth control options

Taking the Natural Approach: What Are Fertility Awareness Based Methods?

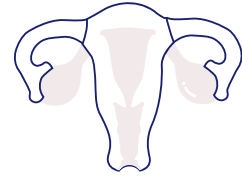
Fertility awareness based methods (FABM) determine the fertile and infertile phases of a woman's menstrual cycle, so that she and her partner can abstain from sex or use protection on fertile days to avoid pregnancy. The method is based on a regular monitoring of fertility biomarkers such as:



Cycle Length



Basal Body Temperature



Cervical Mucus

Choosing FABM as Birth Control

Women who said they would consider using FABM in the future

41%
US

36% Germany
—
41% UK

The most common reasons given in the survey were:

I want to better understand my body and cycle

47%
US

35% Germany
—
36% UK

I want an option that has no negative impact on my health, body or mind

45%
US

38% Germany
—
34% UK

I prefer a more natural approach to birth control

37%
US

38% Germany
—
33% UK

I want greater personal control over my body and fertility

41%
US

30% Germany
—
36% UK

HCPs May Underestimate the Number of Women Who Could Be Interested in FABM

HCPs

Women

58% of the American health care professionals (HCPs) think that less than 20% of women would be interested in using FABM

59% Germany

—
63% UK



41% of the American women surveyed said they would consider using fertility awareness based methods (FABM) in the future

36% Germany

—
41% UK

85% of the American HCPs believe that women would not be willing to take their temperature most mornings

82% Germany

—
89% UK



38% of the American women, however, reported that they would be willing to take a morning temperature reading

32% Germany

—
51% UK

98% of the American HCPs surveyed believe that women would not be willing to perform a daily cervical mucus assessment

95% Germany

—
95% UK



28% of the American women surveyed actually say, they would be willing to perform a daily cervical mucus assessment

25% Germany

—
39% UK

The Need for FABM Education

18%

US

Fewer than 2 in 10 women felt well-informed about how FABM works to prevent a pregnancy



15% Germany

—

17% UK

24%

US

A quarter said they didn't know who to ask to find out about FABM



20% Germany

—

32% UK

22%

US

Nearly a quarter felt they didn't currently know how to find out more about FABM



20% Germany

—

27% UK

37%

US

4 in 10 women who have tried to talk to their HCP about FABM were recommended another option



52% Germany

—

33% UK



The findings from the CYCLE survey reveal a need for greater education around FABM among women and HCPs alike, in order to improve the level of care and support for women seeking natural methods of birth control

The insights from the survey drive a call to action for:

Healthcare professionals to respond to women who proactively request information about natural methods of birth control with adequate support and resources for them to make informed decisions.

Advocacy groups to build on existing educational resources to further support women who are seeking information about natural methods of birth control.

Women to feel empowered to initiate conversations with their HCP about natural birth control.

By improving education and communication around the full range of options available, more women will be able to find a method of birth control that suits their needs.

About the Survey

Natural Cycles conducted a survey in partnership with Research Now in August 2018, with women aged 20-40 (n = 4,023) and healthcare professionals (n = 499). All figures quoted in this infographic are taken from the CYCLE survey.

Aim

To understand awareness and attitudes towards natural methods of birth control, with a focus on fertility awareness based methods.

Methodology

Two online surveys were conducted (one with women; one with HCPs) across three markets; UK, Germany and US.

Consumer survey sample: Women aged 20-40 with a need for birth control

Overall: 4,023

UK: 1,008

Germany: 1,005

US: 2,010

HCP survey sample: HCPs with responsibility for prescribing birth control methods

Overall: 499

UK: 124 GPs

Germany: 120 gynaecologists

US: 255 obstetricians/gynaecologists

Read more at
naturalcycles.com

For more information about Natural Cycles please email
USpress@naturalcycles.com

About Natural Cycles

Natural Cycles was founded in June 2013 by former CERN physicist, Dr. Elina Berglund and her husband Dr. Raoul Scherwitzl, who also has a background in physics. Natural Cycles is the effective¹, hormone-free method of birth control that puts women in control of their fertility by understanding their body. Natural Cycles uses science to analyse each woman's unique data so that they can prevent pregnancy until they are ready for the next stage. Delivered in the form of an app, Natural Cycles uses an intelligent algorithm that is sensitive to subtle patterns in a woman's cycle to determine daily fertility, based on basal body temperature and period data. Natural Cycles is proven to be 93% effective with typical use¹ – which means that 7 women out of 100 get pregnant during 1 year of use – and 98% effective with perfect use². Natural Cycles is the first and only app of its kind to be available in Europe and the US for use as a birth control. The app can also be used to help plan a pregnancy when the time is right. Natural Cycles' mission is to pioneer women's health with research and passion, by empowering every woman with the knowledge she needs to be in charge of her health. Natural Cycles is headquartered in Sweden and has operations in the United States, Germany, Switzerland and the United Kingdom.

¹ Berglund Scherwitzl E, Lundberg O, Kopp Kallner H, Gemzell Danielsson K, Trussell J, Scherwitzl R. *Perfect-use and typical-use Pearl Index of a contraceptive mobile app. Contraception.* 2017;96(6):420-425.

² US Food and Drug Administration. De Novo classification request for Natural Cycles (DEN170052) 2017.