



**YOUTH AND CONTRACEPTION
REPORT:**

**A SURVEY OF GLOBAL YOUTH
PERCEPTIONS OF SEX AND
CONTRACEPTION**

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Chief Medical Officer,
Bayer AG

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PREFACE
DR. MICHAEL DEVOY,
CHIEF MEDICAL OFFICER,
BAYER AG

Dear Reader,

Despite the many contraceptive options available, a startling 41% of the 208 million pregnancies worldwide are unintended¹. The consequences of unintended pregnancies are far-reaching and multifaceted – they do not just impact individual women, but their communities and society as well. Bayer is committed to achieving a world in which every pregnancy is wanted, and so we are especially proud to support the World Contraception Day coalition.

The results of this year's global survey of youth attitudes towards sex and contraceptives are both encouraging and concerning. While knowledge about contraception methods seems to have improved (for instance, 15.5% consider the withdrawal method reliable compared to 36% in 2009), the number of young people having unprotected sex has risen from 36% in 2009 to 64.5% in 2017. These figures illustrate the urgency of the problem and the work we have left to do.

With that in mind, the coalition will continue its efforts towards empowering young people all over the world to take control over their lives and make informed choices about their sexual and reproductive health. Distinguishing fact from fiction and consulting reliable resources is a must if we want individuals, communities, and societies to succeed.

We hope the following Jubilee report not only helps to raise awareness and bring attention to the issue, but also inspires more people to take action and to help move forward the agenda of reducing unintended pregnancies.

Join us in enabling young people across the world to make confident and informed choices. To make global change, we need you, too!

PREFACE

PROF. ENRIQUE PONS ON BEHALF OF THE PARTNER COALITION



Dear Reader,

I've had the honor of accompanying the global World Contraception Day (WCD) movement from its inception in 2007 until now. Over the past 10 years, the WCD has worked tirelessly to end unintended pregnancies and equip young people to make informed decisions about contraception. The 10th anniversary of the WCD coalition not only marks a special milestone for what has been achieved, but also highlights the work that lies ahead.

One of the most significant findings of this survey is the importance of the Internet to young people looking for information about sex and contraception. An overwhelming majority of respondents (83%) stated that the Internet is their first choice when looking for answers. The results validate the importance of credible and accessible online sources, such as Your-Life.com. Although information is becoming easier to access via the web and more commonly discussed among young people, 90.3% of those surveyed wish sex and contraception were less of a taboo topic.

Looking ahead, the WCD's objective to provide valid and trustworthy information to young people when and where they seek answers remains as relevant as ever. To succeed in this complex endeavor, it is imperative for all stakeholders to contribute. Given the expertise and competences of health professionals and health care providers, their commitment to being a reliable resource for young people, providing guidance and counselling, is especially crucial.

The dialogue about sex and contraception is not always an easy one. However, those conversations are essential if we wish to empower young people, foster gender equality and ultimately, improve our world. Projects like the WCD Jubilee Survey are important stepping-stones towards those goals.

Let's follow this call to action and work together to reduce the burden of unintended pregnancies.

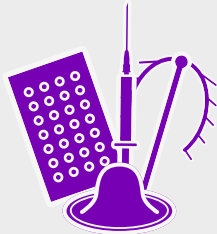
10 YEARS OF WORK TOWARDS A WORLD WHERE EVERY PREGNANCY IS WANTED

In 2007, five international partners and Bayer founded the global World Contraception Day with a mission to limit unintended pregnancies. Today, 14 international partners are united in working towards the same goal. While much has been accomplished, more is left to be done to prevent the 85 million unintended pregnancies that occur each year¹.

¹ The coalition works through various initiatives, such as live events, partner activities and its website www.Your-Life.com that provides valuable and unbiased information to empower young people to make informed decisions.*



Approx. **41%** of pregnancies worldwide per year are unintended¹.



The figure would drop by **70%** if all women had access to reliable contraception (WHO).¹¹



More than **1** in **10** of births are to teenage girls.¹⁴

In this age group, complications during pregnancy and childbirth or abortion can cause long-term problems – even death.¹⁴

YOUR LIFE. YOUR FUTURE.

To empower young people.

Information about contraception in **27 LANGUAGES** and via multiple channels

70 COUNTRIES are involved in the World Contraception Day and the global Your Life campaign.



Your Life reached about **110 MILLION** people in 2016¹.

10th Annual World Contraception Day
SEPTEMBER 26, 2017

The growing use of contraception worldwide has had a **POSITIVE IMPACT** on economies, as well as girls' and women's health and schooling (UN Report)¹⁵.



EXECUTIVE SUMMARY

In 2017, an estimated 214 million women who wanted to avoid getting pregnant did not have access to an effective method of contraceptionⁱⁱⁱ. An estimated 33 million unintended pregnancies each year are a result of contraceptive failure or incorrect use^{vii}.

Unintended pregnancies can pose serious health risks and result in unforeseeable life-changing consequences, often trapping women in a cycle of ill-health and poverty. In addition to the far-reaching impacts on individual lives, unintended pregnancies affect whole communities and societies. A recent UN report showed that the growing use of contraception worldwide has had positive societal outcomes on a workforce and economy^v.

In 2007, the World Contraception Day (WCD) coalition was formed to strive towards a world in which every pregnancy is wanted. On the jubilee anniversary of the campaign, the global survey institute GfK conducted an international survey of young people's thoughts on sex and contraception on behalf of the WCD coalition. The survey targeted approximately 3,000 women and men aged 13-25 years in 15 countries in Europe, Africa, Asia Pacific, Latin and North America.

The results are both heartening and alarming in different ways. **For example, while respondents seem familiar with more methods of contraception than in previous surveys, the rate of young people having unprotected sex has almost doubled since the survey we conducted in 2009.**

While just over half of respondents cited teachers or school as their top source for learning about sex and contraception, about **2/3 believe their school's sex education curriculum was insufficient.** As young people seek answers beyond school, 44.2% said they turn to friends and 22.2% to porn for more information².

In today's digital world, the Internet plays a larger role than ever among young people looking for answers about sex and contraception. Increasing the amount, and more importantly, the reliability and quality of online resources can help young people be more aware of their options for protected sex and make informed choices.

Additionally, the most common reason given about why a young person had unprotected sex was that they did not have any protection available. Yet, young people resoundingly wish that were not the case: 91.9% of respondents believe contraception should be free for everyone, and nearly 90% wished they had easier access to all contraceptive options.

Ultimately, the results of this survey offer opportunities for governments, healthcare providers and other organizations to sharpen their strategies on teaching young people about these topics and promote an open dialogue.

The coalition is proud of the progress it has made in the last ten years and is taking this anniversary as a moment to restate its commitment to prevent unintended pregnancies. We hope the results will inspire many more to take action and build upon the progress thus far.

² *Who taught you the things you know about sex and contraception?
The answer "Porn" was not shown in France and Russia.*

CHAPTER 1

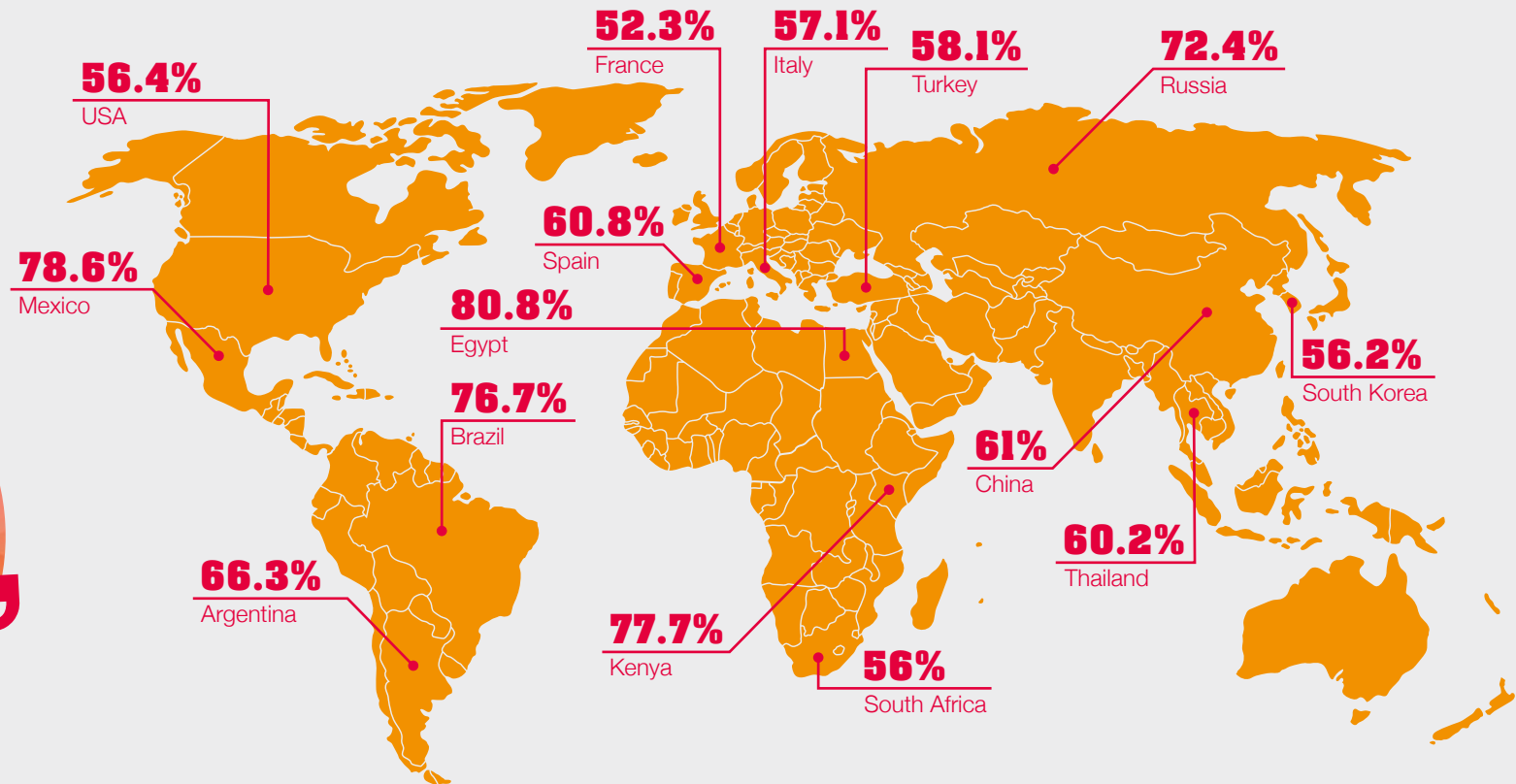
Use of Contraception

WHILE AWARENESS OF CONTRACEPTION IS RISING, SO IS THE NUMBER OF YOUNG PEOPLE HAVING SEX WITHOUT IT

Alarming, rates of unprotected sex have climbed from 2009, when 36% said they have had sex without contraception. Today, 64.5% of sexually active respondents have had unprotected sex. Mexico, Egypt and Kenya ranked the highest in rates of sex without contraception, with 78.6%, 80.8% and 77.7% respectively.

Of those over the age of 21, 68.3% have had unprotected sex.

HOW MANY RESPONDENTS SAY THEY HAVE HAD UNPROTECTED SEX?



“Girls and women must have control over their sexual and reproductive lives in order to reach their greatest potential. The findings in the report reinforce the importance of engaging young people, and of providing solid, easy-to-understand information, modern contraception and accessible health care. It is right, needed and urgent!”

*Katja Iversen,
President/Chief Executive Officer,
Women Deliver*

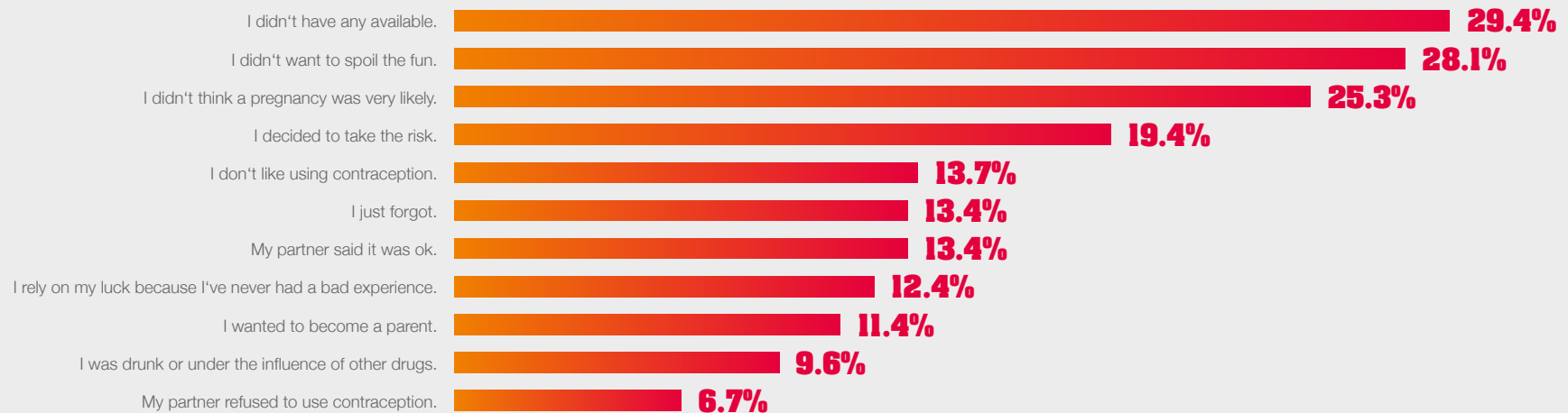
WHY ARE YOUNG PEOPLE HAVING UNPROTECTED SEX? MANY DON'T HAVE IT AVAILABLE OR FEAR "SPOILING THE FUN"

As to why young people had unprotected sex, the most common reason was not having contraception available (29.4%). Secondly, 28.1% said they didn't want to spoil the fun, which was the most common reason among men. 25.3% said they didn't think an unintended pregnancy was very likely, a figure that rose even higher in some countries (40.3% in China and 36.6% in South Korea). And 12.4% relied plainly on luck as contraception (19.8% in Mexico, 18.3% in Spain, 20.3% in Russia, 17.1% in South Korea). 39.8% of Americans said they decided to take the risk (at least 10% more than international peers), and 22.7% explained their partner said skipping contraception was okay.

91.9% wished contraception was free for everyone.



COMMON EXPLANATIONS FOR SEX WITHOUT CONTRACEPTION





MORE THAN HALF OF THOSE SURVEYED CONSIDER CONTRACEPTION VERY IMPORTANT – THOUGH NOT AS IMPORTANT AS LOVE

Though many young people had unprotected sex, 53.5% said using protection to avoid an unintended pregnancy is important to them. It was the second-most important factor when sleeping with someone (of foremost importance was love)³. **49.2% (59.1% of women) said it's unacceptable for a sexual partner to refuse contraception⁴ and more than 3/4 (77.2%) said protected sex is more fun, because it's more relaxed and more passionate.** The countries that least prioritized contraception included Egypt (14.5%), Turkey (31.5%) and South Korea (35.6%).

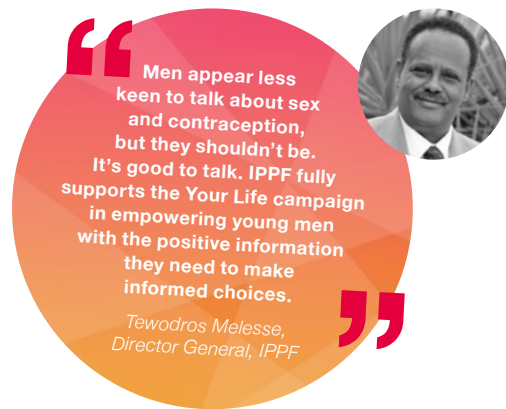
³ What is/would be most important to you when sleeping with someone? Question was not asked in France.

⁴ What would totally be unacceptable for you in the bedroom? Question was not asked in France.



“ The time has arrived for the global community to ensure that women and girls are at the center of policies and investments. Access to contraception unlocks their potential as economic actors, as agents of change and as custodians of culture. It is time to challenge and redefine norms that inhibit girls and women from charting their futures. ”

Ulla E. Müller,
CEO and President,
EngenderHealth



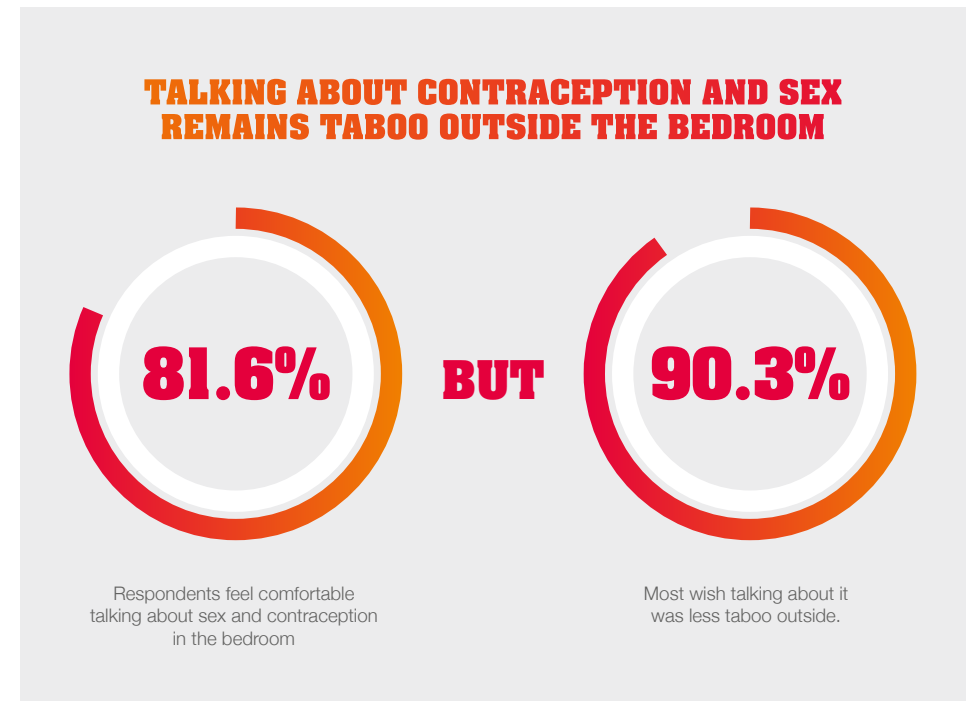
“ Men appear less keen to talk about sex and contraception, but they shouldn't be. It's good to talk. IPPF fully supports the Your Life campaign in empowering young men with the positive information they need to make informed choices. ”

*Tewodros Melesse,
Director General, IPPF*

WHILE ALMOST EVERYONE WISHES CONTRACEPTION AND SEX WERE LESS TABOO, MOST SAY THEY AREN'T ASHAMED TO BRING IT UP IN THE BEDROOM

81.6% claimed they are unashamed to ask a partner about contraception before having sex. This is an improvement from 2009, when 34% were not talking about contraception with their current partner. It still appears to be a difficult topic in general, though: **90.3% wished contraception was less taboo.**

According to the results, men were generally not as inclined to talk about the topic than women: 3% less likely to talk to friends, 10% less likely to talk to a healthcare provider, 3% less likely to talk to parents.



CHAPTER 2

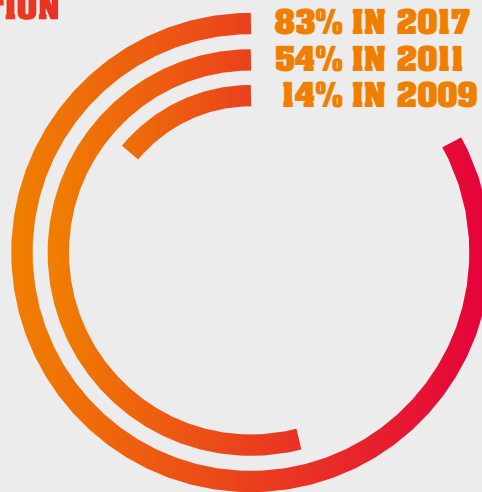
Education and Information Sources

A DIGITAL GENERATION IS OVERWHELMINGLY TURNING TO THE INTERNET FOR QUESTIONS ABOUT SEX AND CONTRACEPTION

The role of the Internet for young people looking to learn about sex and contraception has ballooned. In 2009, 14% said they sought contraceptive advice on the Internet and in 2011, 54% did. **Today, 83% of young people referred to the Internet with questions, and 37.4% said they learned what they know about sex and contraception from educational websites,** after friends (44.2%) and school (52.8%)⁵. Italian, Chinese, Turkish, Russians and Egyptians learned more of what they know about sex and contraception from educational websites than school.

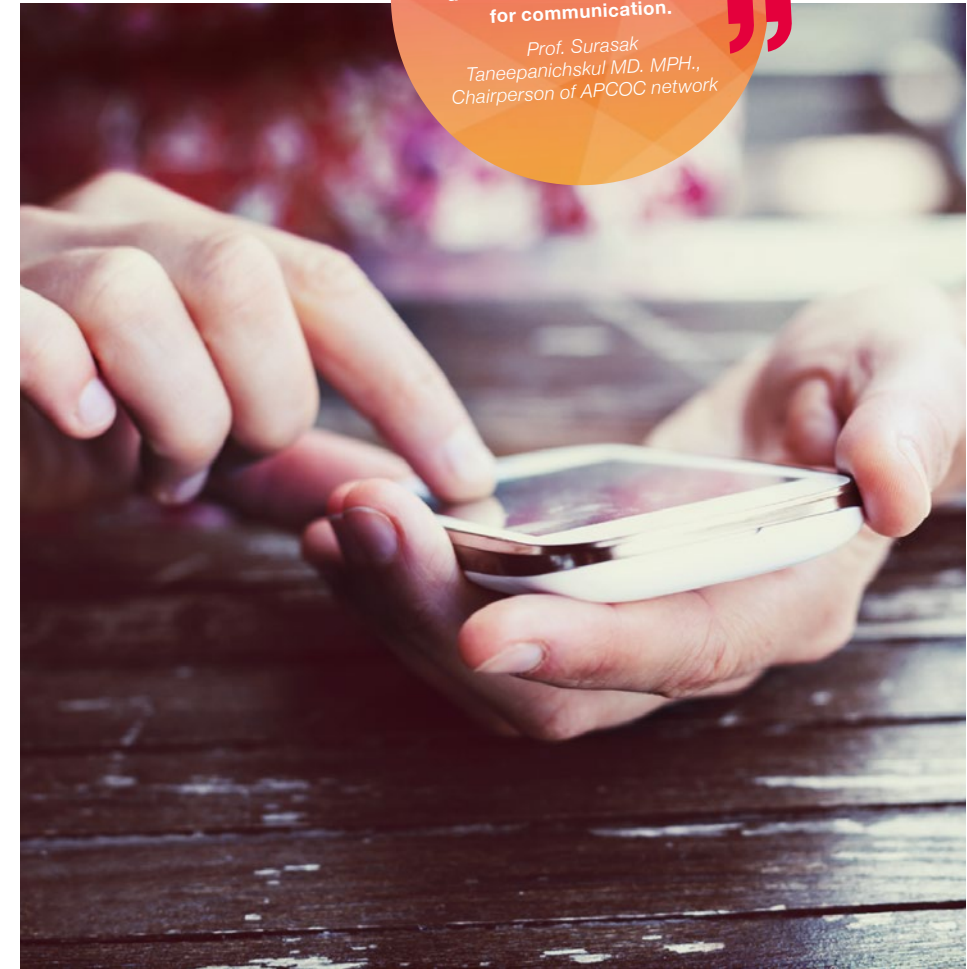
56.2% of Chinese consulted social media for sex and contraception questions versus only 4% of Brazilian respondents and 11.4% globally.

THE USE OF ONLINE INFORMATION ABOUT SEX AND CONTRACEPTION HAS INCREASED OVER THE YEARS



“ Social media is important to Asian youth with questions about sex and contraception. For us, this is a challenge as well as a new opportunity for communication.”

Prof. Surasak Taneepanichskul MD, MPH., Chairperson of APCOC network



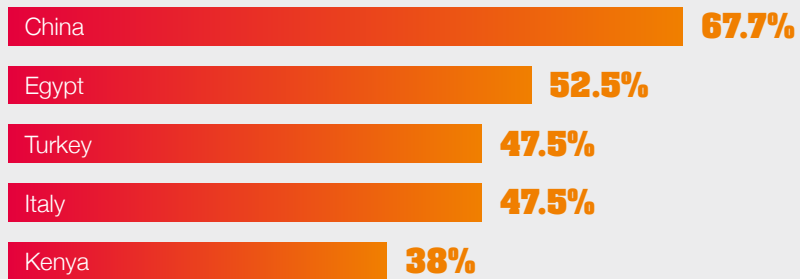
⁵ Who taught you the things you know about sex and contraception? Answer “My spiritual leader” was not shown in Turkey; answer “Porn” was not shown in France and Russia.

WHERE ARE YOUNG PEOPLE LEARNING ABOUT SEX AND CONTRACEPTION?

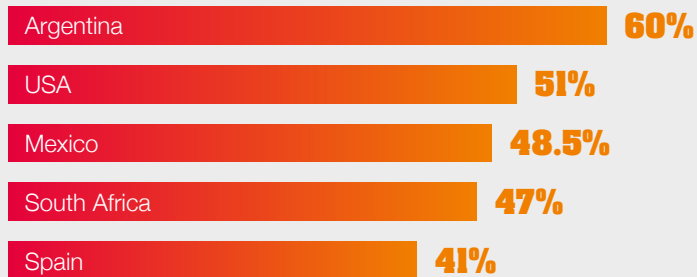
TEACHERS / SCHOOL



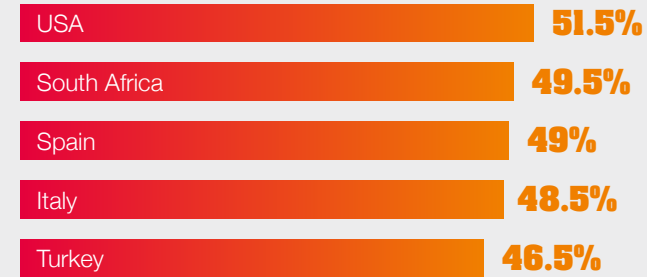
EDUCATIONAL WEBSITES



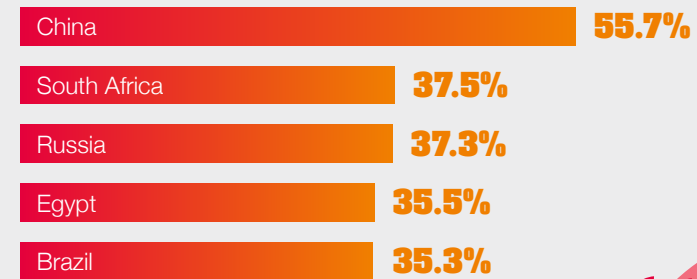
PARENTS



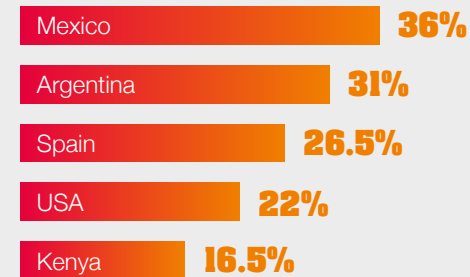
FRIENDS



BOOKS OR MAGAZINES



HEALTHCARE PROVIDER



“ Thanks to this research and other valuable resources at www.YourLife.com, World Contraception Day continues to drive forward essential conversations about young people's needs and family planning. ”

Julia Bunting, President, Population Council



“ DSW’s experience – working with young people across eastern Africa – is that training young people to become champions on sexual health education and information is one of the most effective ways to fill in gaps on sexual health and education that educational institutions may not be able to. Peer-to-peer education and training need to adapt to the local and national contexts in which these young people find themselves, providing the information they need in a way that is accessible, appropriate and effective. ”

*Renate Bähr,
Executive Director,
Deutsche Stiftung Weltbevölkerung
(DSW)*

HOW WELL ARE SCHOOLS AROUND THE WORLD EDUCATING THEIR STUDENTS ABOUT SEX AND CONTRACEPTION?

Teachers and school were young people’s top source of initial information about sex and contraception internationally, as 52.8% report having learned what they know in school. **Teachers/school have outranked doctors as the primary source since 2009. Yet most young people were unsatisfied with what their schools offered: 2/3 (67.1%) said their school education was not sufficient.** South Korean young people were most likely to get information from school (79.8%), while Russians were least likely (13.4%).



“ These results remind us as healthcare providers about the importance of youth-friendly resources and services, especially involving the Internet. We must make it easier for young people to access us. ”

*Prof. Gabriele Merki,
President of the European Society
of Contraception
and Reproductive Health
(ESC)*

HOW MUCH OF A ROLE DO HEALTHCARE PROVIDERS PLAY FOR YOUNG PEOPLE? NOT ENOUGH.

While in 2009 doctors were the top source of sex and contraception information, today only 19.4% of youth learned what they know from a healthcare provider. **To answer further questions, only 25.1% asked a healthcare provider, while 83% searched the Internet and 42.1% consulted friends.** Women, however, were on average more likely to get information from their doctor than men: about 11% more likely to have learned what they know from their healthcare provider and over 13% more likely to ask their doctor further questions.

Ultimately, 91.2% of young people said it's important for them be able to consult a healthcare provider they can trust to remain confidential.





“ We must create a supportive environment so young people can choose the contraceptive option that's best for them. Family members, providers, community leaders, and other influencers play a central role in ensuring youth have the knowledge and are empowered to make healthy decisions. ”

Lois Quam,
President & CEO,
Pathfinder International



WHILE OVER 3/4 WISHED ENTERTAINMENT MEDIA MORE REALISTICALLY PORTRAYED SEX AND CONTRACEPTION, MORE RESPONDENTS HAVE LEARNED ABOUT THE TOPICS FROM PORN THAN FROM THEIR DOCTOR

76.2% of global respondents wished the entertainment media would depict sex and contraception more realistically⁶. Yet, more young people said they have learned what they know about sex and contraception from porn (22.2%)⁷ than from a healthcare provider (19.4%). Although the average number of all surveyed men who reported learning about those topics from porn is 31.6%, this number is significantly higher in certain countries: Egypt (43%), Italy (43%), Spain (48.5%) and Turkey (44.7%).

⁶ Which of these statements do you agree with? Statement “I wish entertainment media would show a more realistic image of sex and contraception” was not shown in Russia.

⁷ Who taught you the things you know about sex and contraception? “Porn” was not shown in France and Russia.

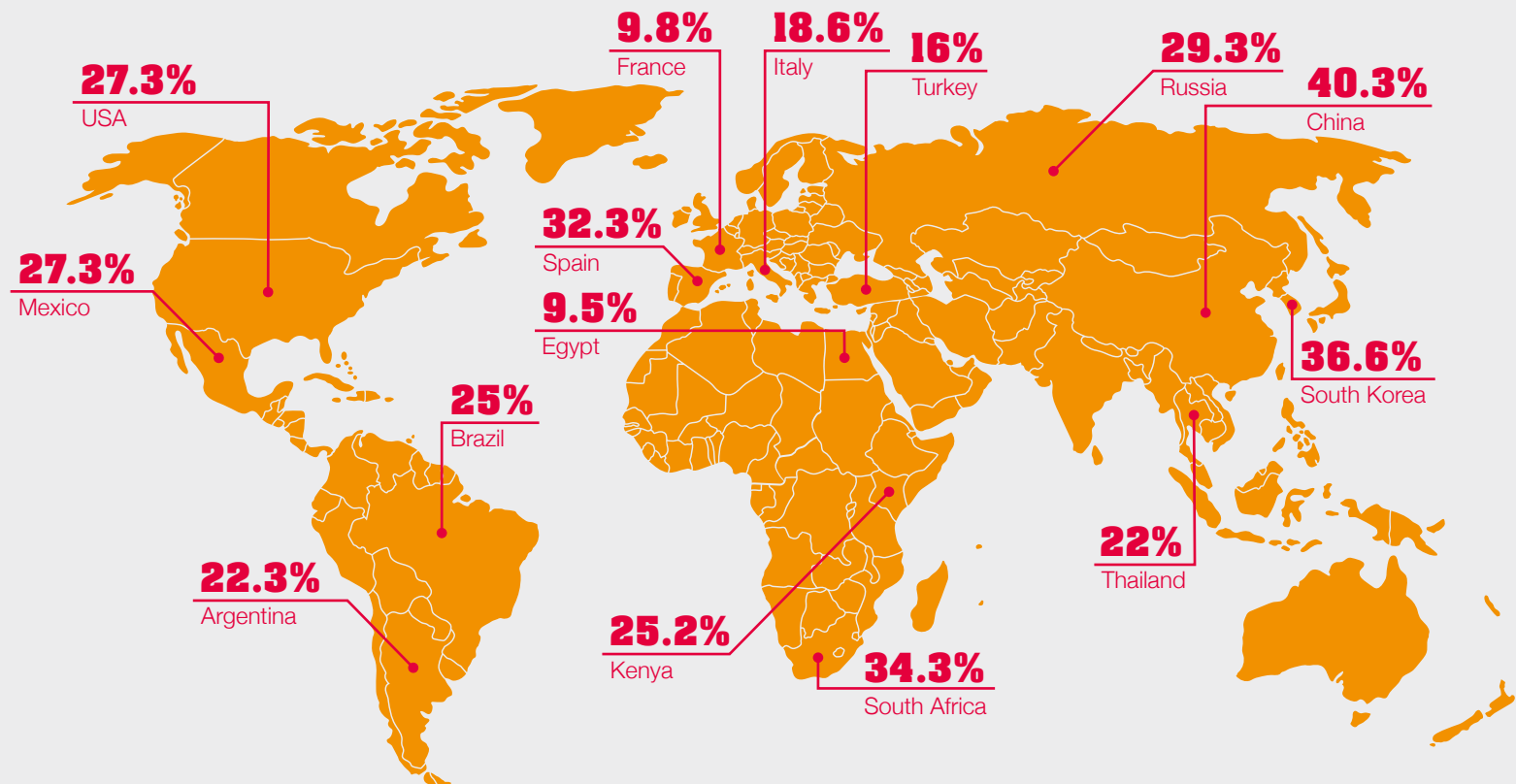
CHAPTER 3

Knowledge of
Contraception Options

WITHDRAWAL AND FERTILITY AWARENESS METHODS ARE THE LEAST TRUSTED CONTRACEPTION OPTIONS

In 2009, 36% of respondents considered the withdrawal (“pull out”) method reliable. Today, fortunately, that has shrunk to 15.5% (67.1% consider the method unreliable, 13.2% don’t know it). 64.1% (and 69.5% of women) consider fertility awareness not reliable in protecting them from an unintended pregnancy. **Conflictingly, 25.3% of respondents explained they didn’t use contraception because they thought pregnancy was not very likely.** Plus, 13.4% (19.1% of men) blamed it on a partner saying it was OK not to use contraception and 12.4% relied on luck as protection.

HOW MANY YOUNG PEOPLE SKIPPED CONTRACEPTION BECAUSE THEY JUST DIDN’T THINK PREGNANCY WAS LIKELY?



“Comparing the current survey results to previous years’, it is encouraging to see an increased awareness about the ineffectiveness of the withdrawal method. Yet surprisingly every fourth respondent thought pregnancy was not very likely when having unprotected sex.”

Dr. Diana Galimberti,
President Centro Latinoamericano
Salud y Mujer (CELSAM)



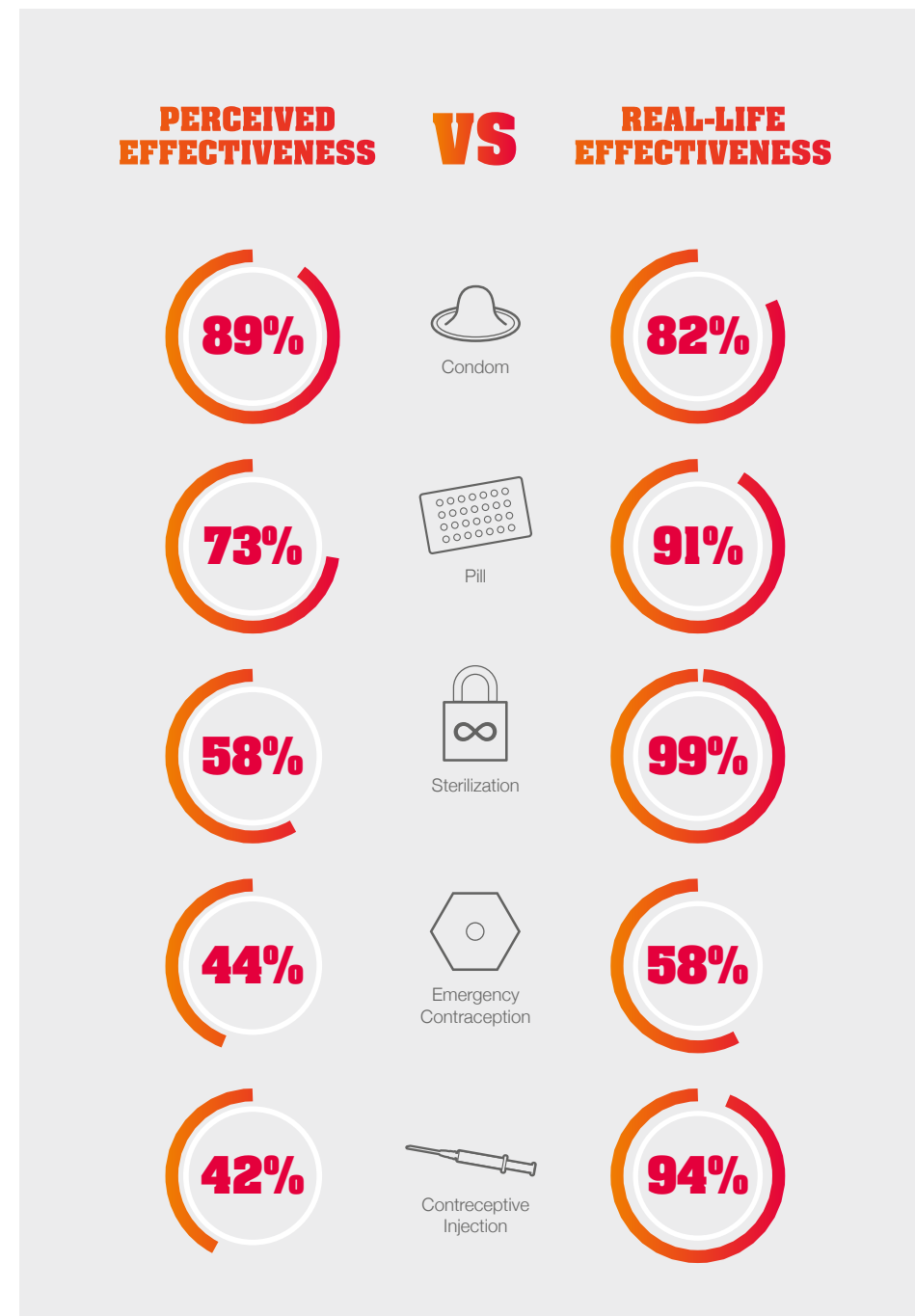
THE MOST RELIABLE CONTRACEPTION OPTIONS, ACCORDING TO THE WORLD'S YOUNG PEOPLE

According to the survey results, the condom and the pill were the best-known and considered most reliable methods.⁹ 88.5% considered the condom reliable, and 72.8% felt the same about the pill. After that, 58.3% believed sterilization is reliable and 44.2% deemed the “morning after” pill reliable. Although the morning after pill was considered to be the 4th most reliable method, it actually ranked quite low in comparison to other methods. The countries with the most faith in condoms included Thailand (97.5%), Mexico (95%), China (93%) and Italy (93%). On the other hand, only 21.5% of Egyptians, 31% of Kenyans and 41% of Turks considered sterilization reliable.

Men were about 4% more likely to consider the condom reliable at 92%.

⁸ For information on all contraceptive options and their efficacy, please visit Your-Life.com.

⁹ Which of these contraception methods do you consider reliable to protect? “Cervical Cap” was not shown in Brazil.



“ Long-acting contraception, such as the implant and IUD, which prevent pregnancy for several years, are extremely effective and convenient, yet many young women have never even heard of them. If we are serious about bringing down the rate of unintended pregnancies and abortions and giving young women the opportunity of reaching their potential it is critical that we inform them about the full range of methods. ”



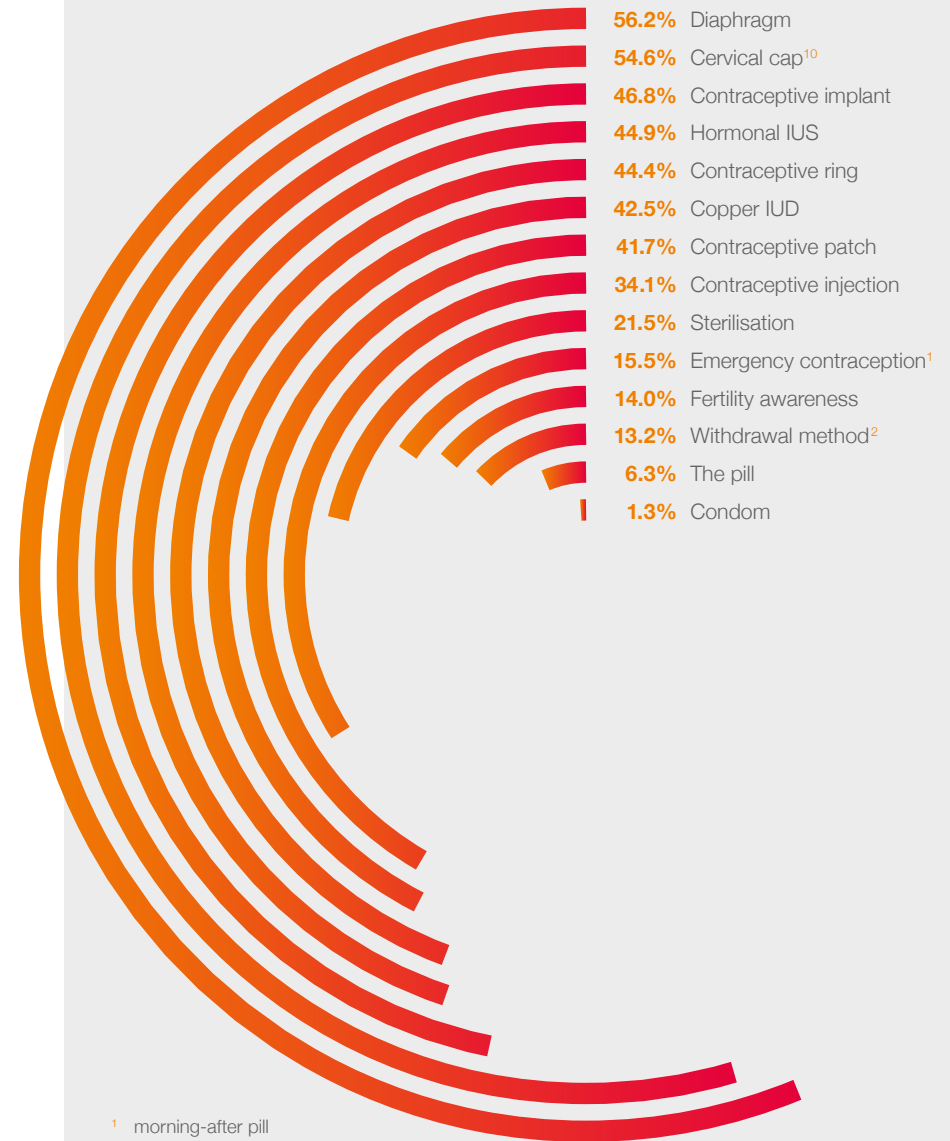
*Dhammika Perera,
Global Medical Director,
Marie Stopes International
(MSI)*

DESPITE THE MANY RELIABLE CONTRACEPTION OPTIONS AVAILABLE TODAY, YOUNG PEOPLE DON'T KNOW ABOUT MOST OF THEM

Besides the condom and the pill, there was no majority consensus among international respondents about the reliability of other contraceptive methods. In fact, many were simply unaware of their options¹⁰. For example, in Italy, China, South Africa, Kenya, South Korea and Argentina more than half of respondents didn't know about the hormonal IUS. 62.7% of French, 58% of Italians, 55% of Spanish and 53.7% of Chinese didn't know about the contraceptive injection. 41% of Kenyans, 42.5% of Egyptians and 36.5% of Turks didn't know about sterilization. Women were slightly more confident about certain methods, including the hormonal IUS, copper IUD, pill and sterilization. American young people were on average more aware of contraceptive options, though about half didn't know about the diaphragm (46.5%) or cervical cap (50.5%).















¹⁰ Which of these contraception methods do you consider reliable for protection?
Answer "Cervical Cap" was not shown in Brazil.

LACK OF KNOWLEDGE: MANY CONTRACEPTIVE OPTIONS ARE NOT KNOWN



¹ morning-after pill
² "pull-out method"

COUNTRY-BY-COUNTRY, WHAT PERCENTAGES DIDN'T KNOW ABOUT THESE CONTRACEPTIVE METHODS¹¹

	Brazil	Argentina	Mexico	France	Italy	Spain	Turkey	Russia	China	South Korea	Thailand	Egypt	South Africa	Kenya	USA
 Diaphragm	50.2	62.0	48.5	57.2	49.5	55.0	62.5	74.1	42.3	76.9	53.7	40.0	61.5	61.5	46.5
 Cervical cap	X	54.0	16.0	80.6	66.0	33.5	58.5	65.7	51.7	56.7	60.7	44.0	65.0	61.0	50.5
 Contraceptive implant	52.7	57.5	23.5	35.8	62.0	58.5	40.0	59.7	50.7	57.7	37.8	47.0	49.5	40.5	28.5
 Hormonal IUS	40.8	55.0	27.0	27.9	61.0	38.0	38.5	30.8	61.7	55.8	47.3	33.5	66.0	60.5	29.0
 Contraceptive ring	54.7	58.0	49.5	42.3	38.0	39.0	44.5	43.3	23.4	52.9	39.3	48.0	58.0	46.0	28.5
 Copper IUD	43.3	33.0	12.5	49.8	47.5	42.0	40.5	43.3	43.8	48.6	57.2	32.0	60.0	52.0	32.5
 Contraceptive patch	48.3	49.0	9.5	34.8	45.0	42.5	39.5	43.8	44.3	46.2	42.3	44.5	47.0	53.5	35.5
 Contraceptive injection	23.4	32.5	17.5	62.7	58.0	55.0	25.5	43.8	53.7	43.3	8.0	24.5	18.5	19.0	26.0
 Sterilisation	16.4	30.0	10.0	19.9	21.0	7.0	36.5	19.4	13.4	17.8	6.0	42.5	23.5	41.0	18.0
 Emergency contraception (morning-after pill)	9.0	10.5	4.0	15.4	11.5	5.5	19.5	29.4	10.4	23.6	9.5	37.5	19.0	14.0	14.0
 Fertility awareness	9.5	17.5	8.0	24.4	5.5	6.0	23.5	10.4	8.5	11.1	9.0	28.0	20.0	13.0	16.0
 Withdrawal method ("pull-out method")	19.4	25.5	10.0	23.9	10.5	2.5	22.5	5.0	7.5	8.2	7.5	17.5	13.5	14.5	10.0
 The pill	3.5	7.5	2.5	6.0	5.0	4.5	10.5	8.0	10.4	8.2	5.0	7.5	4.5	6.5	4.5
 Condom	0.5	1.5	0	1.0	0.5	1.5	3.0	0.5	0.5	1.9	0	7.5	0	1.0	0.5

¹¹ Question: Which of these contraception methods do you consider reliable to protect – Answer "Cervical Cap" was not shown in Brazil.

CHAPTER 4

Attitudes towards Sex
and Contraception



WHAT IF? YOUNG PEOPLE AND THEIR CONTINGENCY PLANS



“ Pregnancy can disrupt and derail the future of young people at a time when they most need to focus on their own development. We must ensure that they have the information and contraceptives that will allow them to decide whether or when they become a parent. ”

*Beth Schlachter,
Executive Director,
FP2020*

41% of all pregnancies are unintended, and of those nearly half end in abortion¹. Just 11.4% of respondents who've had unprotected sex said they wanted to become a parent, meaning the vast majority of pregnancies under 25 were not intended. **In the case of an unintended pregnancy, 38.1% of survey respondents would consider an abortion, and 25.1% would consider giving the baby up for adoption¹².**

¹² Which of these statements do you agree with?
Statement "If my girlfriend / I got pregnant, I would consider an abortion" was not shown in Brazil.



“ We never cease to learn when we listen, truly listen, to our youth audience. We can revolutionize the ways they use contraception and secure the bright futures they deserve, but only by hearing their priorities: love and protection. ”

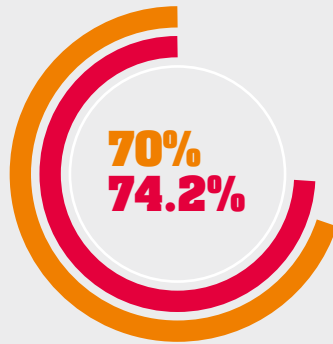
Karl Hofmann,
President and CEO,
Population Services International
(PSI)

AROUND THE WORLD, BEING IN LOVE WAS THE TOP PRIORITY IN THE BEDROOM

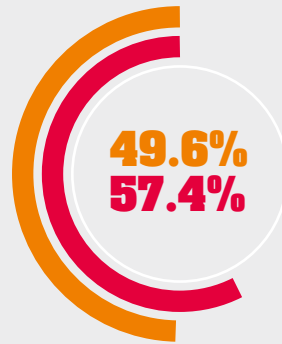
For 72.1% of respondents, love was the most important factor when sleeping with someone¹³. It was the top choice for every country except Spain, Thailand and Argentina, where more chose using protection. Globally, using protection was the second-most popular reason, at 53.5%. Respecting the needs and wishes of each other and being with someone they trust followed with 46.5% and 48% respectively. Men were about 9% more likely to say having fun is most important (34.5% vs. 25.7% total).

¹³ What is/would be most important to you when sleeping with someone? Question was not asked in France.

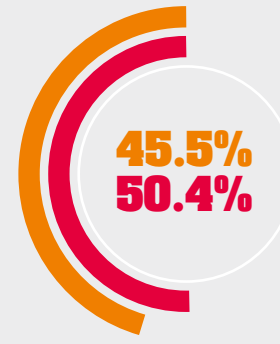
WHAT DO YOUNG MEN AND WOMEN PRIORITIZE?



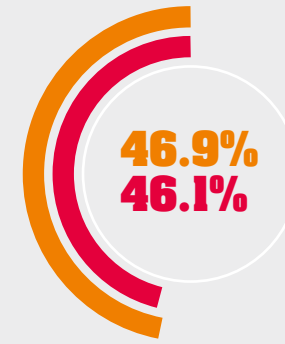
Being with someone I love



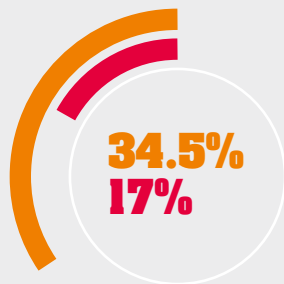
Using protection so I don't have to worry about an unplanned pregnancy or STI



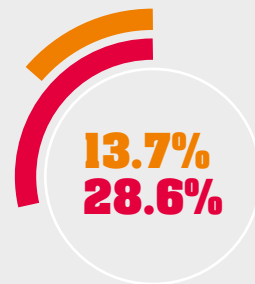
Being with someone I trust



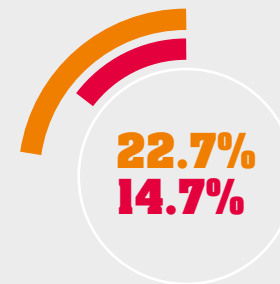
Respecting the wishes and needs of each other



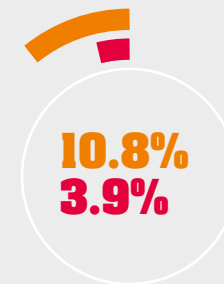
Having fun



Not having to do anything that makes me feel uncomfortable



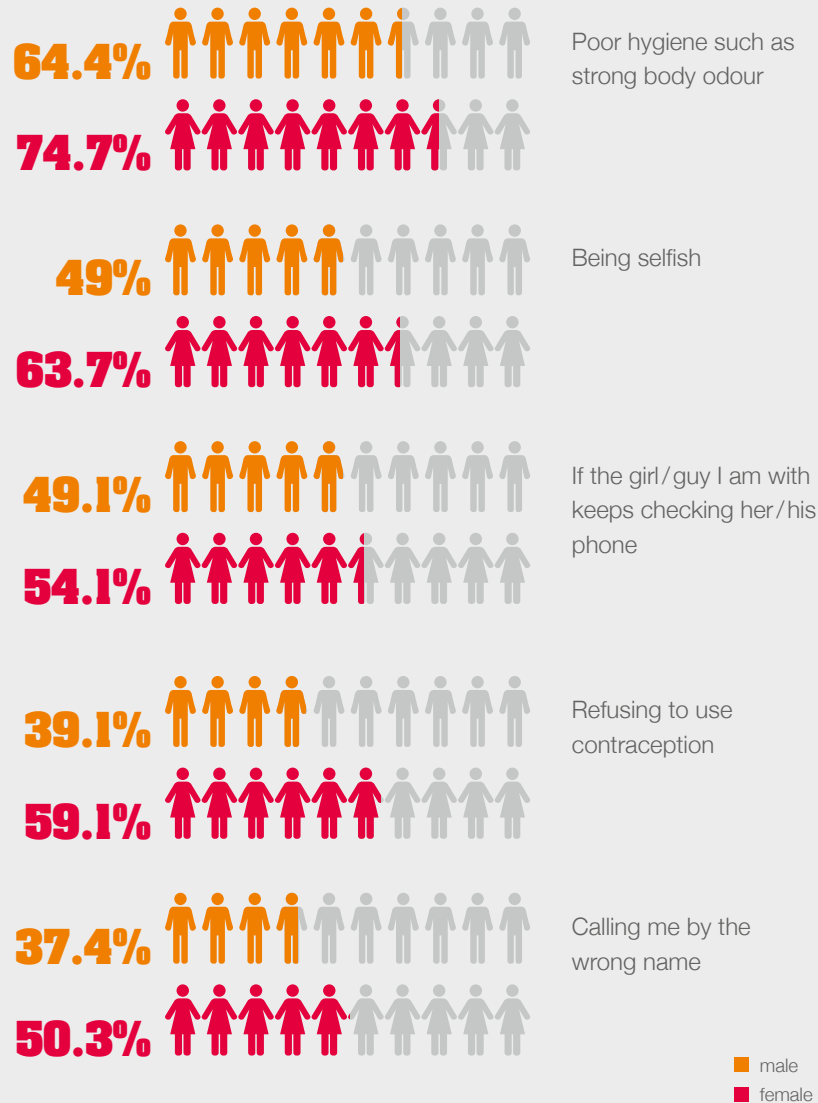
Having an orgasm



Being perceived to be good at it

■ male
■ female

TOP BEDROOM DEAL BREAKERS



POOR HYGIENE IS UNIVERSALLY UNACCEPTABLE IN THE BEDROOM, REFUSING CONTRACEPTION LESS SO

Of deal-breakers in the bedroom, the most respondents selected poor hygiene, such as strong body odor (69.6%)¹⁴. It was the number one answer for every country except Turkey, where 57.5% listed being selfish as the biggest no-go. Internationally, more respondents were bothered by a partner being selfish (56.4%) and a partner checking his/her phone (51.6%), than refusing contraception (49.2%).

Spain was the only country where refusing contraception was the top deal-breaker, at 69.5% vs. 69% poor hygiene.

¹⁴ What would totally be unacceptable for you in the bedroom? Question was not asked in France.





METHODOLOGY

The Your Life Survey 2017 was carried out in June and July 2017 by GfK Health and consisted of 9 questions and 11 statements. The CAWI online survey targeted a total of 3,013 women and men (n=200 per country) aged 13-25 years in 15 countries. The surveyed countries included: Argentina, Brazil, China, Egypt, France, Italy, Kenya, Mexico, Russia, South Africa, South Korea, Spain, Thailand, Turkey, and the USA.

In some countries, certain questions or answers have been excluded from the survey:

- Question: Who taught you the things you know about sex and contraception?
– Answer “My spiritual leader” was not shown in Turkey; answer “Porn” was not shown in France and Russia.
- Question: What is/would be most important to you when sleeping with someone?
Please select your top 3 most important aspects. – Question was not asked in France.
- Question: What would totally be unacceptable for you in the bedroom?
Please select everything that applies. – Question was not asked in France.
- Question: Which of these contraception methods do you consider reliable to protect
– Answer “Cervical Cap” was not shown in Brazil.
- Question: Which of these statements do you agree with
– Statement “I wish entertainment media would show a more realistic image of sex and contraception” was not shown in Russia; statement “if my girlfriend/I got pregnant, I would consider an abortion” was not shown in Brazil.

To ensure a sensitive handling of the survey topic, younger respondents were not included in some countries. Age per country: 13-25: China, South Africa, South Korea, Thailand, Turkey; 16-25: Argentina, Mexico, Spain; 17-25: Russia; 18-25: Brazil, Egypt, France, Italy, Kenya, USA. Due to the limited number of respondents in the younger age group (13-16 years), the results of this age group are not analyzed separately in this report. Therefore, the focus in this report is on the age groups 13-20 years and 21-25 years.



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