

Path to pregnancy

A multinational survey of women's experiences and expectations when planning pregnancy

Sarah Johnson, Sarah Weddell
SPD Development Company Ltd.,
Clearblue Innovation Centre, Bedford, MK44 3UP, UK
Sarah.johnson@spdspark.com

Objective

- When deciding to start a family, there are many suggested actions a woman could take to increase her chances of a healthy pregnancy.
- However, it is not clear where women find relevant information, their mindset and actions.
- This research aimed to understand more about women's path to pregnancy in five countries; USA, UK, Germany, Italy and China.

Study design

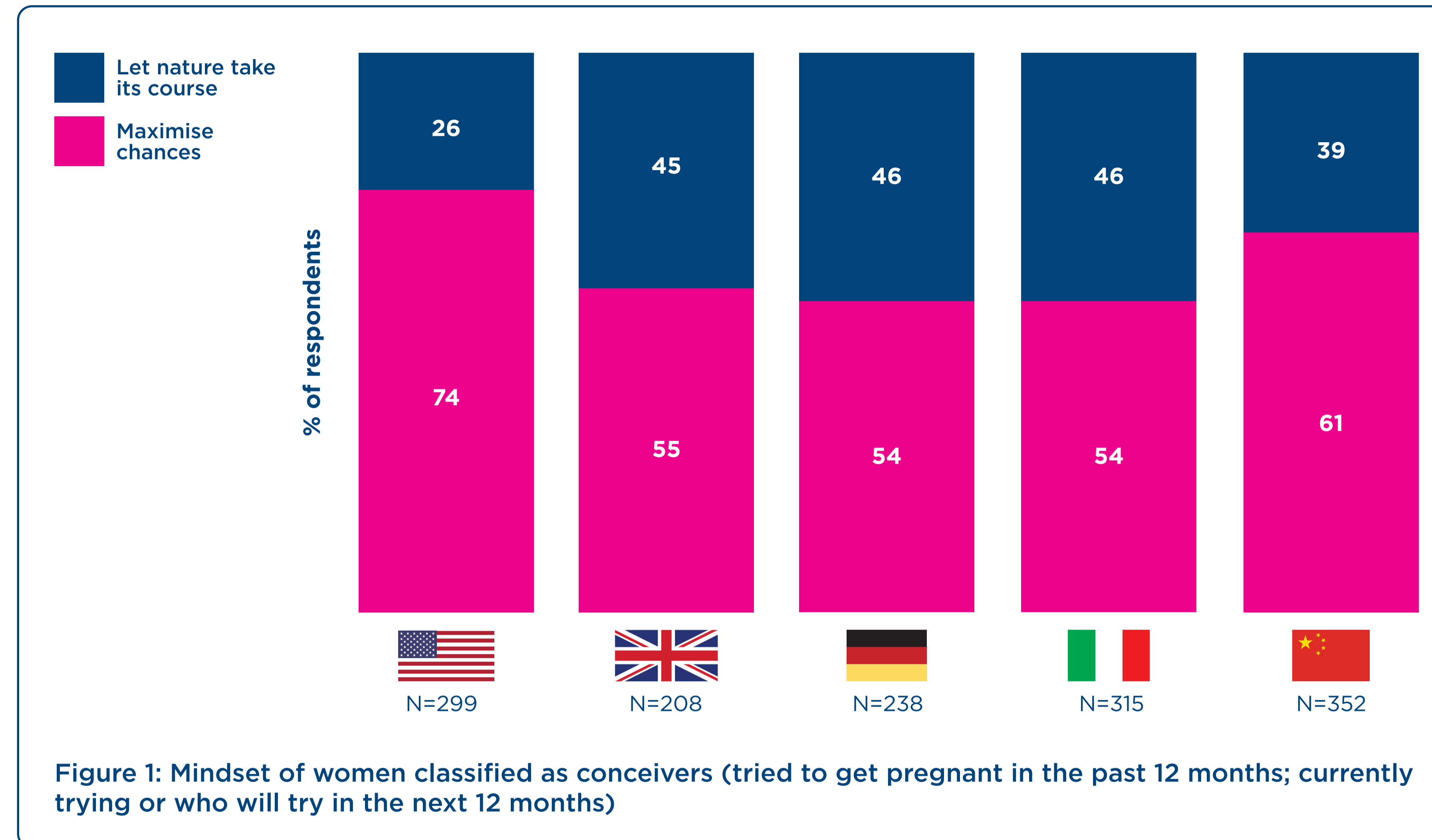
- On behalf of SPD, Ipsos Suisse SA surveyed a sample of a minimum of 1000 women per country regarding their attitudes and behaviours towards starting a family.
- Interviews were conducted online (computer assisted web interview) between 27th July to 7th August 2018.
- Women were aged 20-45 years old who stated they were able to have children and who chose to take part in our survey from Ipsos Panel.



Results

Mindset

The majority of participants considered as conceivers, especially in USA (74%), were in the state of mind: "I want to maximise my chance of getting pregnant as soon as possible" as opposed to "prefer to let nature take its course and wait" (figure 1).



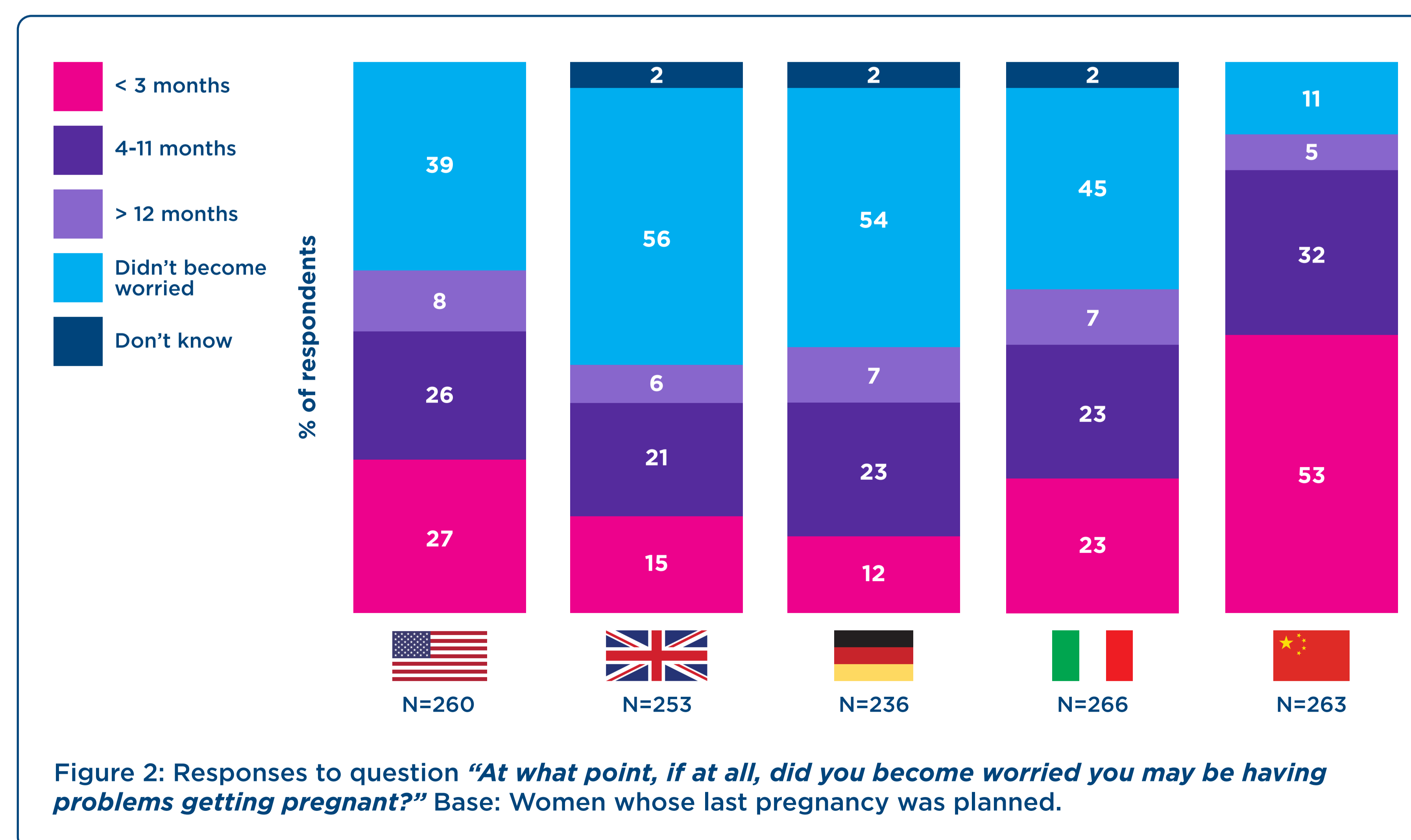
Partner involvement

Partner involvement in planning pregnancy differed between countries; in China, only 1% of women reported their partner was not very involved, USA had similarly high involvement (only 3% not involved), but lack of partner involvement was much higher for UK (9%), Italy (10%) and Germany (11%).

Expectations on how long conception will take

Recalling their last, planned pregnancy participants, many women stated it took longer to conceive than they expected (43% USA, 39% UK, 31% Germany, 35% Italy, 42% China).

Women in China (53%) started to become worried that they may have problems getting pregnant less than 3 months after they started trying for a baby. A lower proportion became worried within 3 months in other countries (27% USA, 15% UK, 12% Germany, 23% Italy; figure 2).

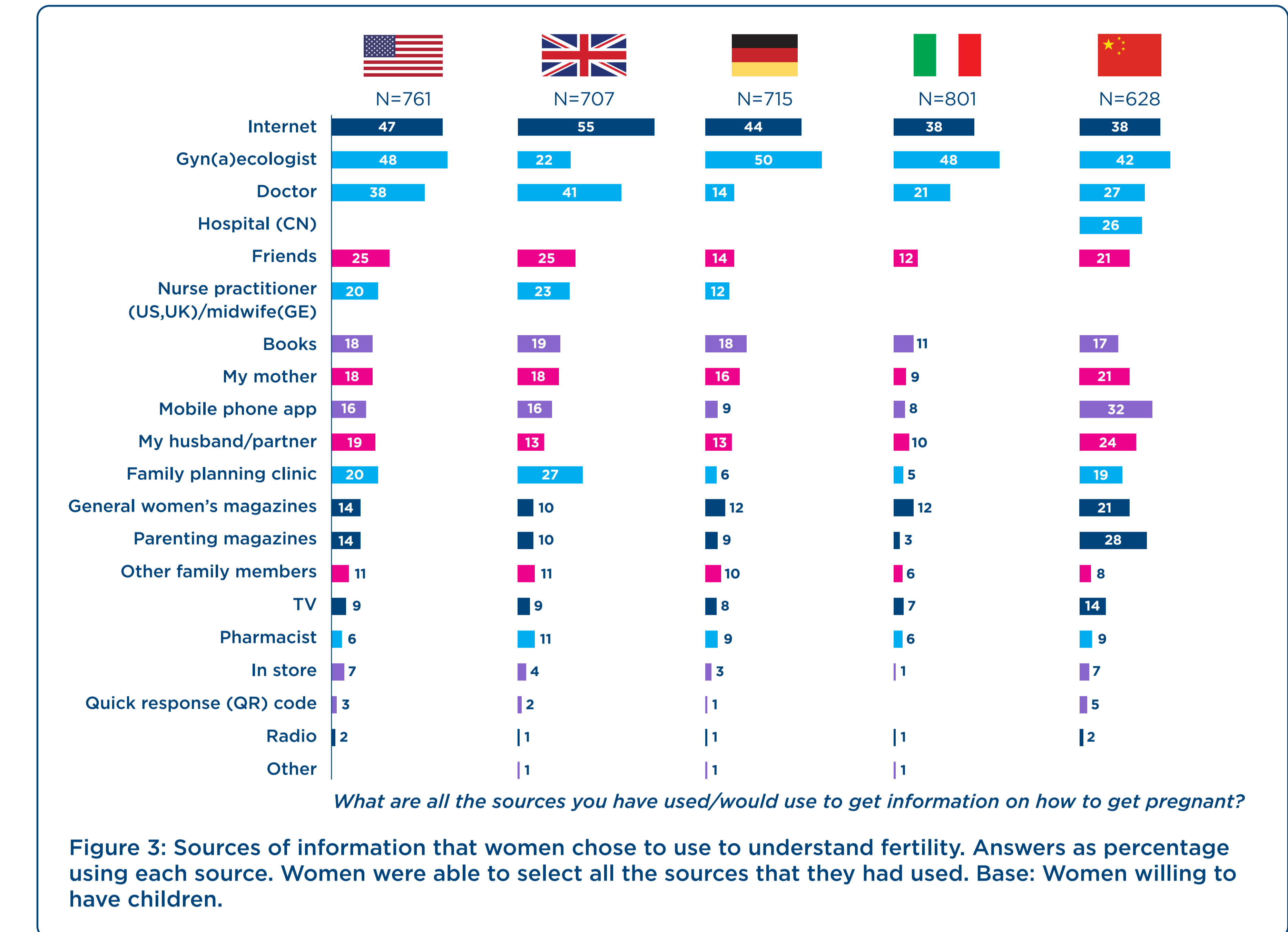


Declaration of interest

Authors are employees of SPD Development Company Ltd, a wholly owned subsidiary of SPD Swiss Precision Diagnostics GmbH, the manufacturer of Clearblue pregnancy and fertility tests. The study was funded by SPD Development Company Ltd

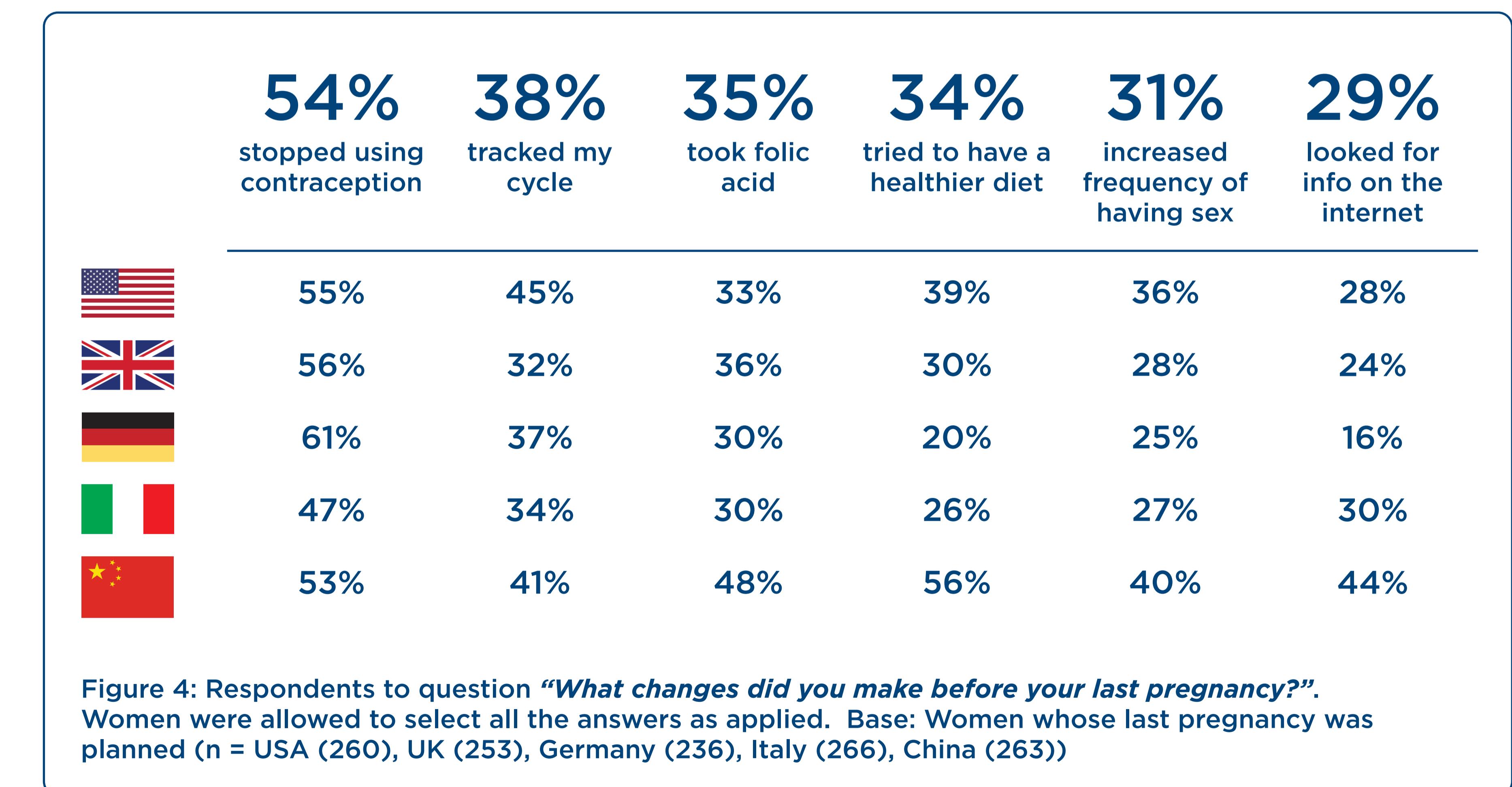
Source of information

Sources of fertility information for women who were wishing to have children now or in the future are shown in figure 3.



Behavioural changes

Common behaviours when trying to get pregnant were; adopting a healthier diet, taking folic acid supplements, seeking information on the internet, tracking their cycle and increasing intercourse frequency (figure 4).



Conclusion

- Attitudes towards pregnancy differed between countries, with Chinese women, in particular, wanting to manage their pregnancy plans and achieve success quickly.
- Male partners are involved in planning pregnancy.
- Most women are prepared to change behaviours to help conception and healthy pregnancy.
- Doctors and the internet were common sources of fertility information.