

# WHAT WOMEN WANT

We've talked to 1,000 women in the United States—ages 25 to 45—who decided they were done having children, in committed relationships, and not using permanent birth control to hear what they have to say about family size and birth control. Here's what we learned.

## WHEN THEY KNEW THEIR FAMILY SIZE WAS JUST RIGHT



32 is the average age when women knew they were done having children.

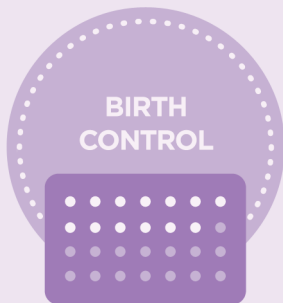


38% of women said the primary reason that influenced their decision to be done having children was that they had the number of children they wanted.



32% of women who are done having children knew they were done soon after they gave birth to their youngest child.

## WHAT WOMEN HAD TO SAY ABOUT...



80% of women who are done having children would be interested in a birth control method that they **don't have to think about taking every day**.

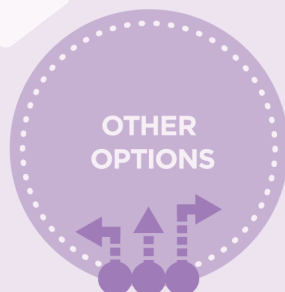
72% of women who are done having children are interested in a birth control method that is **permanent**.

63% of women who are done having children say that their partners are **not open to getting a vasectomy** to prevent them from getting pregnant in the future.

Of the 900 women who are done having children and currently using a birth control method, **45% are concerned about getting pregnant again**.

Of the 349 women who are currently taking a birth control pill, **62%** admitted to **forgetting to take it** on more than one occasion, after deciding they were done having children.

**35%** of women reported having a **pregnancy scare** after making the decision they were done having children.



48% of women who are done having children say **their partner was not involved** in making the decision on which birth control method they currently use.

35% of women who are done having children believe the **only** permanent birth control method available for women is tubal ligation (ie, getting your tubes tied).

72% of women who are done having children are interested in birth control methods that are **permanent, non-daily, and non-hormonal**.