

ORGANON WOMEN'S FERTILITY STUDY REPORT

Ipsos Australia, Healthcare
November 2023



CONTENTS

1 2 3 4 5 6 7

RESEARCH
METHODOLOGY
& SAMPLE

DEMOGRAPHIC
OVERVIEW

WOMEN'S
PERCEPTION ON
FERTILITY

WOMEN'S
PERCEPTION ON
FERTILITY
TREATMENTS

WOMEN'S
PERCEPTION ON
ACCESS TO
FERTILITY
TREATMENTS

WOMEN'S
PERCEPTION ON
EGG FREEZING

CONCLUSIONS

RESEARCH METHODOLOGY & SAMPLE

1

STUDY OVERVIEW



OBJECTIVE

To understand women's perceptions and their attitudes on fertility.

Specifically, Organon aims to :

- Generate insights into Australian women's understanding of fertility
- Understand views towards traditional fertility treatments as well as emerging practices

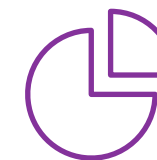


METHODOLOGY

A 25-minute quantitative online self-completion survey was fielded in March 2023.

The online survey included:

- Fertility awareness and knowledge
- Fertility options, drivers and barriers
- Social media engagement
- Demographic profile



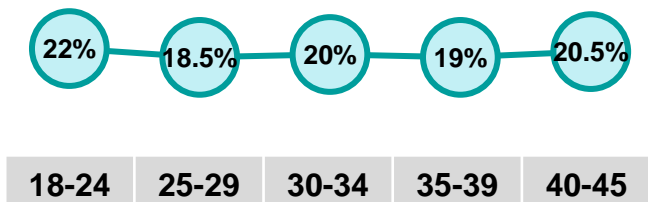
SAMPLE

A total of n=2044 women aged 18-45 years completed the study.

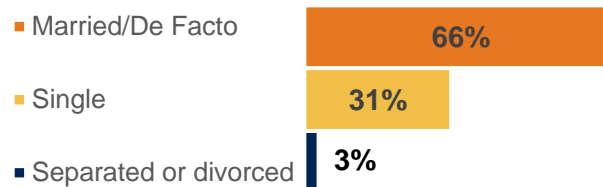
- Respondents were contacted through an existing IPSOS panel and screened for gender, age, state of residency
- Data was stratified by age and state reflective of the Australian population, and weighting has been applied to this report according to the latest Australian Bureau of Statistics data

RESPONDENT PROFILE

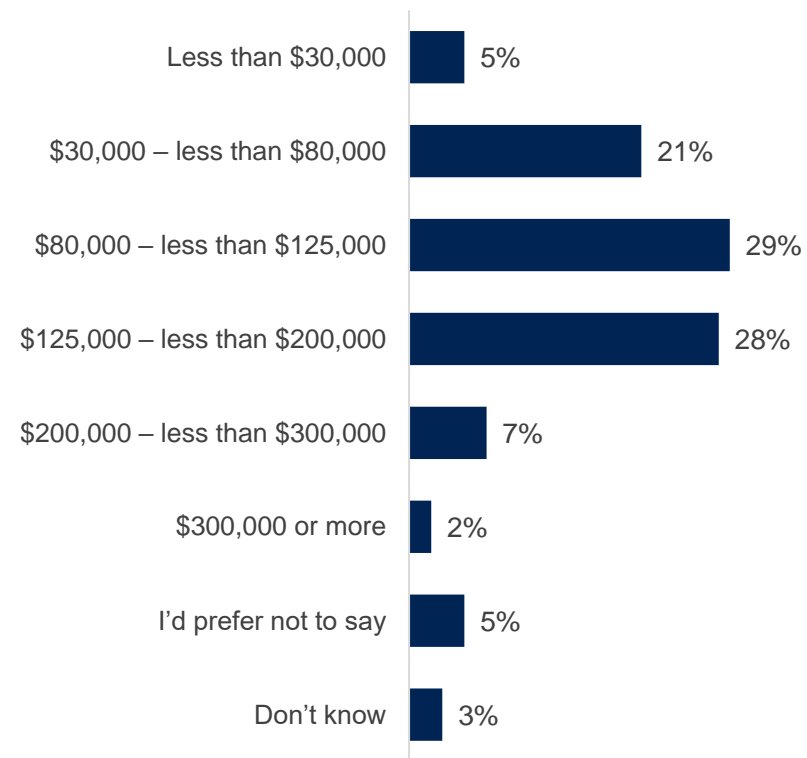
AGE



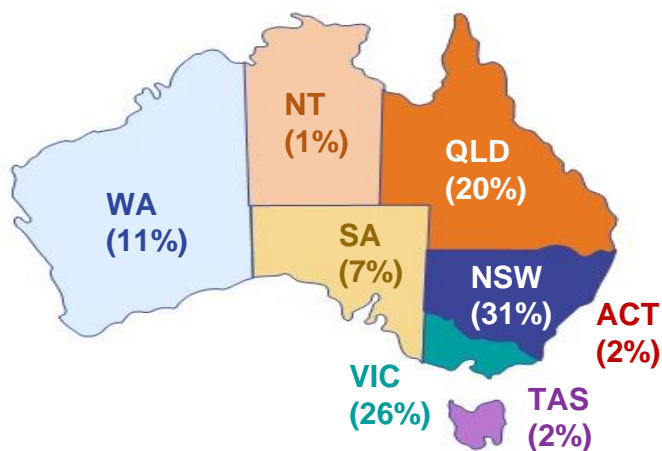
MARITAL STATUS



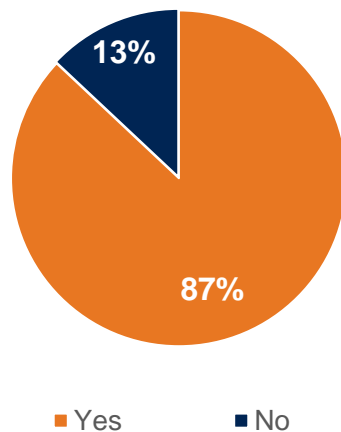
HOUSEHOLD INCOME STATUS



LOCATION



ENGLISH SPEAKING



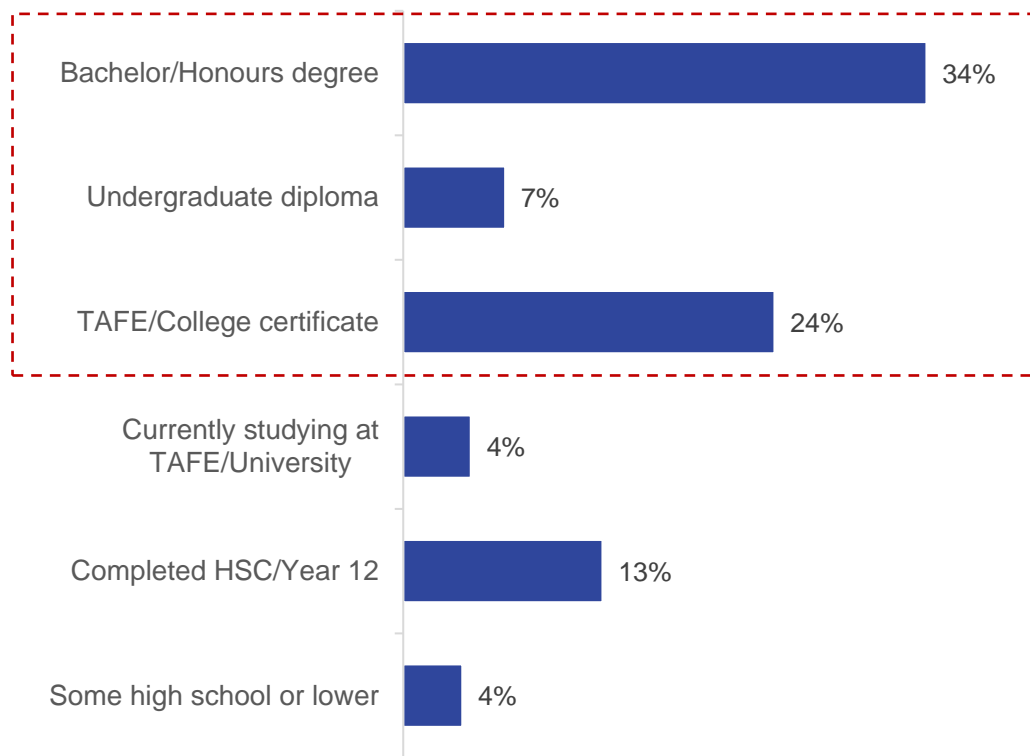
Other main languages spoken:
 Mandarin Urdu
 Hindi Cantonese

DEMOGRAPHIC OVERVIEW

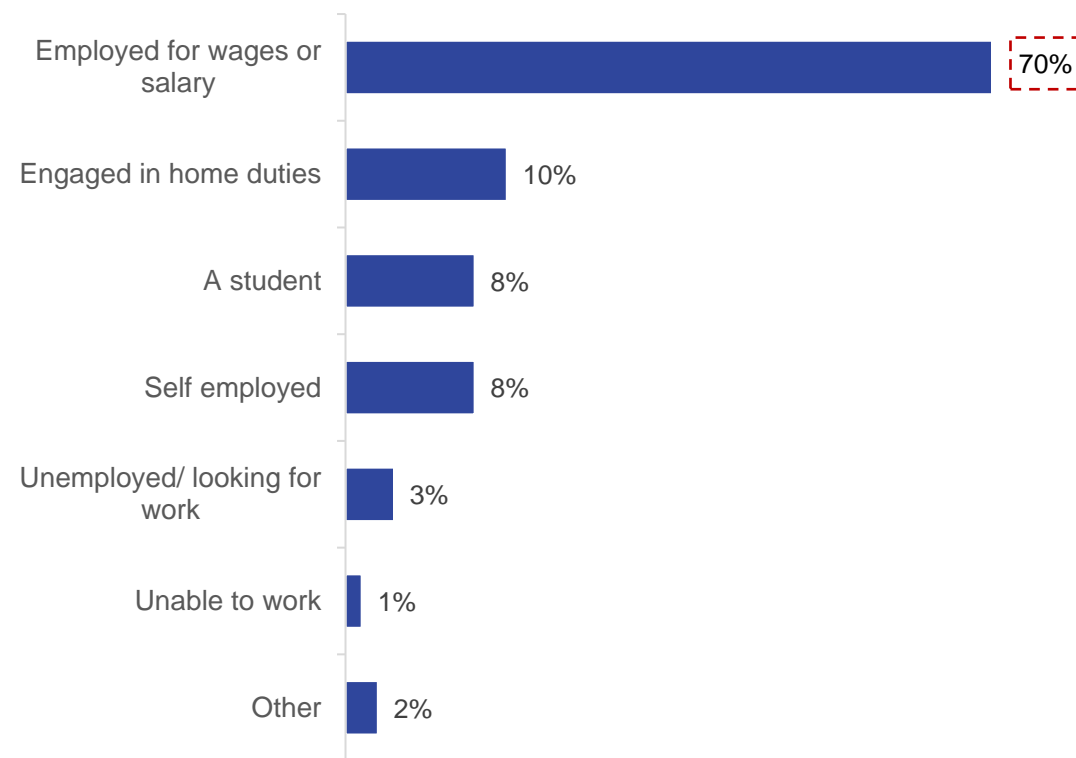
2

Almost 2 in 3 of women have completed some form of higher education, and most are employed

HIGHEST LEVEL OF EDUCATION ATTAINED

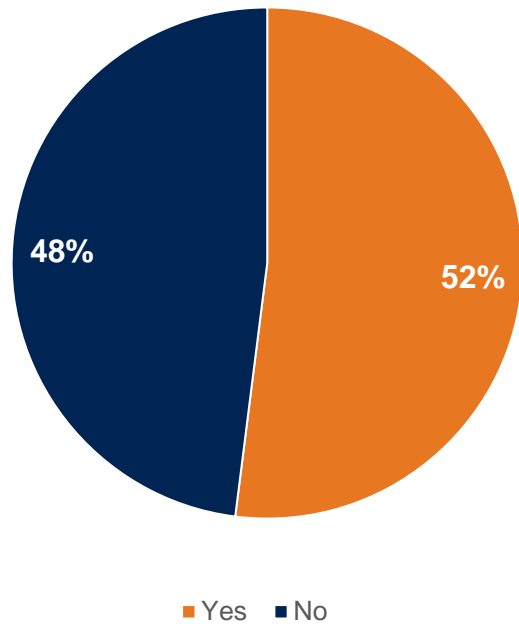


CURRENT EMPLOYMENT STATUS



Just over half of the women surveyed have biological children, 15% are actively trying to conceive, with 25% planning to become pregnant in the next 2 years.

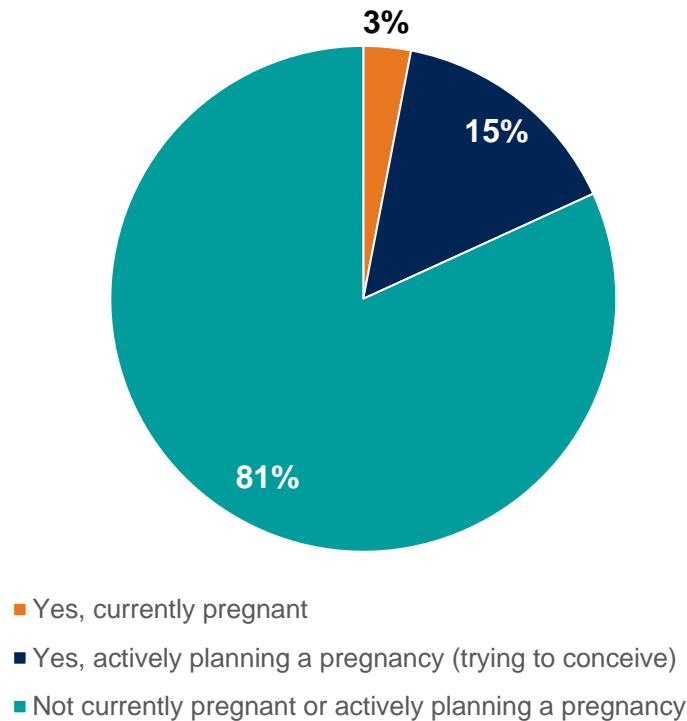
CURRENTLY HAVE, OR HAVE HAD BIOLOGICAL CHILDREN



Q1 Do you have or have you had any biological children?

Base: All respondents (n=2044)

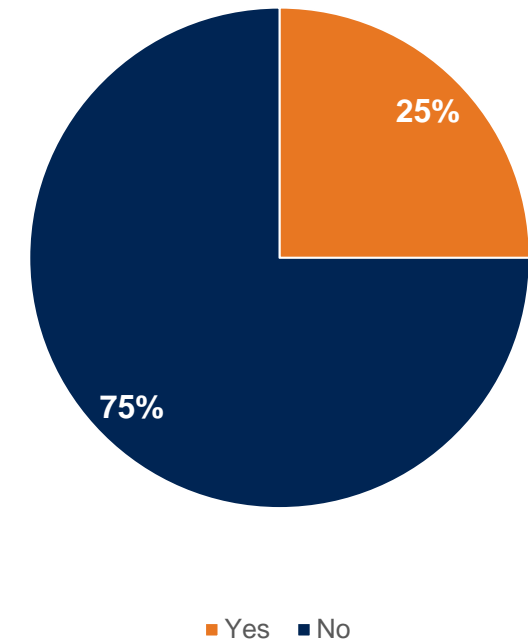
CURRENTLY PREGNANT OR ACTIVELY TRYING TO CONCEIVE



Q2 Are you currently pregnant or actively planning a pregnancy (trying to conceive)?

Base: All respondents (n=2044)

PLANNING TO BECOME PREGNANT IN NEXT 2 YEARS

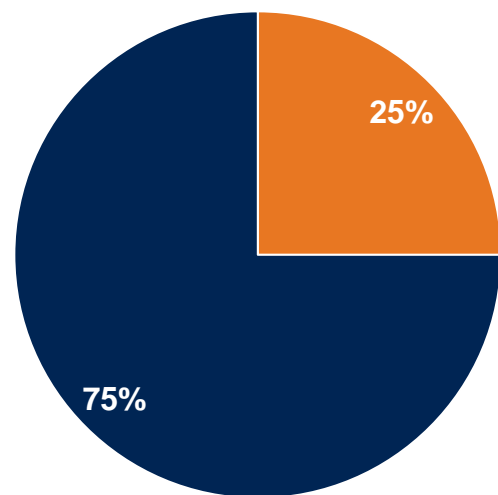


Q3 Are you planning to become pregnant within the next 2 years?

Base: Not currently pregnant or actively planning a pregnancy (n=1665)

25 percent of women are currently or have previously had difficulty in conceiving. Overall, only 11% have used fertility therapy/options

CURRENTLY OR PREVIOUSLY HAD DIFFICULTY IN CONCEIVING



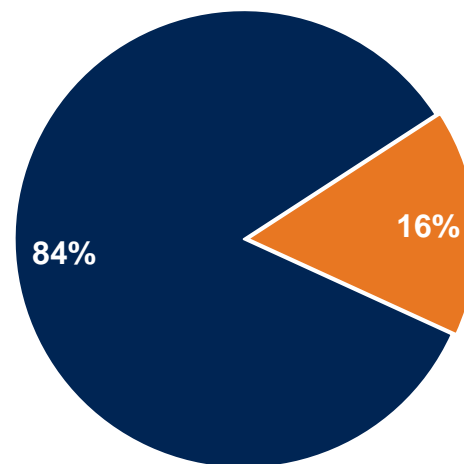
■ Yes ■ No

Q4 Are you currently or have you previously had difficulty in conceiving?

Base: All respondents (n=2044)

© Ipsos | Organon Women's Fertility Study | November 2023

CURRENTLY OR PREVIOUSLY HAD DIFFICULTY IN CONCEIVING, BUT NOT USED FERTILITY THERAPY/OPTIONS



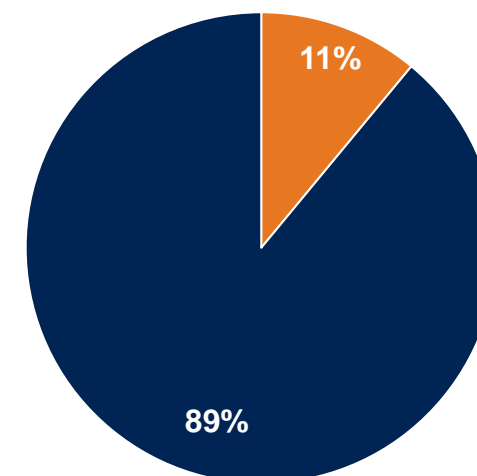
■ Yes ■ No

Q4 Are you currently or have you previously had difficulty in conceiving?

Q11 Have you personally used any of the following fertility therapies/options?

Base: Have had difficulty in conceiving (Q4=1) and have not used any of the above fertility options (Q11=99) (n=2044)

PERSONALLY USED FERTILITY THERAPY/OPTIONS



■ Yes ■ No

Q11 Have you personally used any of the following fertility therapies/options?

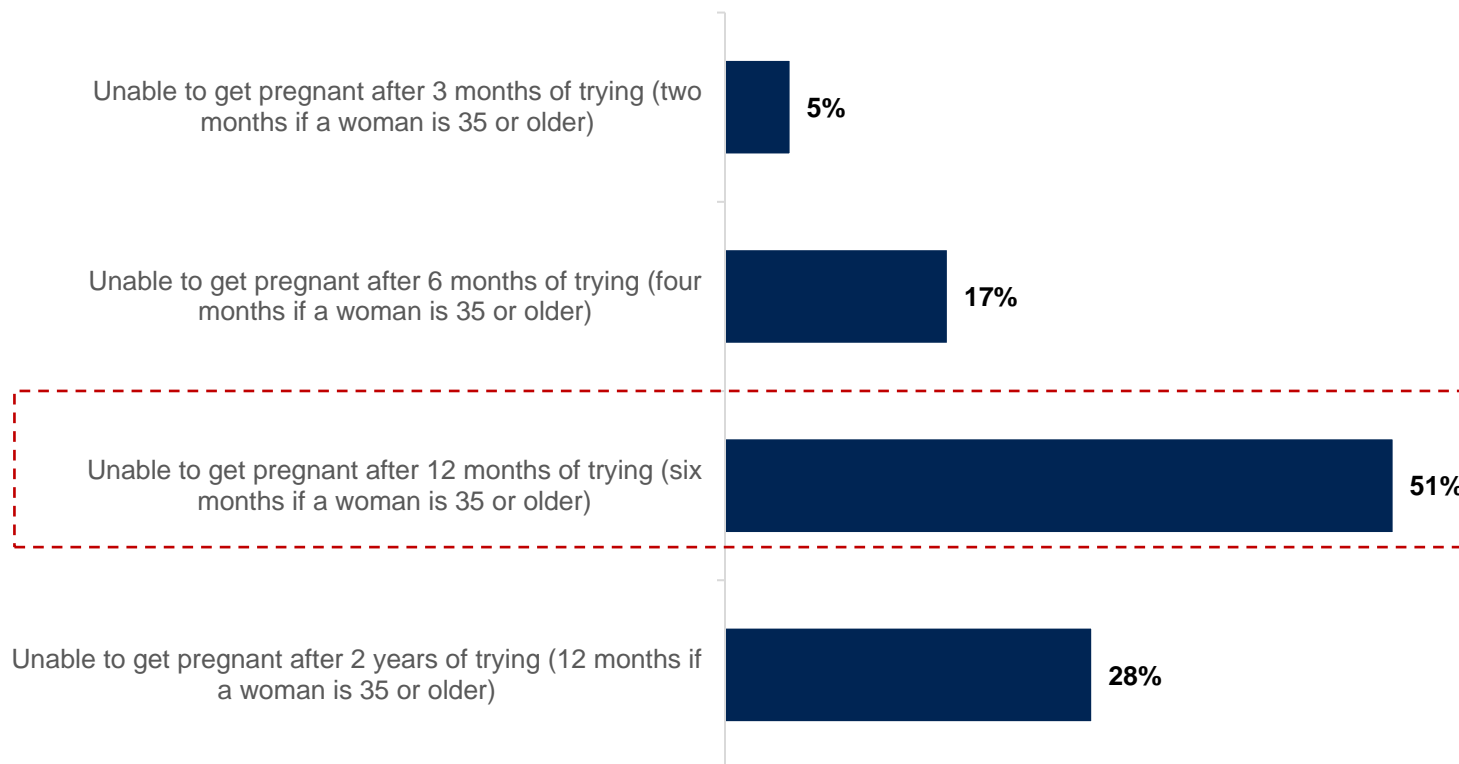
Base: Have used any of the above fertility options (Q11=1-12) (n=2044)

WOMEN'S PERCEPTION ON FERTILITY

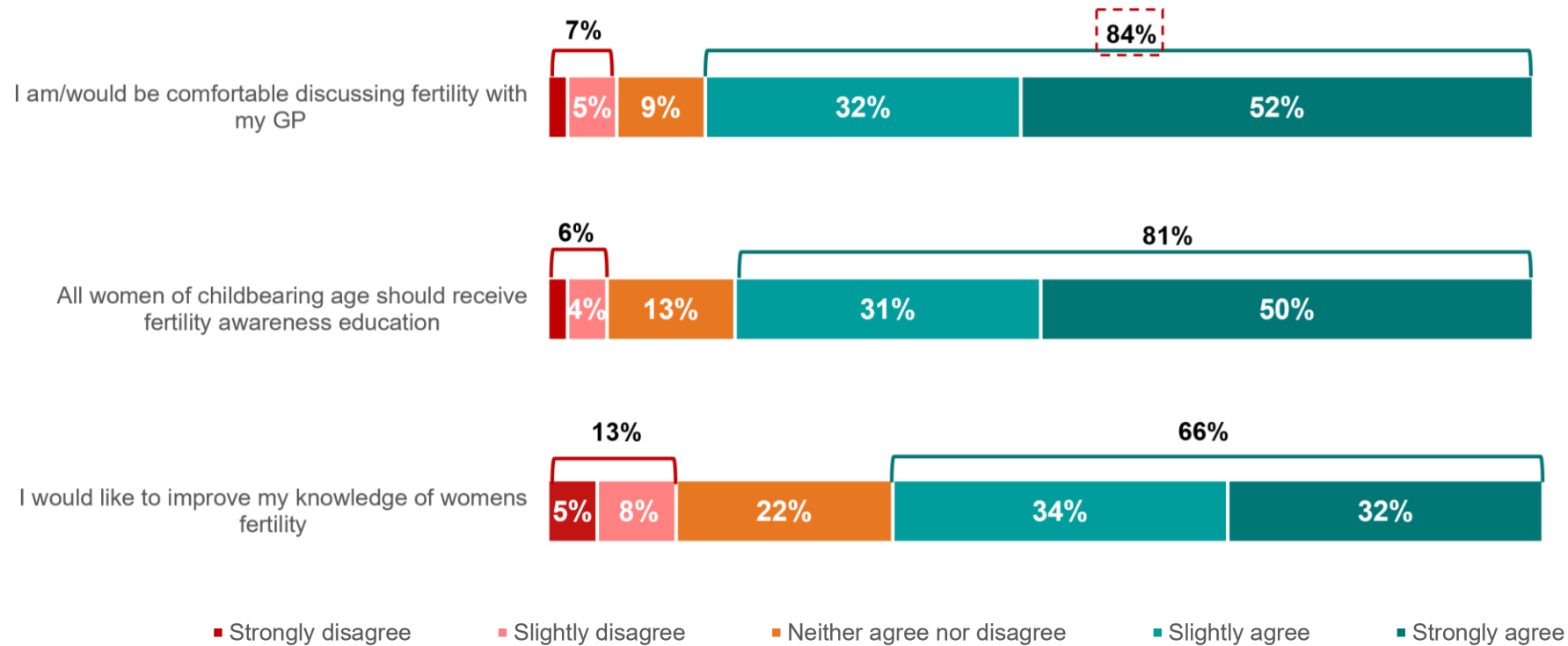
3

One in two women understand the definition of infertility as being unable to fall pregnant after 12 months of trying.

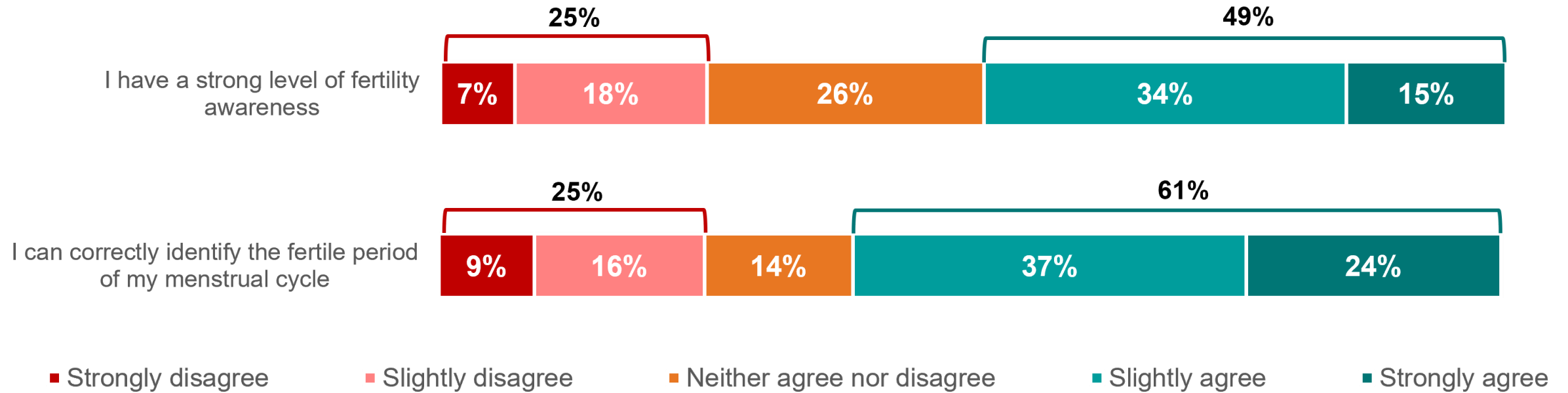
Understanding of definition of fertility



More than 80% of women agree they are comfortable discussing fertility with GP and that all women of childbearing age should receive fertility education

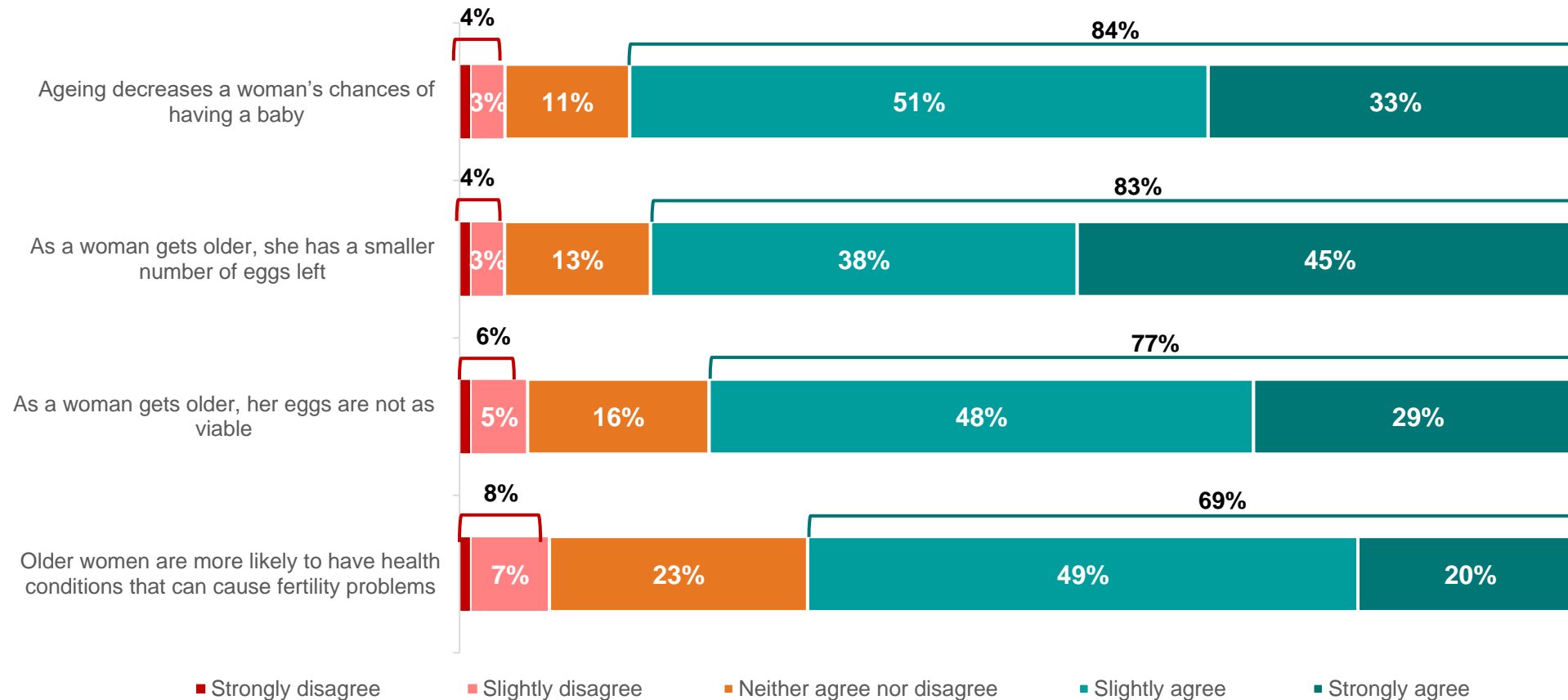


Half of women believe they have a strong level of fertility awareness, and understand their personal fertility



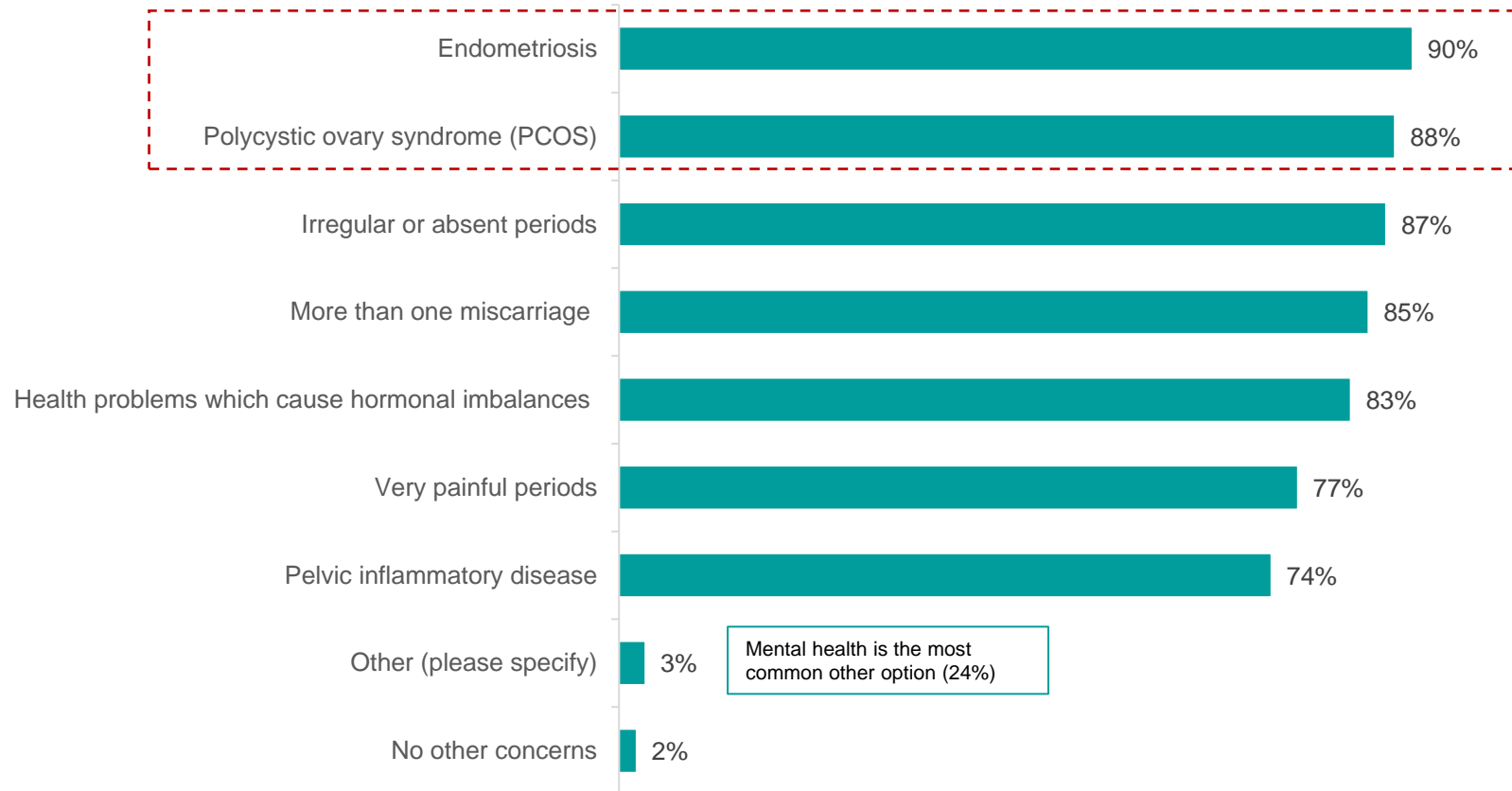
There is an overarching consensus that as women age, their ability to conceive declines and they have a smaller number of viable eggs left

Strongest agreement statements



Most women understand endometriosis and polycystic ovary syndrome (PCOS) are major health issues women should talk to their doctors about before trying to fall pregnant

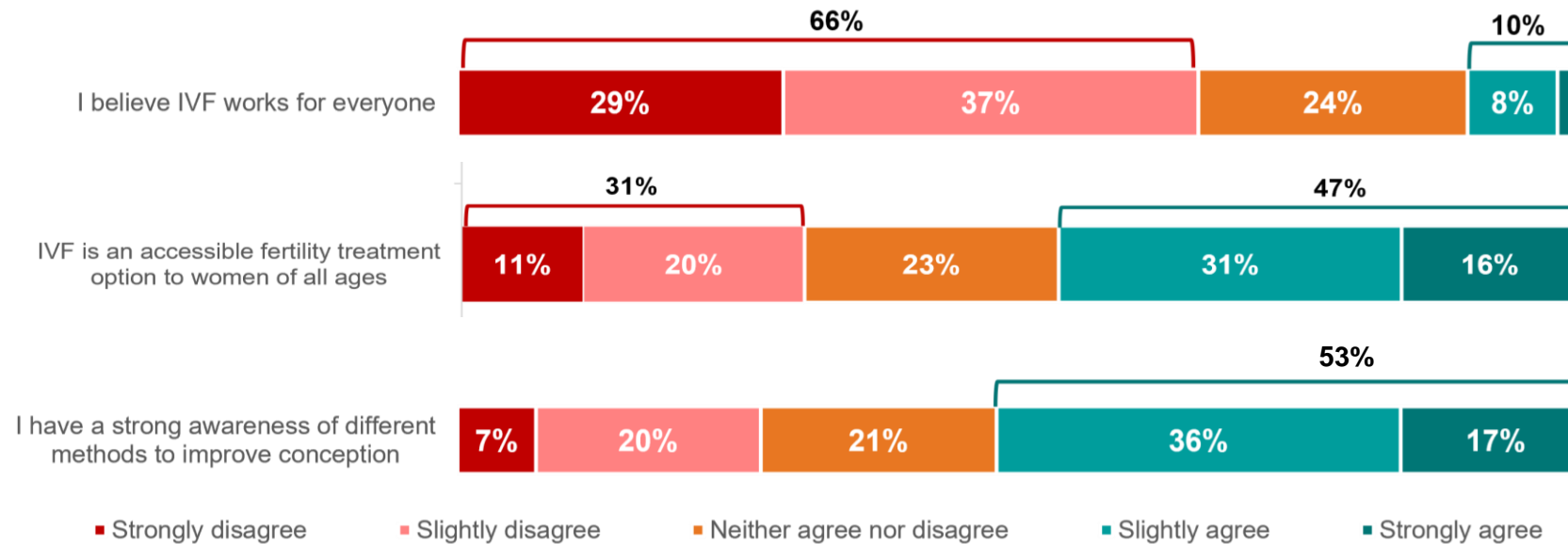
Factors to discuss with doctor before trying to get pregnant



WOMEN'S PERCEPTION ON FERTILITY TREATMENTS

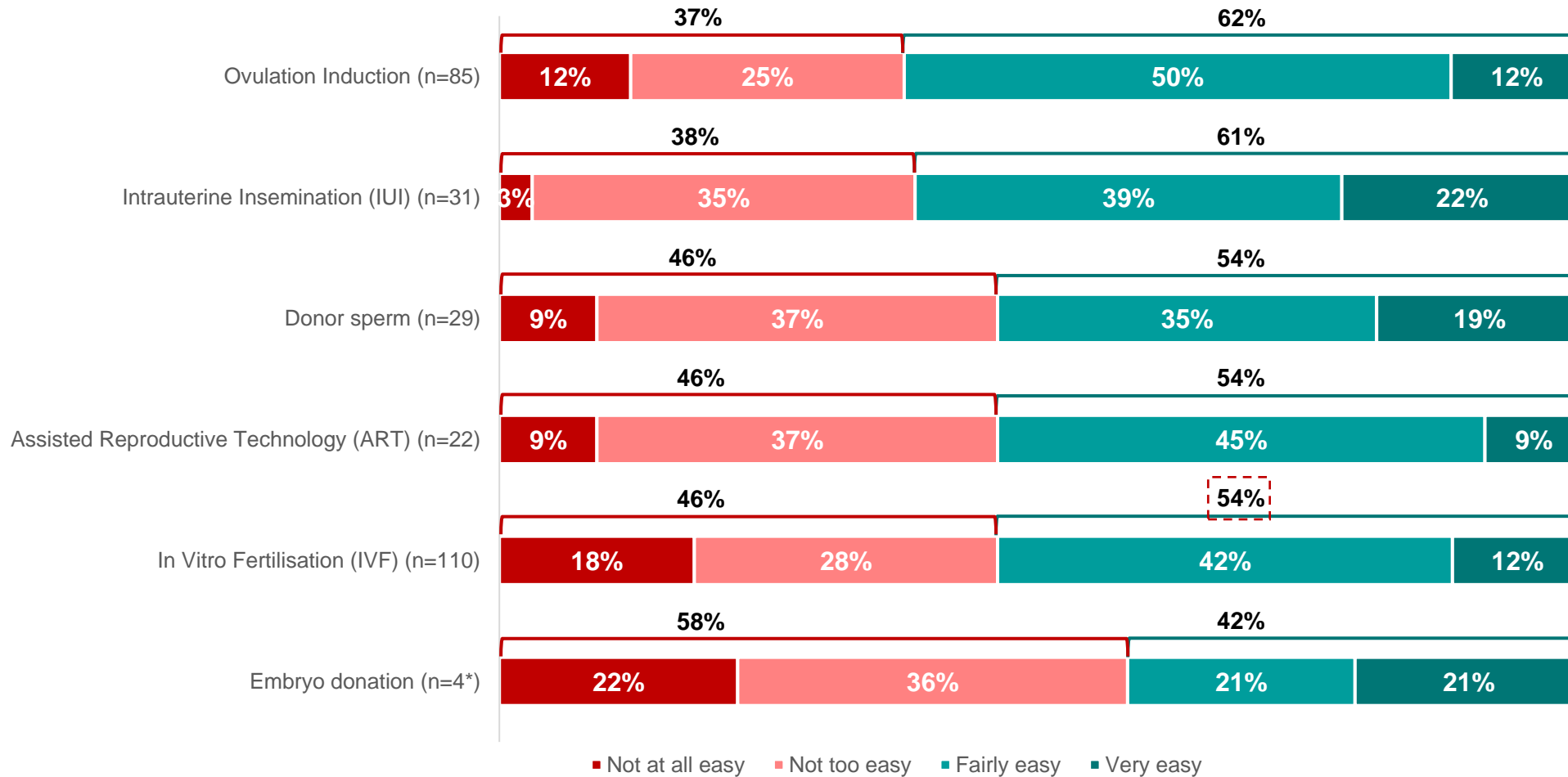
4

47% of respondents believe that IVF is an accessible fertility treatment option for women of all ages, however 2 in 3 agree that IVF does not work for everyone



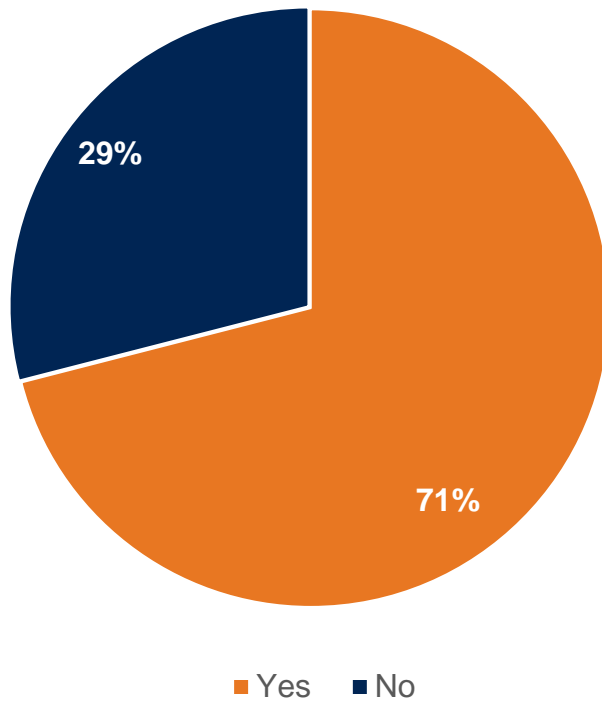
IVF is the most common fertility treatment, 54% of the women from this survey consider it easy to access

Accessibility per fertility treatment, for study participants who underwent treatment

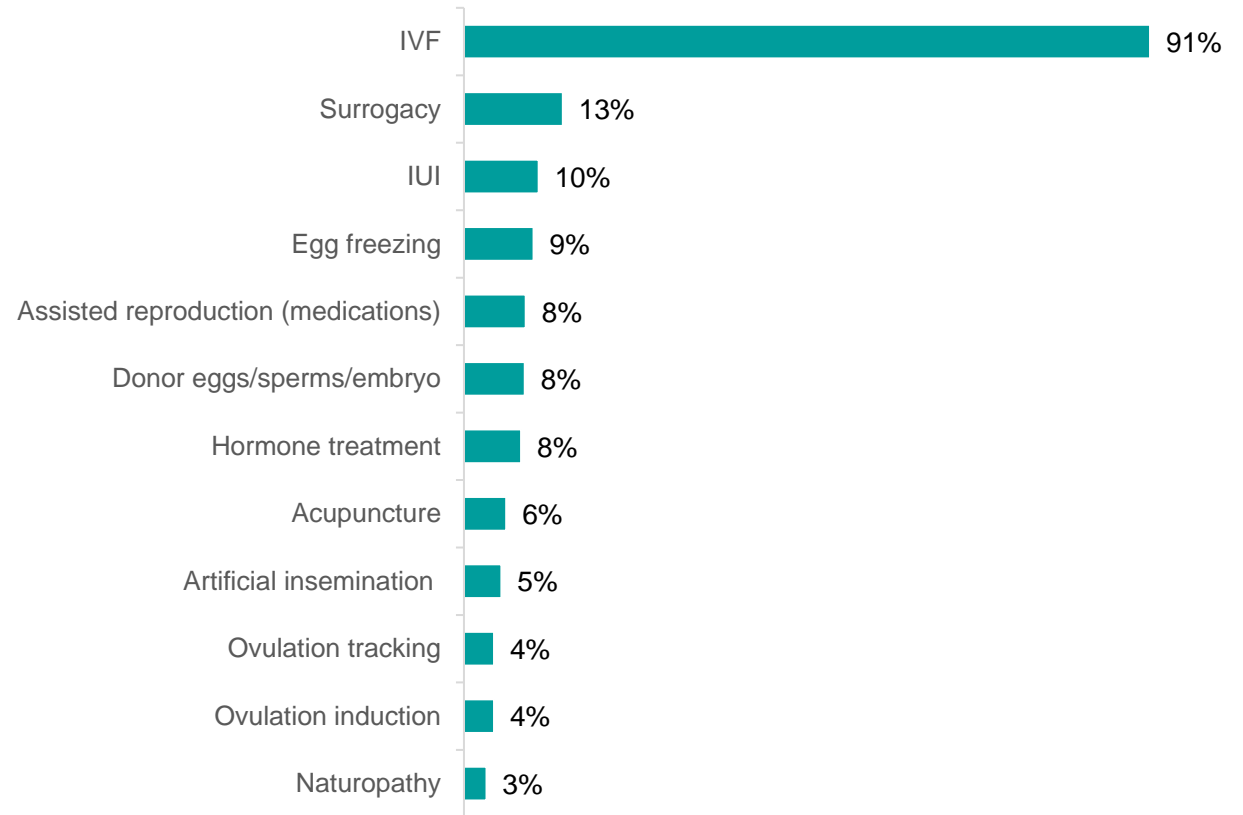


7 in 10 women were able to list fertility therapies/options unprompted including IVF, surrogacy, IUI and egg freezing

Awareness of fertility therapies (unprompted)



Top 12 recall of fertility treatments (unprompted awareness)



Q9. Which fertility therapies/option (if any) are you aware of?

Base (Awareness of fertility therapies): All respondents (n=2044)

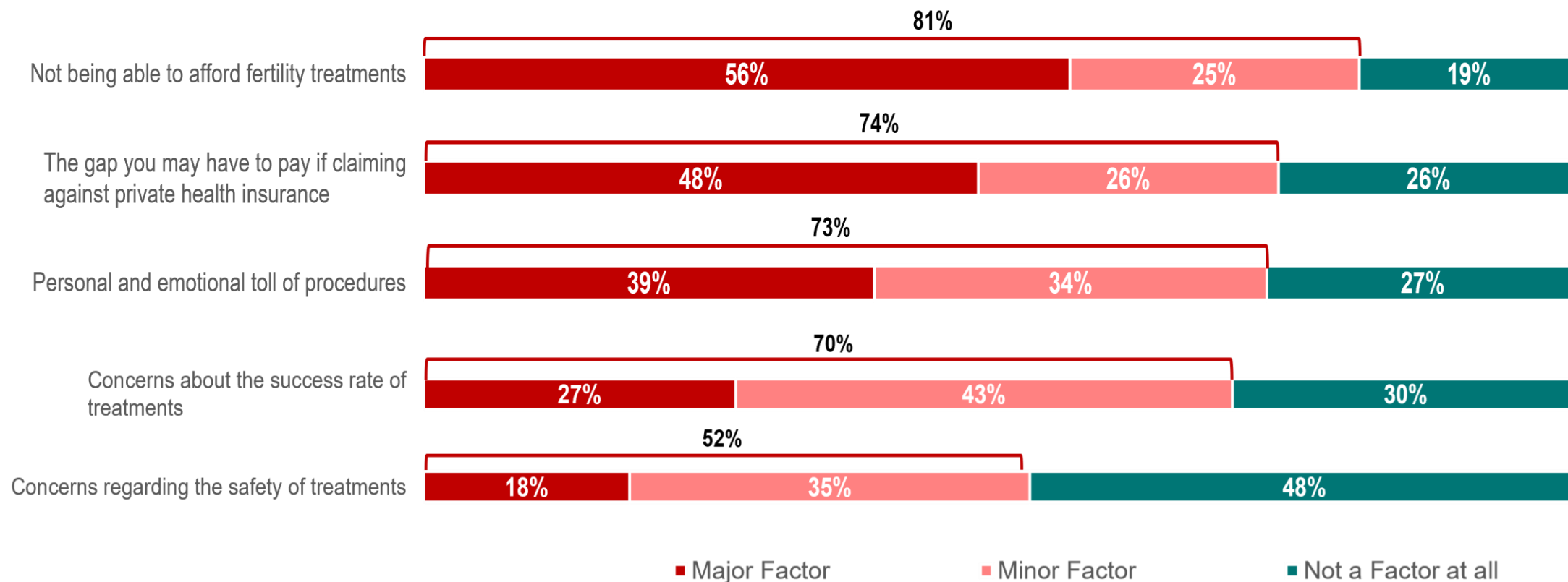
Base (Unprompted fertility treatment awareness): Respondents who answered unprompted fertility treatment awareness question (n=1,456)

WOMEN'S PERCEPTION ON ACCESS TO FERTILITY TREATMENTS

5

Among women who have faced difficulty conceiving, the key factors for not using fertility treatments are affordability and gap related, followed by personal and emotional toll of procedures and concerns about success

Key factors for not using fertility therapies/options



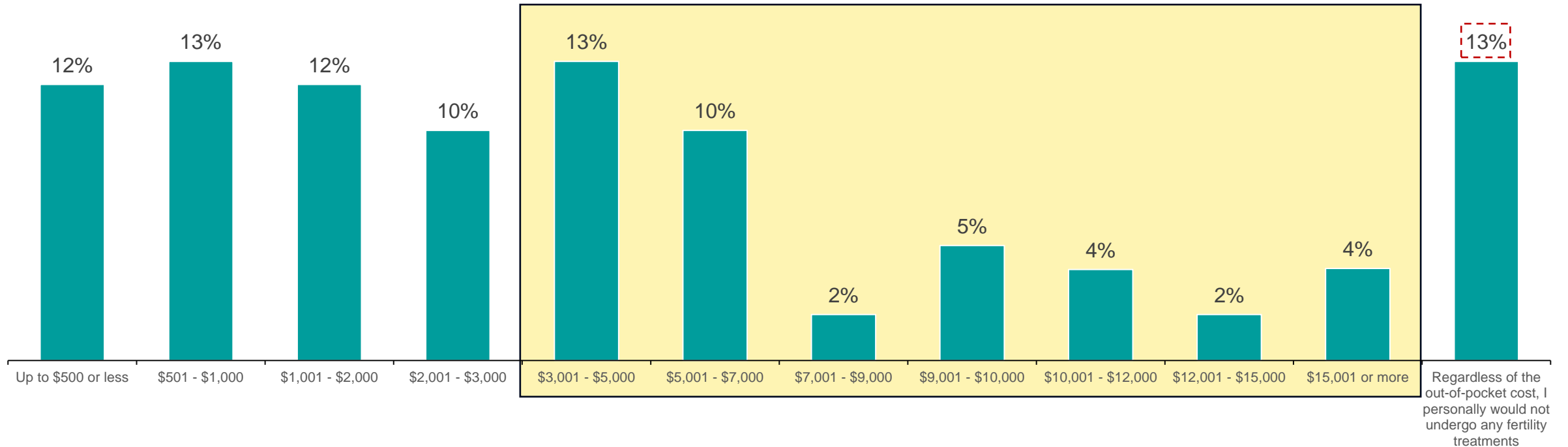
Q14 The following is a list of common reasons for not using fertility therapies/options. How much of a factor did each one play in your personal situation?

Base: Respondents who have/had problems conceiving and have not used any fertility treatments (n=335)

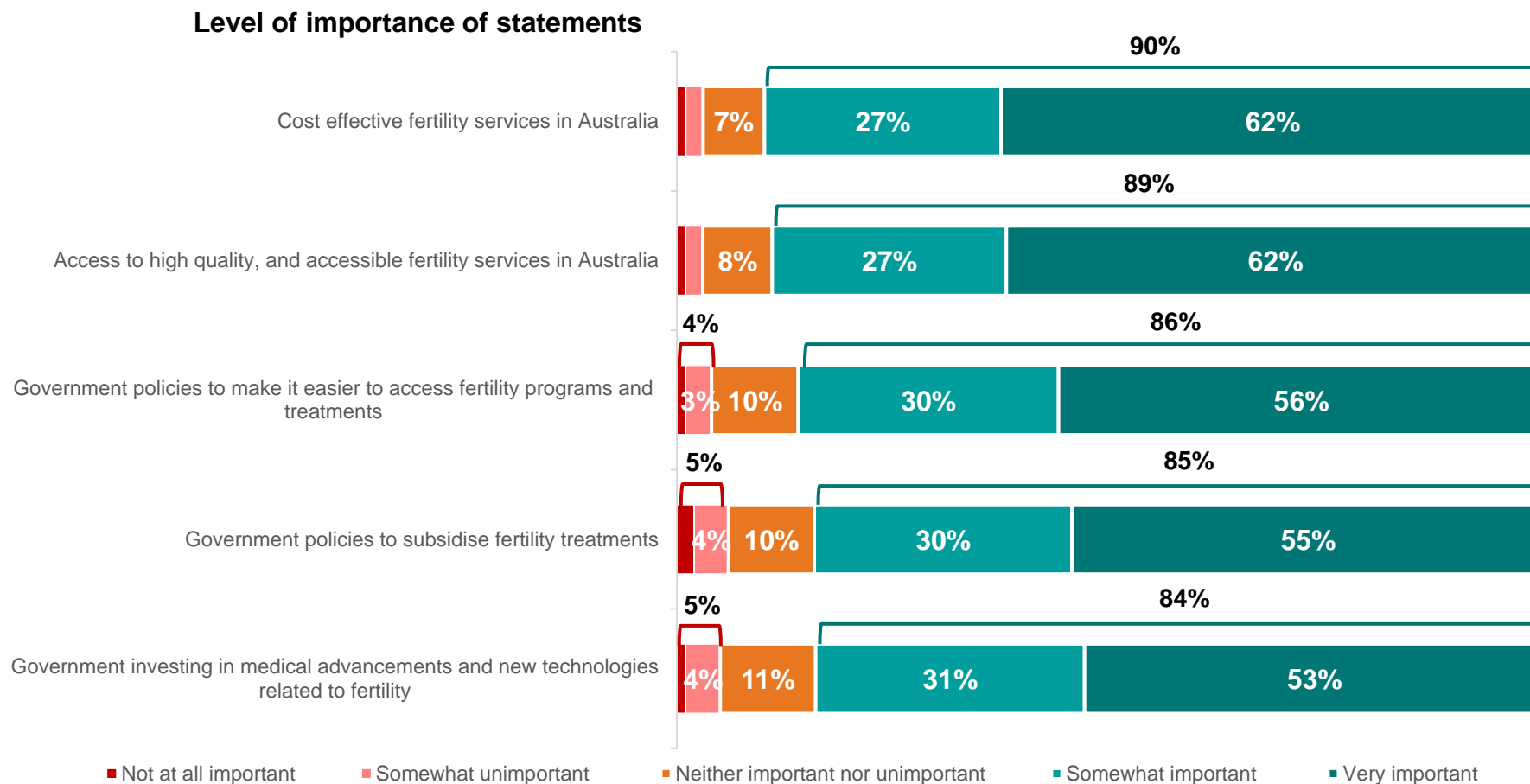
Women are prepared to pay of out-of-pocket costs for fertility treatments. However, there is also a significant proportion of women who regardless of cost, will not undergo treatment.

Out of pocket price prepared to pay for fertility treatments

40% of women are prepared to spend over \$3,000 for fertility treatments yet many believe that this is not enough to access treatment.



9 in 10 women agree Australia should have cost effective and high-quality fertility services available, and the Government should make it easier to access fertility programs through policies

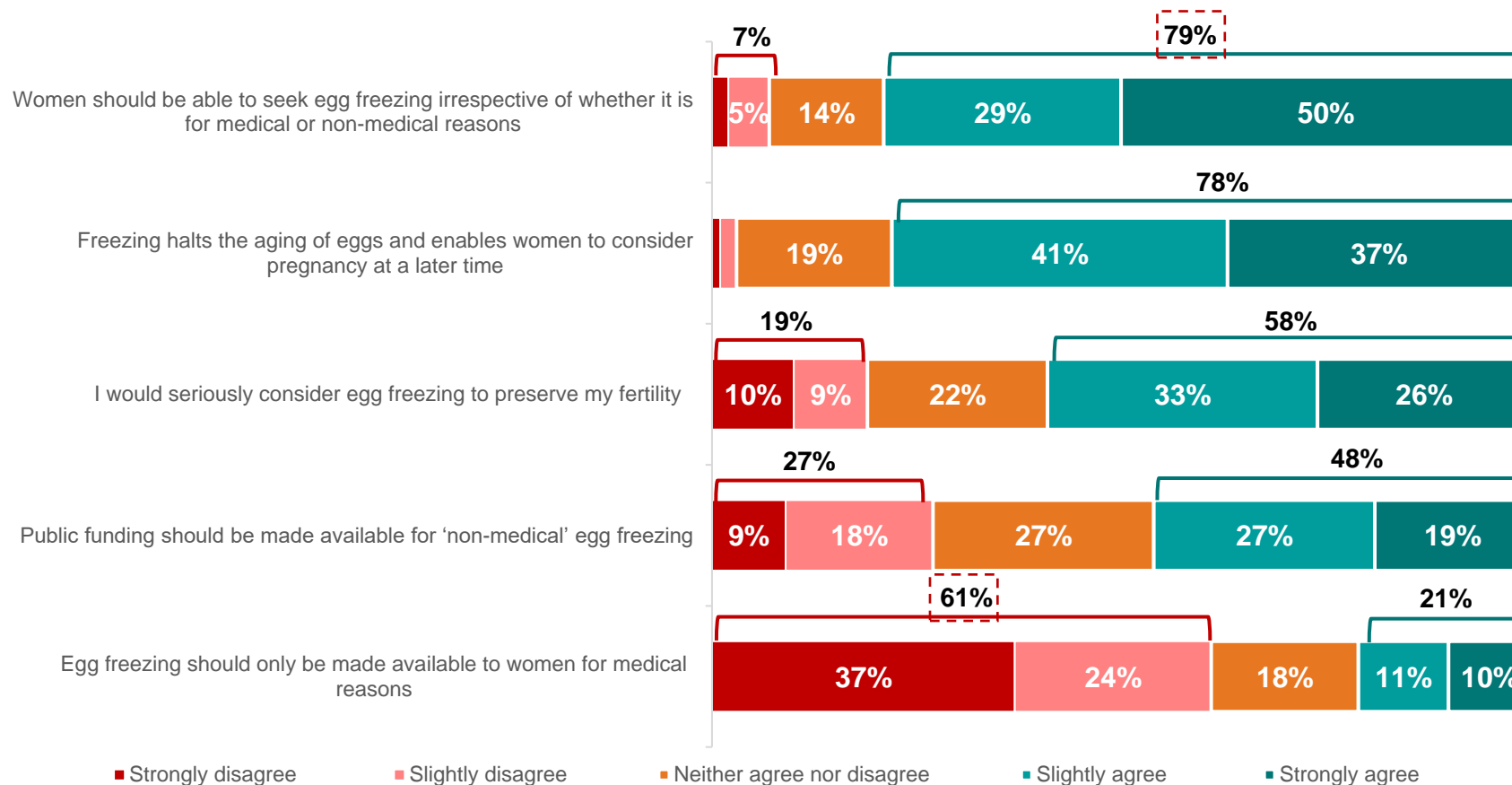


WOMEN'S PERCEPTION ON EGG FREEZING

6

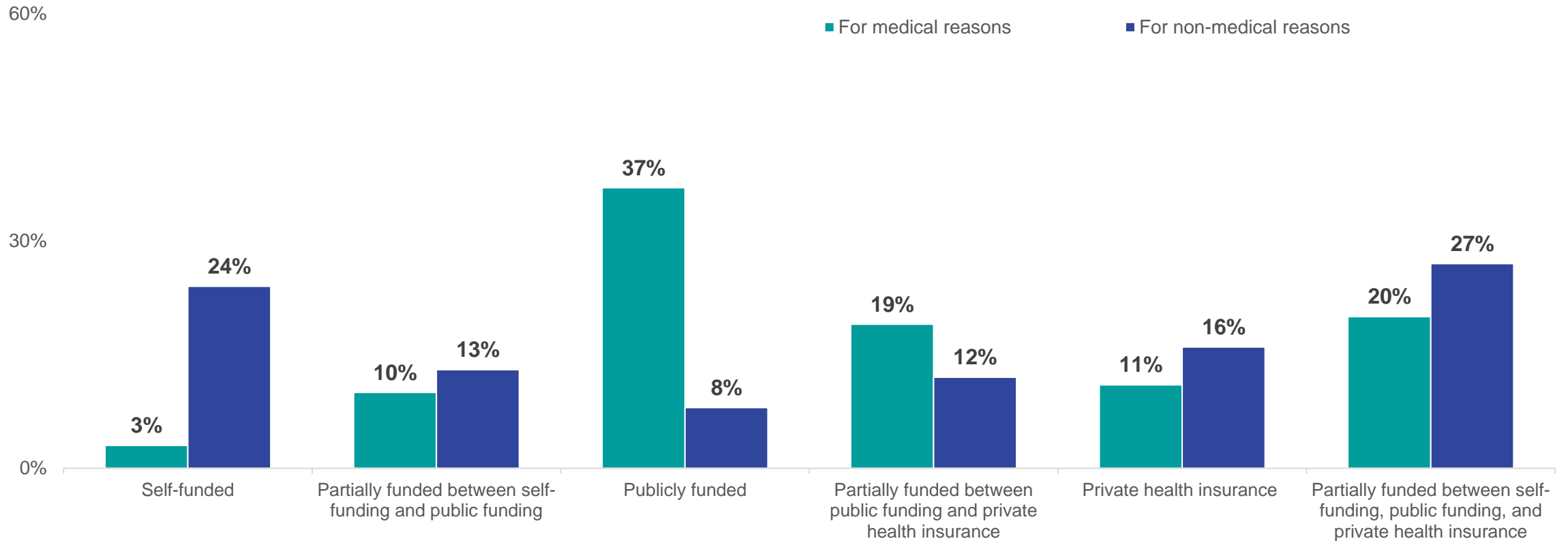
There is a strong alignment among women that egg freezing should be made available for both medical and non-medical reasons

Level of agreement with statements



37% of women believe egg freezing should be publicly funded for medical reasons, while 27% agree that egg freezing for non-medical reasons should be funded between self-funding, public funding and private health insurance

How should egg freezing be funded

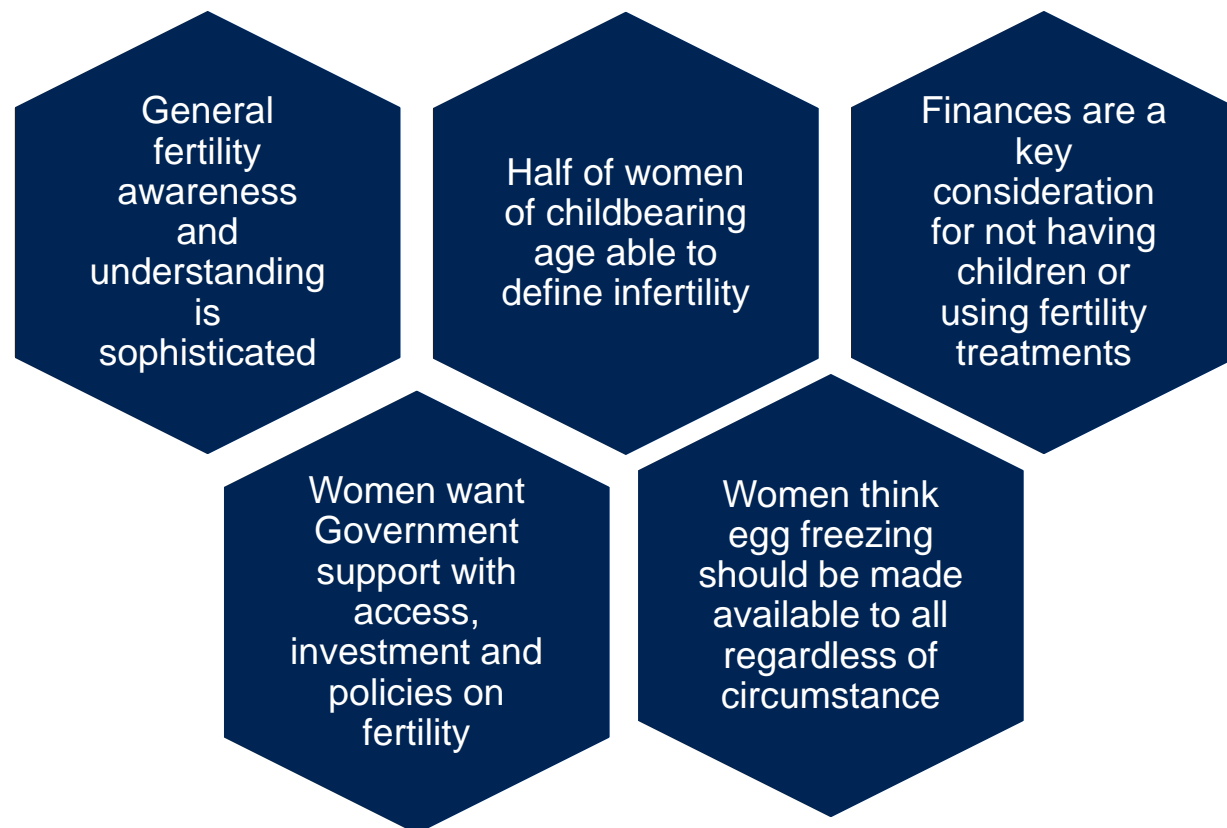


CONCLUSIONS

7

CONCLUSIONS

Common themes emerged from this research in understanding women of childbearing age's view on fertility:



1. Australian women have a sophisticated understanding of reproductive health

2. Australia has a supportive environment for access to fertility treatments but there is a lack of understanding of what support is out there

Thank you.

Luke Cornish

Access and External Affairs Director
luke.cornish@organon.com

Sam Cahill

Brand Manager
samuel.cahill@organon.com

Agi Hayes

Medical Advisor
agi.hayes@organon.com

Estefanie Sousa

Senior Research Manager
Estefanie.Sousa@ipsos.com

Rosanne Gordon

Head of Healthcare, Australia
Rosanne.Gordon@ipsos.com