

ORGANON WOMEN'S FERTILITY STUDY REPORT

Ipsos Australia, Healthcare
November 2023



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RESEARCH METHODOLOGY & SAMPLE

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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



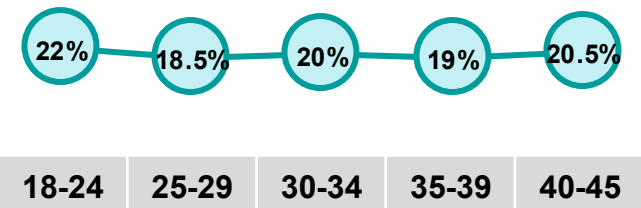
SAMPLE

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

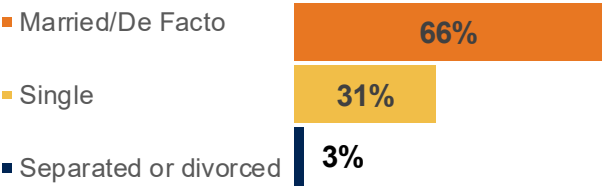
- Respondents were contacted through an existing IPSOS panel and screened for gender, age, state of residency
- Data was stratified by age and state reflective of the Australian population, and weighting has been applied to this report according to the latest Australian Bureau of Statistics data

RESPONDENT PROFILE

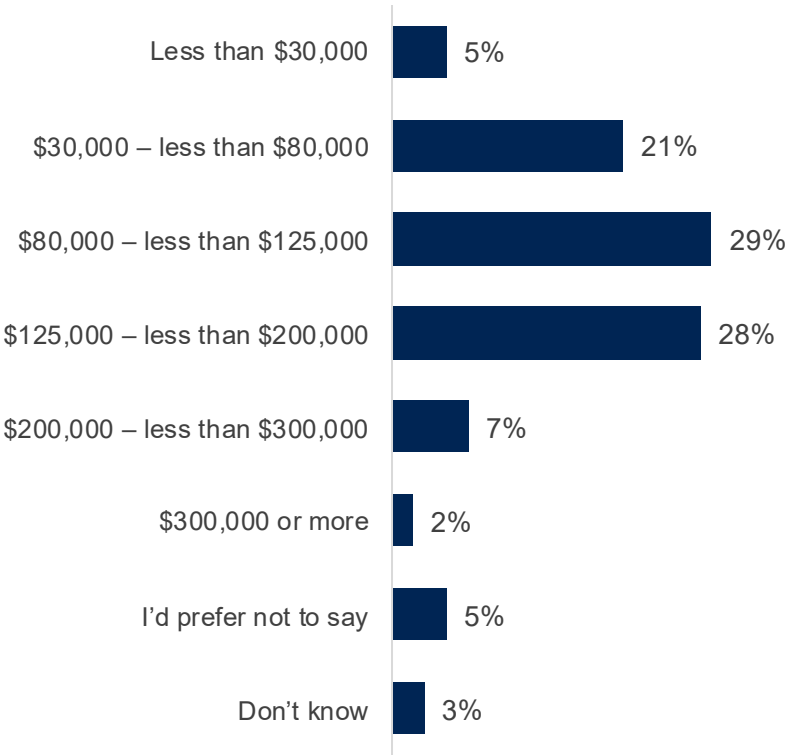
AGE



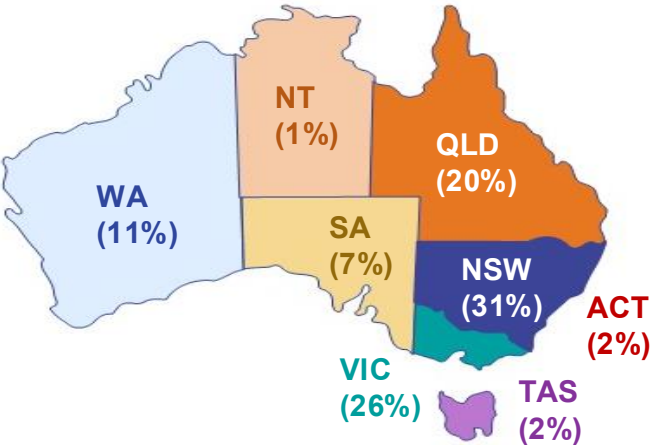
MARITAL STATUS



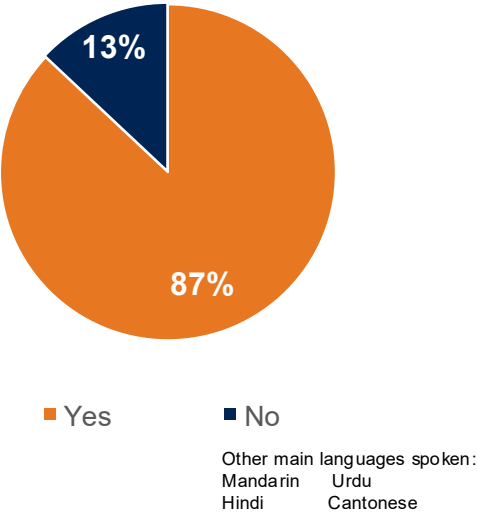
HOUSEHOLD INCOME STATUS



LOCATION



ENGLISH SPEAKING

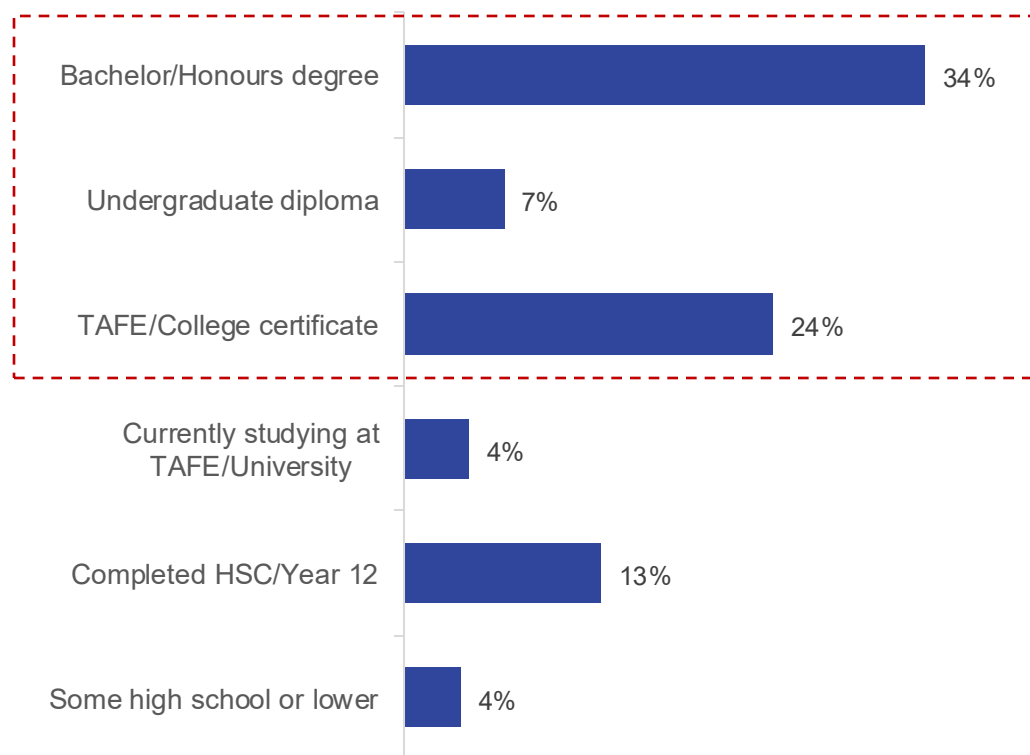


DEMOGRAPHIC OVERVIEW

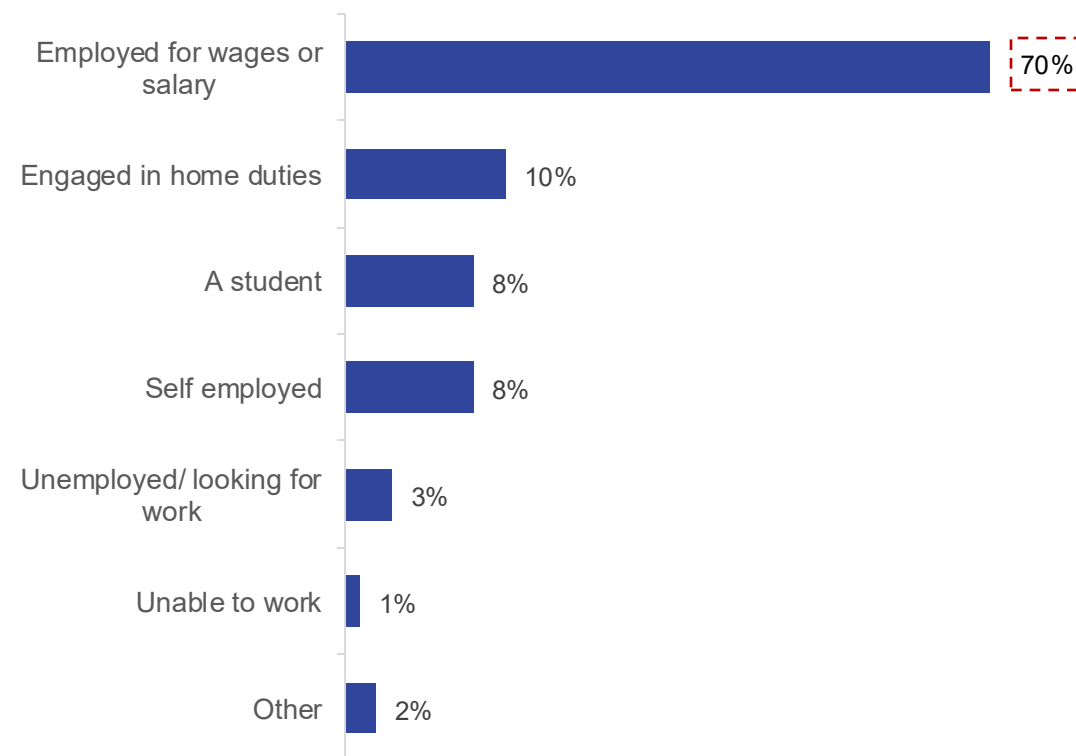
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Almost 2 in 3 of women have completed some form of higher education, and most are employed

HIGHEST LEVEL OF EDUCATION ATTAINED

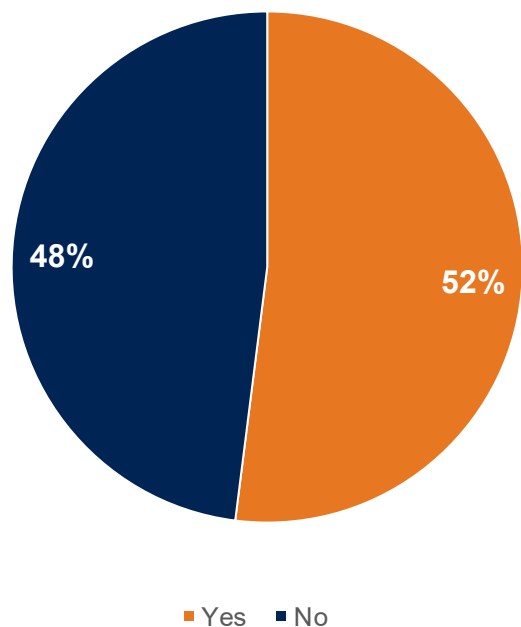


CURRENT EMPLOYMENT STATUS



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.

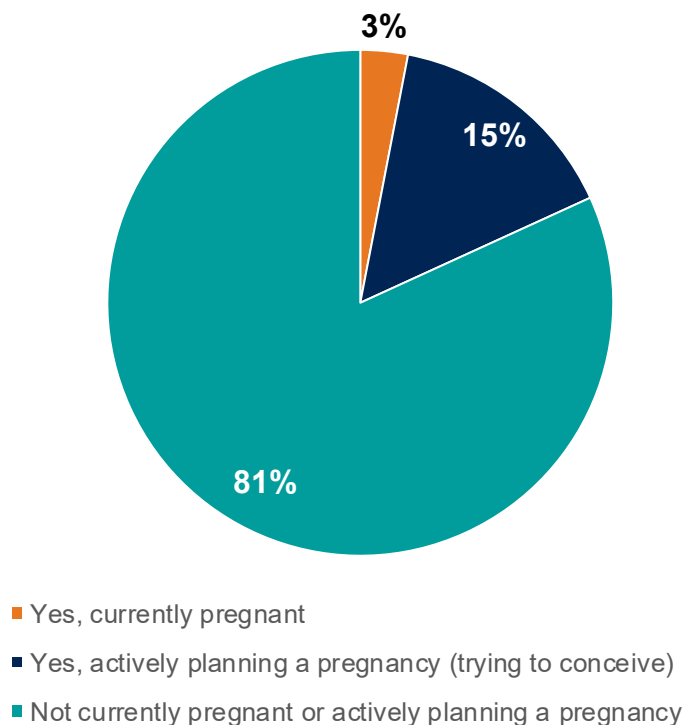
CURRENTLY HAVE, OR HAVE HAD BIOLOGICAL CHILDREN



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

Base: All respondents (n=2044)

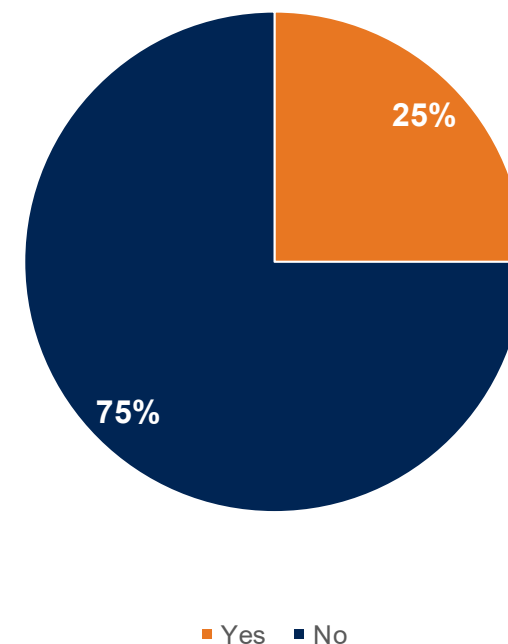
CURRENTLY PREGNANT OR ACTIVELY TRYING TO CONCEIVE



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

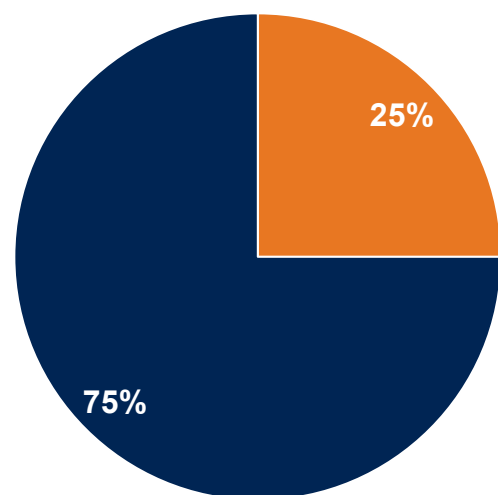


Q3 Are you planning to become pregnant within the next 2 years?

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**



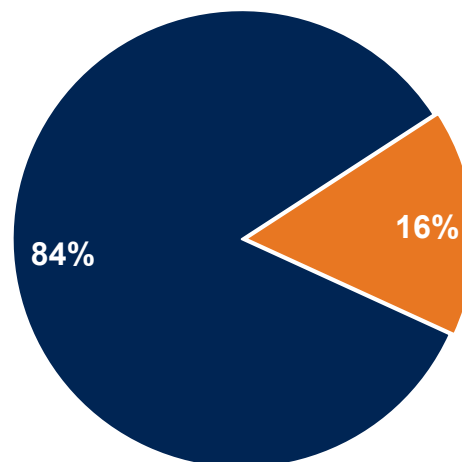
■ Yes ■ No

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

Base: All respondents (n=2044)

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



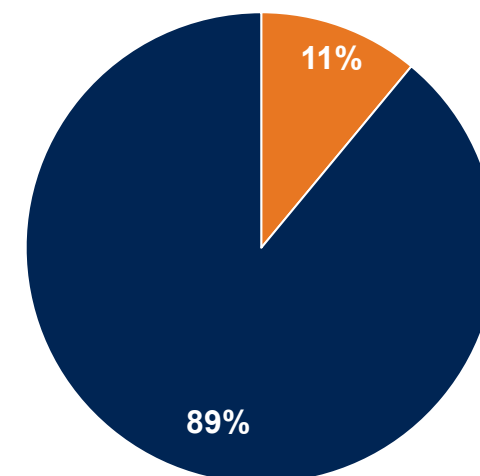
■ Yes ■ No

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?

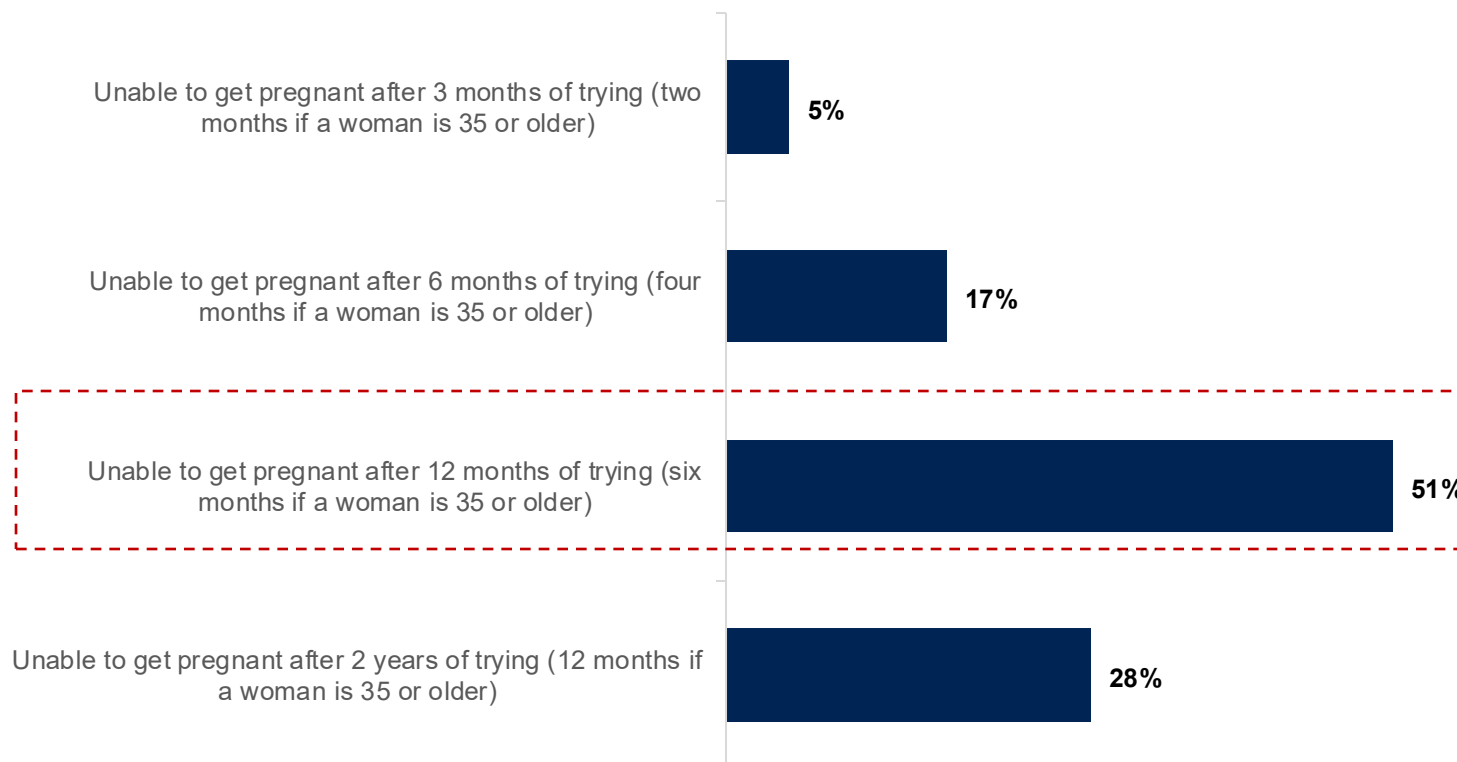
Base: Have used any of the above fertility options (Q11=1-12) (n=2044)

WOMEN'S PERCEPTION ON FERTILITY

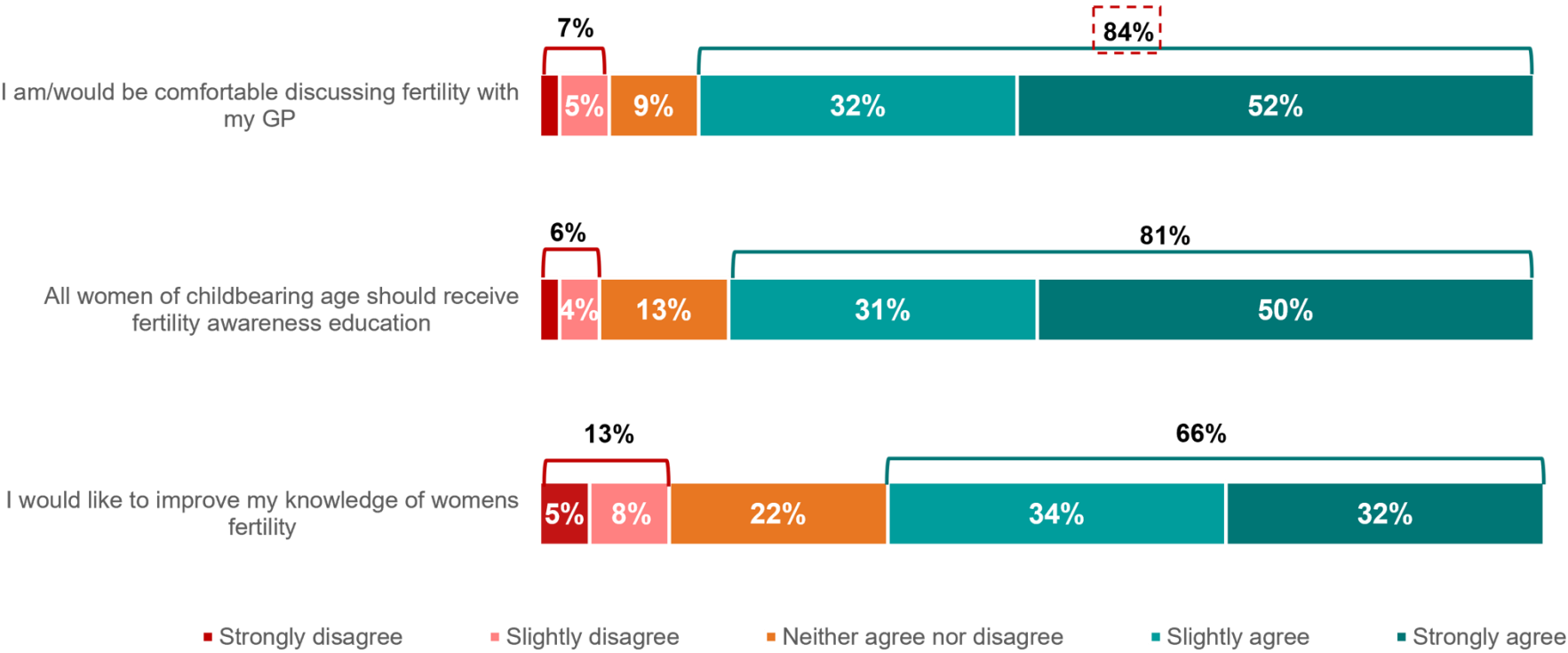
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One in two women understand the definition of infertility as being unable to fall pregnant after 12 months of trying.

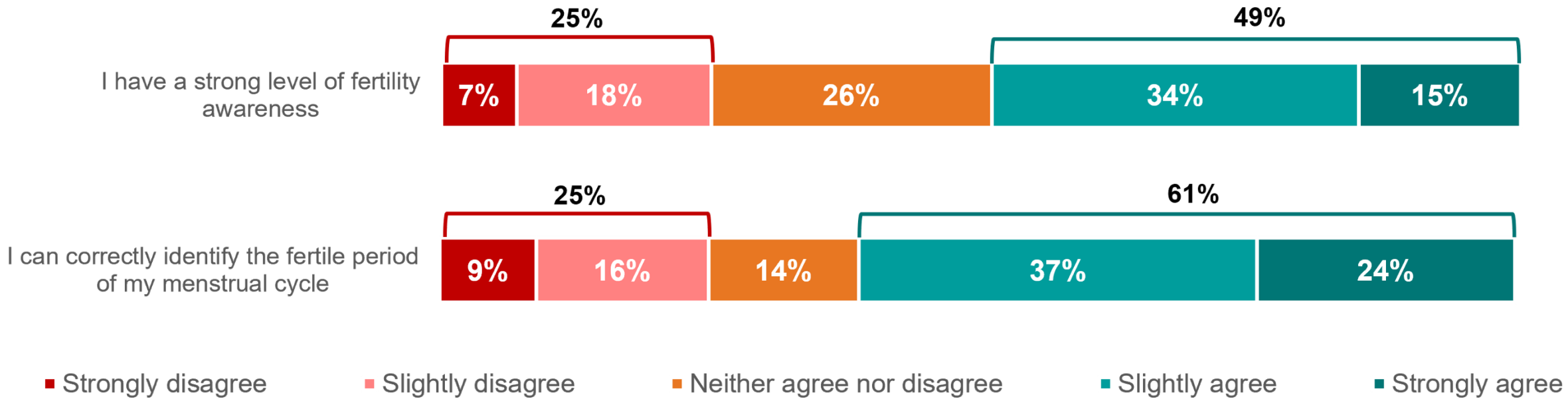
Understanding of definition of fertility



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

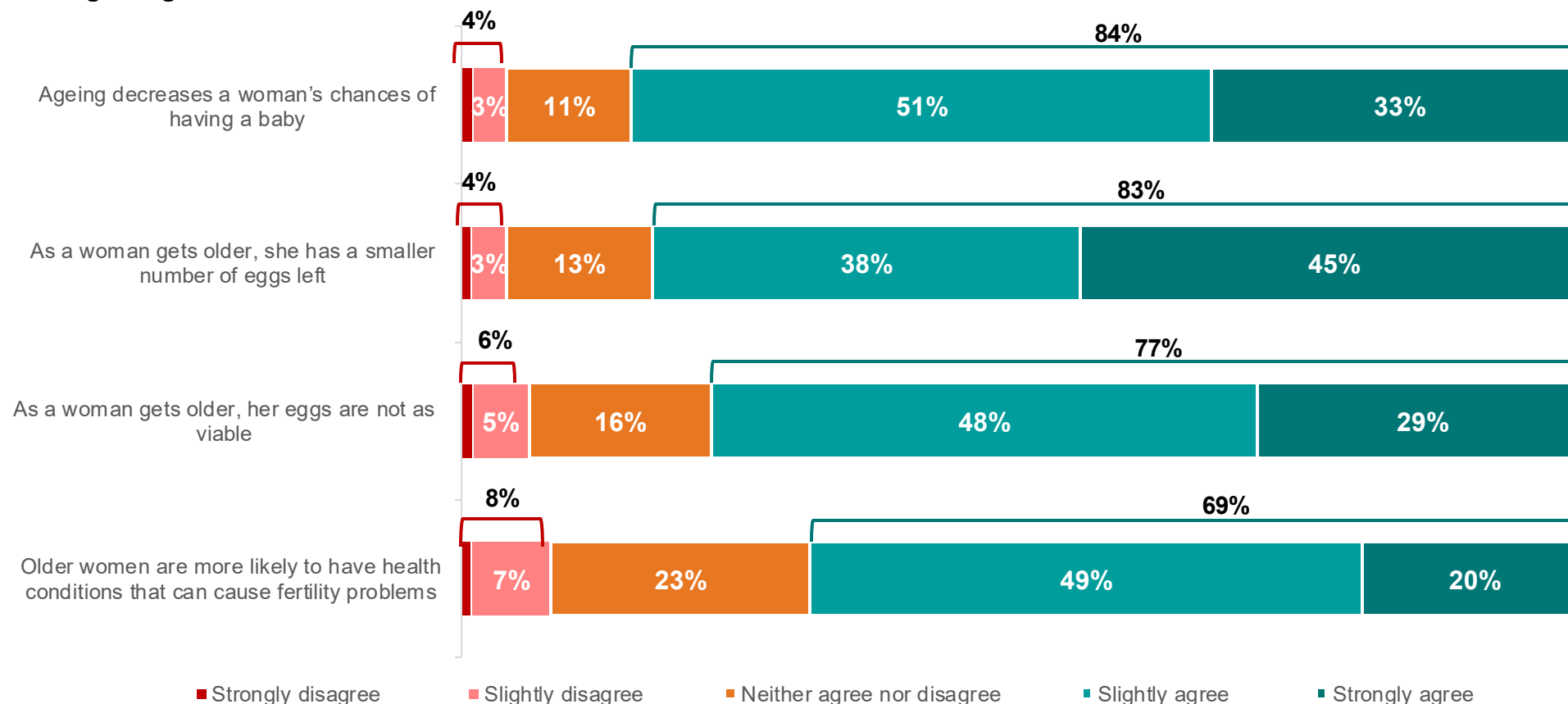


Half of women believe they have a strong level of fertility awareness, and understand their personal fertility



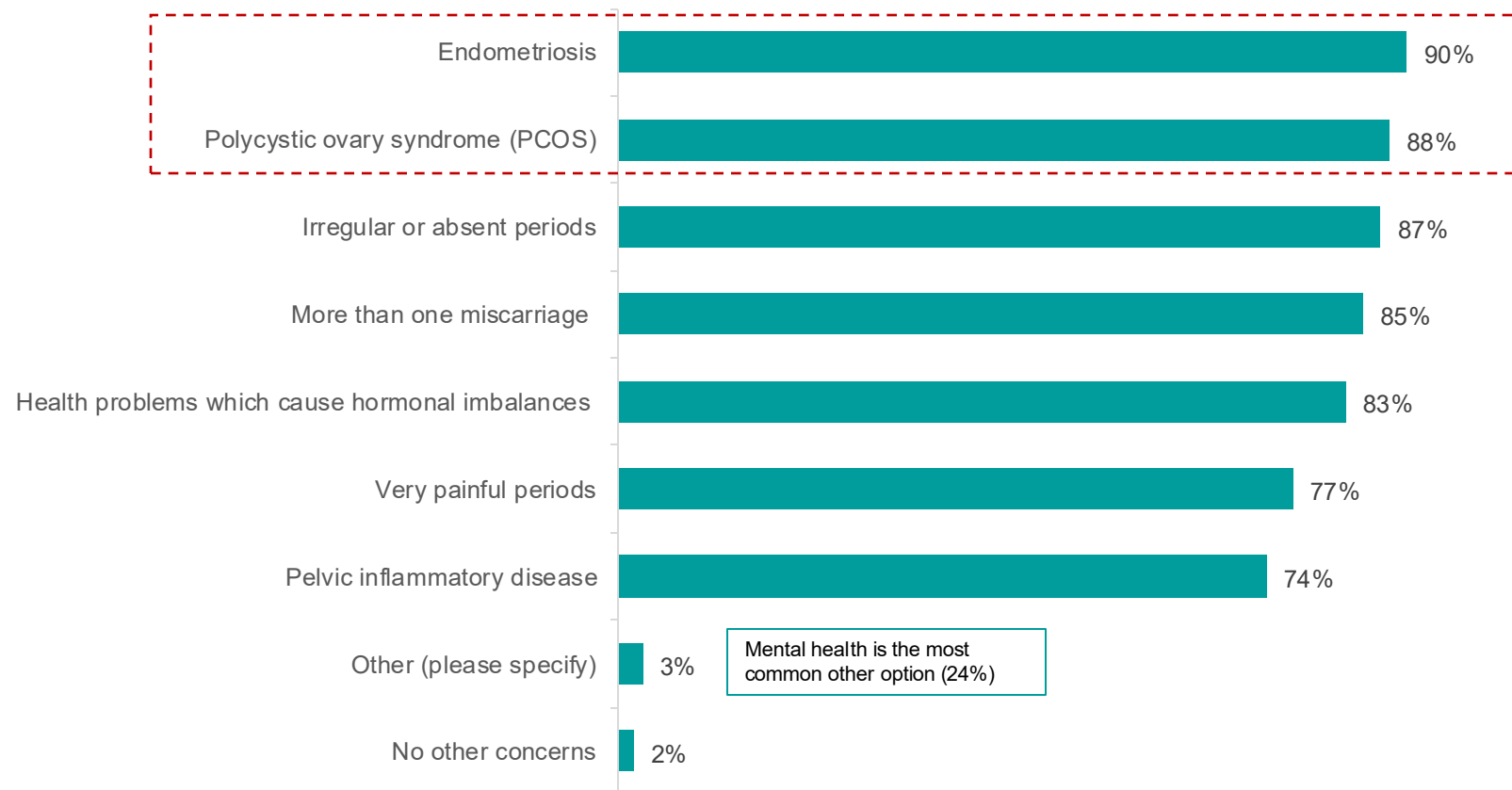
There is an overarching consensus that as women age, their ability to conceive declines and they have a smaller number of viable eggs left

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

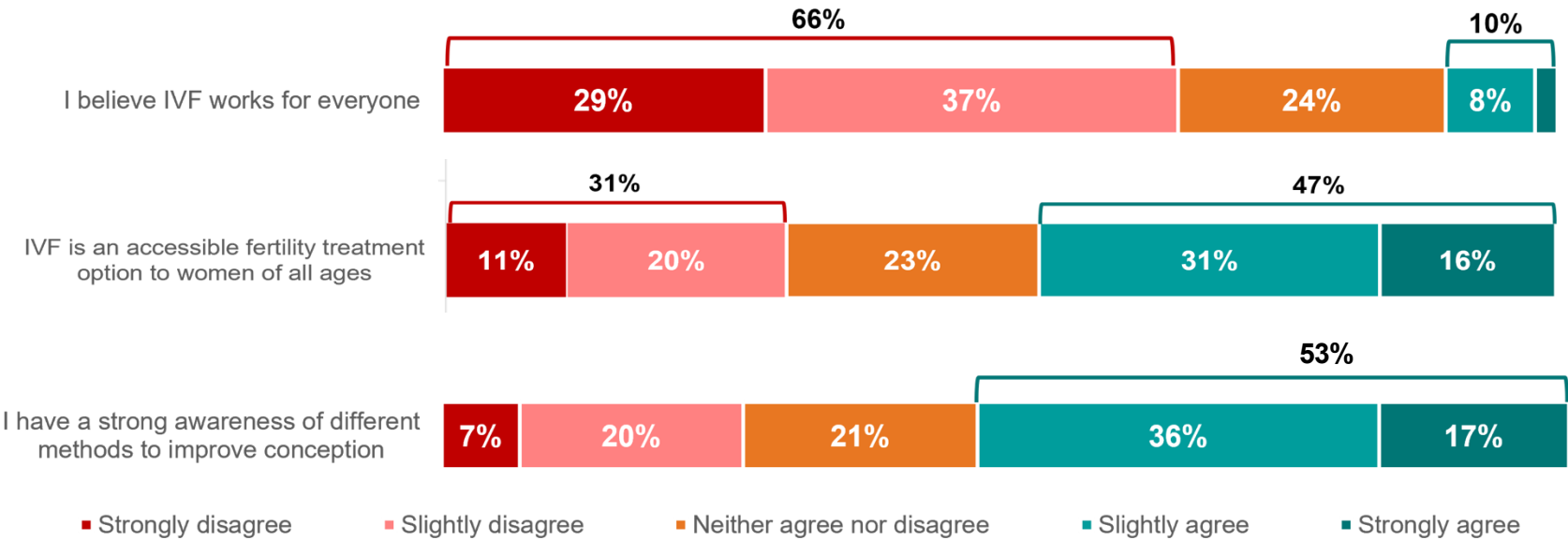
Factors to discuss with doctor before trying to get pregnant



WOMEN'S PERCEPTION ON FERTILITY TREATMENTS

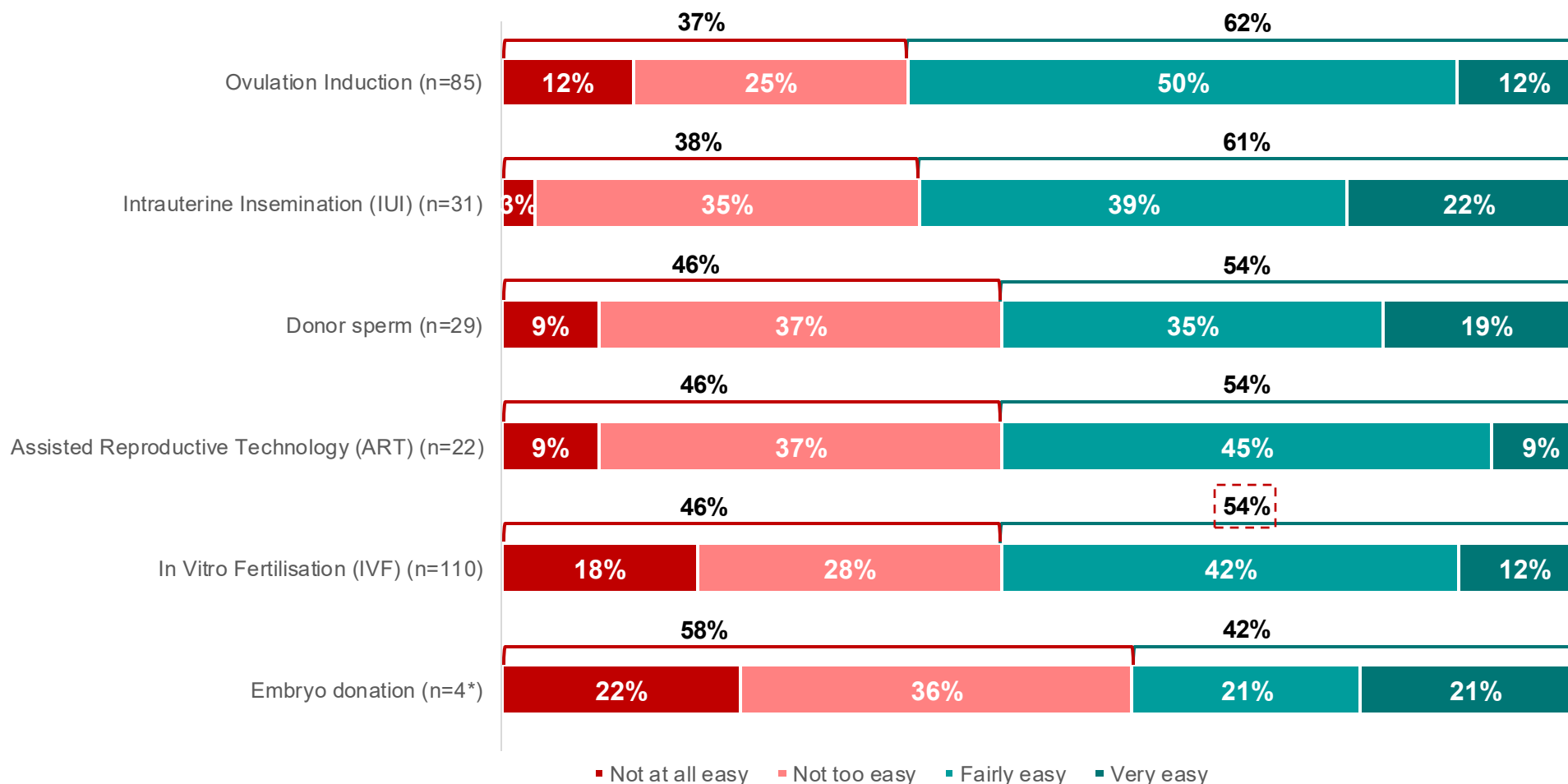
4

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



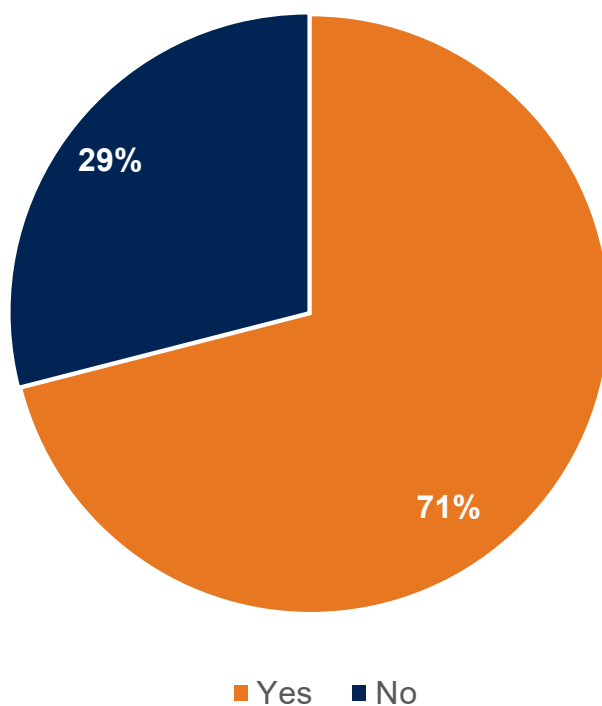
IVF is the most common fertility treatment, 54% of the women from this survey consider it easy to access

Accessibility per fertility treatment, for study participants who underwent treatment

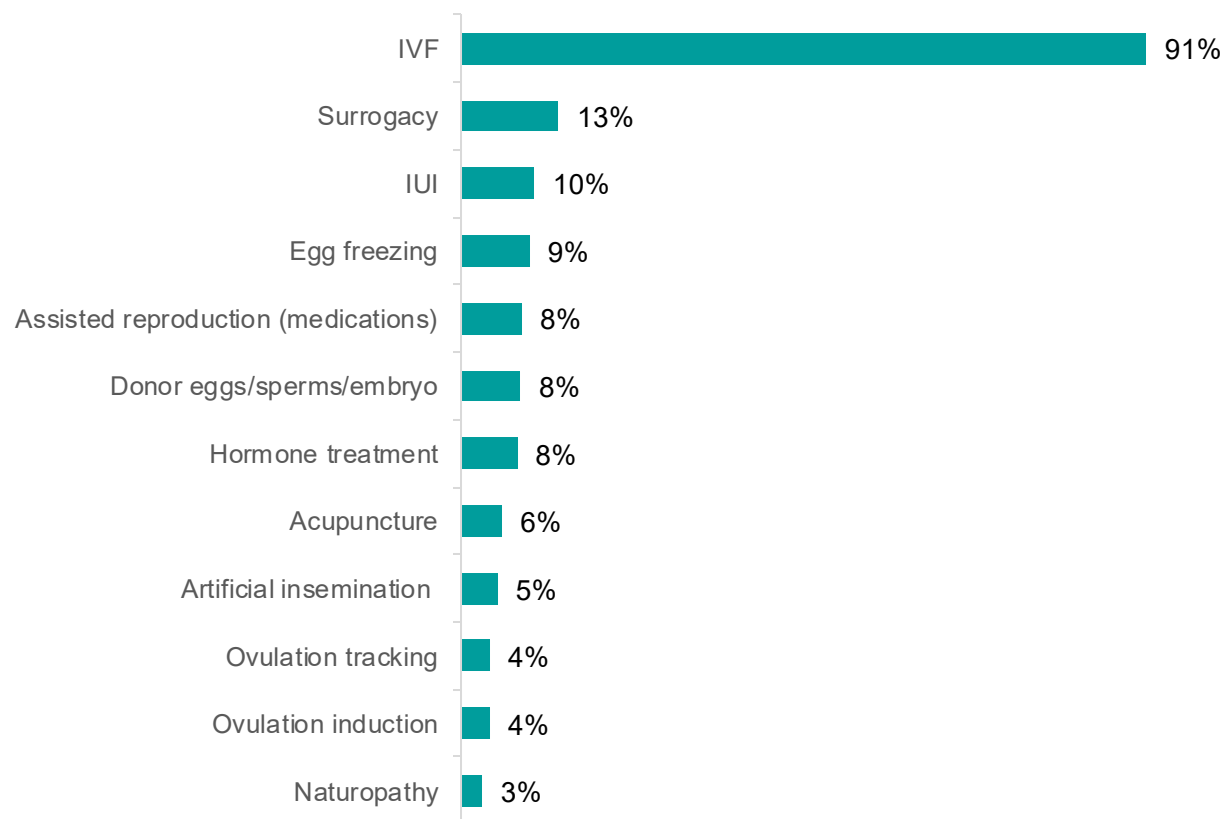


7 in 10 women were able to list fertility therapies/options unprompted including IVF, surrogacy, IUI and egg freezing

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)

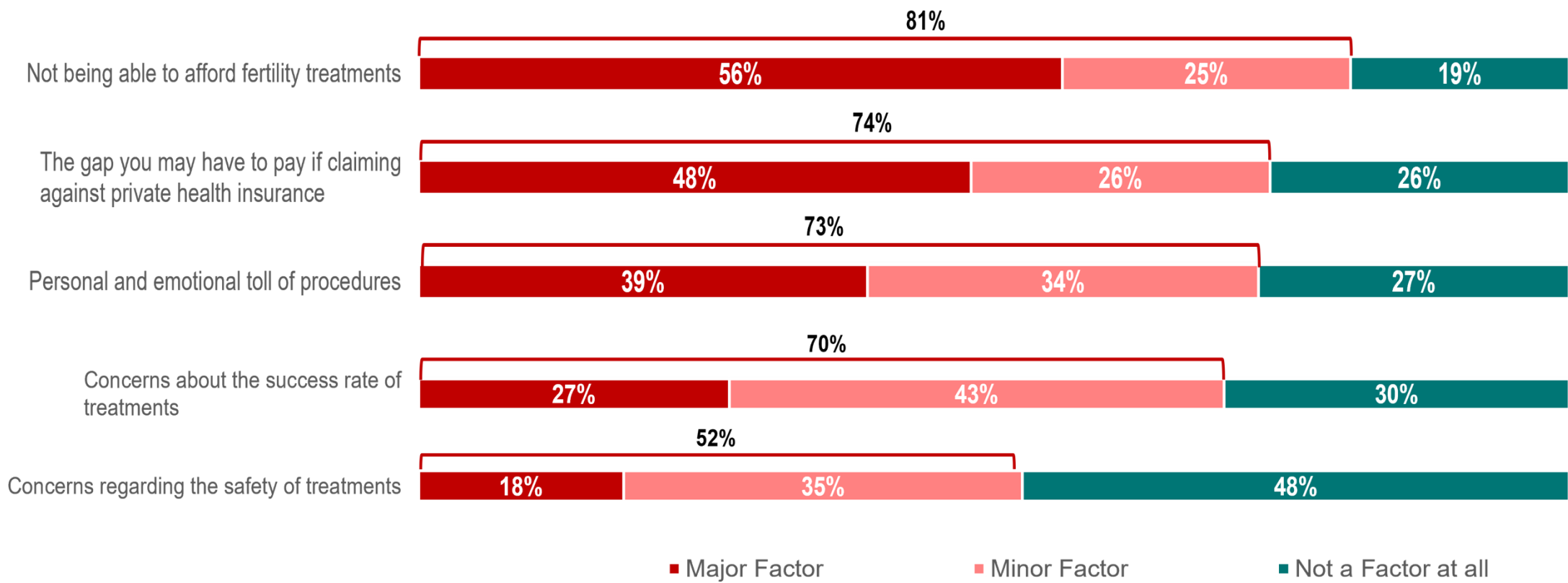
Base (Unprompted fertility treatment awareness): Respondents who answered unprompted fertility treatment awareness question (n=1,456)

WOMEN'S PERCEPTION ON ACCESS TO FERTILITY TREATMENTS

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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

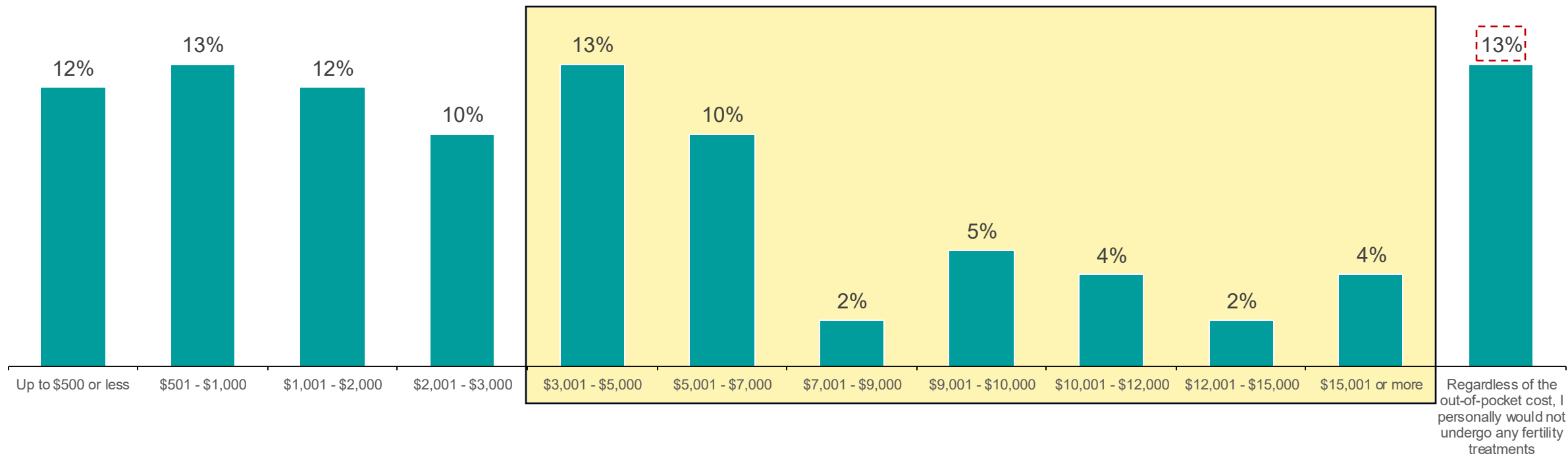
Key factors for not using fertility therapies/options



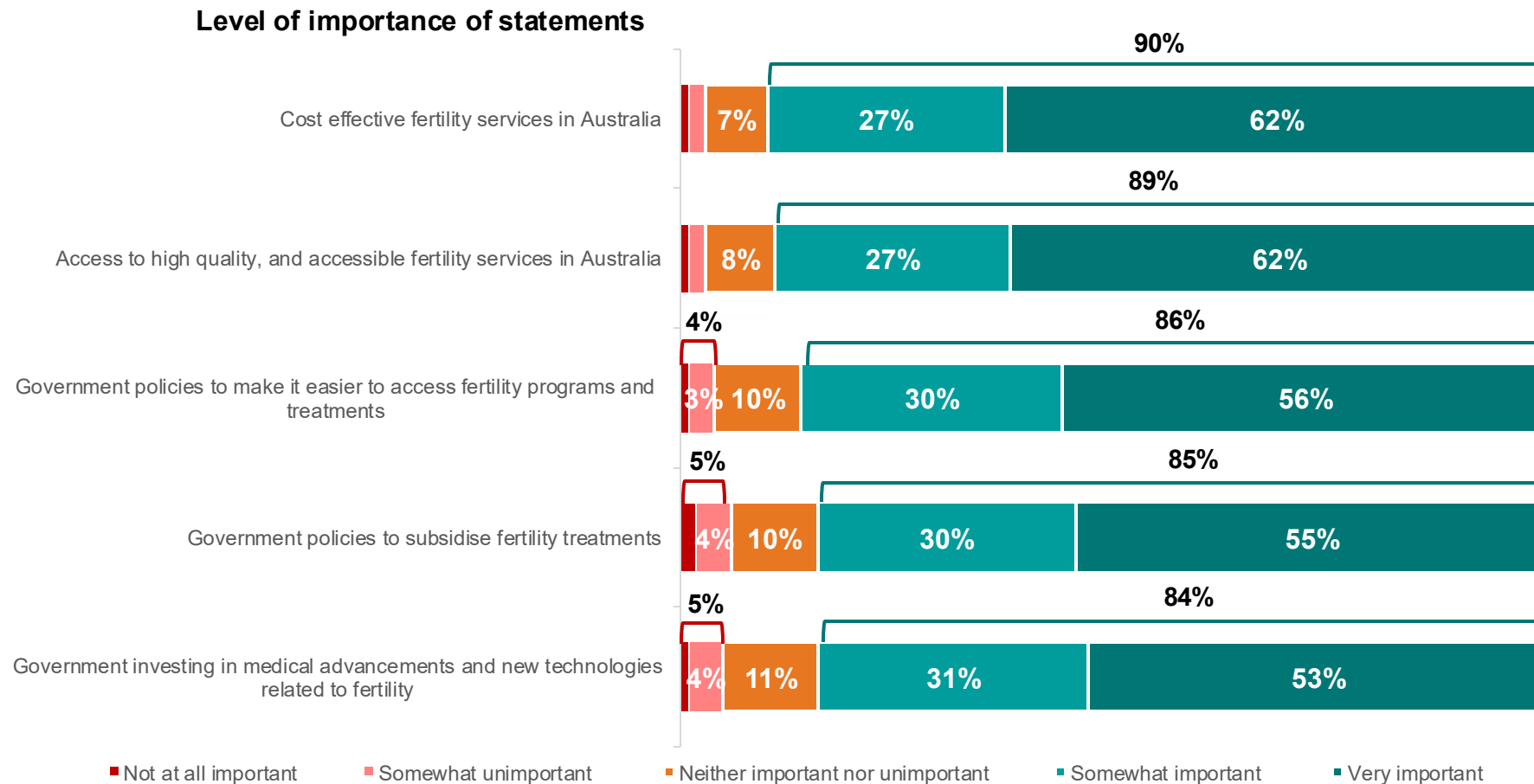
Women are prepared to pay of out-of-pocket costs for fertility treatments. However, there is also a significant proportion of women who regardless of cost, will not undergo treatment.

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

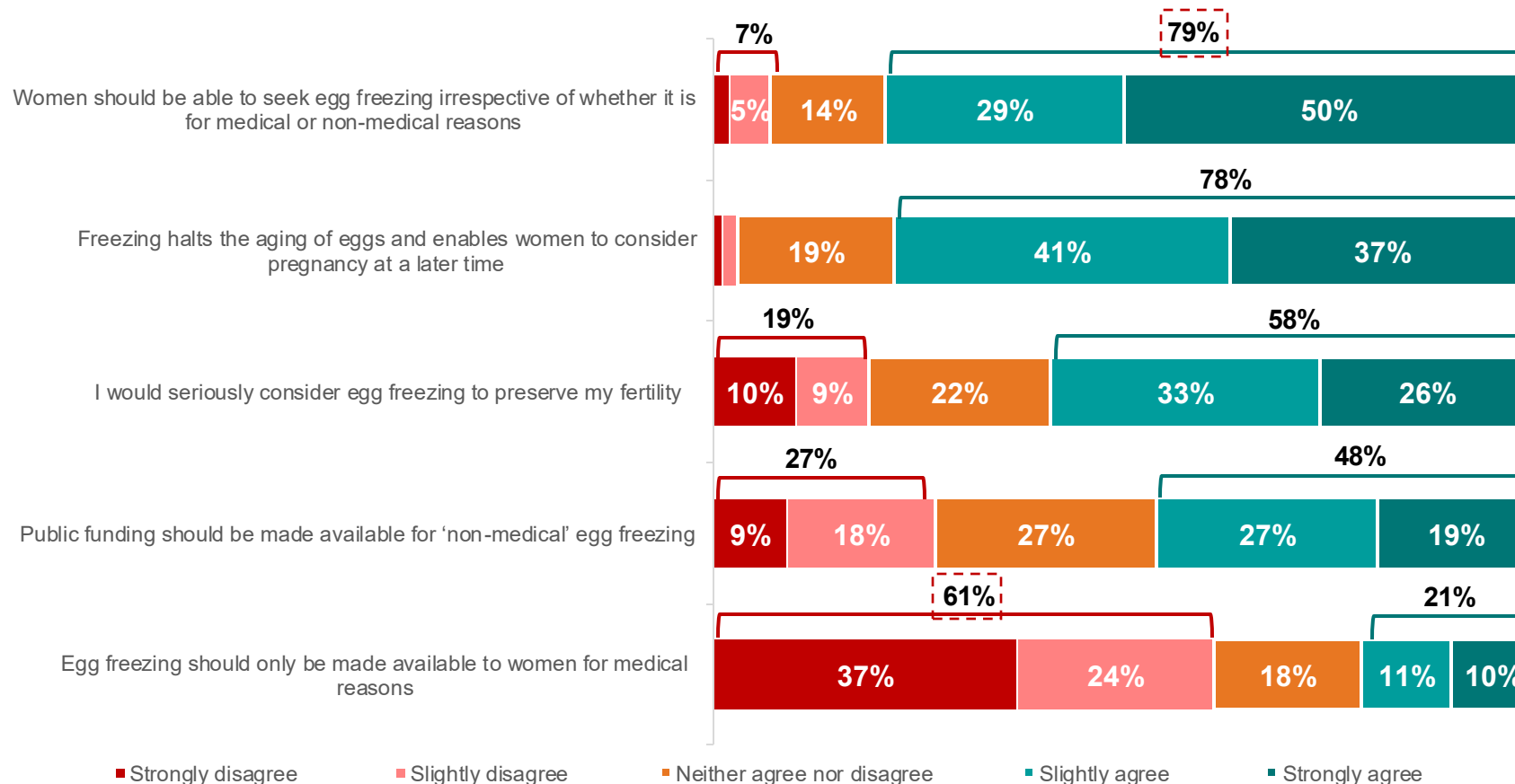


WOMEN'S PERCEPTION ON EGG FREEZING

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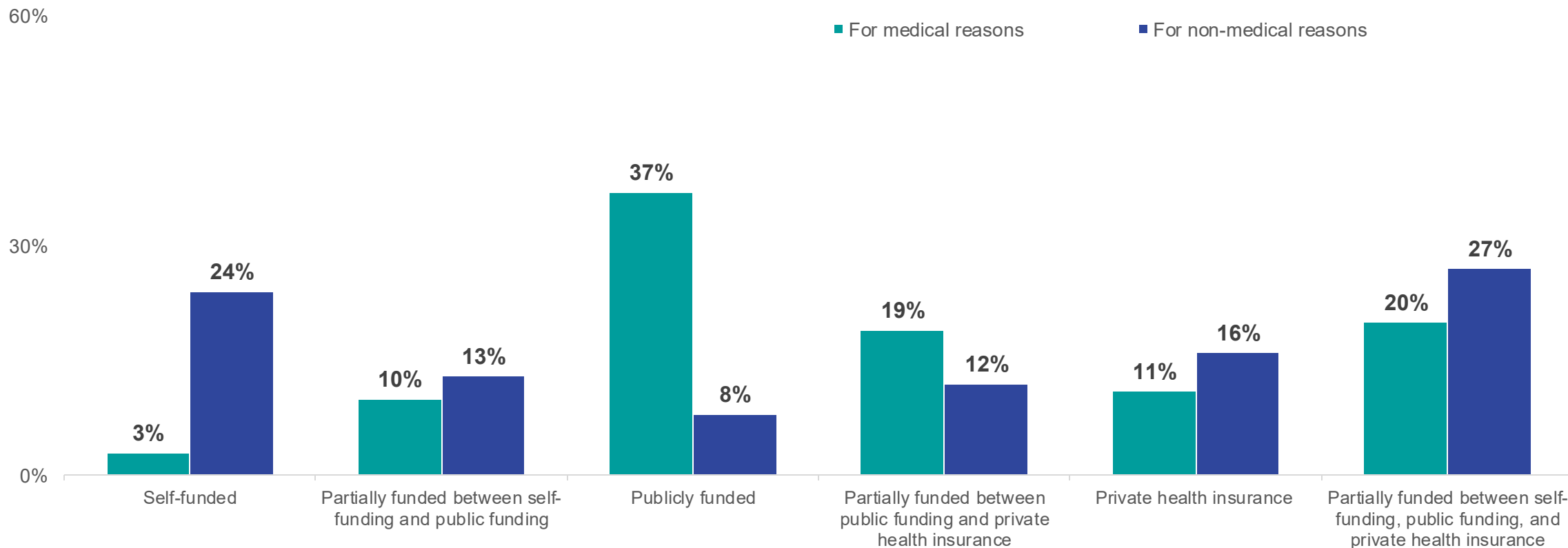
There is a strong alignment among women that egg freezing should be made available for both medical and non-medical reasons

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

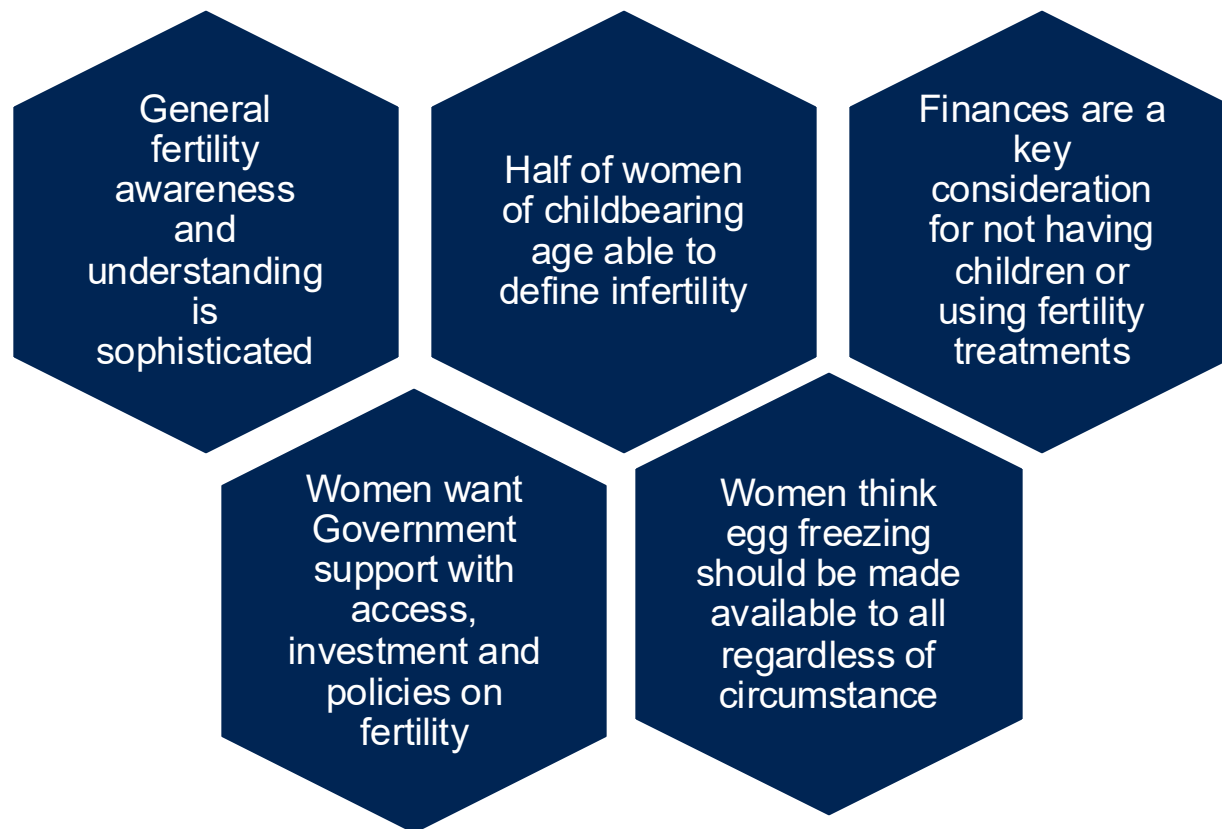


CONCLUSIONS

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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

EXAMPLES OF WHERE THE REPORT HAS BEEN SHARED AND USED

HCP engagement

Engage IVF clinics and directors

Patient Group Engagement

Media Outreach

Social Media

Integrated campaign



Internal: Multiple social media posts of key learnings, disseminating the report via web and direct mail to Healthcare Professionals

Fertility blind spots unveiled in new report

Health Industry Hub | December 13, 2023 |



Pharma News: Shedding light on the state of women's fertility awareness in Australia, Organon has unveiled its Australian Fertility Report which delves into crucial aspects of women's understanding and experiences concerning fertility and reproductive health.

The report's findings illuminate significant gaps in fertility knowledge among Australian women, particularly concerning actions they can take to enhance their chances of conceiving. Despite familiarity with various fertility treatments, a considerable number of women still lack awareness regarding their own bodies and fertility, indicating a need for education and empowerment.

Based on a new national survey involving 2,044 women aged 18-45 years across Australia, the report highlights a stark reality: even though a quarter of women have encountered or are experiencing difficulties conceiving, only...



Women want more fertility education in Australia



WOMEN'S AGENDA

4 in 5 Australians want more fertility education as treatment options grow: New report



news.com.au

'Reality health check': Fertility expert reveals simple test urgently needed for hopeful parents over the age 35

A medical expert has revealed the urgent test anyone over 35 should be taking if they are looking to have children, saying the 'reality health check' could help with their pregnancy.

Jessica Wang
2 min read
December 15, 2023 - 5:24PM
NCA NewsWire

A medical expert has revealed the urgent test anyone over 35 should be taking if they are looking to have children, saying the simple check could help determine when couples fall pregnant.

Fertility expert Professor William Ledger says it's important to acknowledge that while science and technology can help, age is still a key factor when it comes to falling pregnant.

External Media: 35 individual media pieces to date, including coverage in US and UK. The use of the report was across print, digital, and radio channels.

Thank you.

Sam Howes

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