

FERTILITY, SEX & TRYING TO CONCEIVE



Results from Ava's International Fertility & TTC Survey 2017

Women today approach the decision to start a family very differently from how their mothers did. Starting a family is something that we plan for and anticipate for much longer than we did in the past. Instead of getting married and having kids soon after we leave our parents' homes, we wait until we feel financially stable, independent, and emotionally ready to be parents. The irony is that this increased maturity and

life savviness doesn't necessarily apply to the process of getting pregnant itself.

We at Ava (www.avawomen.com), a company dedicated to bringing scientific innovation to women's reproductive health, wanted to learn more about women's expectations and feelings around trying to conceive (TTC). Despite so many innovations in the fields of fertility and pregnancy, many stubborn

myths about getting pregnant persist. Susceptibility to these myths, and attitudes about TTC in general, vary widely by culture, age, and other factors.

With that in mind, in August 2017, we surveyed nearly 2,100 women in Europe and the US in a survey translated into four languages. The following are just a few of the most interesting findings.

Survey Methodology: Ava conducted an anonymous, online poll of 2,093 women ages 20-40+ across seven countries (US, Germany, Switzerland, Austria, Switzerland, France and Spain) who are either actively trying to conceive, recently became pregnant or had a child. The survey was completed in August 2017.

For more information about the survey please visit www.avawomen.com/media or email media@avawomen.com. For more information about Ava the company or our cycle tracking bracelet, please visit www.avawomen.com.

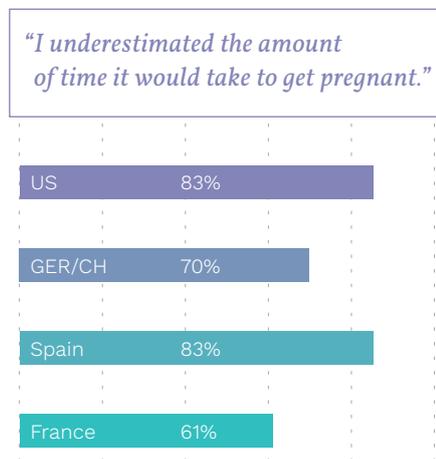
Media seeking a full data set and more information regarding methodology, please email media@avawomen.com

What We know: Myths & Misunderstandings About Fertility

GETTING PREGNANT TAKES LONGER THAN EXPECTED

78%

of all respondents **underestimated the amount of time it would take to get pregnant**, but these numbers were higher in the US and Spain, and much lower in France.



AGE DOESN'T ALWAYS = WISDOM

51%

of all women 40+ admitted they did not **"understand the importance of timing your cycle" before trying to conceive**, and 17% of this group believe most women get pregnant within 5 months of trying.

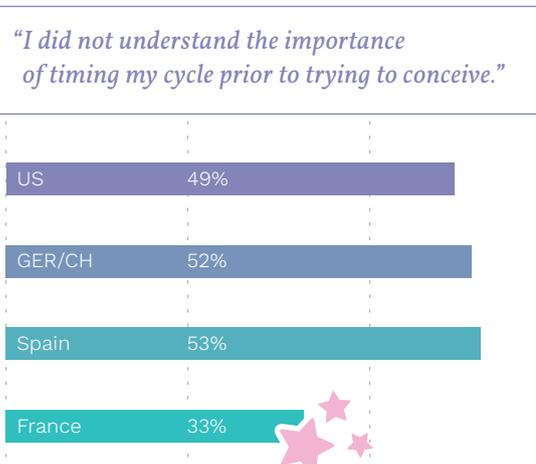
"Older women were more likely than younger women to discount the importance of timing intercourse around ovulation. This is unfortunate, because tracking the cycle is arguably even more important as a woman ages and her chances of getting pregnant decline."

– Lea von Bidder, Co-Founder of Ava

FRENCH WOMEN ARE MOST HIP TO CYCLE TRACKING

48%

respondents overall **did not understand the importance of timing your cycle** prior to trying to conceive—though only 33% of French women admitted this ignorance.



"French women seemed to be the most savvy about fertility in all the countries we surveyed. They were the least likely to underestimate how long it would take to get pregnant, and the most likely to understand the importance of having sex at the right time."

– Julie Spiers, Market Manager for Ava Europe

How We Feel about Fertility & TTC and What We Share with Others

WOMEN SHARE FERTILITY TALK WITH JUST CLOSEST CONFIDANTS

60%

of women overall said they don't feel comfortable talking about fertility with anyone other than very close friends or family—though this was much higher in Germany at 73%, and lowest in France at 48%.

"Fertility and the baby-making journey is still very much a private matter even today – especially in Germany and among women over 40, but this is not necessarily about shame. For most, the reason to stay quiet was mostly to avoid persistent questioning and requests for updates."

– Lea von Bidder, Co-Founder of Ava

70%

of women said "few if any of my coworkers know I'm trying to conceive"—but this was higher in Germany at 78% and Spain at 71%.

AMERICAN WOMEN TTC STRESSED BY OTHERS' PREGNANCY NEWS

72%

of women said that hearing about other people getting pregnant and having babies caused them stress and/or depression—and this number climbed to 80% in the US (higher than any other country). Fewer Germany, Swiss or French women agreed with this statement at 63% each.

67%

of women 40 and older feel depressed or stressed hearing about others' baby news—though this is still 86% for US respondents.

64%

of women 40+ do not feel comfortable talking about fertility or TTC.

"American women were the most likely to feel depressed when they heard other women's pregnancy announcements. We attribute this to the pervasiveness of social media like Facebook and Instagram in the US compared to other countries."

– Lindsay Meisel, Ava Research & Science Editor

EXPECTATION FOR UPDATES, ANNOYING QUESTIONS KEEPS WOMEN QUIET

The most common reason for keeping their journey to conception quiet: *"Once I tell people we're trying for a baby, they expect an update every time they see us and that's annoying."*

52%

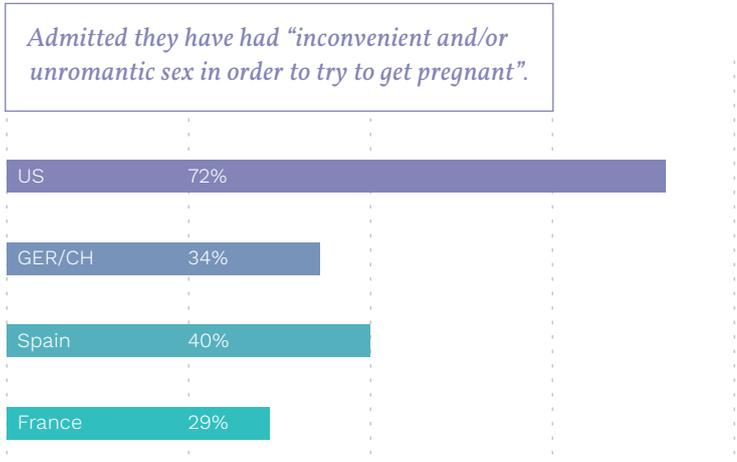
of women overall are asked "often" about their plans to have a baby, and in the US, only 10% of women said they are "rarely" or "never" asked about baby plans.

How We Feel about Sex & TTC

| DUTIFUL SEX COMMON FOR WOMEN TTC

51%

of women polled said they have had inconvenient or unromantic sex in order to try to conceive. But this number was much higher in the US at 72%. And only 29% of French women said this.



47%

Nearly half the US women surveyed said they have had to “convince a partner” to have sex at a time when he was not in the mood in order to TTC—this is higher than the global average of 38% and much higher than in France, where only 26% of women answered this way.

“The stereotype of couples jumping into bed to take advantage of a woman’s ovulation seems to have some basis in reality based on our findings. However, it’s interesting to see the contrast between the 72% of American women who admitted having unromantic sex in order to take advantage of the fertile window, versus only 29% of French women. It’s unclear whether French women are simply less willing to have sex when it doesn’t feel romantic, or more able to get in the mood at the drop of a hat than American women.”

– Julie Spiers, Market Manager for Ava Europe

58%

of US women 36–40 have convinced a partner to have sex to try to get pregnant.

| EUROPEAN WOMEN LEAST ENTHUSIASTIC ABOUT TTC SEX

66%

of women overall—more than 2/3 surveyed—said that timing sex to take advantage of ovulation “takes the fun out of it.” But this was much higher in Europe than the US, with 86% of French women and 74% of Spanish women agreeing with that.

