



**INDEXLAB**  
Market Research  
Report

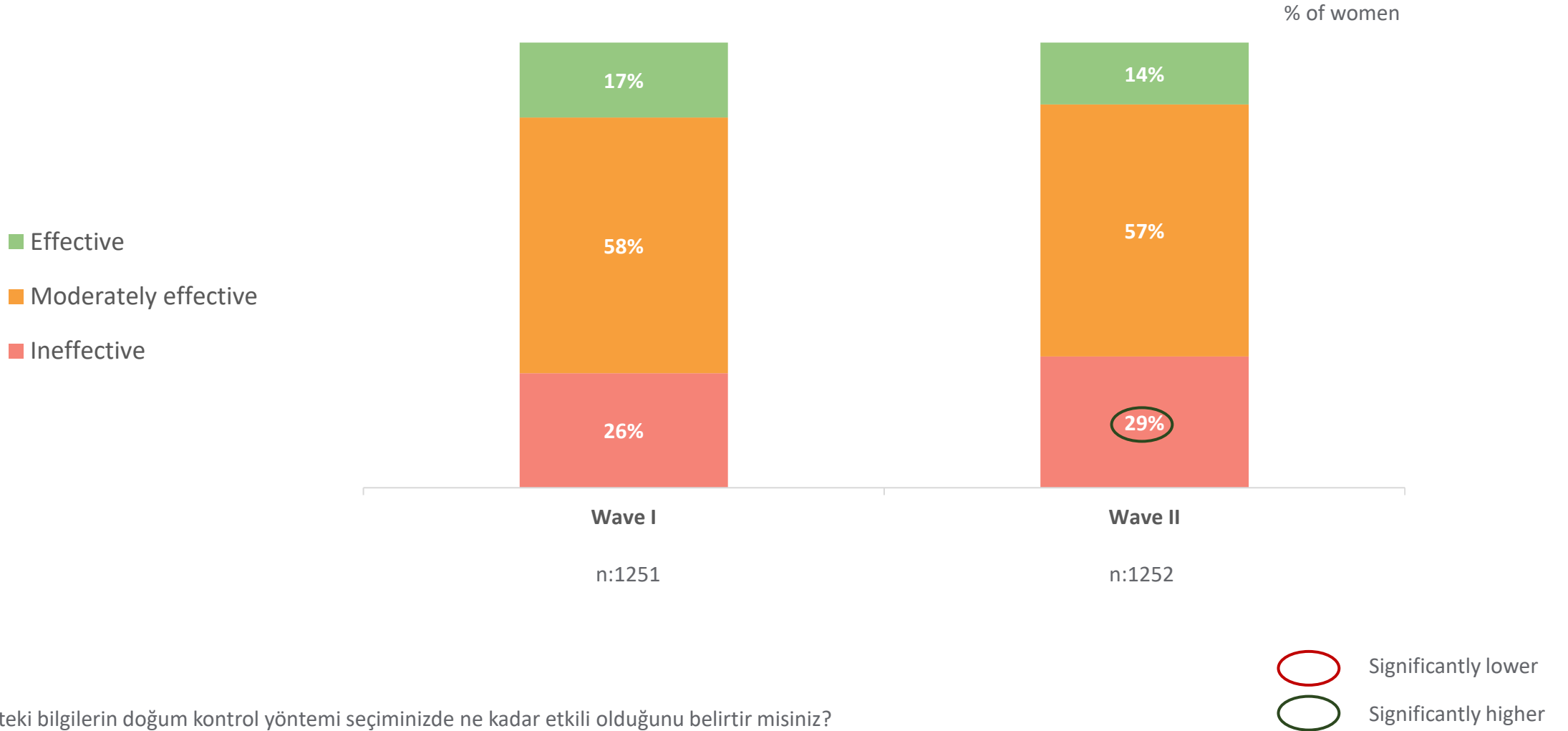
# Sources of information about Contraceptive Methods

July 2024

Prepared for



# Impact of the Internet on Choice of Contraceptive Methods

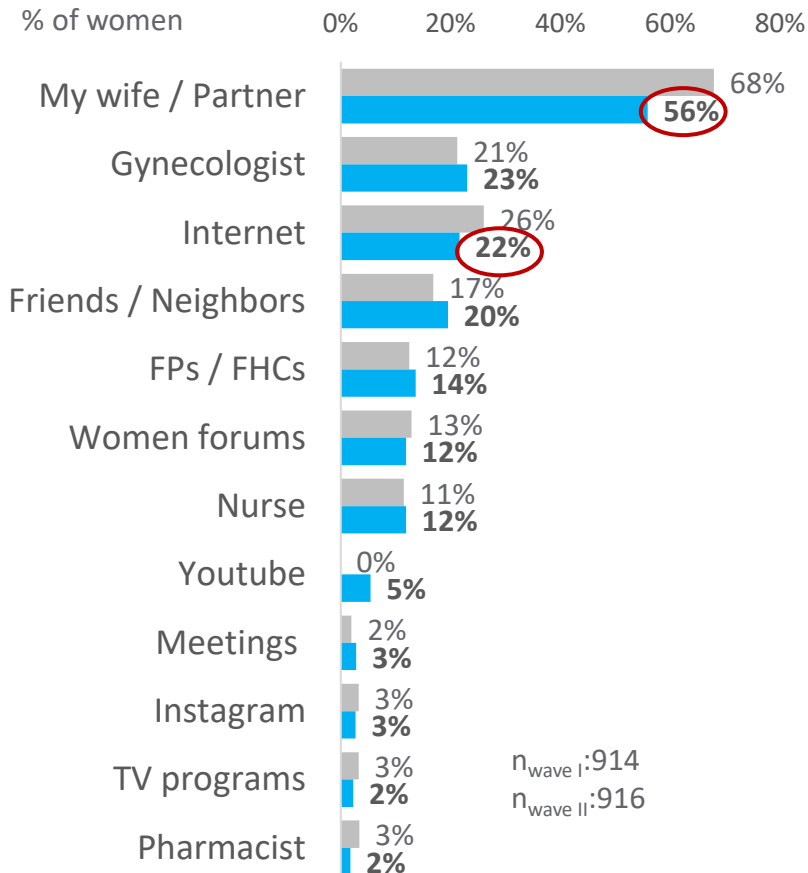


S66. İnternetteki bilgilerin doğum kontrol yöntemi seçiminizde ne kadar etkili olduğunu belirtir misiniz?

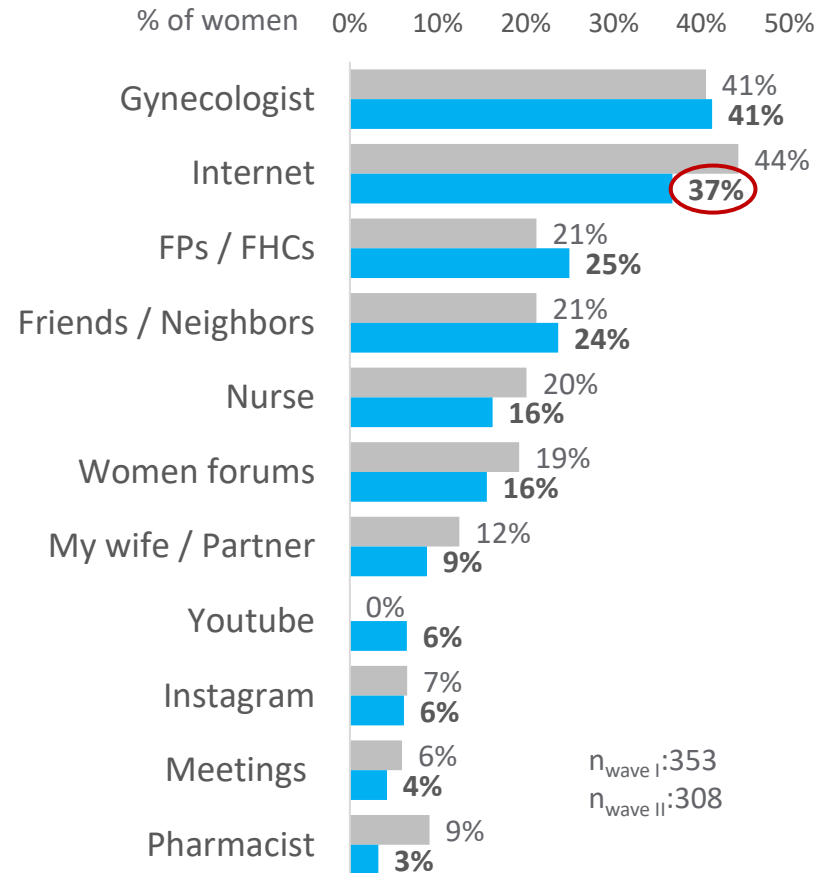
# Sources of information / 1

about traditional contraceptive methods

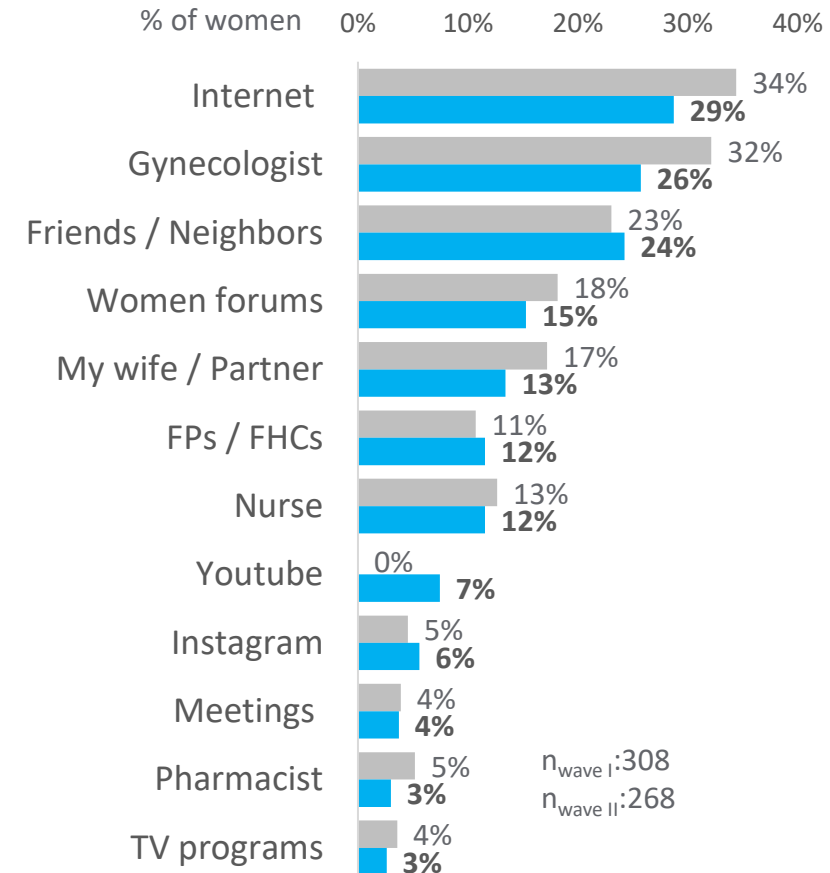
## Withdrawal



## Calendar Method



## Vaginal douche



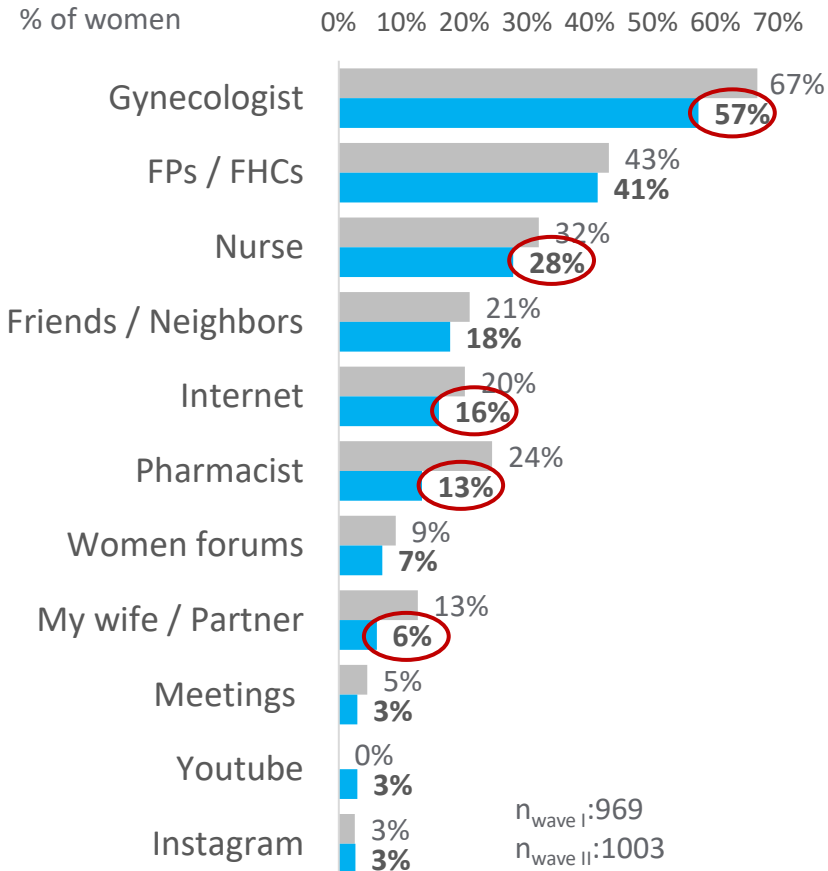
○ Significantly lower  
○ Significantly higher

S12. Bildiğinizi belirttiğiniz gebelikten korunma yöntemleri hakkında kimden veya hangi kaynaklardan bilgi aldınız?

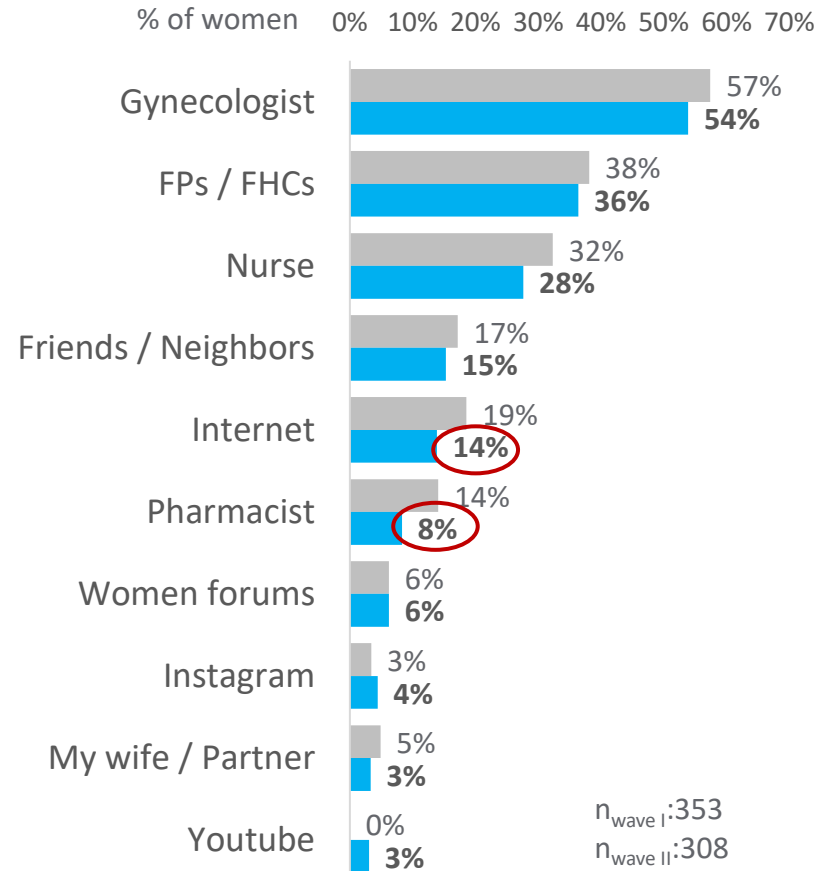
# Sources of information /2

about modern contraceptive methods

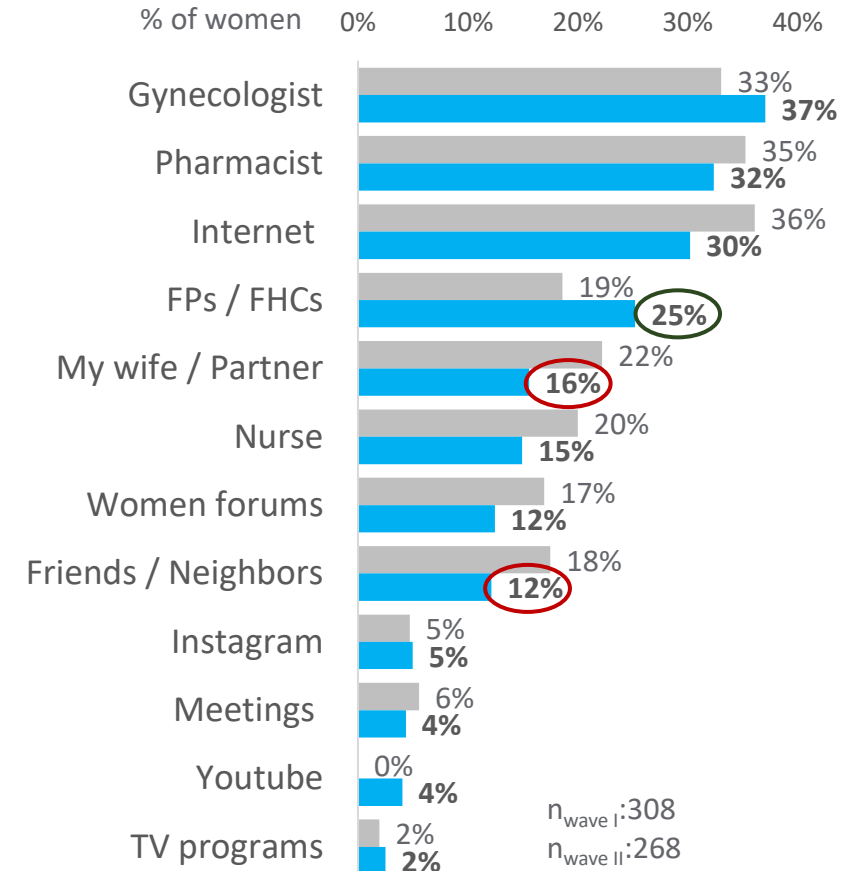
## Oral Contraceptive Pill



## Contraceptive Injection



## Morning-After Pills



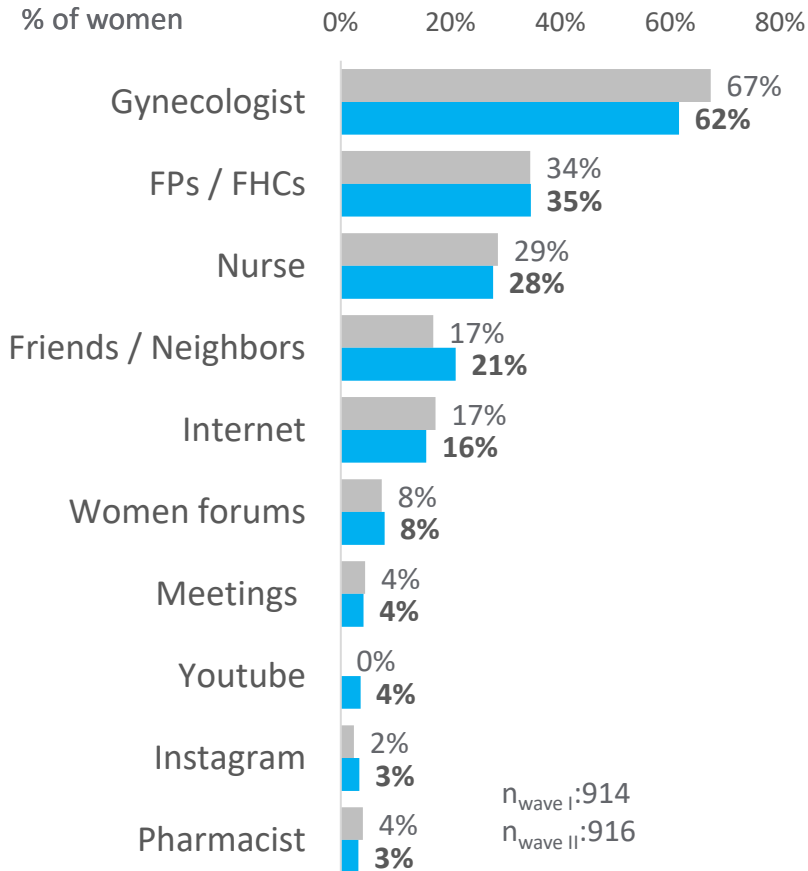
○ Significantly lower  
○ Significantly higher

S12. Bildiğinizi belirttiğiniz gebelikten korunma yöntemleri hakkında kimden veya hangi kaynaklardan bilgi aldınız?

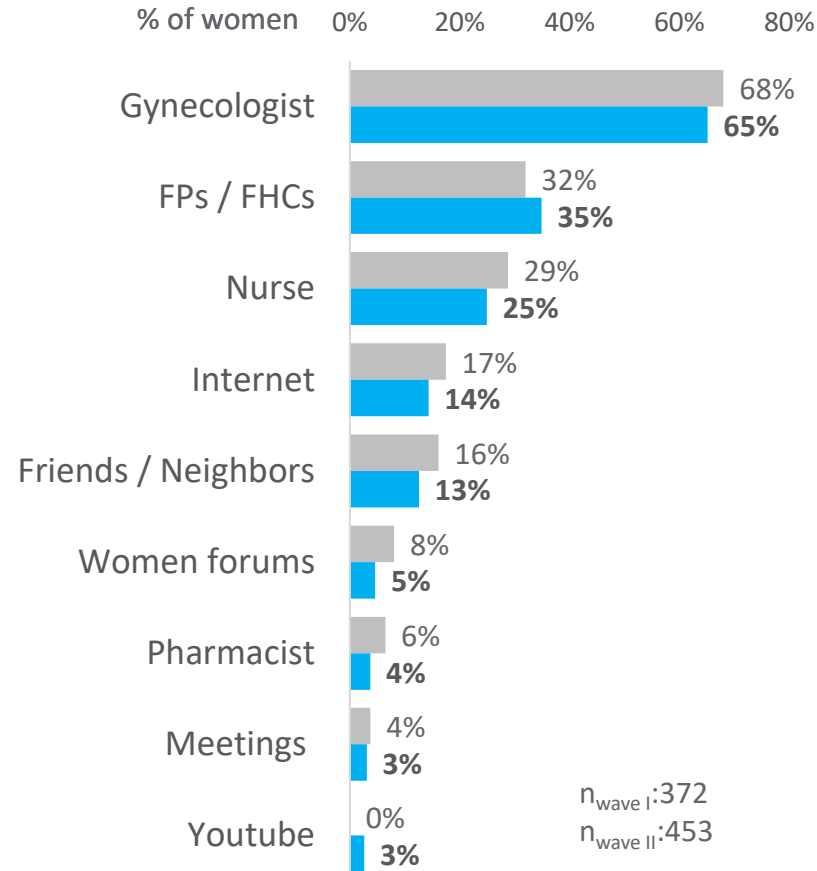
# Sources of information /3

about modern contraceptive methods

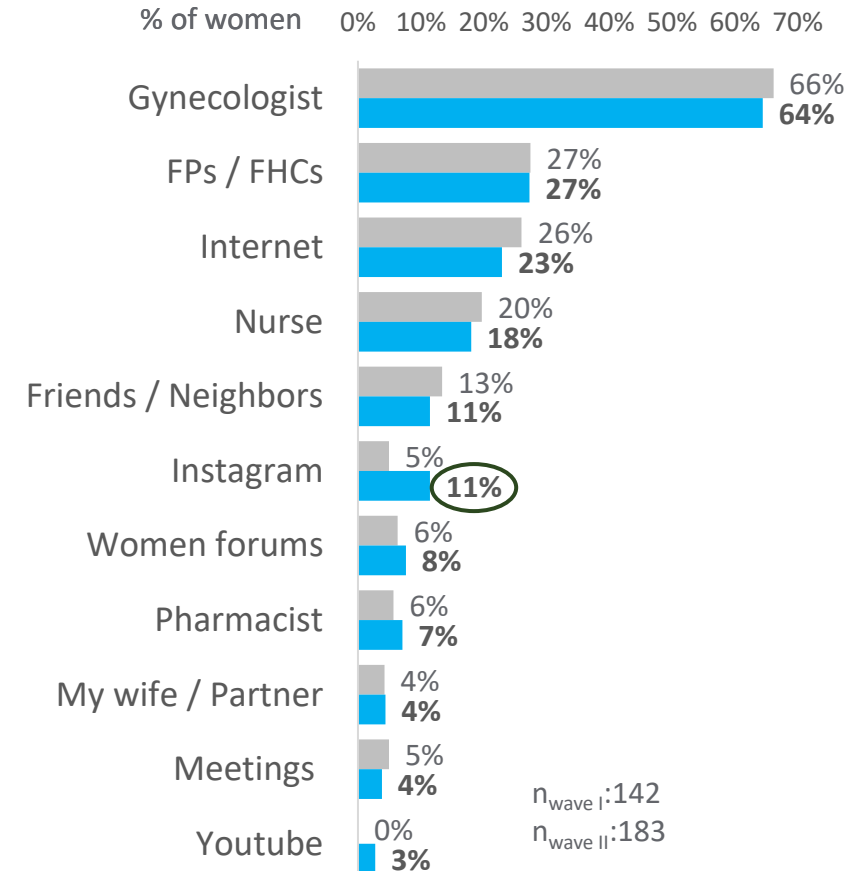
## Copper spiral



## Hormonal spiral



## Implant



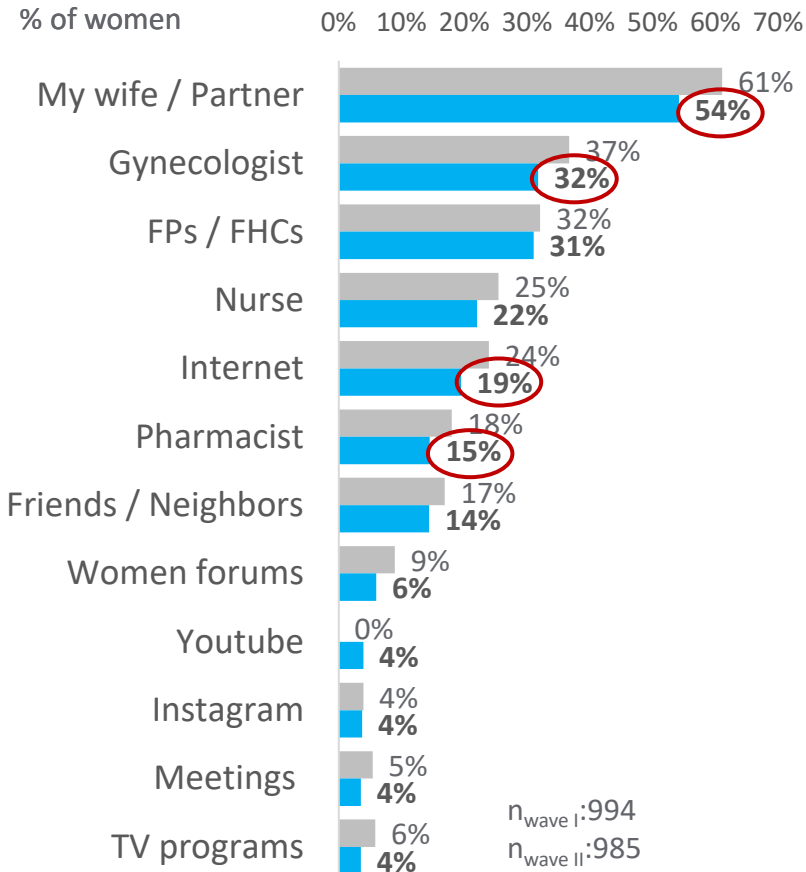
○ Significantly lower  
○ Significantly higher

S12. Bildiğinizi belirttiğiniz gebelikten korunma yöntemleri hakkında kimden veya hangi kaynaklardan bilgi aldınız?

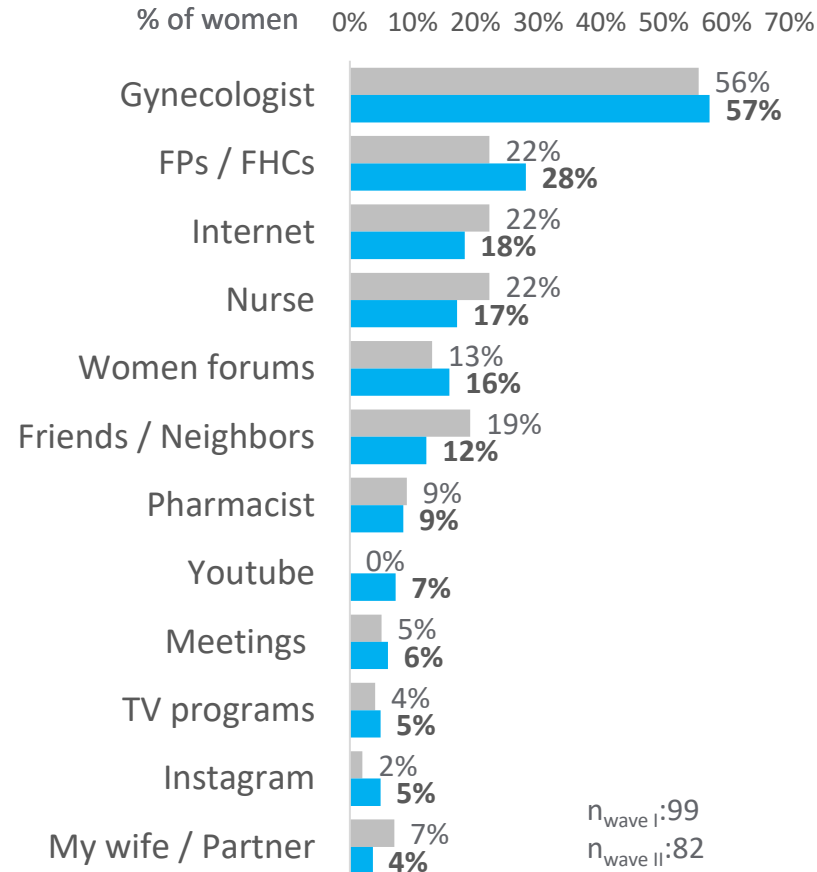
# Sources of information /4

about modern contraceptive methods

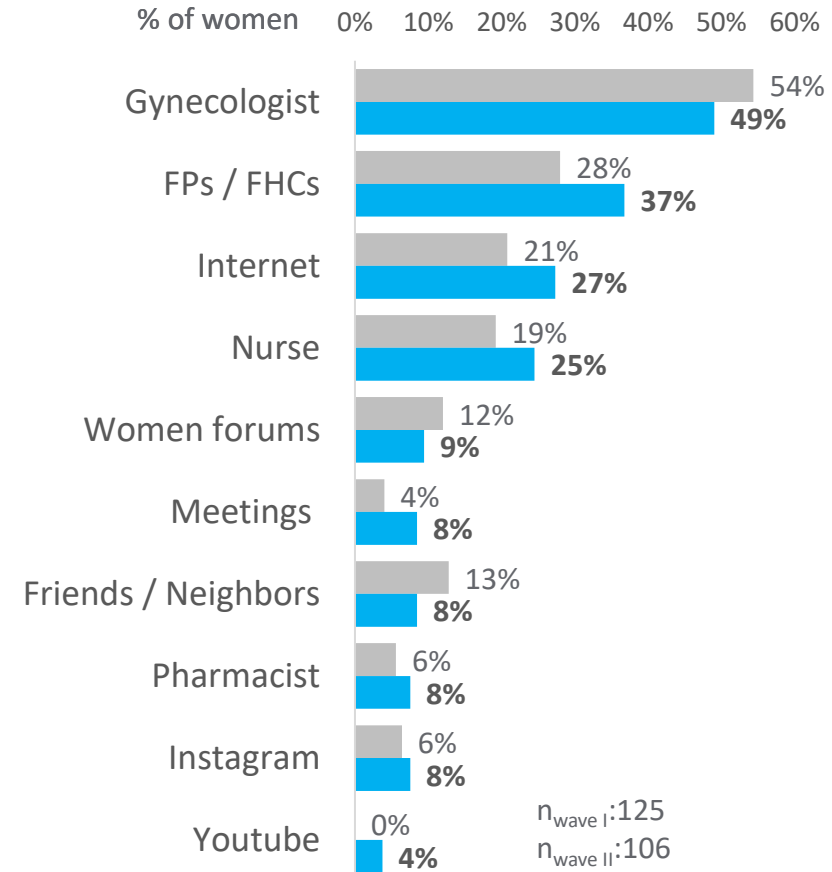
## Condom



## Sterilisation



## Contraceptive Ring



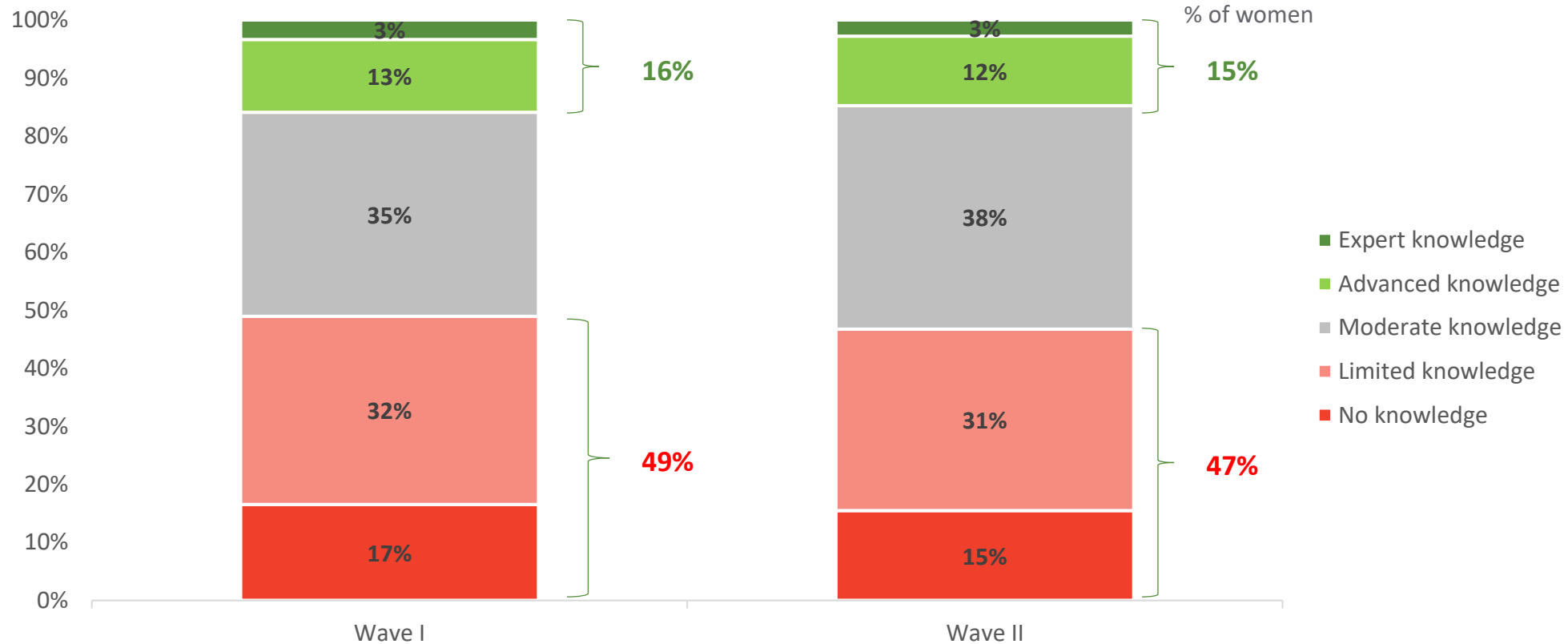
○ Significantly lower  
○ Significantly higher

S12. Bildiğinizi belirttiğiniz gebelikten korunma yöntemleri hakkında kimden veya hangi kaynaklardan bilgi aldınız?

# Knowledge Level About Oral Contraceptives

% of women who are aware of Oral Contraceptive Pills, but have not used them.

In Wave II, 15% of parents are highly knowledgeable about oral contraceptives, 38% are somewhat informed, and 47% are unfamiliar. There is no significant difference between waves.



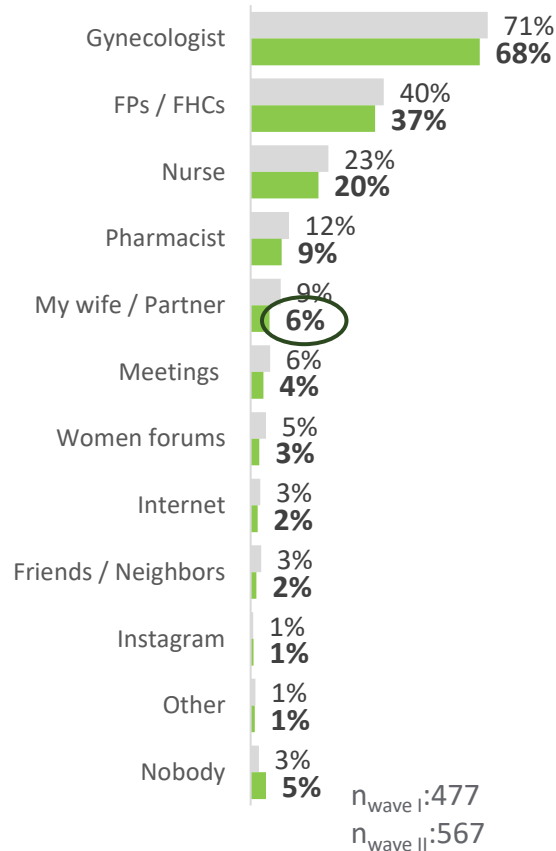
n<sub>wave I</sub>:478  
n<sub>wave II</sub>:569

○ Significantly lower  
○ Significantly higher

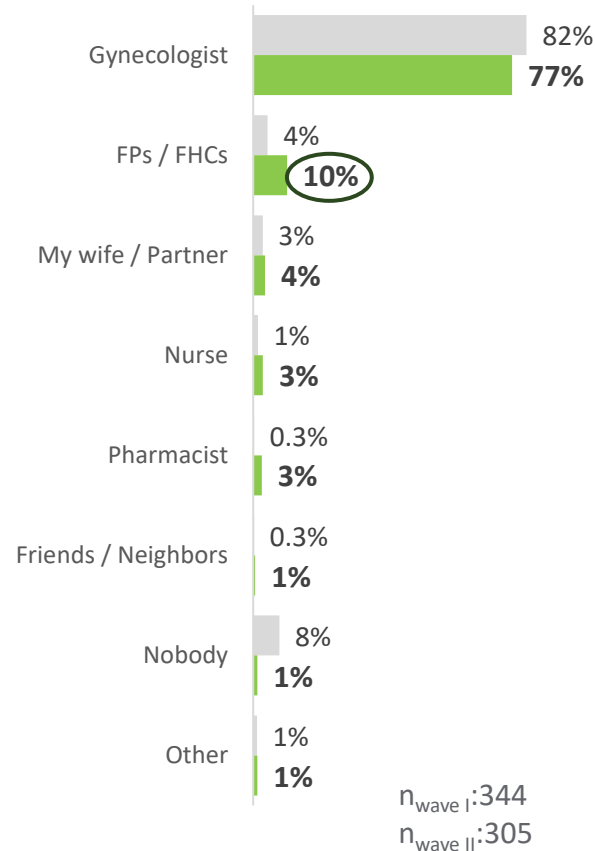
# Influencers on the Decision to Re-continue/Start OCs

Women say that if gynecologists recommend Oral Contraceptives, they will continue using them or start using them

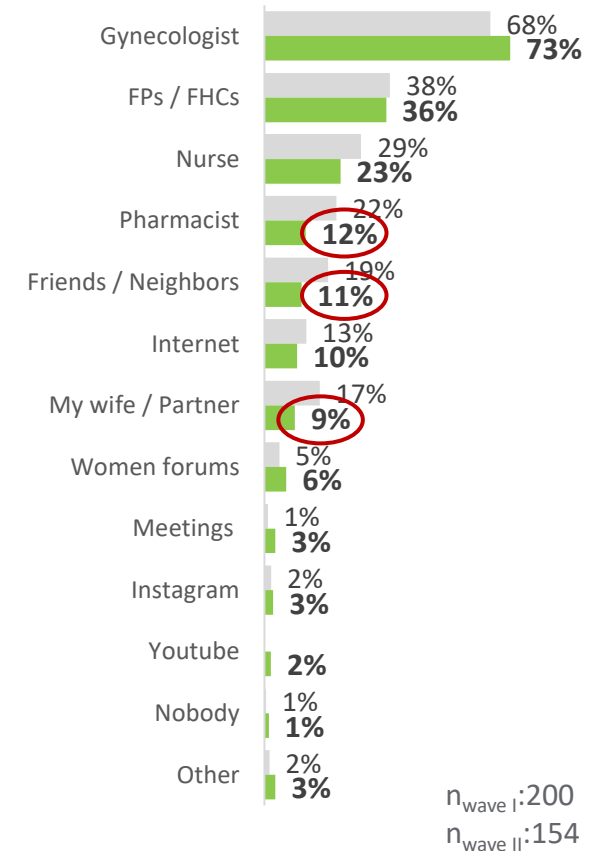
% of women who are aware of OCs, but have not used them.



% of women who have used OCs in the past but are not currently using them



% of women who are currently using OCs



S23. Aşağıdakilerden hangisi tarafından doğum kontrol hapı tavsiye edilirse kullanmaya başlarsınız?

S29. Aşağıdakilerden hangisi tarafından gebelikten korunma yöntemi olarak doğum kontrol hapı tavsiye edilirse tekrar kullanmaya başlarsınız?

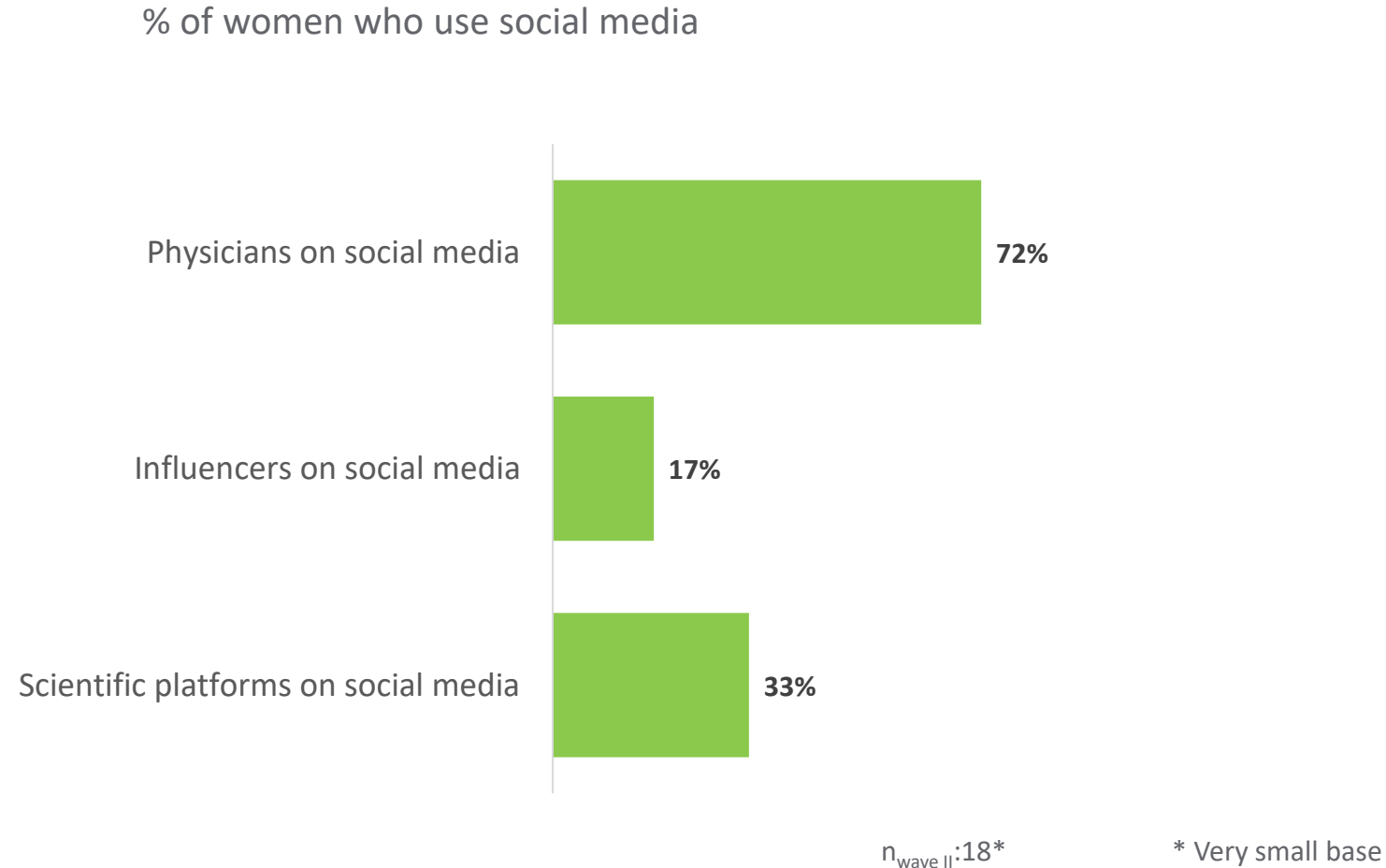
S53. Gebelikten korunma yöntemi olarak doğum kontrol hapı kullanmanızı kim ya da kimler tavsiye etti?

○ Significantly lower  
○ Significantly higher



# Preferred Sources for Oral Contraceptive Advice on Social Media

When deciding to start birth control pills based on social media recommendations, 72% of women prefer advice from doctors, 17% from influencers, and 33% from scientific platforms.



**S23a.** Sosyal medyada hangi hesaplardan gebelikten korunma yöntemi olarak doğum kontrol hapı tavsiye edilirse kullanmaya başlıyorsunuz?

**S29e.** Sosyal medyada hangi hesaplardan gebelikten korunma yöntemi olarak doğum kontrol hapı tavsiye edilirse tekrar kullanmaya başlıyorsunuz?

**S53b.** Sosyal medyada hangi hesaplardan gebelikten korunma yöntemi olarak doğum kontrol hapı tavsiye edildiği için kullanmaya başladınız?