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Abstract

Demand for male contraceptives: a multi-country quantitative survey

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Purpose: Our study will quantify user demand for novel male contraceptive products to inform research and product development funding decisions. It will also provide baseline data to understand preferences of men on key product attributes (form of use such as pill/gel, time of use, reversibility, etc.) and attribute-levels.

Methodology: We are conducting a cross-sectional survey of ~17000 men across the 8 geographies (7 Low- and Middle-Income Countries and US) at the household level. A discrete choice experiment (DCE) is conducted with the men to quantify tradeoffs between product attributes including product form, frequency of dosing, time to onset, time to reversibility, efficacy rates, and potential side effects and side benefits affecting the choice of contraception.

Early findings: Preliminary results from Kenya and US suggest that uptake among men can vary widely. In Kenya, 52% men would use a male contraceptive within 1 year of availability of their desired product and 16% would never use a male contraceptive. In the US, 39% men would use a male contraceptive within 1 year of availability of their desired product in the market and 22% would never use a male contraceptive. Across all product attributes, form of administration had by far the strongest impact on probability of uptake in both the countries. In Kenya, relative odds of uptake were highest for gel on shoulder and pill, followed by micro-array patch, liquid patch, and nasal spray. In the US, relative odds of uptake were highest for pill, followed by liquid patch, nasal spray, and gel on shoulder. Analysis is still underway for these countries, and more results will be shared soon.