

SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

Unplanned Pregnancy and the Zika Virus

The Zika virus continues to garner much attention from the Centers for Disease Control and Prevention (CDC) and others concerned about the nation's health. Although the illness is usually mild with "symptoms lasting for several days to a week," Zika virus infection during pregnancy can cause serious birth defects.

Despite promising declines in unplanned pregnancy rates in recent years, 45% of pregnancies in the United States are still unplanned. With the CDC watching closely for cases of Zika in the U.S., it's more important than ever to provide comprehensive access to the full range of birth control methods.

Nearly 7 in 10 American adults say they know little or nothing about the Zika virus and, of those who know something about the virus, more than 70% know nothing about the sexual transmission of the virus according to the results of a new nationally representative survey of 2,032 adults age 18+.

Z

How much do you know about the Zika virus?

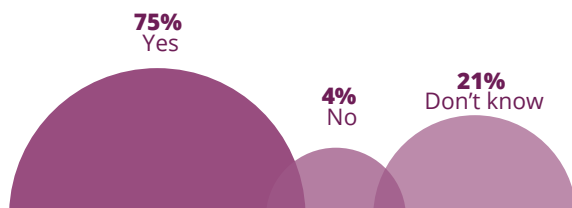


How much, if anything, do you know about the sexual transmission of the Zika virus (Asked of those who know at least a little about the Zika virus)?



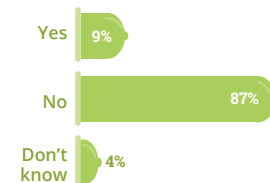
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As far as you know, can the Zika virus be passed from a pregnant woman to her baby during pregnancy?

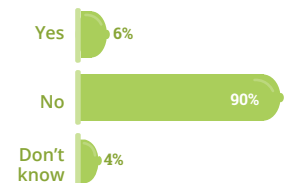


Have concerns about the Zika virus caused you to change your sexual behavior or current birth control use in any way (Asked of those who know Zika can be transmitted sexually)?

Sexual Behavior



Birth Control use



Data presented here are drawn from a national web survey, written by The National Campaign and conducted using Google Surveys, May 2017. Interviews were conducted among 2,032 respondents who volunteered to participate in Google online surveys and polls, and data are subsequently weighted to reflect the demographic composition of men and women ages 18 and older who are internet users. Google's reports state a margin of error of +/- 2.1% at the 95% confidence level, which provides a helpful indication of the variability in these results; however, we note that because the sample is based on those who initially self-selected for participation, this estimate rests on a specific set of statistical assumptions about the selected sample, rather than the standard methodology for random probability sampling. Numbers may not sum to 100 due to rounding.