

Table 3. Percentage distribution of women, by their preferred characteristics for a vaginal microbicide product; United States, 1998

Characteristics†	Total (N=982‡)
Application period	
Can apply several hours ahead	67.4
Must apply just before sex	19.8
Either equally	12.8
Likelihood of using, if it must be reapplied for each act	
Very	39.9
Somewhat	31.2
A little	16.1
Not at all	12.8
Source of product	
Drugstore/pharmacy	71.5
Prescription from medical provider	13.7
Either equally	14.8
Form of product	
Cream/jelly	41.2
Suppository	30.1
Sponge	11.6
Film	17.1
Partner awareness of product	
Prefers partner to be unaware	33.6
Prefers partner to be aware	33.1
Either equally	33.2
Interest, if not 100% effective	
Very	45.5
Somewhat	31.5
A little	10.1
Not at all	13.0
Interest, if only protects against HIV	
Very	47.0
Somewhat	29.3
A little	11.4
Not at all	12.4
Interest, if protects from STDs but not HIV	
Very	27.1
Somewhat	37.4
A little	16.6
Not at all	18.9
Interest in use, if cost is about the same as condoms (\$0.50–1.00)	
Very	77.6
Somewhat	15.6
A little	3.5
Not at all	3.3
Interest in use, if cost is twice as much (\$2 per application)	
Very	59.7
Somewhat	24.1
A little	12.8
Not at all	3.3
How it would be used for STDs/HIV prevention	
Instead of condoms	15.8
With condoms	84.2
How it would be used with other contraceptives§	
Instead of other contraceptives	37.4
With other contraceptives	62.6
Expected attitude of current partner††	
Would be happy if she wanted to use it	21.7
Wouldn't care one way or the other	59.7
Would object to using it	18.5
Total	100.0

†See text footnotes for exact wording of product characteristics as described to respondents. ‡Ns vary between 939–979, depending on nonresponse (do not know/refused) for each variable. §If the product had both a contraceptive and microbicide effect. ††Actual N is 869; 92 women with no steady partner were not asked this question. Notes: The margin of sampling error is ± 1.4–3.3%, depending upon the exact number of respondents to each question and the percentage of women in the subgroup. Percentages may not add to 100 due to rounding.