

Understanding Fertility Perceptions in the U.S.

2025



Brown Fertility

CONCEIVING MIRACLES™





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A silhouette of a man walking on a beach at sunset, with a woman walking behind him. The scene is bathed in the warm, golden light of the setting sun, creating a serene and contemplative atmosphere. The man is in the foreground, walking towards the right, while the woman is slightly behind him, also walking in the same direction. The ocean waves are visible in the background, and the sky is a mix of soft pinks and oranges.

Executive Summary

Executive Summary

Brown Fertility conducted a national survey of over 500 individuals across the U.S. to better understand perceptions of fertility, approaches to family planning, and engagement with available support services.

Here's what we set out to discover:

- **Understanding of Fertility Timelines:** When women tend to believe fertility begins to decline
- **Awareness of Fertility Support Services:** Knowledge and interest in learning about options such as In Vitro Fertilization (IVF), gestational surrogacy, and egg freezing
- **Perceptions of Cost:** How financial concerns impact decisions around fertility treatments
- **Knowledge of State Coverage Requirements:** Awareness of state-mandated insurance coverage for fertility treatments
- **Engagement with Family Planning Services:** Familiarity with and willingness to explore available family planning options

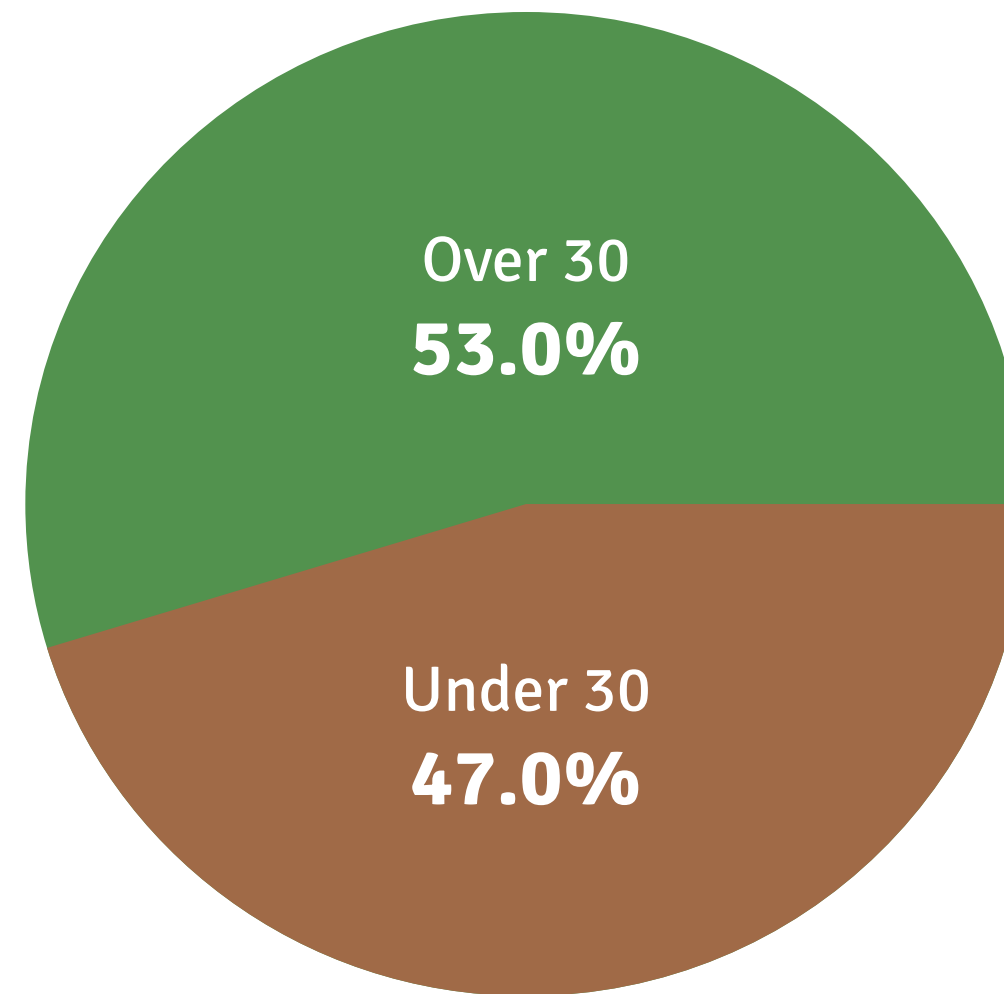


Executive Summary

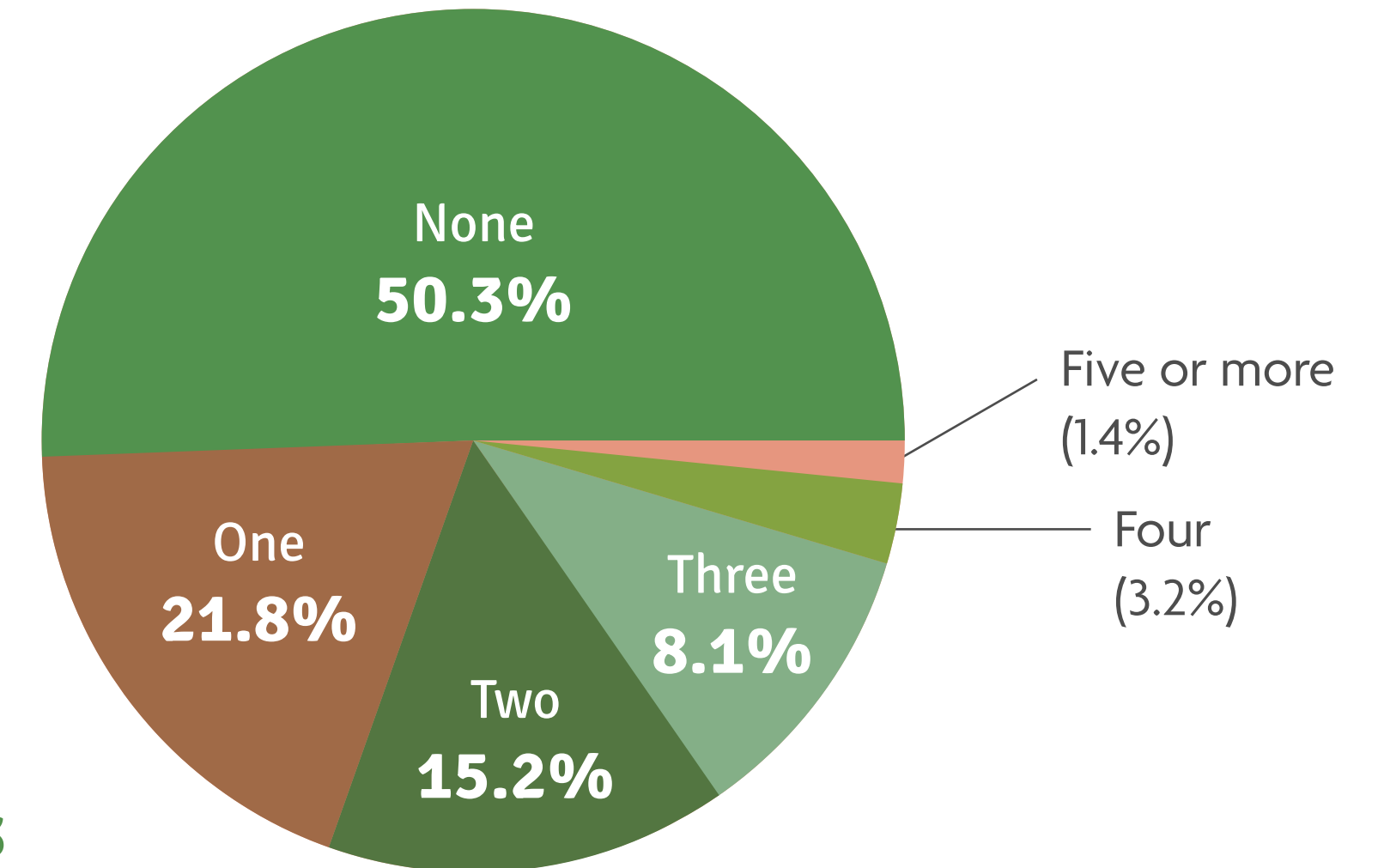
Audience Snapshot

From young adults just starting out to families well into their parenting journey, these charts shed light on age trends, living situations, and family dynamics, giving a well-rounded view of who our audience is and what stage of life they're in.

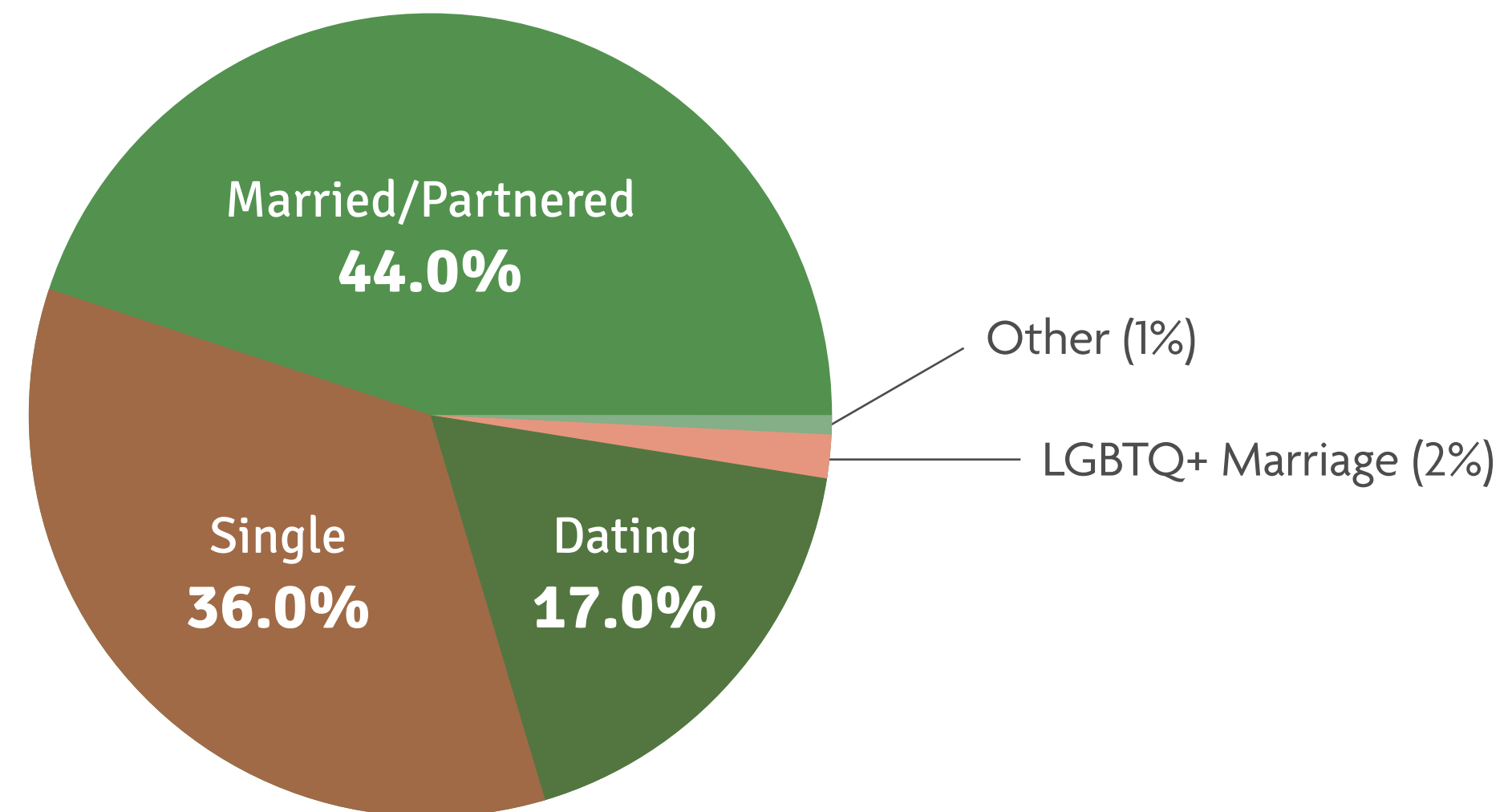
Age Groups



Childbearing Status



Family Status



For a comprehensive breakdown of demographics, see page 14.

Key Takeaways

- The average perceived age of fertility decline is **34**, compared to the medical guideline of **30**
- **64%** of respondents worry fertility services are too costly
- **51%** of mothers are likely to consider egg freezing
- There are **limited conversations with providers** about family planning
- Most are **unaware of state-mandated** fertility coverage
- There's a need for **clearer, more accessible information** to support confident decision-making



A soft-focus photograph of a woman with long dark hair kissing a baby on the cheek. The baby is wearing a red and black plaid shirt and is looking towards the camera with a slight smile. The background is a bright, out-of-focus outdoor setting. A dark blue horizontal band is overlaid across the middle of the image, containing the text.

Key Themes & Insights

Key Themes & Insights

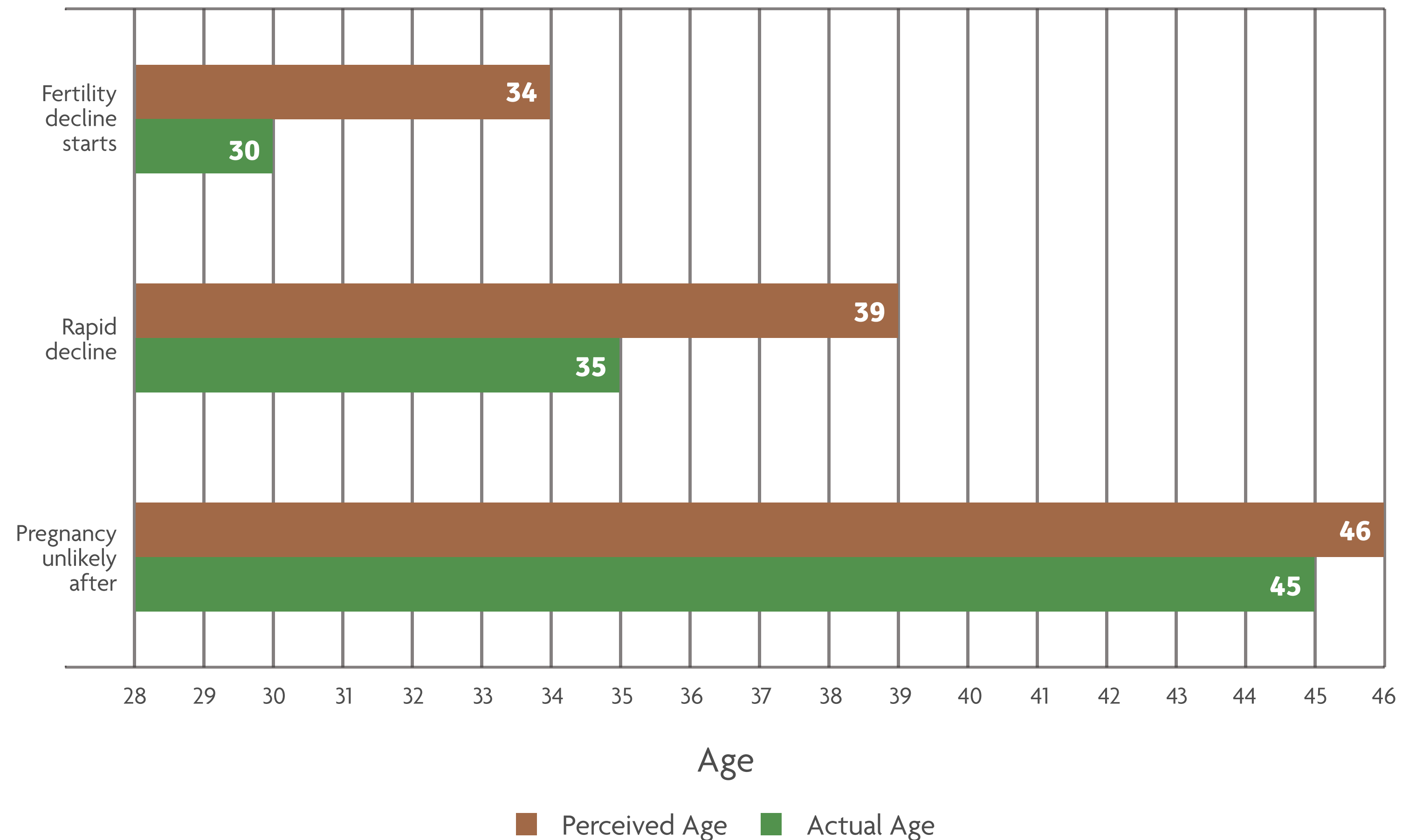
Reproductive Timelines

The average decline of fertility comes earlier than many women expect.

This knowledge gap can delay family planning and lead to missed opportunities for proactive care.

The American College of Obstetricians and Gynecologists places the true averages at 30, mid-30s, and 45.

Here's how respondents answered—on average—when asked about the ages at which a woman's fertility begins to decline, declines rapidly, and becomes unlikely.



Key Themes & Insights

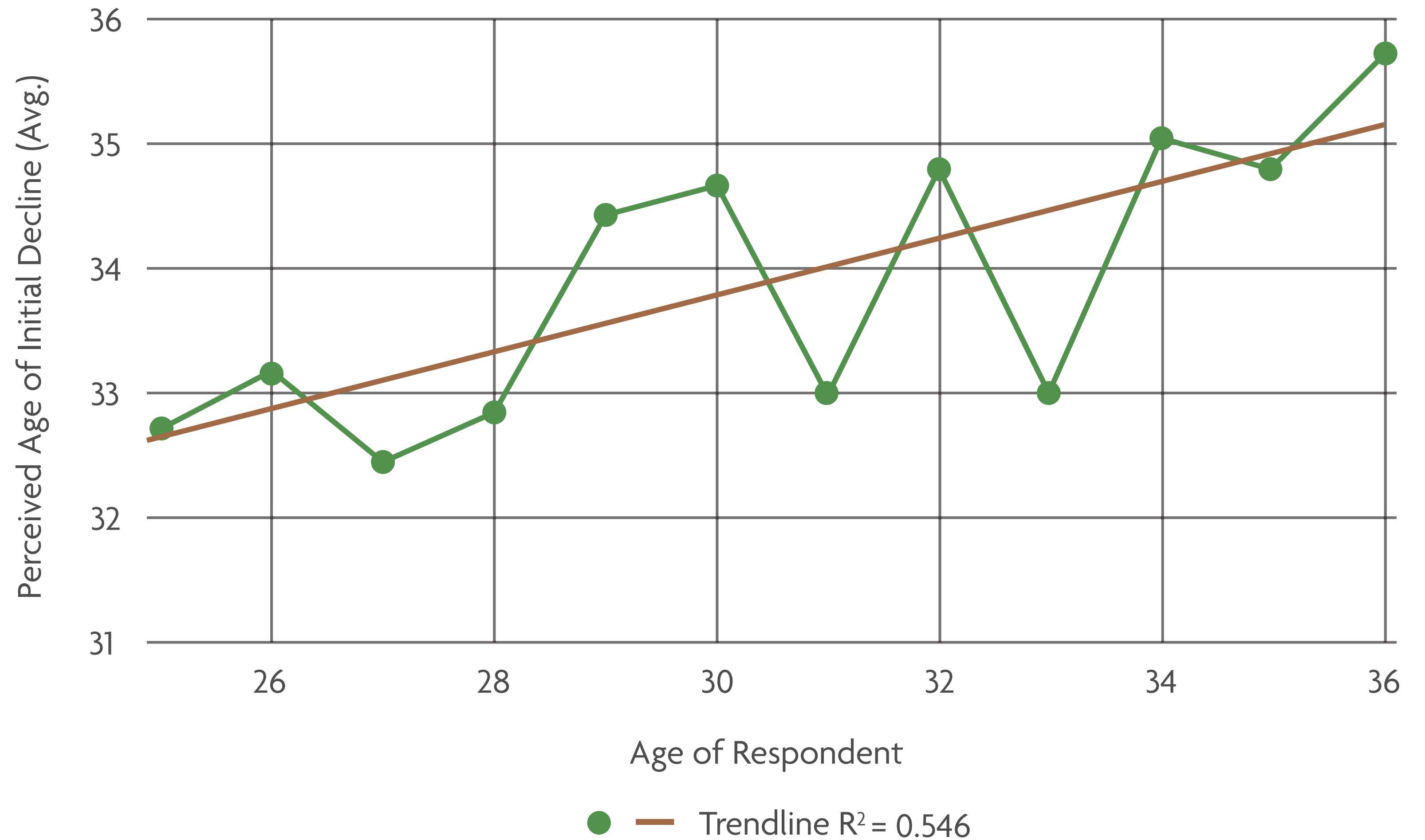
Reproductive Timelines

Older respondents estimated later ages for the perceived start of fertility decline.

A moderate correlation ($R^2 = 0.546$, or 54.6% of the variation) suggests that perceptions may shift with age.

The American College of Obstetricians and Gynecologists places the true averages at 30, mid-30s, and 45.

Average By Age



Key Themes & Insights

Awareness of Fertility Services

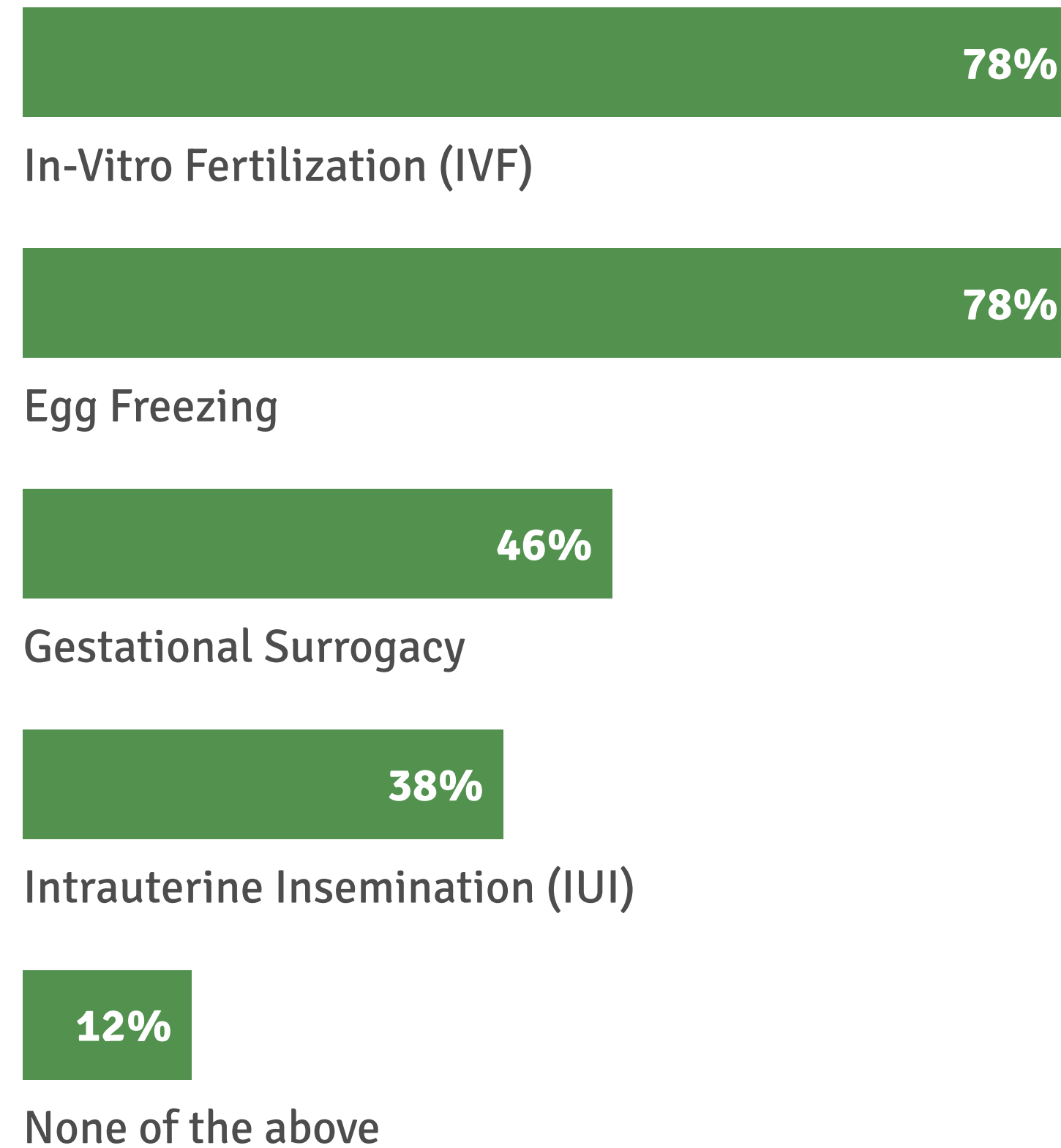
Low awareness of fertility services reveals significant knowledge gaps.

A lack of understanding about fertility options and state coverage requirements means missed opportunities for early education and proactive planning.

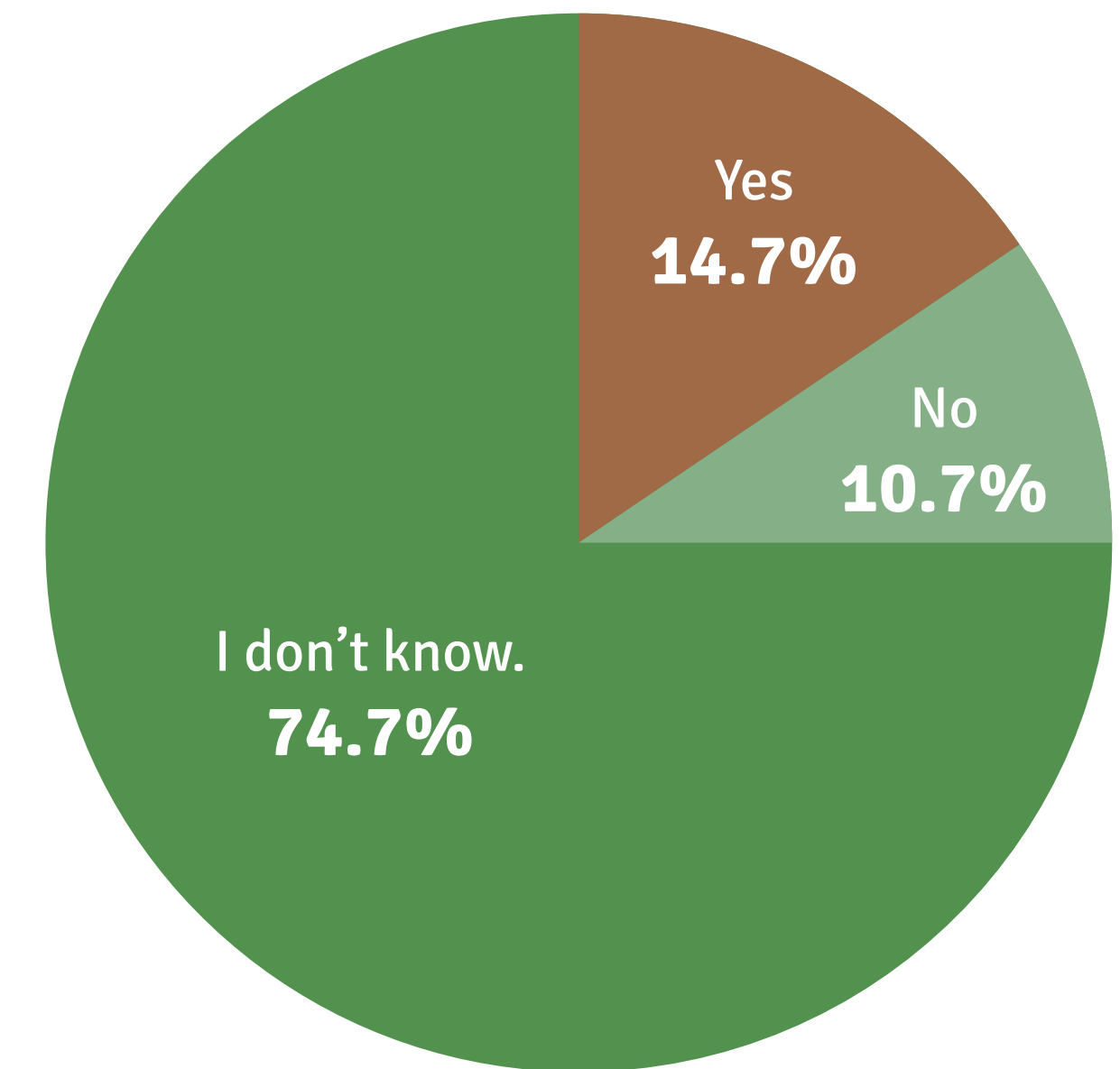
- While **4 out of 5** respondents are familiar with IVF and egg freezing, the majority are unaware of less invasive fertility support options like intrauterine insemination (IUI)
- **75%** of respondents do not know if their state mandates insurance coverage for both IVF and fertility preservation

Which of the following family planning or fertility support services have you heard of previously?

Choose all that apply.



Do you know if the state where you live is one of the 11 states that require both IVF and fertility preservation coverage by health insurance plans?



Key Themes & Insights

Financial Concerns

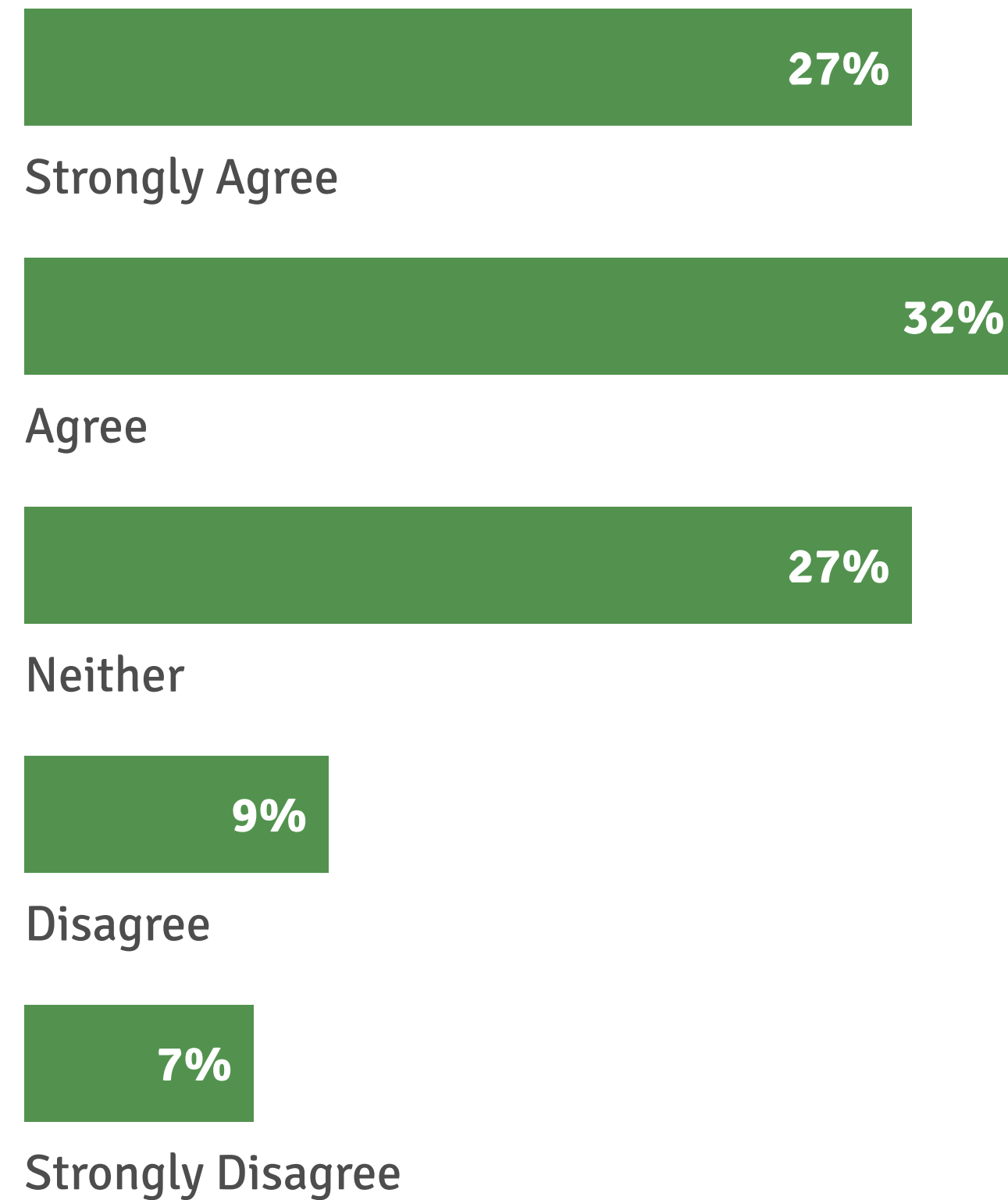
Affordability remains a major barrier to accessing fertility services.

High costs and limited insurance coverage point to the need for clearer information, financial support options, and stronger insurance advocacy.

- **64%** of respondents agree or strongly agree that fertility services are too expensive
- **77%** believe that health insurance in the U.S. should cover fertility support, including testing and IVF

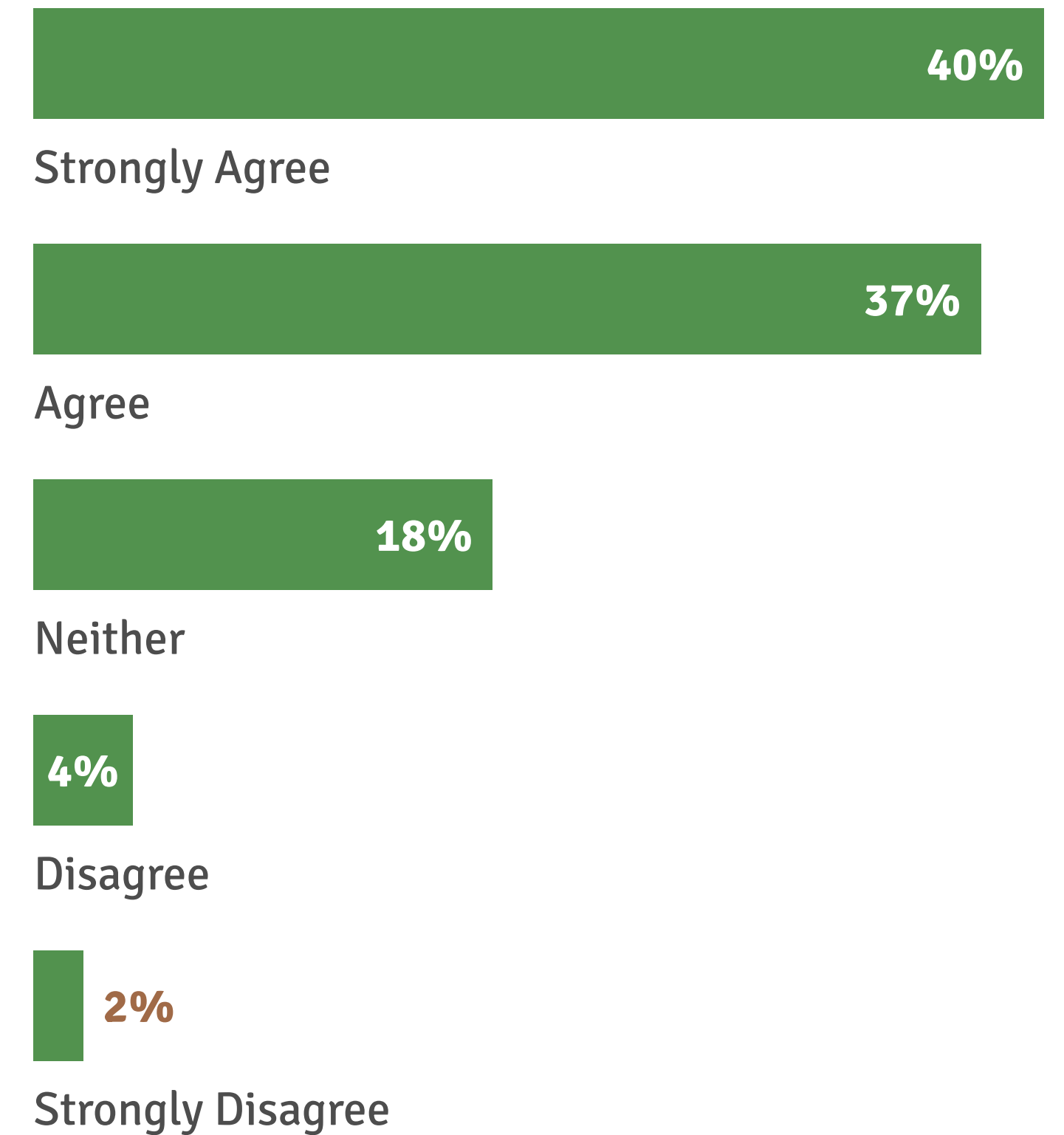
Do you agree or disagree with the following statements about family planning?

The US government should provide more incentives and resources—such as tax breaks and childcare subsidies—to couples who have biological children.



Do you agree or disagree with the following statements about family planning?

Health insurance in the United States should cover services that help couples have biological children through natural conception or fertility support—such as fertility testing and in-vitro fertilization (IVF).



Key Themes & Insights

Fertility Preservation

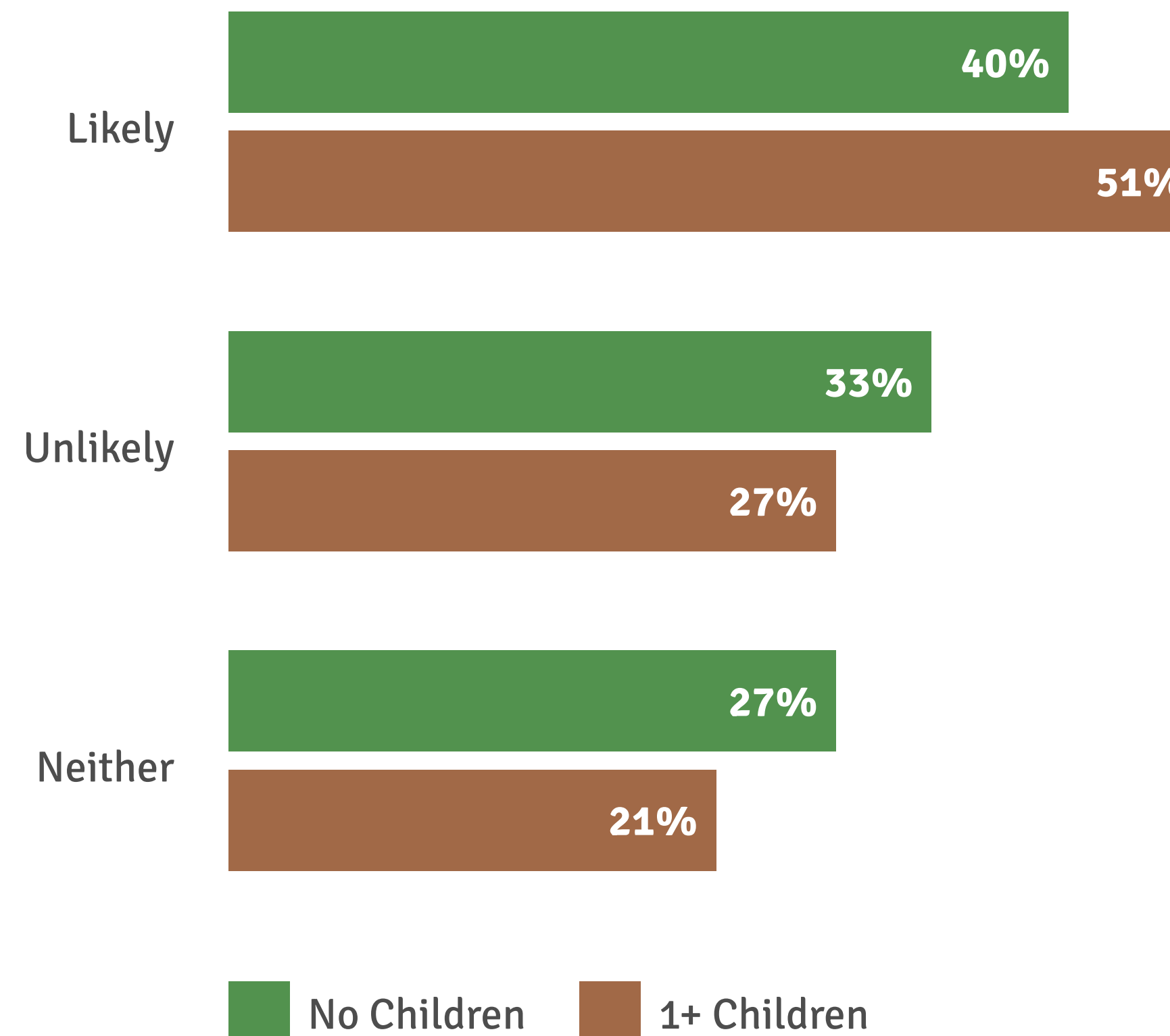
Egg freezing is increasingly seen as a tool for family expansion, not just delay.

Growing interest among both women with and without children reflects a shift toward proactive family planning.

- **51%** of women with children said they're likely to learn more about or pursue egg freezing
- **40%** of women without children expressed the same interest

How likely are you to learn more about or pursue fertility preservation through egg freezing?

469 Respondents Who Have Not Tried Egg Freezing



Key Themes & Insights

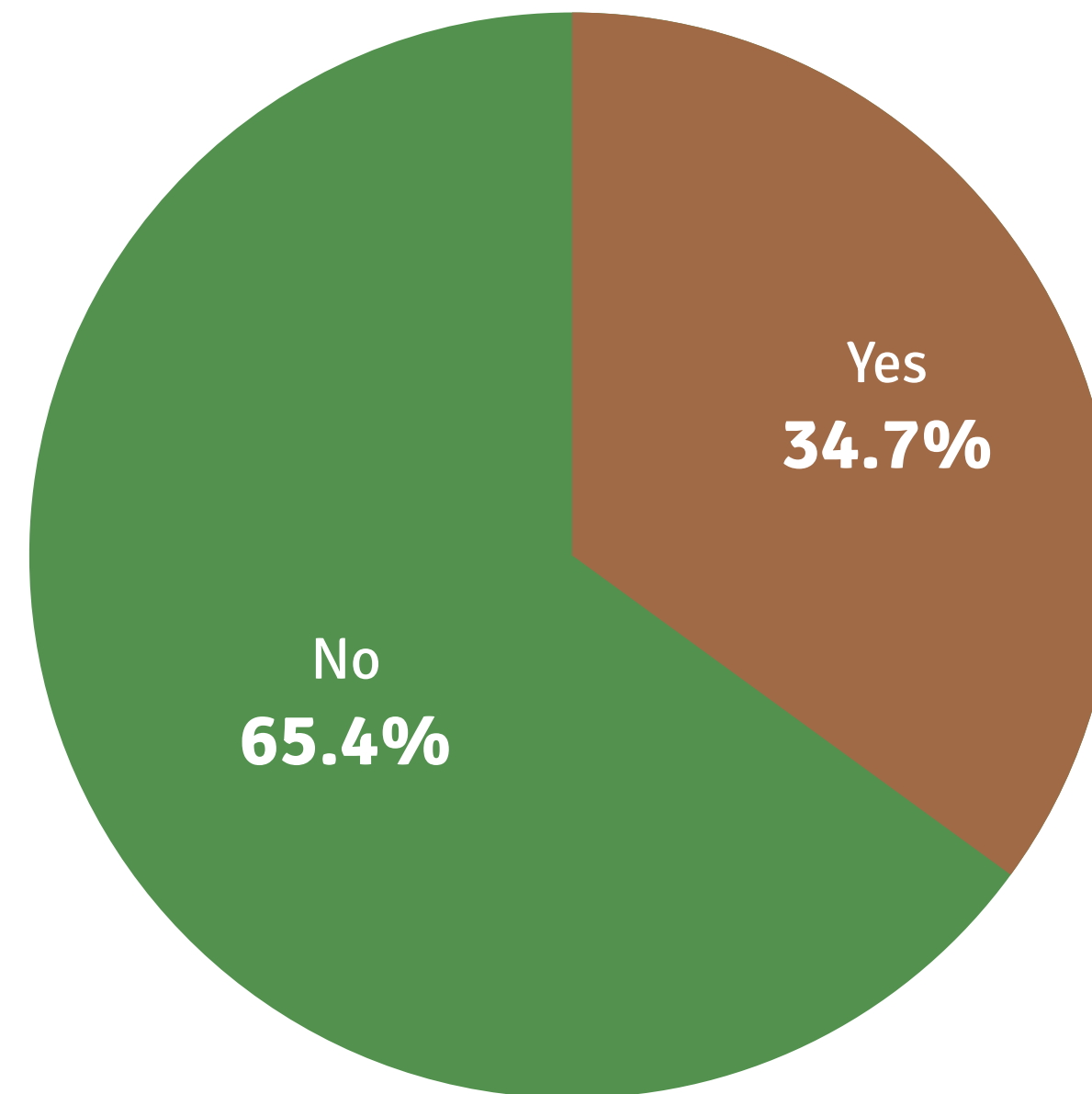
Healthcare Engagement

Missed conversations with providers mean missed opportunities for support.

While many are interested in learning about fertility support options, proactive discussions about family are limited.

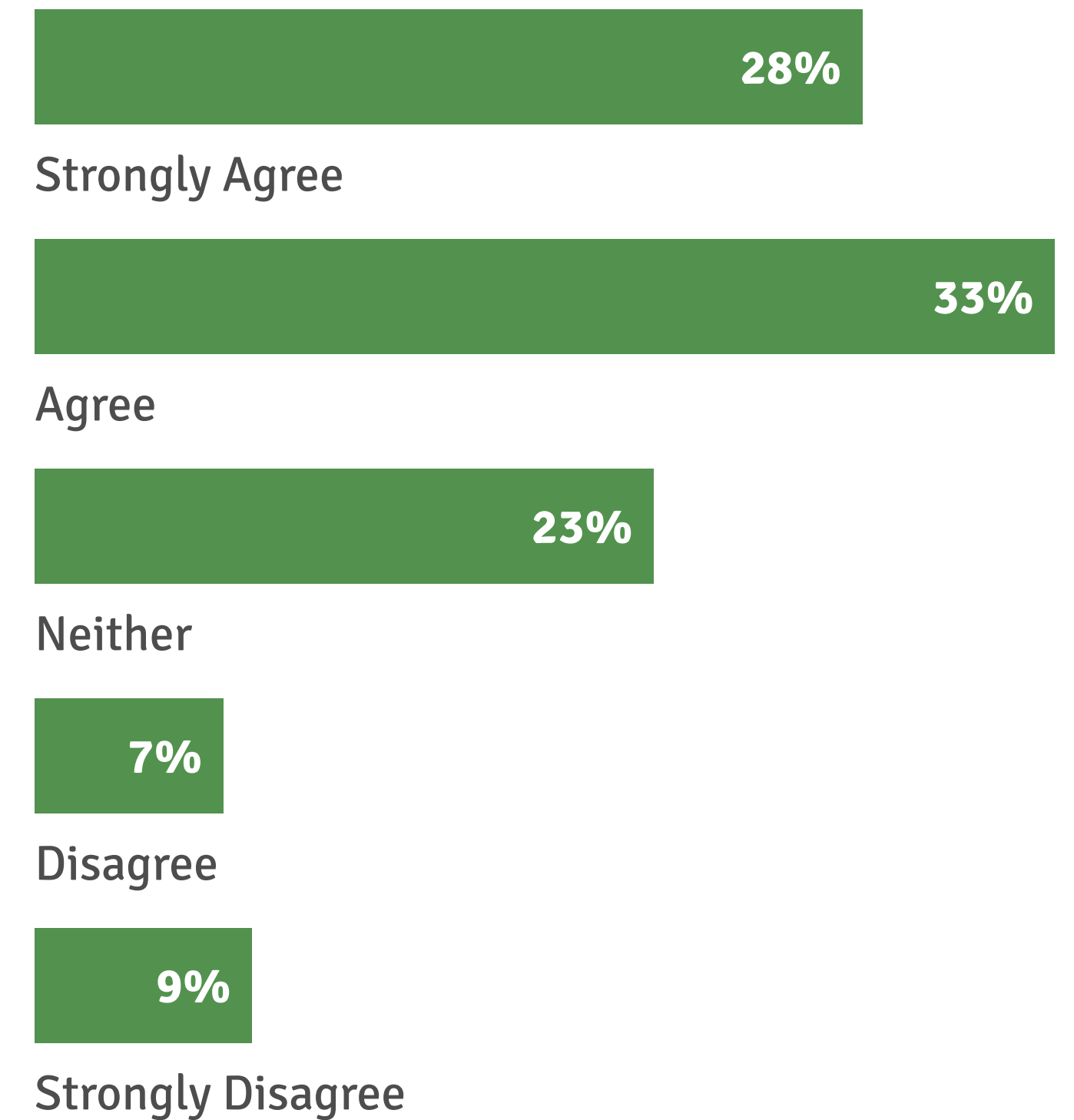
- **65%** of respondents have never discussed family planning with a healthcare professional, including OB-GYNs
- **61%** of respondents agreed or strongly agreed that if fertility support services could increase their chances of having biological children, they are interested in learning which options are right for them

In the past year, have you discussed family planning with a healthcare professional?



Do you agree or disagree with the following statements about family planning?

If fertility support services increase my chances of having biological children, I am interested in finding out which services are right for my situation.

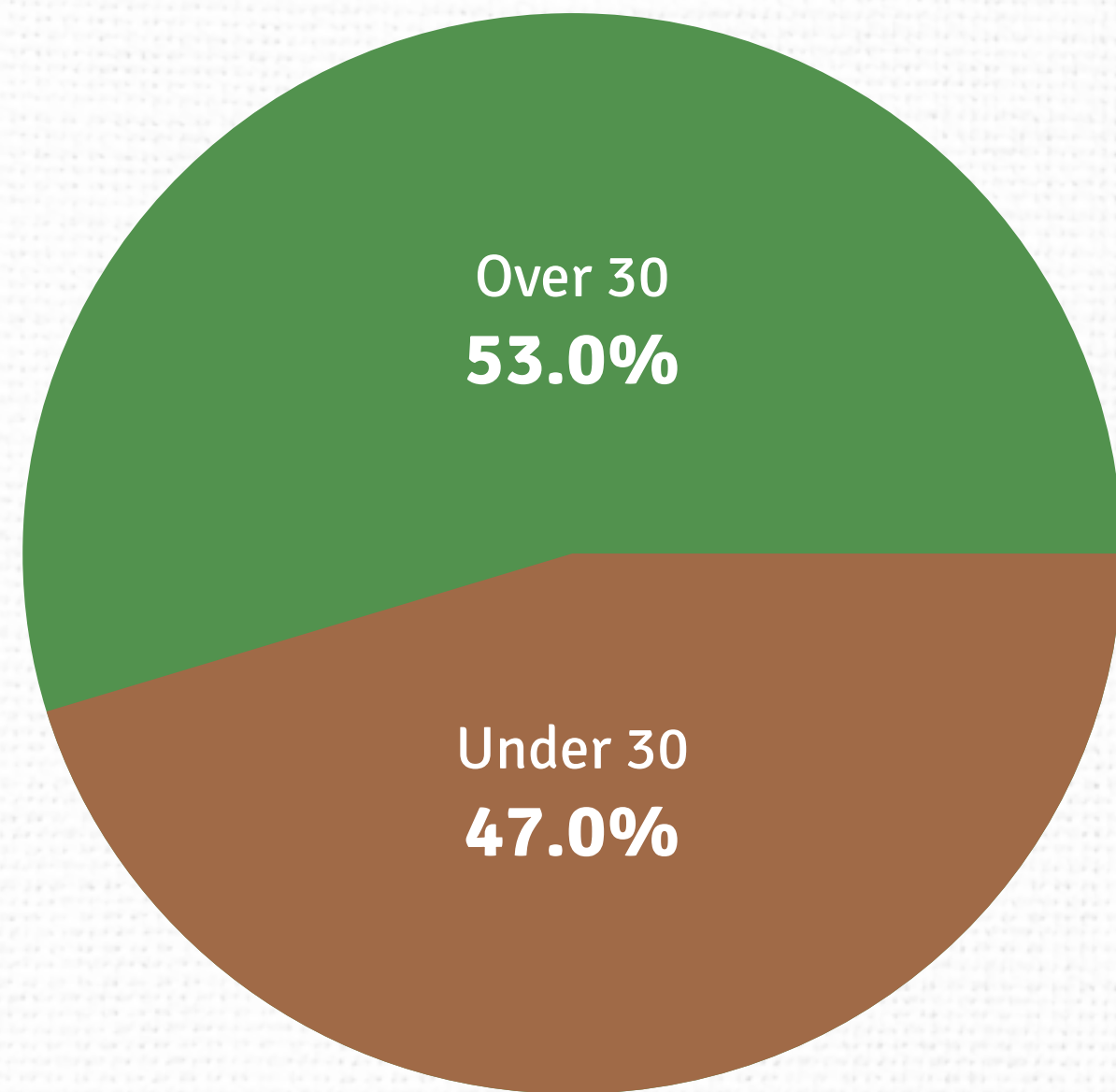




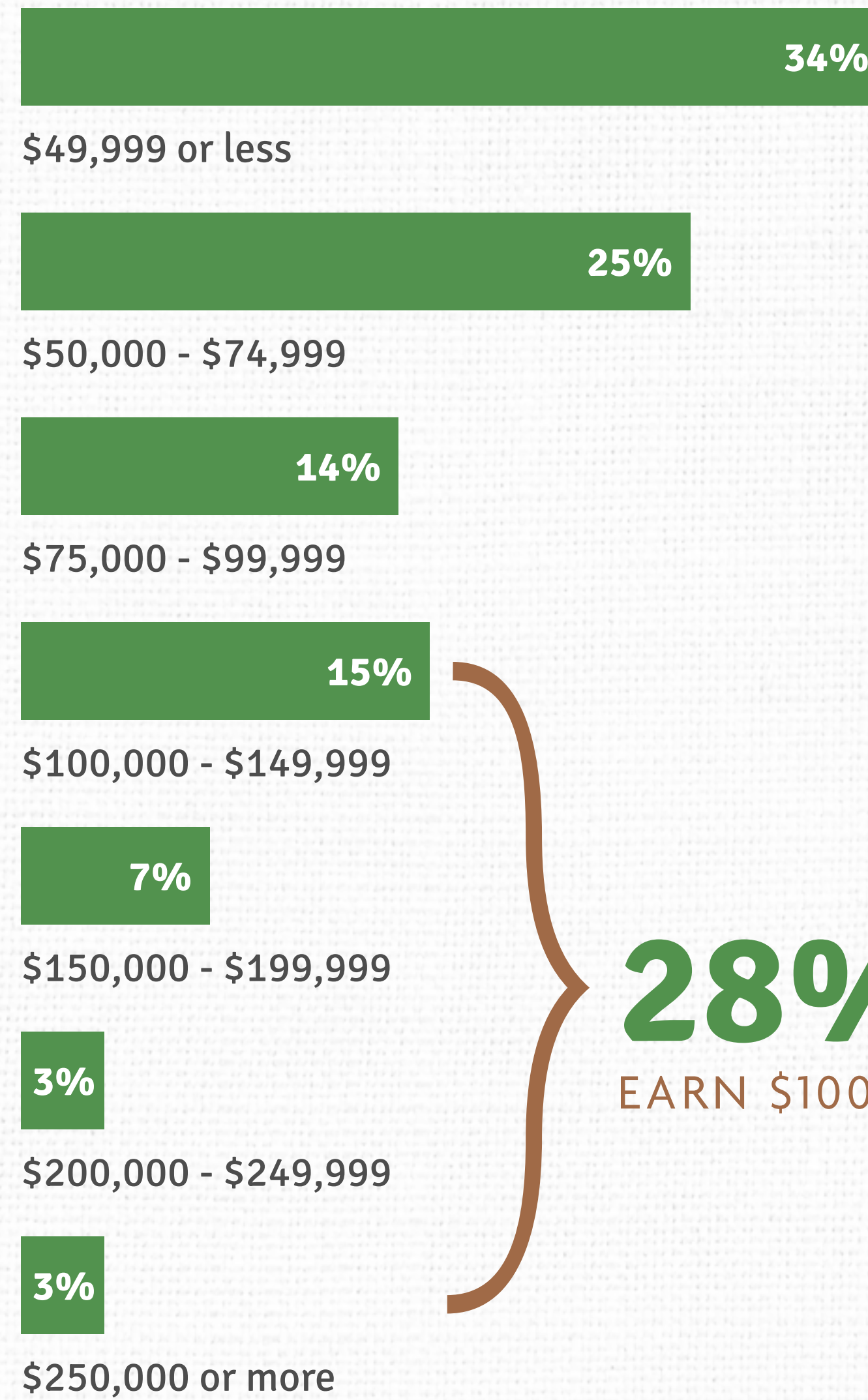
Demographics



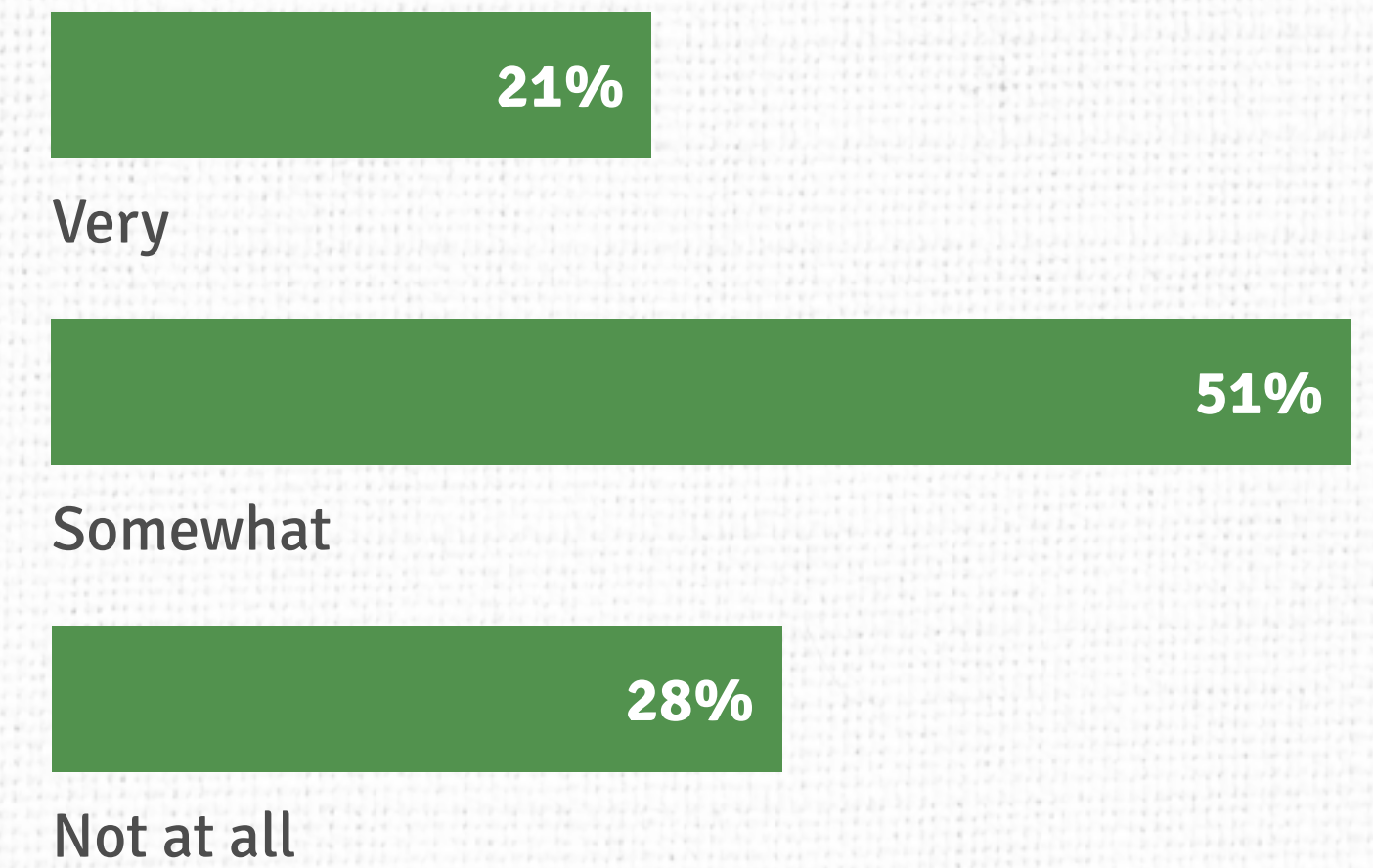
Age



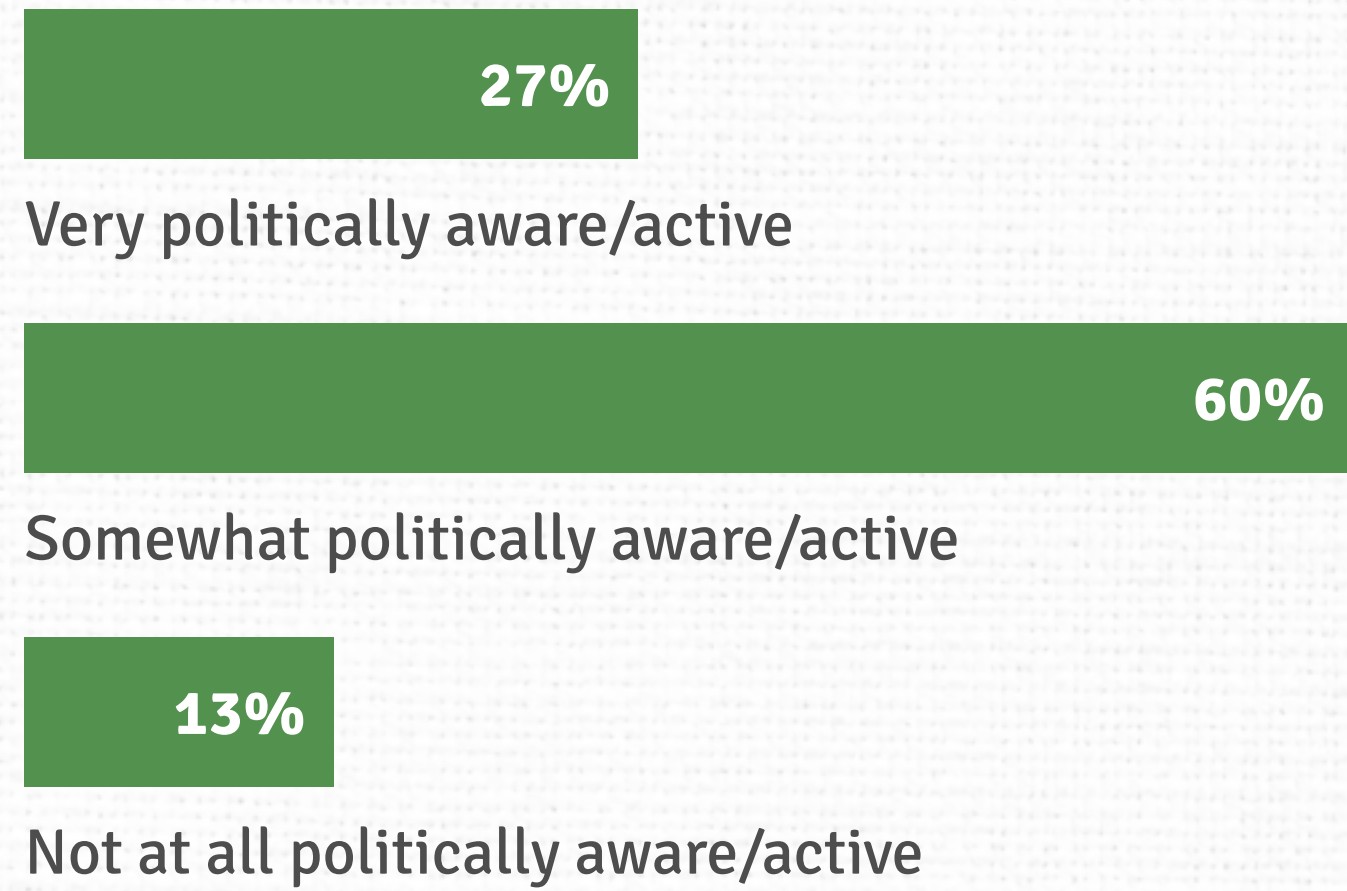
Income



Religious Affiliation



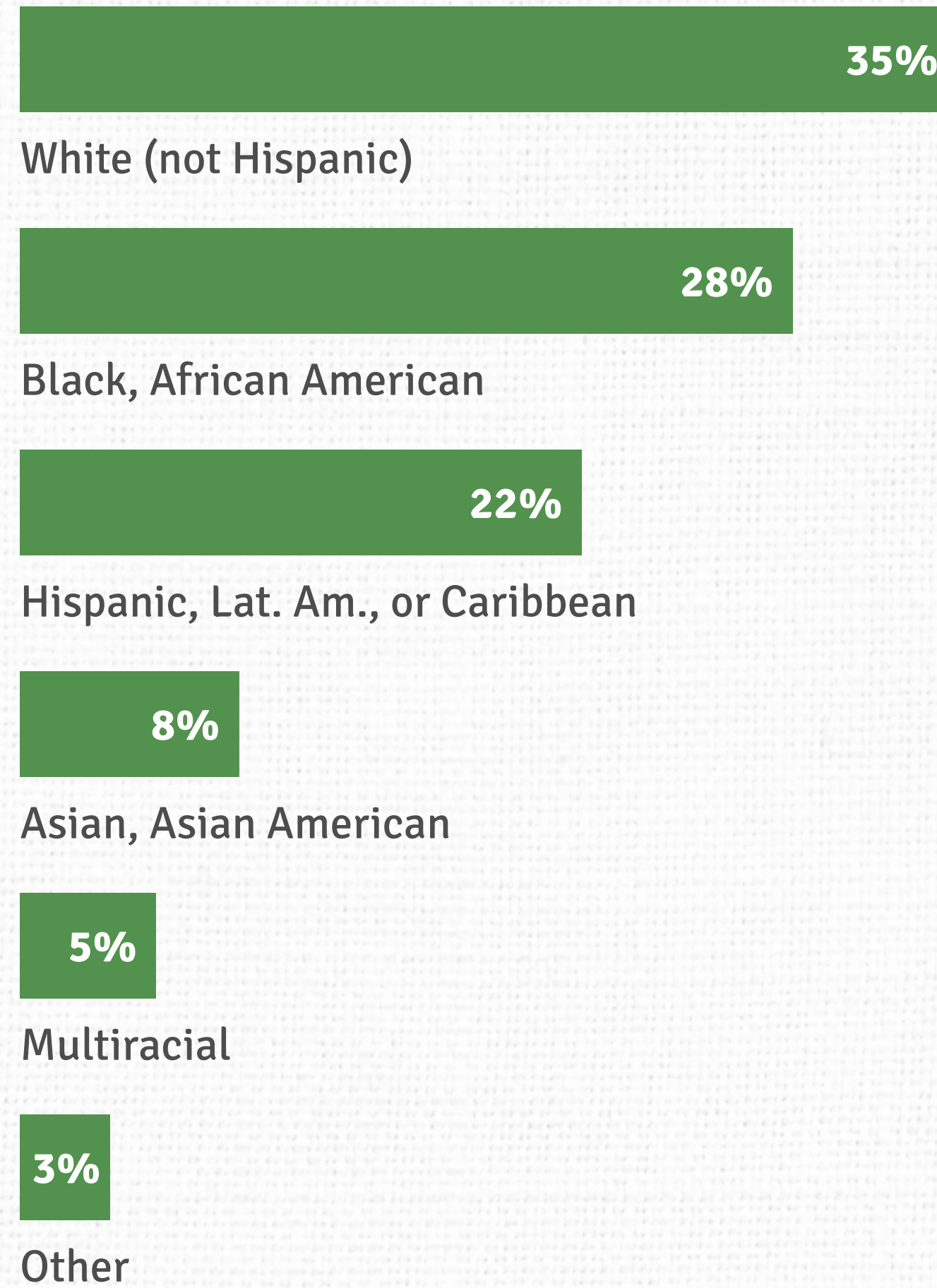
Political Affiliation



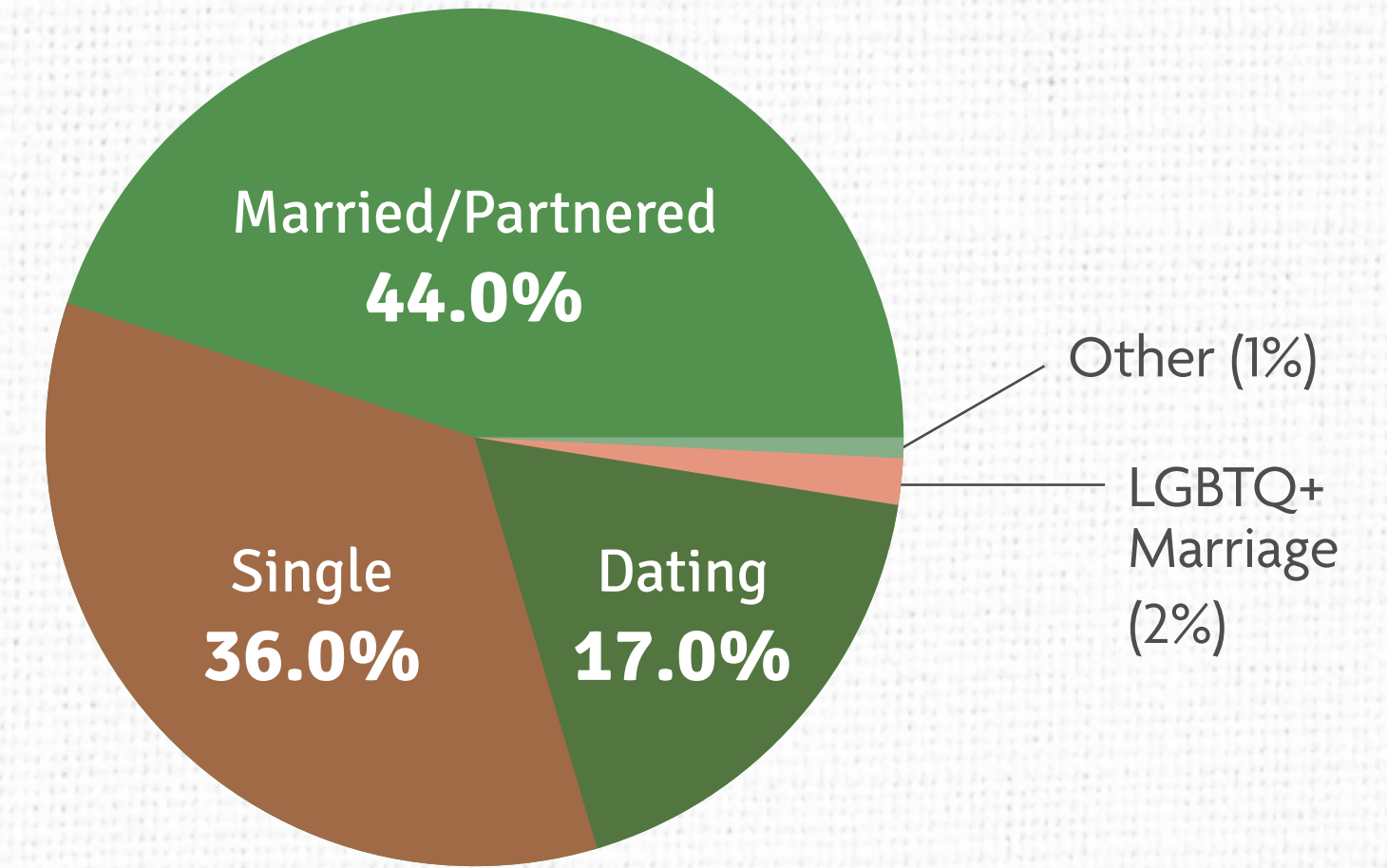
43%
MODERATE

40%
SLIGHTLY OR
VERY LIBERAL

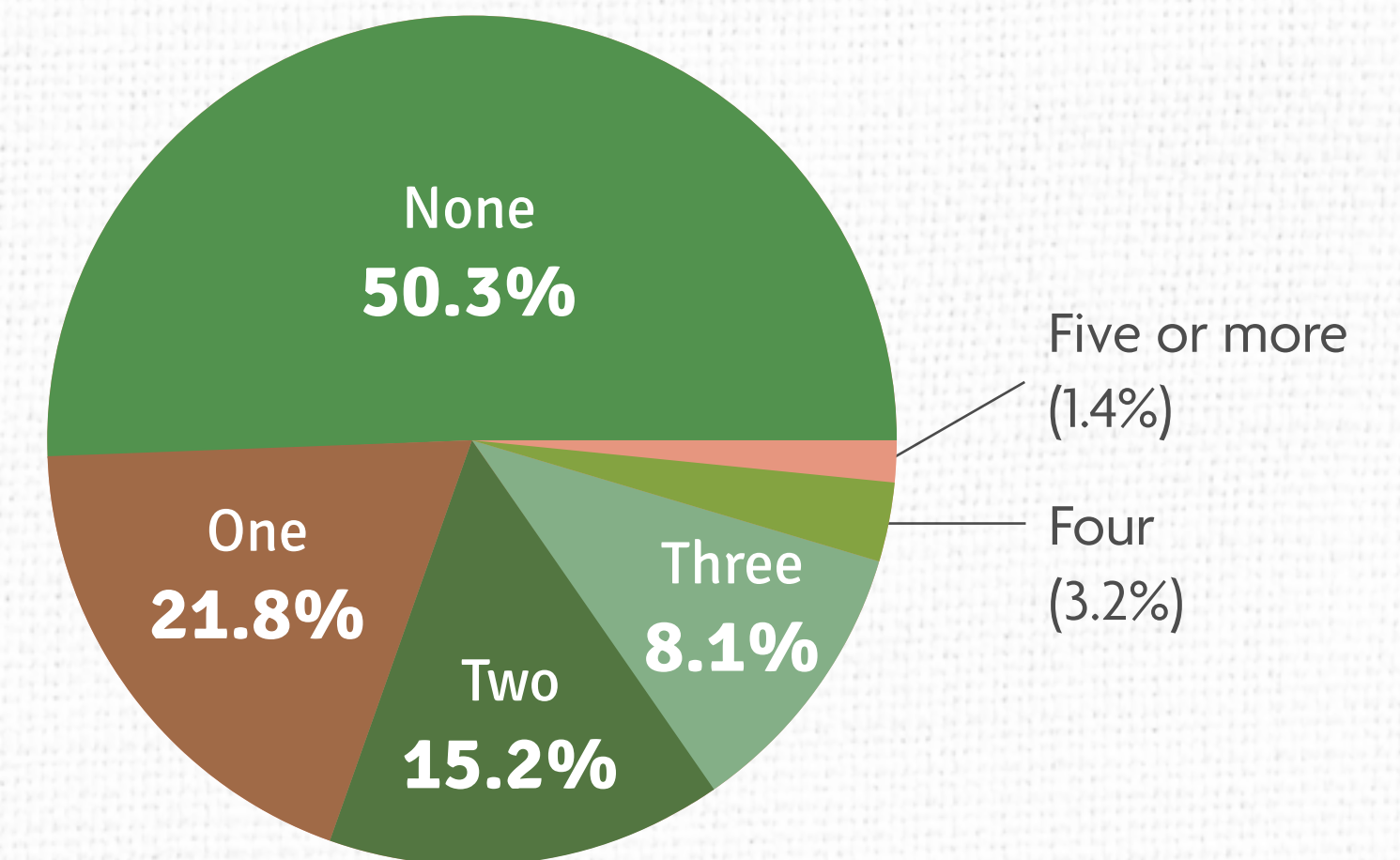
Race/Ethnicity



Family Status



Childbearing Status





Methodology



Methodology

Brown Fertility commissioned an online survey to gain a deeper understanding of how individuals perceive fertility, plan for their reproductive future, and engage with fertility-related support services. The survey collected **505 responses** between **February 10 - March 3, 2025** from women across five major metro areas: **Atlanta, Chicago, Dallas, Los Angeles, and New York City.**

Participants were recruited through email outreach and completed a self-administered online questionnaire. The survey captured key demographics, including age, income, race/ethnicity, family status, political affiliation, religious affiliation, and childbearing status.

All responses were collected **anonymously and kept confidential** to protect participant privacy.



Taking that first step is big. We're here to make the next ones even easier.

Discover what's next with Brown Fertility:

- Explore our **full range** of fertility treatments and preservation options
- Discover **financing options**, including military and teacher discounts, insurance coverage details, and our Patient Savings Program
- Check out our handpicked **fertility education resources** vetted by our expert team

Have questions or want to learn more?

BOOK NOW

