

#FertilityFactsvFiction

Let's talk about the F words - Fertility and the fiction and facts we hear on a daily basis.

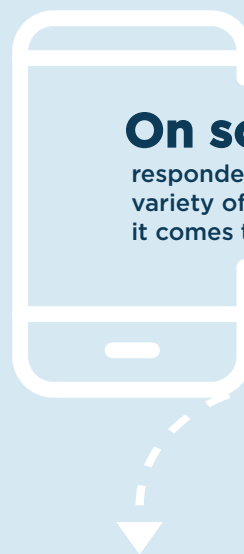
32.4% of Gen Z and Millennials say they are unconfident in their knowledge of fertility treatments. (Q6)



Respondents report learning the most about fertility on social media apps like TikTok, Instagram, Facebook, and Reddit (41.8%) more than on TV and movies (33.5%) (Q7)



Following social media, respondents visit health-related websites like Healthline, Cleveland Clinic, Planned Parenthood, etc. for their fertility education.



On social media respondents see a wide variety of information when it comes to fertility (Q8):

48%

say they see astonishing stories about what happens to people during pregnancy/ fertility treatments (i.e., your nose growing bigger during pregnancy, your moods being uncontrollable)

Peers on social media documenting their fertility progress in real-time (39.8%)

LGBTQ+ couples and their fertility treatment stories (36.5%)

Some are even seeing ads for donating eggs/ being a donor (23.4%), and at home fertility tests like Modern Fertility (29.2%)

47.8%

Various Influencers' stories about their pregnancies and fertility struggles, and celebrity news about their fertility journeys (34.7%)



Dr. Sahar Wertheimer says:

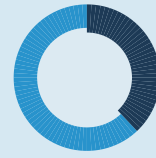
“As a society, we need to teach Gen Z to become discerning social media consumers. We need to remind them to look for credentials that certify that the influencer or physician is truly an expert in their field. If they are claiming to be a doctor, are they a medical doctor? Do they have an MD or DO by their name? Are they board certified? Remember that the number of followers does not equal accuracy of information.

“In the future, it would be great to see a verified checkmark, like how we see for influencers, for board certified physicians. This is especially important as younger generations move away from traditional methods of learning to educating themselves via social media.”

Gen Z and Millennials

trust physicians with big followings the most on social media (20.8%), followed by brand/ company specific social channels like Planned Parenthood (16.8%) (Q14).

(Q17-19) But not everything they are learning on social media is fact and may be misconstrued with a lack of context.



38.6%

of Gen-Z believe they are receiving contradictory info on social media.

Here are some wild theories they've seen on social media:



Certain birth control methods cause infertility after extended use.



Certain underwear choices can reduce fertility in men or people with testes.



Laying in a specific position after sex will increase your chances of pregnancy.

A small portion (10.5%) have seen that taking certain medications (e.g. Mucinex) can make you more fertile/help you get pregnant.

Methodology:

The HRC Fertility research was conducted by Propeller Insights. The survey of over 1,200 respondents survey of US adults, ages 18 - 42 (Gen Z and Millennials), addressed their knowledge of fertility and the various myths and misconceptions about fertility options. Survey responses were nationally representative of the United States population for age, gender, region and ethnicity. The maximum margin of sampling error was +/- 3 percentage points with a 95% confidence level. The survey was commissioned in May 2023.

