

YouGov / Farrer Kane

Fieldwork: 19th - 20th December 2016

Sample Size: 2,099 GB Adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In general, to what extent, if at all, do you agree or disagree with the following statement?

The IVF industry in the UK is trustworthy

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
Strongly agree	9%	10%	8%	14%	11%	10%	9%	6%	8%	10%
Tend to agree	36%	32%	39%	35%	29%	39%	35%	38%	39%	32%
Neither agree nor disagree	27%	28%	26%	20%	25%	25%	30%	29%	25%	29%
Tend to disagree	4%	4%	4%	3%	3%	4%	4%	4%	4%	4%
Strongly disagree	2%	3%	1%	4%	0%	1%	2%	2%	2%	2%
Don't know	22%	23%	22%	25%	32%	22%	21%	19%	21%	24%

The IVF industry in the UK is ethical

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
Strongly agree	10%	10%	10%	19%	9%	11%	8%	8%	9%	11%
Tend to agree	36%	34%	38%	30%	36%	38%	35%	38%	39%	32%
Neither agree nor disagree	26%	27%	25%	25%	19%	24%	31%	29%	24%	29%
Tend to disagree	4%	4%	4%	4%	5%	6%	3%	4%	4%	4%
Strongly disagree	2%	3%	2%	2%	1%	1%	4%	2%	2%	2%
Don't know	21%	21%	21%	20%	31%	21%	20%	19%	21%	21%

The IVF industry in the UK should be more transparent about their processes

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
Strongly agree	14%	12%	15%	11%	8%	18%	16%	13%	15%	12%
Tend to agree	29%	28%	30%	31%	26%	30%	26%	32%	29%	30%
Neither agree nor disagree	31%	33%	30%	25%	33%	27%	31%	35%	30%	33%
Tend to disagree	3%	3%	3%	4%	3%	4%	3%	2%	3%	3%
Strongly disagree	1%	2%	1%	2%	2%	0%	1%	1%	1%	1%
Don't know	22%	21%	22%	26%	28%	21%	23%	17%	22%	22%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

By the following question, by "one cycle of IVF", we mean one attempt to conceive through IVF (i.e. one IVF procedure; including removal of an egg, fertilisation and return to the womb).

Approximately, which ONE do you think comes closest to the average cost to a patient IN TOTAL (i.e. including all medication and tests) of having one cycle of IVF in the UK?

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
Less than £1,000	3%	3%	2%	5%	4%	3%	1%	2%	3%	2%
£1,000	4%	3%	4%	4%	4%	2%	3%	5%	4%	3%
£2,500	17%	14%	20%	9%	16%	17%	17%	20%	17%	16%
£5,000	23%	19%	27%	19%	22%	23%	28%	23%	25%	21%
£7,500	9%	7%	10%	11%	5%	10%	8%	10%	10%	7%
£10,000	10%	10%	10%	12%	12%	10%	10%	7%	10%	9%
£12,500	2%	2%	2%	4%	2%	2%	3%	2%	3%	2%
£15,000	2%	2%	2%	5%	2%	1%	1%	2%	2%	2%
More than £15,000	4%	3%	4%	7%	4%	4%	4%	3%	4%	4%
Don't know	27%	35%	20%	26%	30%	29%	25%	27%	22%	33%

For the following question, by "medication/ drugs" please think about ALL medications/ drugs involved in one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

To what extent, if at all, do you agree or disagree with the following statement?

"Generally, the more medication/ drugs that are provided to patients when undergoing IVF treatment the greater the chance of getting pregnant"

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
Strongly agree	2%	2%	2%	6%	2%	2%	2%	1%	1%	3%
Tend to agree	12%	13%	12%	11%	19%	14%	11%	9%	11%	14%
Neither agree nor disagree	30%	29%	31%	23%	24%	35%	31%	31%	29%	32%
Tend to disagree	12%	9%	14%	14%	12%	10%	11%	11%	12%	10%
Strongly disagree	2%	2%	2%	4%	1%	3%	1%	2%	2%	2%
Don't know	42%	45%	39%	42%	42%	36%	43%	45%	45%	39%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, by "injections" we mean ALL medications/ drugs injected during one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

Approximately how many, if any, injections do you think would be used during one cycle of IVF?

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
None	1%	1%	1%	3%	1%	0%	1%	1%	1%	1%
Up to 5	21%	21%	21%	21%	18%	20%	24%	21%	21%	21%
6 to 10	12%	10%	14%	21%	13%	15%	9%	8%	13%	11%
11 to 20	6%	5%	8%	8%	7%	8%	6%	5%	8%	5%
21 to 30	4%	2%	6%	2%	6%	2%	4%	4%	4%	4%
More than 30	3%	1%	4%	1%	5%	4%	3%	1%	3%	2%
Don't know	53%	61%	46%	44%	50%	51%	54%	59%	51%	56%

For the following question, by "standard IVF" we mean IVF (in vitro fertilisation) with the standard level of medication used.

By "minimal stimulation IVF", we mean IVF (in vitro fertilisation) using less or minimal medication.

By "natural IVF" we mean IVF (in vitro fertilisation) without the use of any medication.

Before taking this survey which, if any, of the following types of IVF were you aware existed? (Please select all that apply)

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843
Base: All GB adults	2099	1008	1091	252	317	392	404	735	1154	945
Standard IVF	39%	32%	45%	44%	38%	39%	39%	37%	41%	36%
Minimal stimulation IVF	5%	5%	6%	11%	6%	8%	3%	3%	5%	5%
Natural IVF	11%	11%	11%	24%	13%	13%	7%	8%	10%	13%
None of these	55%	61%	48%	45%	52%	55%	56%	59%	55%	54%

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Region							
North	Midlands	East	London	South	England (NET)	Wales	Scotland

In general, to what extent, if at all, do you agree or disagree with the following statement?

The IVF industry in the UK is trustworthy

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
Strongly agree	9%	9%	11%	10%	7%	9%	15%	6%
Tend to agree	35%	35%	39%	38%	36%	36%	33%	34%
Neither agree nor disagree	29%	31%	23%	20%	26%	27%	29%	26%
Tend to disagree	4%	3%	2%	3%	4%	4%	3%	6%
Strongly disagree	2%	3%	3%	1%	2%	2%	2%	2%
Don't know	20%	19%	22%	28%	24%	22%	19%	26%

The IVF industry in the UK is ethical

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
Strongly agree	11%	9%	13%	12%	8%	10%	14%	7%
Tend to agree	38%	35%	39%	32%	36%	36%	41%	34%
Neither agree nor disagree	27%	30%	21%	21%	28%	26%	26%	25%
Tend to disagree	4%	4%	5%	3%	5%	4%	1%	4%
Strongly disagree	1%	4%	1%	1%	3%	2%	2%	2%
Don't know	19%	18%	22%	30%	21%	21%	16%	27%

The IVF industry in the UK should be more transparent about their processes

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
Strongly agree	12%	12%	14%	17%	13%	13%	14%	16%
Tend to agree	30%	31%	32%	27%	31%	30%	29%	21%
Neither agree nor disagree	37%	31%	28%	21%	30%	31%	32%	37%
Tend to disagree	3%	1%	2%	5%	4%	3%	2%	4%
Strongly disagree	1%	2%	-	1%	1%	1%	4%	1%
Don't know	17%	23%	24%	29%	21%	22%	18%	22%

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Region							
North	Midlands	East	London	South	England (NET)	Wales	Scotland

By the following question, by "one cycle of IVF", we mean one attempt to conceive through IVF (i.e. one IVF procedure; including removal of an egg, fertilisation and return to the womb).

Approximately, which ONE do you think comes closest to the average cost to a patient IN TOTAL (i.e. including all medication and tests) of having one cycle of IVF in the UK?

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
Less than £1,000	3%	0%	3%	4%	2%	2%	6%	2%
£1,000	4%	4%	5%	4%	3%	4%	3%	3%
£2,500	20%	16%	21%	18%	15%	18%	13%	10%
£5,000	23%	25%	27%	19%	26%	24%	24%	20%
£7,500	6%	12%	7%	8%	10%	9%	7%	10%
£10,000	9%	10%	6%	11%	10%	9%	11%	10%
£12,500	2%	1%	1%	5%	3%	2%	1%	1%
£15,000	2%	3%	0%	3%	2%	2%	2%	1%
More than £15,000	4%	3%	4%	4%	4%	4%	2%	6%
Don't know	27%	27%	25%	25%	25%	26%	31%	39%

For the following question, by "medication/ drugs" please think about ALL medications/ drugs involved in one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

To what extent, if at all, do you agree or disagree with the following statement?

"Generally, the more medication/ drugs that are provided to patients when undergoing IVF treatment the greater the chance of getting pregnant"

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
Strongly agree	2%	1%	4%	3%	1%	2%	3%	2%
Tend to agree	15%	12%	18%	13%	9%	13%	12%	5%
Neither agree nor disagree	31%	33%	27%	25%	30%	30%	34%	28%
Tend to disagree	11%	11%	10%	9%	14%	12%	11%	12%
Strongly disagree	3%	1%	2%	2%	3%	2%	2%	1%
Don't know	38%	41%	38%	48%	43%	41%	38%	52%

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Region							
North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, by "injections" we mean ALL medications/ drugs injected during one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

Approximately how many, if any, injections do you think would be used during one cycle of IVF?

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
None	1%	0%	2%	1%	1%	1%	-	1%
Up to 5	21%	19%	27%	13%	23%	21%	22%	25%
6 to 10	15%	10%	10%	11%	13%	12%	12%	10%
11 to 20	6%	6%	6%	9%	7%	7%	2%	5%
21 to 30	3%	5%	4%	6%	4%	4%	5%	1%
More than 30	2%	3%	1%	2%	3%	2%	4%	2%
Don't know	52%	58%	50%	57%	49%	53%	56%	56%

For the following question, by "standard IVF" we mean IVF (in vitro fertilisation) with the standard level of medication used.

By "minimal stimulation IVF", we mean IVF (in vitro fertilisation) using less or minimal medication.

By "natural IVF" we mean IVF (in vitro fertilisation) without the use of any medication.

Before taking this survey which, if any, of the following types of IVF were you aware existed? (Please select all that apply)

Unweighted base	509	318	213	233	511	1784	114	201
Base: All GB adults	516	344	202	269	481	1811	105	183
Standard IVF	39%	42%	34%	38%	42%	40%	37%	31%
Minimal stimulation IVF	6%	5%	2%	7%	4%	5%	4%	7%
Natural IVF	12%	13%	12%	14%	9%	12%	6%	11%
None of these	53%	49%	60%	55%	53%	53%	60%	64%

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Government Region											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

In general, to what extent, if at all, do you agree or disagree with the following statement?

The IVF industry in the UK is trustworthy

Unweighted base	94	232	183	161	157	213	233	304	207	1784	114	201
Base: All GB adults	87	232	197	175	169	202	269	284	196	1811	105	183
Strongly agree	17%	9%	7%	6%	11%	11%	10%	7%	8%	9%	15%	6%
Tend to agree	31%	35%	37%	32%	37%	39%	38%	36%	37%	36%	33%	34%
Neither agree nor disagree	27%	27%	33%	32%	31%	23%	20%	23%	32%	27%	29%	26%
Tend to disagree	6%	5%	3%	2%	4%	2%	3%	4%	3%	4%	3%	6%
Strongly disagree	2%	2%	1%	2%	3%	3%	1%	3%	2%	2%	2%	2%
Don't know	17%	22%	20%	25%	14%	22%	28%	27%	19%	22%	19%	26%

The IVF industry in the UK is ethical

Unweighted base	94	232	183	161	157	213	233	304	207	1784	114	201
Base: All GB adults	87	232	197	175	169	202	269	284	196	1811	105	183
Strongly agree	15%	13%	8%	6%	12%	13%	12%	7%	8%	10%	14%	7%
Tend to agree	38%	35%	40%	33%	37%	39%	32%	38%	34%	36%	41%	34%
Neither agree nor disagree	24%	29%	27%	28%	32%	21%	21%	25%	32%	26%	26%	25%
Tend to disagree	3%	5%	3%	5%	4%	5%	3%	5%	5%	4%	1%	4%
Strongly disagree	2%	1%	1%	3%	5%	1%	1%	3%	2%	2%	2%	2%
Don't know	17%	18%	20%	25%	10%	22%	30%	22%	19%	21%	16%	27%

The IVF industry in the UK should be more transparent about their processes

Unweighted base	94	232	183	161	157	213	233	304	207	1784	114	201
Base: All GB adults	87	232	197	175	169	202	269	284	196	1811	105	183
Strongly agree	16%	12%	12%	11%	13%	14%	17%	13%	12%	13%	14%	16%
Tend to agree	34%	27%	30%	32%	30%	32%	27%	32%	30%	30%	29%	21%
Neither agree nor disagree	34%	40%	35%	26%	36%	28%	21%	27%	35%	31%	32%	37%
Tend to disagree	1%	2%	4%	1%	1%	2%	5%	5%	2%	3%	2%	4%
Strongly disagree	-	1%	1%	0%	5%	-	1%	1%	1%	1%	4%	1%
Don't know	15%	18%	18%	29%	16%	24%	29%	22%	20%	22%	18%	22%

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By the following question, by "one cycle of IVF", we mean one attempt to conceive through IVF (i.e. one IVF procedure; including removal of an egg, fertilisation and return to the womb).

Approximately, which ONE do you think comes closest to the average cost to a patient IN TOTAL (i.e. including all medication and tests) of having one cycle of IVF in the UK?

Unweighted base	94	232	183	161	157	213	233	304	207	1784	114	201
Base: All GB adults	87	232	197	175	169	202	269	284	196	1811	105	183
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£1,000	4%	5%	3%	2%	5%	5%	4%	3%	3%	4%	3%	3%
£2,500	11%	22%	22%	16%	17%	21%	18%	16%	14%	18%	13%	10%
£5,000	22%	22%	24%	21%	28%	27%	19%	22%	30%	24%	24%	20%
£7,500	13%	4%	6%	15%	9%	7%	8%	11%	8%	9%	7%	10%
£10,000	11%	9%	8%	9%	10%	6%	11%	12%	8%	9%	11%	10%
£12,500	-	4%	2%	2%	1%	1%	5%	3%	3%	2%	1%	1%
£15,000	3%	1%	2%	2%	3%	0%	3%	2%	3%	2%	2%	1%
More than £15,000	3%	5%	3%	1%	4%	4%	4%	5%	3%	4%	2%	6%
Don't know	30%	26%	26%	32%	22%	25%	25%	25%	25%	26%	31%	39%

For the following question, by "medication/ drugs" please think about ALL medications/ drugs involved in one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

To what extent, if at all, do you agree or disagree with the following statement?

"Generally, the more medication/ drugs that are provided to patients when undergoing IVF treatment the greater the chance of getting pregnant"

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Tend to agree	19%	13%	16%	12%	13%	18%	13%	9%	9%	13%	12%	5%
Neither agree nor disagree	35%	33%	27%	33%	33%	27%	25%	33%	27%	30%	34%	28%
Tend to disagree	8%	10%	14%	7%	15%	10%	9%	13%	16%	12%	11%	12%
Strongly disagree	4%	2%	3%	1%	1%	2%	2%	3%	2%	2%	2%	1%
Don't know	32%	39%	39%	47%	35%	38%	48%	41%	46%	41%	38%	52%

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Approximately how many, if any, injections do you think would be used during one cycle of IVF?

Unweighted base	94	232	183	161	157	213	233	304	207	1784	114	201
Base: All GB adults	87	232	197	175	169	202	269	284	196	1811	105	183
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Up to 5	19%	19%	25%	19%	18%	27%	13%	24%	22%	21%	22%	25%
6 to 10	15%	15%	15%	8%	11%	10%	11%	11%	16%	12%	12%	10%
11 to 20	4%	7%	5%	4%	7%	6%	9%	8%	7%	7%	2%	5%
21 to 30	3%	3%	3%	2%	8%	4%	6%	3%	4%	4%	5%	1%
More than 30	2%	3%	1%	1%	5%	1%	2%	3%	3%	2%	4%	2%
Don't know	56%	52%	50%	65%	50%	50%	57%	51%	45%	53%	56%	56%

For the following question, by "standard IVF" we mean IVF (in vitro fertilisation) with the standard level of medication used.

By "minimal stimulation IVF", we mean IVF (in vitro fertilisation) using less or minimal medication.

By "natural IVF" we mean IVF (in vitro fertilisation) without the use of any medication.

Before taking this survey which, if any, of the following types of IVF were you aware existed? (Please select all that apply)

Unweighted base	94	232	183	161	157	213	233	304	207	1784	114	201
Base: All GB adults	87	232	197	175	169	202	269	284	196	1811	105	183
Standard IVF	44%	37%	38%	33%	50%	34%	38%	42%	42%	40%	37%	31%
Minimal stimulation IVF	4%	5%	8%	1%	10%	2%	7%	2%	7%	5%	4%	7%
Natural IVF	6%	11%	16%	7%	18%	12%	14%	9%	9%	12%	6%	11%
None of these	54%	56%	50%	61%	37%	60%	55%	54%	50%	53%	60%	64%

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Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partners hip	Living as married	Separated/ Divorced	Widowed	Never Married

In general, to what extent, if at all, do you agree or disagree with the following statement?

The IVF industry in the UK is trustworthy

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
Strongly agree	10%	6%	9%	22%	7%	10%	7%	10%	5%	6%	9%	11%
Tend to agree	34%	37%	35%	28%	40%	32%	37%	39%	39%	32%	39%	30%
Neither agree nor disagree	27%	25%	27%	22%	28%	31%	25%	27%	28%	34%	31%	24%
Tend to disagree	2%	6%	3%	2%	4%	2%	7%	4%	4%	2%	2%	3%
Strongly disagree	1%	1%	1%	2%	3%	6%	2%	2%	2%	2%	5%	3%
Don't know	24%	24%	24%	24%	18%	18%	22%	19%	23%	25%	14%	28%

The IVF industry in the UK is ethical

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
Strongly agree	10%	8%	10%	17%	10%	14%	8%	11%	6%	5%	7%	12%
Tend to agree	35%	37%	36%	35%	38%	34%	35%	39%	34%	40%	34%	31%
Neither agree nor disagree	25%	28%	26%	18%	28%	21%	31%	27%	28%	29%	30%	24%
Tend to disagree	5%	2%	4%	5%	4%	3%	5%	4%	5%	1%	8%	5%
Strongly disagree	2%	2%	2%	2%	3%	4%	2%	1%	2%	3%	5%	3%
Don't know	24%	22%	23%	23%	17%	24%	18%	18%	25%	21%	16%	25%

The IVF industry in the UK should be more transparent about their processes

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
Strongly agree	13%	12%	12%	12%	13%	10%	21%	15%	10%	18%	21%	12%
Tend to agree	30%	30%	30%	31%	29%	29%	27%	29%	34%	22%	22%	29%
Neither agree nor disagree	30%	28%	30%	24%	38%	29%	29%	33%	31%	32%	31%	27%
Tend to disagree	3%	3%	3%	3%	2%	6%	4%	3%	1%	4%	10%	3%
Strongly disagree	1%	2%	1%	2%	1%	4%	1%	1%	0%	2%	4%	2%
Don't know	23%	25%	24%	29%	17%	22%	18%	18%	24%	22%	12%	27%

YouGov / Farrer Kane

Fieldwork: 19th - 20th December 2016

Sample Size: 2,099 GB Adults



Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partners hip	Living as married	Separated/ Divorced	Widowed	Never Married

By the following question, by "one cycle of IVF", we mean one attempt to conceive through IVF (i.e. one IVF procedure; including removal of an egg, fertilisation and return to the womb).

Approximately, which ONE do you think comes closest to the average cost to a patient IN TOTAL (i.e. including all medication and tests) of having one cycle of IVF in the UK?

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
Less than £1,000	3%	3%	3%	4%	2%	0%	2%	2%	4%	0%	4%	3%
£1,000	3%	4%	3%	3%	6%	-	4%	5%	2%	5%	6%	3%
£2,500	14%	19%	15%	12%	21%	20%	19%	19%	14%	21%	22%	13%
£5,000	23%	28%	25%	18%	22%	13%	25%	24%	29%	30%	31%	17%
£7,500	9%	9%	9%	10%	8%	9%	7%	9%	6%	8%	13%	8%
£10,000	11%	7%	10%	8%	8%	16%	11%	8%	10%	6%	8%	12%
£12,500	3%	1%	3%	5%	1%	1%	2%	2%	2%	0%	-	3%
£15,000	2%	1%	2%	6%	2%	4%	1%	1%	1%	0%	3%	4%
More than £15,000	5%	4%	5%	5%	2%	-	3%	3%	3%	2%	2%	6%
Don't know	27%	24%	26%	29%	28%	37%	26%	26%	27%	28%	10%	31%

For the following question, by "medication/ drugs" please think about ALL medications/ drugs involved in one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

To what extent, if at all, do you agree or disagree with the following statement?

"Generally, the more medication/ drugs that are provided to patients when undergoing IVF treatment the greater the chance of getting pregnant"

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
Strongly agree	3%	2%	2%	3%	1%	1%	2%	2%	1%	1%	2%	3%
Tend to agree	14%	15%	14%	11%	8%	7%	13%	12%	13%	10%	14%	13%
Neither agree nor disagree	30%	29%	30%	30%	31%	32%	28%	31%	32%	38%	25%	25%
Tend to disagree	10%	11%	10%	10%	12%	13%	19%	13%	10%	11%	17%	10%
Strongly disagree	2%	3%	2%	-	2%	6%	2%	2%	2%	0%	3%	3%
Don't know	42%	40%	41%	46%	47%	41%	37%	40%	42%	40%	39%	47%

YouGov / Farrer Kane

Fieldwork: 19th - 20th December 2016

Sample Size: 2,099 GB Adults



Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partners hip	Living as married	Separated/ Divorced	Widowed	Never Married

For the following question, by "injections" we mean ALL medications/ drugs injected during one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

Approximately how many, if any, injections do you think would be used during one cycle of IVF?

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
None	0%	3%	1%	-	1%	2%	1%	1%	2%	-	-	1%
Up to 5	22%	18%	21%	23%	20%	25%	23%	21%	22%	24%	39%	18%
6 to 10	13%	13%	13%	18%	7%	15%	14%	10%	12%	10%	9%	17%
11 to 20	7%	6%	7%	7%	5%	13%	4%	7%	5%	4%	2%	7%
21 to 30	2%	5%	3%	1%	4%	5%	8%	5%	1%	5%	6%	3%
More than 30	3%	5%	3%	1%	1%	1%	3%	3%	3%	1%	-	2%
Don't know	54%	50%	53%	50%	62%	40%	47%	53%	56%	57%	45%	52%

For the following question, by "standard IVF" we mean IVF (in vitro fertilisation) with the standard level of medication used.

By "minimal stimulation IVF", we mean IVF (in vitro fertilisation) using less or minimal medication.

By "natural IVF" we mean IVF (in vitro fertilisation) without the use of any medication.

Before taking this survey which, if any, of the following types of IVF were you aware existed? (Please select all that apply)

Unweighted base	910	311	1221	101	475	68	234	1033	270	192	50	554
Base: All GB adults	892	314	1205	104	442	86	262	988	307	169	47	588
Standard IVF	36%	41%	38%	46%	33%	45%	49%	38%	38%	34%	45%	40%
Minimal stimulation IVF	5%	4%	5%	10%	2%	9%	9%	4%	7%	4%	5%	6%
Natural IVF	12%	12%	12%	16%	6%	20%	13%	9%	9%	8%	14%	16%
None of these	56%	52%	55%	44%	63%	44%	45%	56%	54%	59%	50%	52%

YouGov / Farrer Kane

Fieldwork: 19th - 20th December 2016

Sample Size: 2,099 GB Adults



Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

In general, to what extent, if at all, do you agree or disagree with the following statement?

The IVF industry in the UK is trustworthy

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
Strongly agree	8%	12%	7%	11%	10%	17%	10%	10%	8%	12%
Tend to agree	36%	37%	39%	36%	38%	31%	38%	34%	42%	40%
Neither agree nor disagree	28%	21%	27%	47%	27%	17%	26%	26%	25%	24%
Tend to disagree	3%	6%	5%	-	5%	4%	3%	5%	3%	3%
Strongly disagree	2%	2%	2%	-	2%	2%	2%	1%	3%	2%
Don't know	23%	22%	19%	6%	19%	30%	22%	23%	18%	19%

The IVF industry in the UK is ethical

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
Strongly agree	9%	14%	8%	10%	11%	20%	11%	9%	10%	12%
Tend to agree	35%	37%	46%	41%	41%	27%	38%	34%	41%	41%
Neither agree nor disagree	28%	22%	24%	31%	24%	19%	26%	28%	24%	23%
Tend to disagree	4%	5%	5%	6%	5%	5%	3%	4%	3%	3%
Strongly disagree	3%	1%	1%	-	1%	1%	2%	2%	2%	2%
Don't know	22%	21%	16%	13%	18%	28%	20%	23%	19%	20%

The IVF industry in the UK should be more transparent about their processes

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
Strongly agree	14%	14%	12%	14%	13%	15%	14%	15%	19%	14%
Tend to agree	30%	27%	29%	26%	27%	26%	29%	30%	28%	29%
Neither agree nor disagree	32%	28%	30%	47%	31%	22%	32%	27%	28%	33%
Tend to disagree	2%	5%	4%	4%	4%	6%	3%	4%	2%	2%
Strongly disagree	1%	3%	2%	-	2%	2%	1%	1%	3%	1%
Don't know	21%	24%	23%	10%	21%	28%	21%	24%	20%	21%

YouGov / Farrer Kane

Fieldwork: 19th - 20th December 2016

Sample Size: 2,099 GB Adults



Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

By the following question, by "one cycle of IVF", we mean one attempt to conceive through IVF (i.e. one IVF procedure; including removal of an egg, fertilisation and return to the womb).

Approximately, which ONE do you think comes closest to the average cost to a patient IN TOTAL (i.e. including all medication and tests) of having one cycle of IVF in the UK?

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
Less than £1,000	2%	2%	3%	5%	3%	6%	3%	3%	3%	3%
£1,000	4%	3%	4%	4%	3%	8%	4%	4%	7%	4%
£2,500	17%	15%	22%	17%	18%	9%	17%	15%	16%	15%
£5,000	23%	27%	26%	19%	25%	16%	23%	23%	22%	24%
£7,500	9%	11%	7%	3%	9%	7%	9%	9%	11%	9%
£10,000	10%	11%	6%	10%	9%	12%	11%	13%	11%	11%
£12,500	2%	2%	1%	6%	2%	4%	2%	4%	3%	2%
£15,000	2%	1%	1%	-	1%	3%	2%	2%	1%	2%
More than £15,000	4%	3%	5%	1%	3%	4%	4%	4%	1%	5%
Don't know	27%	25%	25%	35%	27%	32%	25%	22%	25%	26%

For the following question, by "medication/ drugs" please think about ALL medications/ drugs involved in one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

To what extent, if at all, do you agree or disagree with the following statement?

"Generally, the more medication/ drugs that are provided to patients when undergoing IVF treatment the greater the chance of getting pregnant"

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
Strongly agree	1%	5%	0%	6%	3%	10%	2%	1%	3%	2%
Tend to agree	12%	16%	12%	14%	15%	9%	14%	13%	17%	16%
Neither agree nor disagree	30%	29%	30%	45%	31%	27%	30%	26%	26%	28%
Tend to disagree	11%	12%	14%	10%	12%	17%	11%	14%	15%	10%
Strongly disagree	2%	2%	3%	-	2%	1%	2%	2%	3%	2%
Don't know	45%	36%	41%	25%	36%	36%	42%	44%	37%	42%

YouGov / Farrer Kane

Fieldwork: 19th - 20th December 2016

Sample Size: 2,099 GB Adults



Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

For the following question, by "injections" we mean ALL medications/ drugs injected during one cycle of IVF, including menstrual cycle suppressants, fertility hormones and sedatives.

Approximately how many, if any, injections do you think would be used during one cycle of IVF?

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
None	1%	1%	2%	-	1%	2%	1%	1%	2%	1%
Up to 5	20%	19%	23%	29%	22%	29%	21%	24%	30%	22%
6 to 10	11%	14%	11%	5%	12%	19%	13%	11%	11%	15%
11 to 20	6%	6%	10%	5%	7%	5%	7%	7%	5%	6%
21 to 30	3%	6%	5%	8%	6%	1%	4%	3%	6%	4%
More than 30	2%	5%	5%	1%	5%	0%	3%	2%	3%	3%
Don't know	56%	48%	44%	52%	47%	45%	51%	52%	44%	49%

For the following question, by "standard IVF" we mean IVF (in vitro fertilisation) with the standard level of medication used.

By "minimal stimulation IVF", we mean IVF (in vitro fertilisation) using less or minimal medication.

By "natural IVF" we mean IVF (in vitro fertilisation) without the use of any medication.

Before taking this survey which, if any, of the following types of IVF were you aware existed? (Please select all that apply)

Unweighted base	1525	240	181	48	469	105	1516	412	191	602
Base: All GB adults	1448	262	185	69	515	136	1549	404	208	634
Standard IVF	38%	39%	43%	39%	40%	40%	40%	42%	44%	45%
Minimal stimulation IVF	5%	8%	5%	6%	7%	5%	6%	6%	10%	8%
Natural IVF	10%	13%	11%	13%	12%	18%	12%	10%	16%	16%
None of these	57%	49%	48%	54%	49%	49%	54%	54%	44%	49%