

THE
**AUSTRALIAN
FERTILITY CENSUS**



· 2014 RESULTS ·

Conceived by

 **Genea**
WORLD LEADING FERTILITY

How Long Does it Take to Make a Baby?

Sex, kids and fertility – we asked the big questions.

From 18th July – 18th August 2014, Genea asked Australians over 18 everything about making a baby.

1 in 6 Australian couples will experience trouble conceiving at some point in their relationship.

We wanted to dig deeper to understand exactly what Australians know about fertility and, in turn, provide information on where to seek guidance when things don't go to plan. We put some fun into it, but were serious in wanting real answers.

Most importantly, we wanted to normalise the conversation and remove the stigma around infertility.

To achieve these ambitious goals we created Australia's largest Census on fertility.

From favourite sex positions to sperm donation; Australians of all ages and backgrounds from across the country shared their thoughts with us on sex, fertility and themselves.

The Australian Fertility Report

This report is divided into 5 key areas covering the compelling facts we've discovered.

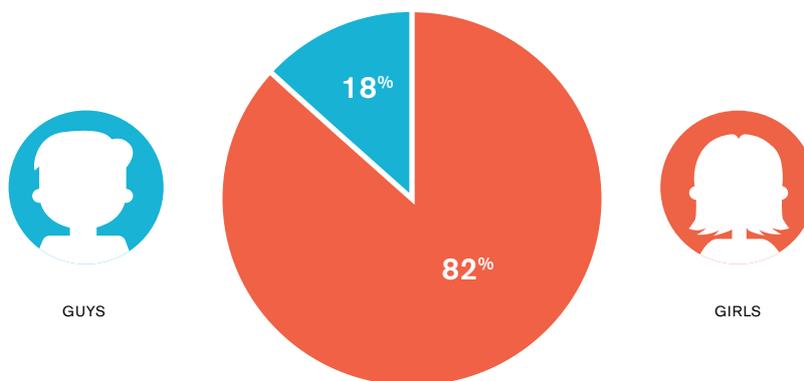
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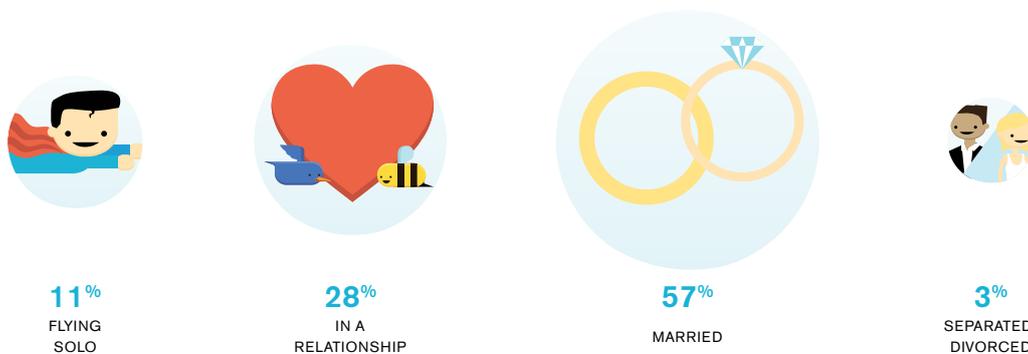
Who took part

Over 3,000 people took part in the Census and they were a diverse group. We heard from girls and guys; from singles and those loved up; from stressed out at work to calm and cool. But they all had one thing in common – a willingness **to get Australia talking about fertility.**

GENDER



RELATIONSHIP STATUS



HOUSEHOLD INCOME



JOB STRESS LEVELS



Health and fertility

Australians willing to talk fertility walked us through their health. **While 2% work out 7 days a week, just over half of all respondents exercise at least 3 times a week.** The average smoker got through 3 packs a week, while the average drinker had 6 drinks a week. Research indicates smoking could play a part in up to 13% of female infertility.

! FACT: Women who smoke cigarettes (and those regularly exposed to passive smoke) are less likely to conceive and more likely to miscarry or have an ectopic pregnancy.

EXERCISE

85%
of couples trying for a baby do some form of exercise.



Men were **17%** more likely to report high levels of stress at work and 8% more likely to report nutcase high levels of stress.

38% of our Australians exercise 3 days a week. Men are 64% more likely to exercise 4-5 days a week than women, and 89% more likely to work out 7 days a week.



12% of Aussies who answered believed they could increase the chance of conceiving by eating healthily; 10% told us they would go on more holidays.



Worryingly, only 12% know that you can increase the chance of conceiving by being within a healthy weight range.



People who describe themselves as working normal hours, tended to have a healthier Body Mass Index (BMI), indicating they understood balancing work and play.

! FACT: Women with a BMI of 25-30 are 50% more likely to have infertility due to ovulation problems compared to women with a normal BMI. This rises to three times the likelihood for women with a BMI over 30.

Let's talk about sex

From birds to bees, Australians told us about their sex lives. **South Australian respondents are having more sex than any other state.** Our Census also showed that Australians are generally into cuddling after sex and (mostly) thinking about their partners while having it.

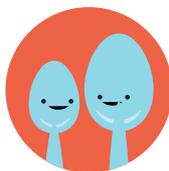
LOVE



Our average Australian is having sex 9 times a month, with South Australians having, on average, 11% more sex than the rest of the country. Residents of Queensland, Tasmania and the Northern Territory have sex 20% less than those of South Australia.



Lucky 18-24 year-olds have sex almost 13 times a month – that's 73% more than 45-50 year-olds (7.5 times per month); the most out of any age group.



50%

of responses indicated a desire to cuddle after sex. But the older people get, the more they want to sleep afterwards. The average age of our sleepers was 37; cuddlers were 2 years younger.



Men are **2x**

more likely than women to go back to work after sex. But women are 66% more likely to think about work during sex.



During sex, 62% of our guys and 65% of our girls mostly think about their partner.



Women were 81% more likely to think about Australian Chris Hemsworth than Oscar-winner George Clooney.



Men are 15% more likely than women to go to sleep after sex.



They're also 16% more likely to have spontaneous sex to try to conceive.



72% of women told us that the best sexual position to conceive was on the bottom.



Men were 70% more likely to tell us it was using every Kama Sutra position.

! FACT:

There's actually no evidence that any one position is best for conceiving.

The facts about fertility

When we asked the big question, 'How long does it take to make a baby?' the range of answers surprised us. **34% of respondents said it takes 9 months to make a baby, while 29% told us it takes many years. 16% of Australians told us it takes just 2 minutes.** At Genea, we know it takes years of planning and preparation to make a baby.

Our Census found Australians had serious misunderstandings about the importance of seeking treatment early when they're having trouble conceiving. They also worried about the cost of IVF treatment, and the embarrassment of seeing a Fertility Specialist.

But most concerning, the Census suggests many people don't realise that peak fertility is around the age of 23.

HAVING A BABY

Women are **93%**

more likely than men to say they would struggle to deal with it.

If they were told they couldn't have kids



Men are **44%**

more likely to accept it and move on than women.



Men are **45%**

more likely to not seek treatment because they only want to conceive naturally.

At Genea we find that approximately 50% of couples who talk to one of our Fertility Specialists don't need IVF to have a baby, but many do need some simple investigations and treatments.



52%

of people in the Census wouldn't seek medical fertility treatment because of concerns about the cost.

All age groups estimated IVF as being significantly more expensive than it actually is, showing there's a misconception about the costs.

! FACT:

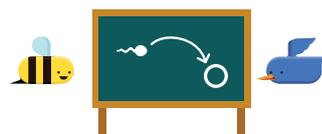
If a 36 year old woman delays seeking fertility treatment for two years, then her chance of conceiving will have dropped 15% while she waited.



It's concerning that **67%**

of respondents over 35 mistakenly think they should keep trying to conceive for more than 12 months.

In fact, we recommend seeking help after 6 months, as at this age timing is crucial and delays can be detrimental.



If they had fertility issues, **52%**

of our Australians would choose their GP as the first person they'd speak to after their partner.

After talking to their partner, more than twice as many women would talk to their parents first.

! FACT: A guy's sperm quality drops by 2% every year after 35 years of age.



Proving there is still a stigma to be overcome, men are

79%

more likely to be embarrassed to seek medical fertility treatment. They're also two thirds more likely to speak to no one other than their partner about infertility issues.



But when it comes down to it, our men are

86%

more likely to want to speak to a Fertility Specialist than women.



Our women are

36%

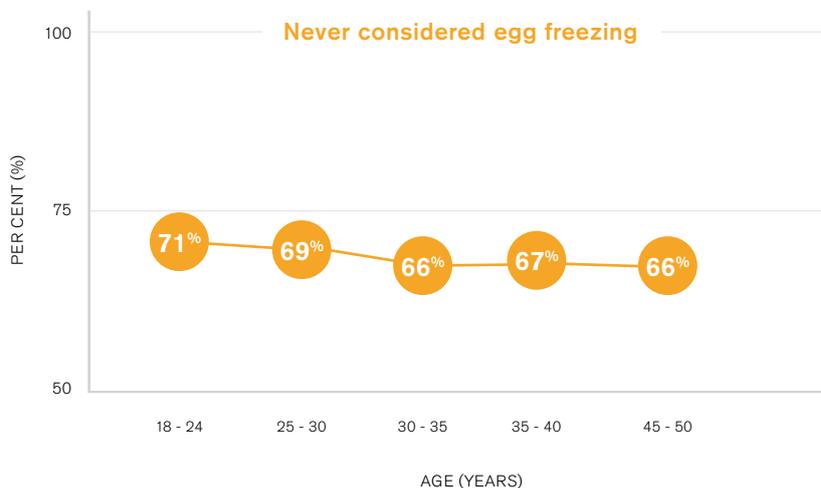
more likely to avoid seeking medical treatment for fertility problems because of a perception they can't afford it.

Just over half

of men who responded have considered donating sperm, but only 2.2% of them have actually donated.



It seems like the topic of egg freezing is in every magazine you open, but a high number of female respondents at every age have never considered it.



Australia's future kids

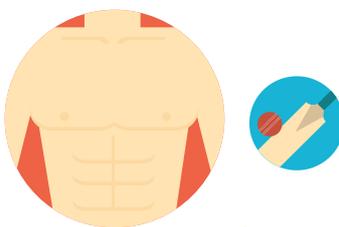
We asked Australians about fulfilling their desires to have a family. **95% of the Australians we surveyed want to have kids at some point in the future.** Over twice as many wanted one girl and one boy, instead of two of the same. Age proved to be crucial, with half of Australians telling us it was the main factor for when to have a baby.

FAMILY



37%

of those who responded are currently trying for a baby.



Hot actor Hugh Jackman is twice as popular as sports legend Michael Clarke as a fantasy father.



3.6x

more likely to say they decide when to have a baby in a relationship.

The top traits parents want to pass on are

17%
common sense



21%
sporting ability

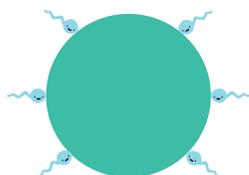


The average age Australians want to have children at is 32, continuing the upward trend for parental age in Australia.

Australian women aged over 35 are

50%

more likely to want a baby as soon as possible than women under 35.



Australian men aged over 35 are

25%

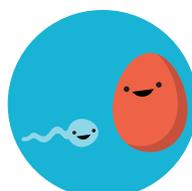
less likely than men under the age of 35 to want a baby as soon as possible.

The average woman under 35 would ideally like to have a baby at 29. However, at 35 and over, that ideal age rises to 37.



18% of Australians said they wanted a baby as soon as possible.

Only 8% said they'd wait until they can afford it. Men were slightly more concerned than women about being able to afford a baby.



95% of Australians support IVF

and using science to eliminate genetic diseases (90%). However, 90% of Australians are against the concept of designer babies.

What does it all mean?

It's been a fascinating journey – but we've only just started.

Our Census has helped us to build a clearer picture of what Australians think when it comes to sex, kids and fertility. The insights give us the chance to have the right conversations during Fertility Awareness Week and beyond.

The male biological clock

We found Australians are mostly aware of the female biological clock, but fewer are knowledgeable about the male equivalent. **32% of Australians told us men didn't have biological clocks.** In fact, a guy's sperm quality drops by 2% every year after 35. After that age, a guy will also have poorer testicular function and an increased risk of passing on birth defects and disease.

The cost of IVF

Australians worry about how expensive IVF treatment is, and consistently overestimate the costs. In general, **Australians estimated the cost at over \$10,000, significantly more than the out of pocket cost of a cycle of IVF.** The average cost of a standard cycle with Genea is usually a little under \$4,000 after the Medicare rebate and with full private health cover. That includes ultrasounds, blood tests, medication, management by a Fertility Specialist and counselling. In addition, Genea's approach to treatment maximises egg collection – the most complicated part of IVF – by efficiently and effectively freezing spare embryos so patients do not need to undergo another round of hormones and egg pick-ups in the future. Eligible patients can claim the maximum Medicare rebate by getting a referral from a GP for themselves and their partner.

The delay in seeking help

These twin concerns may explain why Australians wait before seeking help. Although men are more likely than women to speak to a Fertility Specialist, on the whole Australians delay going to see one, even though the chances of having a baby could be improved by doing so. At Genea around **50% of couples who talk to a Fertility Specialist do not need any form of IVF** to be able to take home a healthy baby.

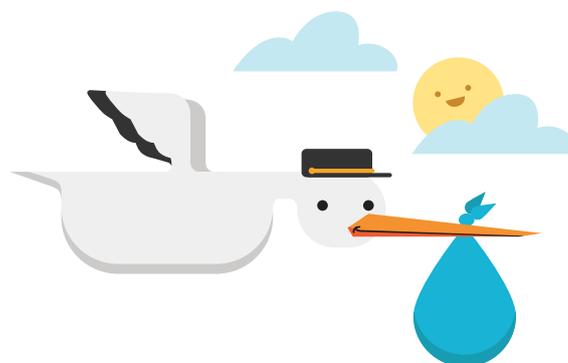
The scientific breakthroughs

The overwhelming majority of Australians support IVF (95%), and using science to eliminate genetic diseases (90%). **Genea have led the way in fertility treatment for almost 3 decades.** We were the first clinic in Australia to introduce routine single embryo transfer, and we lead the world in pre-implantation genetic diagnosis (PGD).

The years of planning

We asked Australians how long it takes to make a baby. It actually takes years to plan and prepare for a baby. **The best time to seek help is when you get worried** - if you've had no luck conceiving and it's starting to bother you, talk to us. Even though it can be hard to make the first call, you've got everything to gain from taking that step.

The insights we gathered from the Census, and the conversations we can have during Fertility Awareness Week and beyond, will give us the chance to support more Australians on their path to parenthood.





Genea can help Australians become parents

Genea's outstanding fertility expertise has **helped bring over 800,000 babies into the world over 28 years**. We can support even more people on the path to parenthood by starting insightful conversations about fertility.

Even if you're only thinking about parenthood, Genea's team of highly qualified Fertility Specialists, Scientists and Nurses can help improve your chance of success.

Everyone has a different path to becoming a parent. Here at Genea, we're all about helping you at any stage of your journey.

The single most important step you can take is to talk to us early, make a plan and take control of your fertility.

Whether it's taking you longer to fall pregnant than you'd expect, or you're pretty sure you need some help, we can provide answers.

Our experience in world-leading fertility science, pioneering IVF programs and our personal care means we provide a 40% greater chance of taking home a baby*.

To find out more about this report, call 1300 361 795

For more information about fertility or how Genea is helping Australians



1300 361 795



www.genea.com.au

*Than the average of other clinics combined, according to analysis of the latest available data (2011) released August 2013 from the Australian & NZ Assisted Reproduction Database and based on live births per embryo transfer.