



IVF National Voter Survey

1,200 Registered Voters Nationally

April 11-14, 2025

Methodology

- 1,200 registered voters were surveyed nationally from April 11-14, 2025.
- Interviews were stratified into proportionate units based on national registered voter statistics.
- 25% of respondents were surveyed on a landline phone, 35% were surveyed on a cell phone, and 40% using text-to-online.
- Margin of sampling error for 1,200 likely voters is $\pm 2.83\%$.



Key Take-Aways (1)

- Political environment is evenly divided, despite Dems being heavily underwater.
 - Voters are slightly pessimistic, with 53% saying the USA is headed in the wrong direction.
 - Generic ballot is Dem 45%, GOP 44% - a statistical dead heat.
 - President Trump's image (-3) and approval rating (-4) are marginally negative.
 - Most voters disapprove of the job Republicans in Congress are doing (-9), but Democrats are much worse off at -37.
- Health insurance companies are not well-liked, with a 36/52 negative image.
- From the get-go, voters have an extremely positive view of IVF.
 - Nearly two-thirds (65%) have a favorable opinion of IVF, while just 7% are unfavorable. The remaining 28% have no opinion or have never heard of IVF.
 - When IVF is explained, 85% are in favor of IVF, while just 7% are opposed.
 - IVF is very popular across the political and religious spectrum. There is no base of opposition, with even Catholics, Evangelicals, and Pro-Lifers strongly in support of IVF.
- Only a third of voters are aware of recent IVF news.
 - Among those who have seen, read, or heard something, the top recall is that some states are banning IVF.

Key Take-Aways (2)

- Strong belief that health insurance should be required to cover IVF services.
 - Most are currently unsure if health insurance covers IVF, while the remaining are more inclined to think it does not cover IVF (29%) than think it does (19%).
 - An overwhelming 82% believe health insurance should cover IVF, while only 10% are opposed.
 - More specifically, 74% are in favor of a law that would require health insurance in every state to cover IVF, while only 17% are opposed.
 - This includes Evangelicals (75% favor/15% oppose), Catholics (73% favor/20% oppose), and Pro-Lifers (67% favor/25% oppose).
 - Top reasons for support are that everyone has a right to have a family (42%) and infertility is a medical issue, so health insurance should cover it (30%).
 - At 33%, rising health insurance costs is the top reason for opposition.
- A Senator or Rep. who votes for a bill that requires IVF coverage would see a positive impact on their vote: 48% more likely, 9% less likely, 40% no impact. Impact is positive with all parties:
 - Republicans: 36% more likely, 13% less likely, 49% no impact
 - Independents: 48% more likely, 10% less likely, 40% no impact
 - Democrats: 61% more likely, 5% less likely, 31% no impact



BOTTOM LINE

IVF is incredibly popular across the political, religious, and social spectrum. Voters of all political stripes believe health insurance should cover IVF and support a bill that would require them to do so.

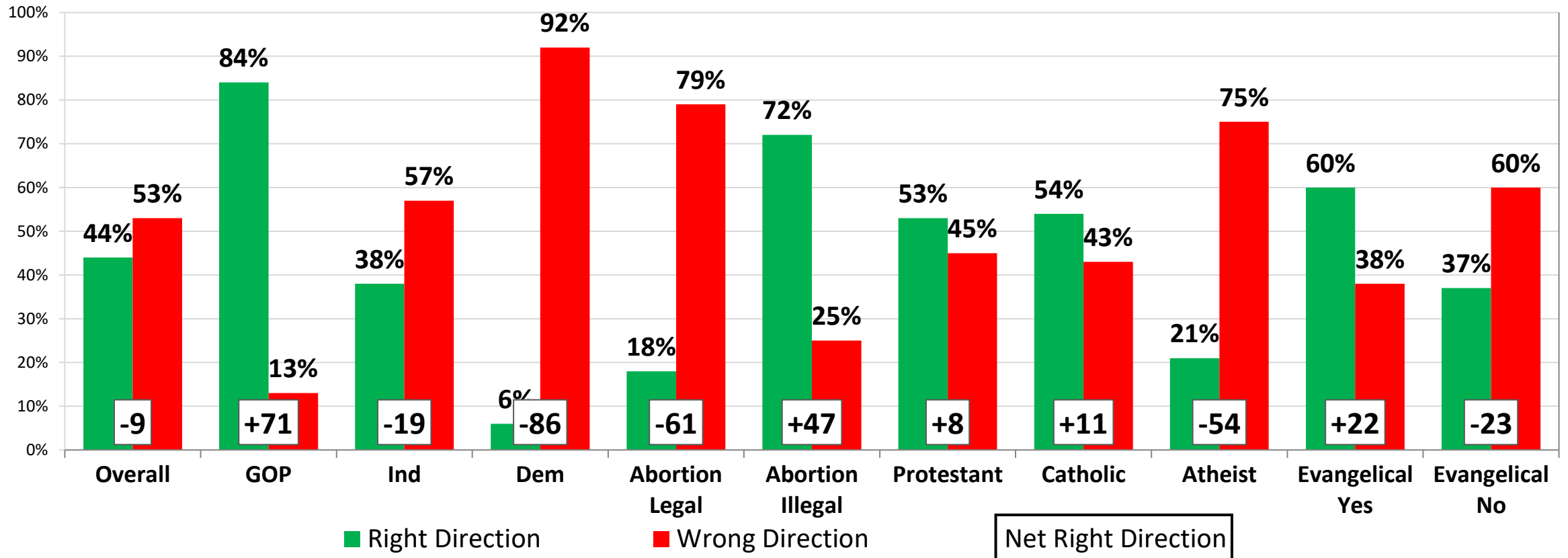




Political Environment

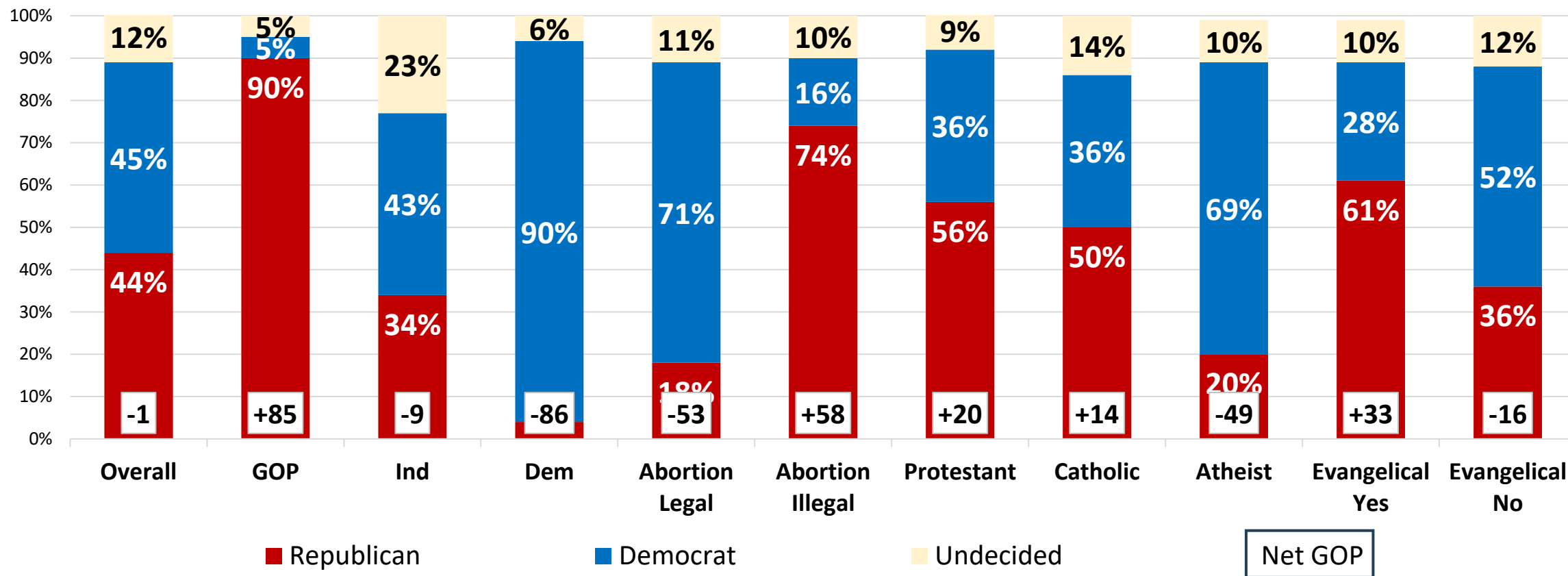
Mood of the Country

- A slight majority say the country is headed in the wrong direction, 53% - 44%.
- Democrats are more pessimistic than Republicans are optimistic, while Independents say wrong direction by a 19-point margin.



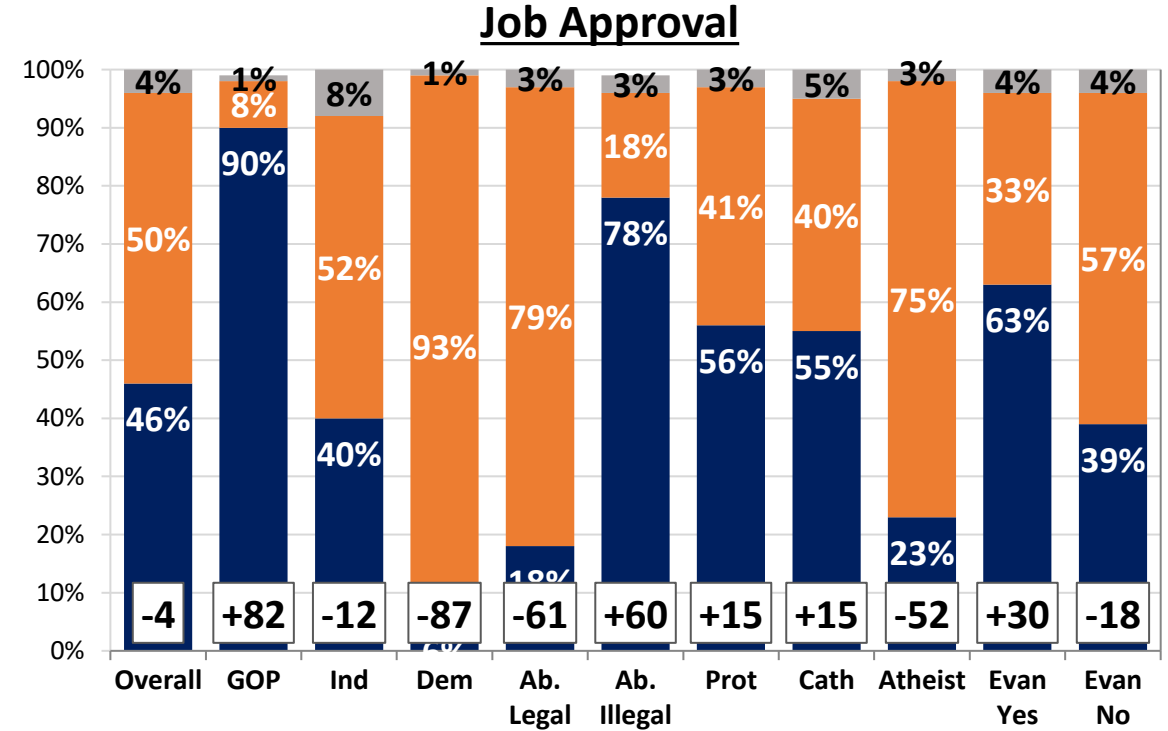
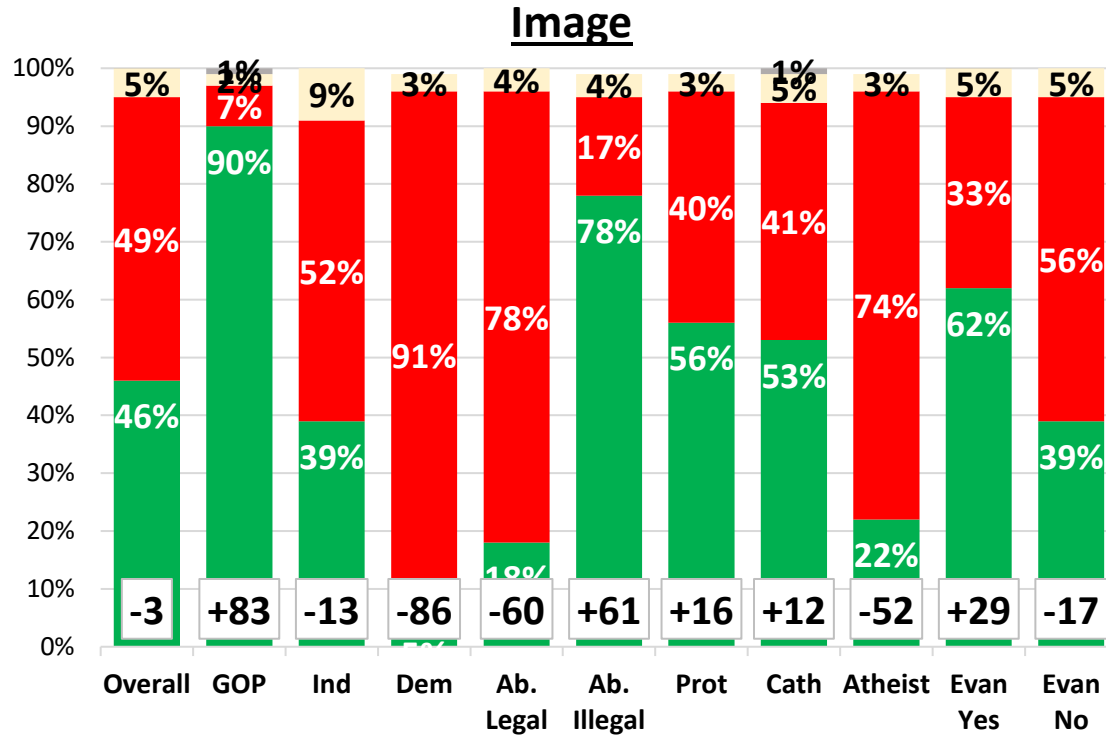
Generic Congressional Ballot

- The generic ballot is statistically split down the middle, with Democrats getting 45% and Republicans 44%.
- Independents break for the generic Dem by a 9-point margin, 43% - 34%.
- Pro-choicers, atheists, and non-Evangelicals drive the Democratic vote.



Donald Trump Image & Job Approval

- President Trump is marginally underwater on both his image (-3) and approval rating (-4).
- Independents view him negatively and disapprove by double-digit margins.
- The President's positives are built on support from Christians of all stripes.



■ Favorable ■ Unfavorable ■ No Opinion ■ NHO

Net Favorable

■ Approve

■ Disapprove

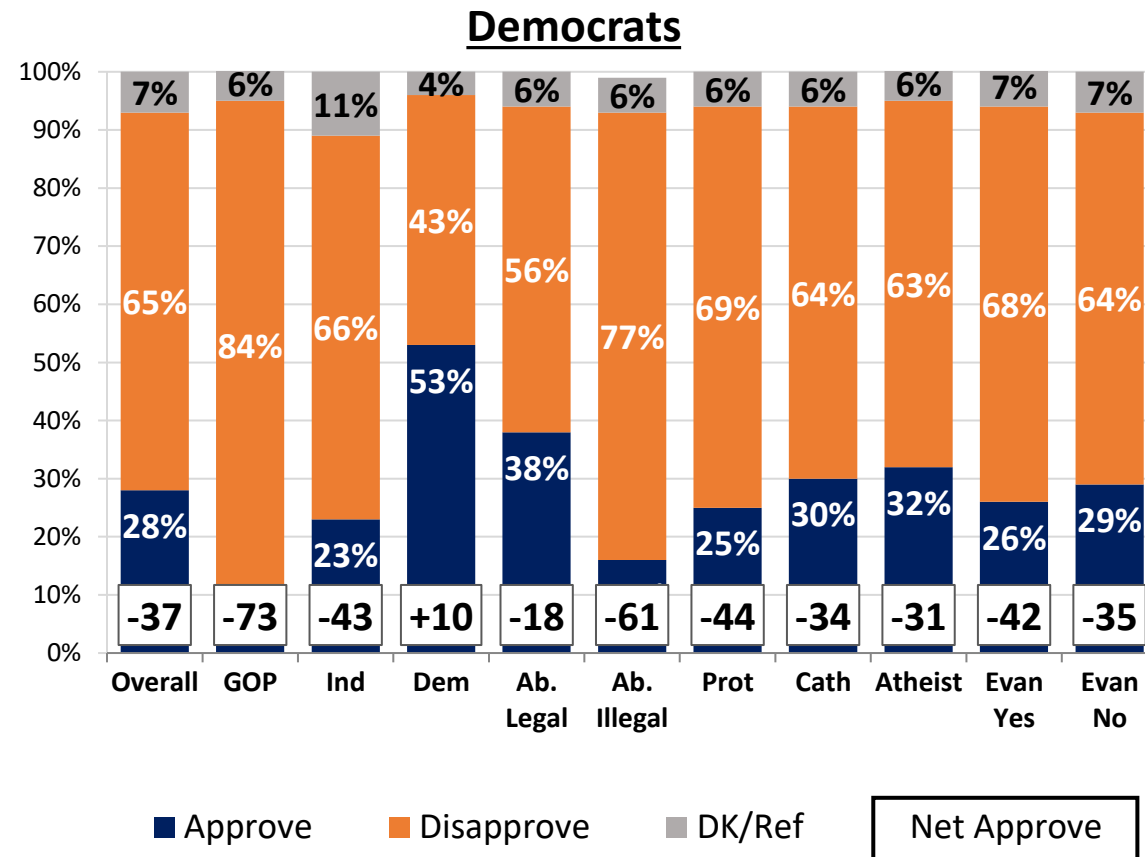
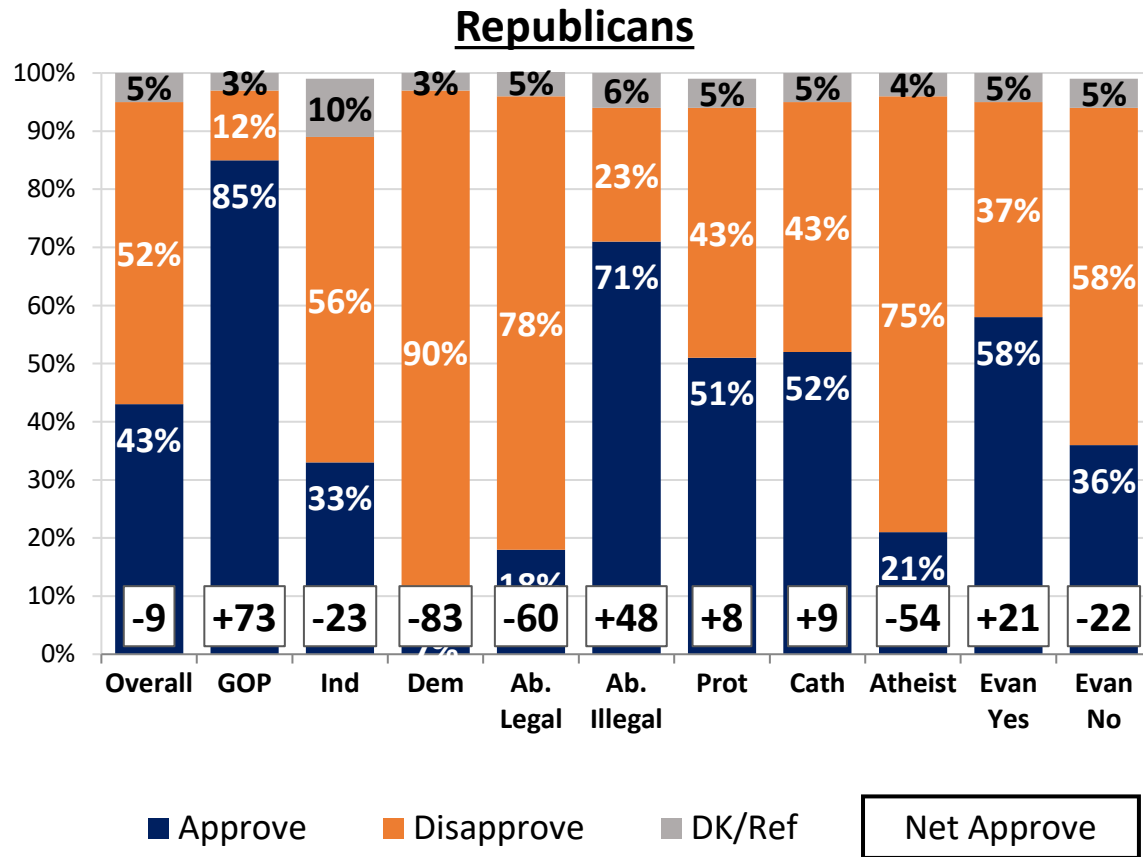
■ DK/Ref

Net Approve

Q5. Now, here is a list of names, organizations, and ideas in the news. Will you please tell me if you have a favorable or unfavorable opinion of each person, organization, or idea? If you have no opinion or have never heard of the person, organization or idea, just say so. & Q8. Do you approve or disapprove of the job Donald Trump is doing as President?

Congressional GOP and Democrats Job Approval

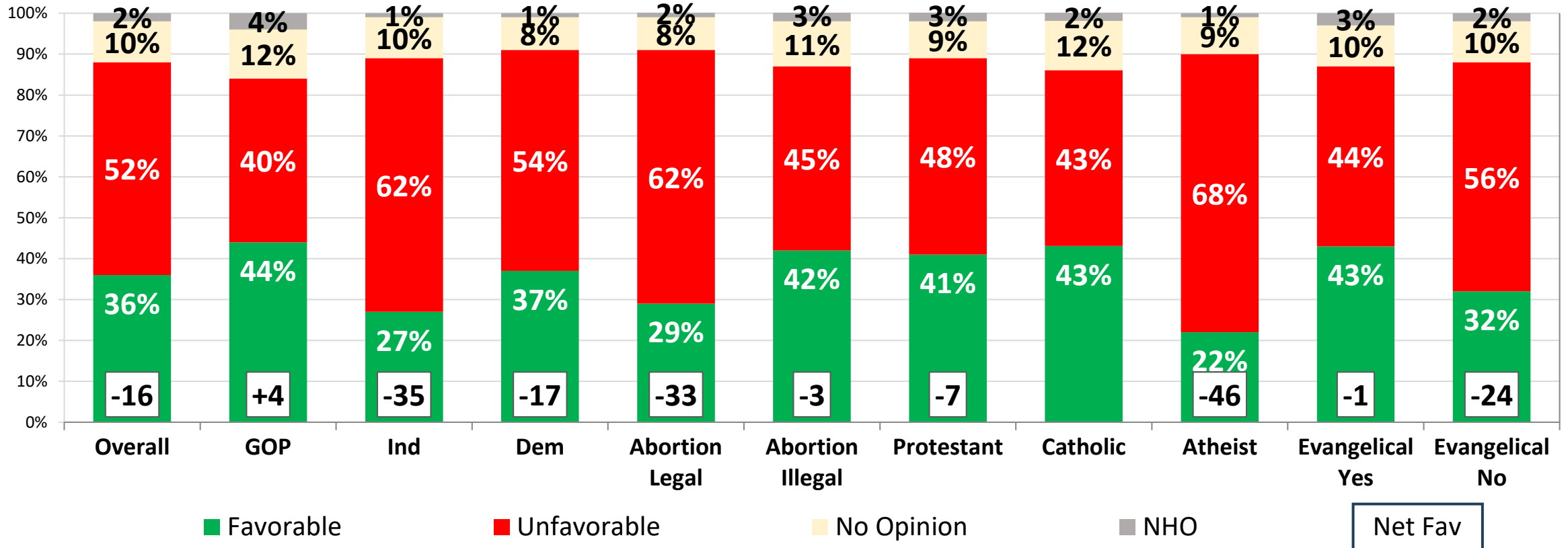
- Both Republicans and Democrats in Congress are underwater, though Dems are in a much worse position.
- Indies disapprove of Dems more than the GOP by 20 net points, and Dems themselves barely approve of Dems in Congress.



Q9. Do you approve or disapprove of the job Republicans in Congress are doing?
 & Q10. Do you approve or disapprove of the job Democrats in Congress are doing?

Health Insurance Companies Image

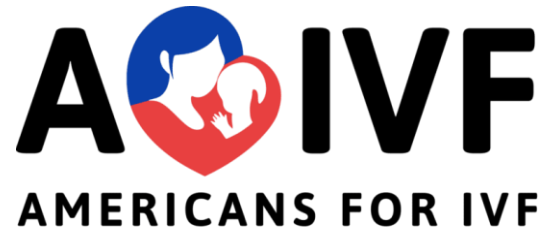
- Voters do not like health insurance companies, with only 36% viewing them favorably and 52% unfavorably.
- They are especially unpopular with Independents (-35). GOP voters are marginally positive (+4).
- Atheists and pro-choicers drive the negative opinions of health insurance companies.



Abortion Opinion

- A bare majority (50%) believe abortion should be legal, including 29% who think there should be no restrictions.
- Independents are slightly more pro-choice than the average voter.
- Unsurprisingly, religious voters are significantly more likely to be pro-life.

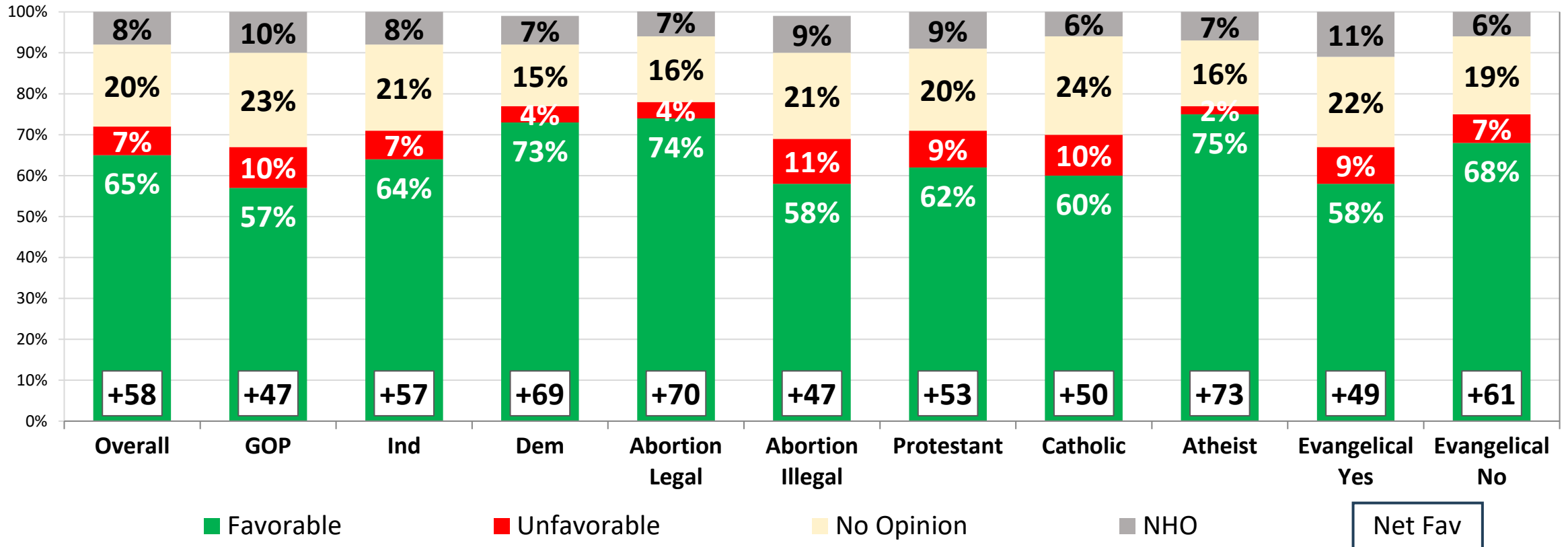
	Overall	GOP	Ind	Dem	Ab. Legal	Ab. Illegal	Prot	Cath	Atheist	Evan Yes	Evan No
No Restrictions	29	9	31	50	58	-	22	23	48	17	35
Legal Until Viability (18-24 Wks)	12	5	14	18	24	-	9	9	23	5	16
Legal (13-17 Wks)	9	8	9	9	17	-	7	9	11	5	10
Illegal after Heartbeat (6-12 Wks)	9	12	10	5	-	21	12	10	5	11	8
Illegal with Exceptions	16	26	16	7	-	39	18	22	6	24	13
Illegal, Unless Life of Mother	17	33	13	3	-	40	25	18	4	32	10
DK/Refused	7	8	8	6	-	-	7	10	4	7	7
TOTAL LEGAL	50	22	54	77	100	-	38	41	82	27	61
TOTAL ILLEGAL	42	71	39	15	-	100	55	50	15	67	31



IVF

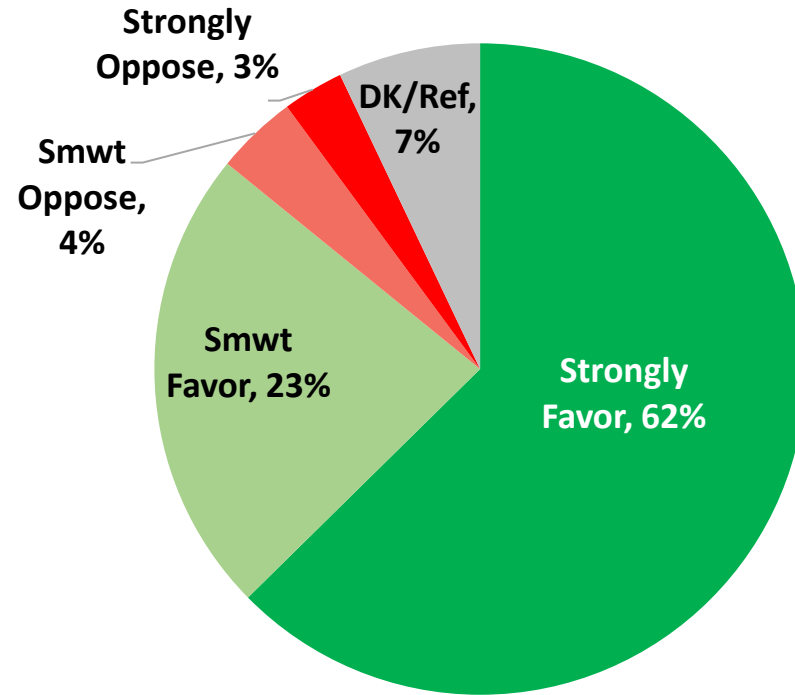
IVF Image

- IVF is very popular, with 65% having a favorable opinion of it and only 7% an unfavorable one.
- Republicans are marginally less positive about IVF, though still view it favorably by a more than 5-to-1 margin.
- Atheists and pro-choicers are especially favorable about IVF.



IVF Favor/Oppose

- When IVF is described, a massive 85% say they are in favor of IVF, including 62% who *strongly* favor the process. Only 7% oppose IVF.
- Even groups that are not as supportive, like Republicans and GOP voters, still are in favor of IVF by huge margins of more than 60-points.



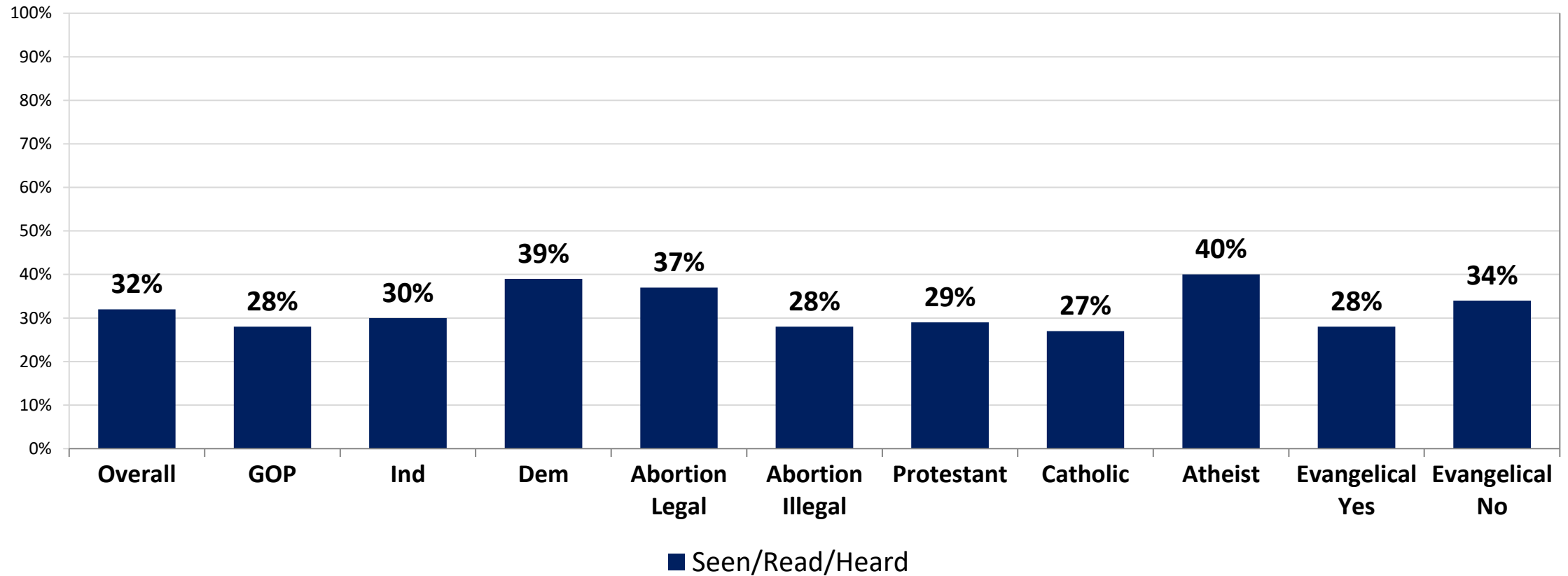
Q14. As you may know, IVF is a process in which medical professionals fertilize the mother's egg with the father's sperm to create an embryo that can be implanted in the mother's womb. This significantly increases the chances of pregnancy for couples who are struggling to conceive without medical assistance. Would you say you favor or oppose IVF?



	Fav	Opp	Net Fav
OVERALL	85	7	+78
Vote GOP	79	12	+67
Vote Dem	93	3	+90
Vote Und	77	8	+69
IVF Image Fav	97	2	+95
IVF Image Unfav	39	52	-13
SRH IVF	91	6	+85
Not SRH IVF	82	8	+74
Parent Any	84	8	+76
Parent of Minor Children	83	9	+74
Not a Parent	87	7	+80
Mothers	86	7	+79
Fathers	83	9	+74
Male No Children	88	5	+83
Female No Children	87	9	+78
2024 Vote Trump	80	11	+69
2024 Vote Harris	94	3	+91
2024 Other/DNV/Ref	77	9	+68
GOP	78	12	+66
Ind/Other	86	7	+79
Dem	92	2	+90
18-49 Male	85	7	+78
50+ Male	83	7	+76
18-49 Female	86	8	+78
50+ Female	86	7	+79
Protestant	83	8	+75
Catholic	82	12	+70
Atheist	93	3	+90
Evangelical Yes	81	9	+72
Evangelical No	87	7	+80
Abortion Legal	93	2	+91
Abortion Illegal	80	14	+66

IVF News Awareness

- Only about 1-in-3 have recently seen, read, or heard something about IVF.
- Groups most supportive of IVF are the most likely to have SRH about it, though still less than half are aware.



IVF News Recall *n*384

- The top specific things voters have s/r/h about IVF is that some states are banning it (23%), that Trump is in favor of it (11%), insurance coverage (10%), and that Republicans are not in favor of it (9%).
- More than 30% of aware Dems, pro-choicers, and Atheists have SRH something about states banning IVF.

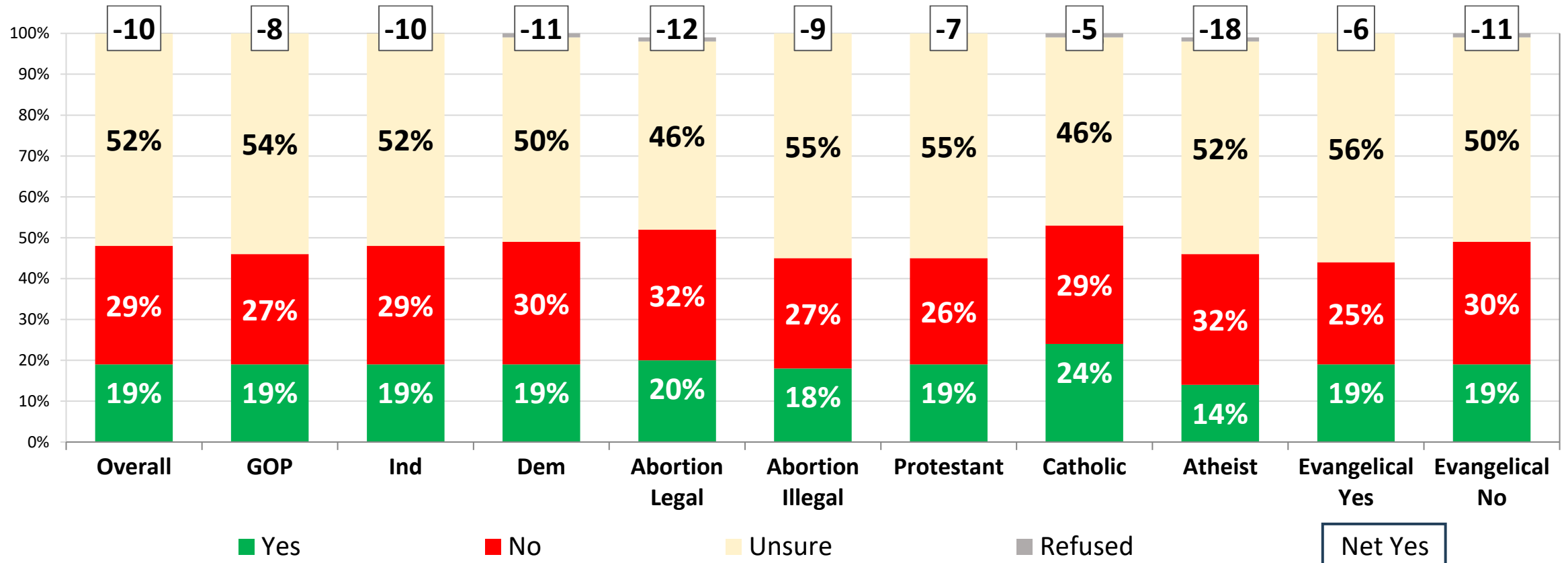
	Overall <i>n</i> 384	GOP	Ind	Dem	Ab. Legal	Ab. Illegal	Prot	Cath	Atheist	Evan Yes	Evan No
Banning it/Some States stopping IVF	23	7	27	30	31	11	17	18	34	14	26
Heard, saw something/Being debated on (general)	22	31	19	18	20	25	23	25	20	24	21
Trump is in favor of IVF/Trump wants to fund IVF	11	16	8	10	9	15	9	14	12	12	11
Insurance coverage/Whether insurance will cover it or not	10	14	11	7	7	16	9	8	10	13	9
Republicans aren't in favor of it (non specific)	9	3	13	11	14	2	4	11	11	-	13
Helps couples who can't get pregnant	7	4	9	6	7	5	8	6	4	3	8
Trump is not in favor of IVF/won't fund IVF/claims to support it, but doesn't	5	6	4	6	5	5	9	5	1	9	4
Abortion/comparing IVF to abortion	5	-	6	7	8	-	3	2	6	1	6
Are embryos babies or just cells/Debate if they are human	4	1	5	4	5	2	4	1	5	4	3
I support IVF	4	3	3	5	4	3	4	4	3	4	3



IF Q12:1, ASK Q13. Being as specific as possible, what did you recently see, read, or hear about IVF in the news?

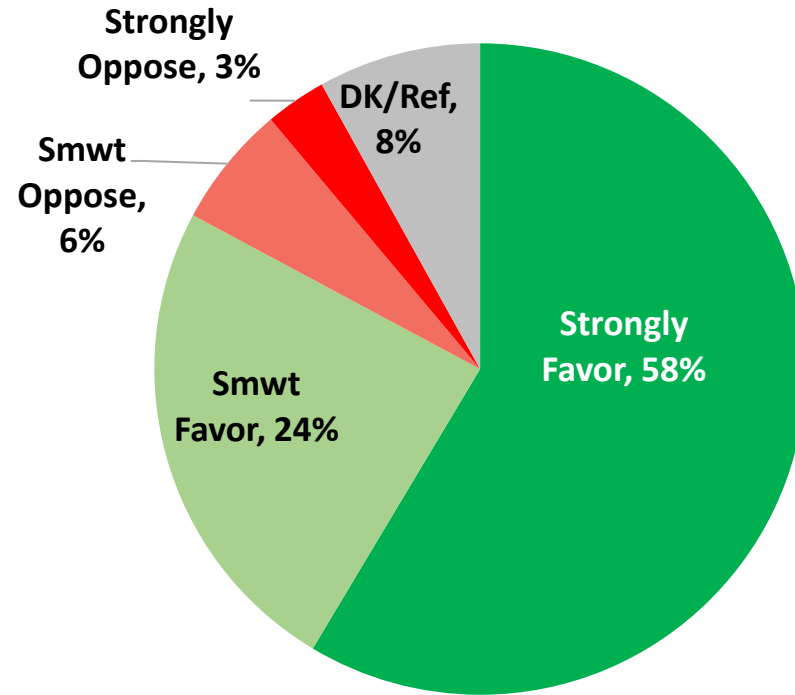
IVF Insurance Coverage Awareness

- More voters believe insurance does NOT cover IVF (29%) than does (19%), but a 52% majority are unsure.
- Every key political and religious group is more likely to say insurance does not cover IVF than does.



Insurance Plans Cover IVF

- Voters are overwhelmingly in favor of health insurance plans covering IVF, 82% - 10%.
- Even among the few voters with an unfavorable view of IVF are split on whether insurance plans should cover IVF.

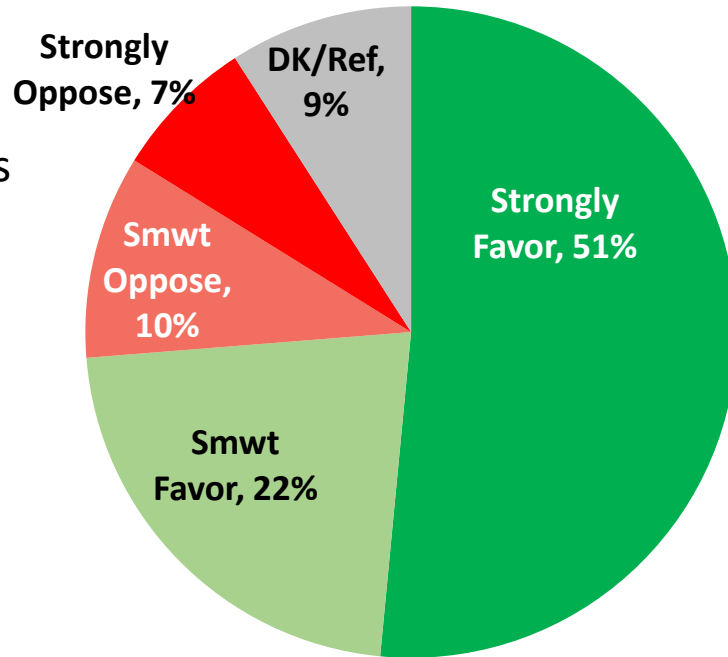


Q16. Do you favor or oppose health insurance plans covering the diagnosis, testing, and treatment of infertility – including IVF – for those whose reproductive system is not working properly, just as they cover other diseases?

	Fav	Opp	Net Fav
OVERALL	82	10	+72
Vote GOP	75	15	+60
Vote Dem	92	4	+88
Vote Und	70	13	+57
IVF Image Fav	91	5	+86
IVF Image Unfav	45	47	-2
SRH IVF	88	8	+80
Not SRH IVF	79	11	+68
Parent Any	80	11	+69
Parent of Minor Children	80	13	+67
Not a Parent	85	8	+77
Mothers	82	10	+72
Fathers	78	12	+66
Male No Children	84	8	+76
Female No Children	87	8	+79
2024 Vote Trump	75	14	+61
2024 Vote Harris	92	4	+88
2024 Other/DNV/Ref	75	12	+63
GOP	74	14	+60
Ind/Other	81	11	+70
Dem	92	4	+88
18-49 Male	83	8	+75
50+ Male	76	12	+64
18-49 Female	84	11	+73
50+ Female	85	9	+76
Protestant	79	11	+68
Catholic	80	12	+68
Atheist	89	5	+84
Evangelical Yes	79	11	+68
Evangelical No	83	10	+73
Abortion Legal	91	5	+86
Abortion Illegal	76	15	+61

Require IVF Insurance Coverage

- Three in four voters are in favor of a law requiring health insurance plans in all 50 states to cover IVF.
- Democrats are the most supportive and the Republicans are least so, but the GOP is still in favor by a wide 37-point margin.
- Similarly, pro-lifers are in favor of a law requiring IVF coverage by a wide 42-point margin.



Q17. Currently, most health insurance companies consider having children to be “elective” and therefore deny infertility services to couples struggling with infertility. Only 21 states partially require health insurance companies to cover infertility diagnoses, treatment, and IVF services. Do you favor or oppose a law that would require health insurance plans in all 50 states to cover the diagnosis, testing, and treatment of infertility – including IVF – for those whose reproductive system is not working properly, just as they cover other diseases?



	Fav	Opp	Net Fav
OVERALL	74	17	+57
Vote GOP	62	26	+36
Vote Dem	88	8	+80
Vote Und	62	18	+44
IVF Image Fav	84	12	+72
IVF Image Unfav	38	56	-18
SRH IVF	78	17	+61
Not SRH IVF	71	17	+54
Parent Any	71	19	+52
Parent of Minor Children	75	18	+57
Not a Parent	79	14	+65
Mothers	76	16	+60
Fathers	66	23	+43
Male No Children	74	16	+58
Female No Children	83	12	+71
2024 Vote Trump	61	27	+34
2024 Vote Harris	87	7	+80
2024 Other/DNV/Ref	71	16	+55
GOP	62	25	+37
Ind/Other	73	18	+55
Dem	87	7	+80
18-49 Male	75	16	+59
50+ Male	62	24	+38
18-49 Female	80	13	+67
50+ Female	77	15	+62
Protestant	70	17	+53
Catholic	73	20	+53
Atheist	81	12	+69
Evangelical Yes	75	15	+60
Evangelical No	73	18	+55
Abortion Legal	83	10	+73
Abortion Illegal	67	25	+42

IVF Insurance Coverage Favor/Oppose Reasons

- The main reasons voters favor a law requiring IVF coverage is that everyone has a right to have children and it is a medical condition that should be covered.
- Rising healthcare costs, the government shouldn't be involved, and children being elective are why people oppose.

REASONS TO FAVOR	Overall n883	GOP n248	Ind n315	Dem n321
Chance to have a family/Everyone's right to have children/Help couples	42	40	40	45
Medical condition/A health issue/Purpose of health insurance is to cover health issues	30	23	30	36
Expensive/IVF can be unaffordable	13	13	12	13
Favor IVF covered by health insurance/Reproductive health should be covered (general)	9	11	8	8
Equality/Equal treatment/Fairness	8	4	9	8
I have had/Know someone who had IVF/Personal experience with infertility	6	7	5	6
Infertility isn't elective/Not a choice/Elective surgeries are covered	6	6	8	4
Population is decreasing in the U.S./Support population growth	5	4	5	4

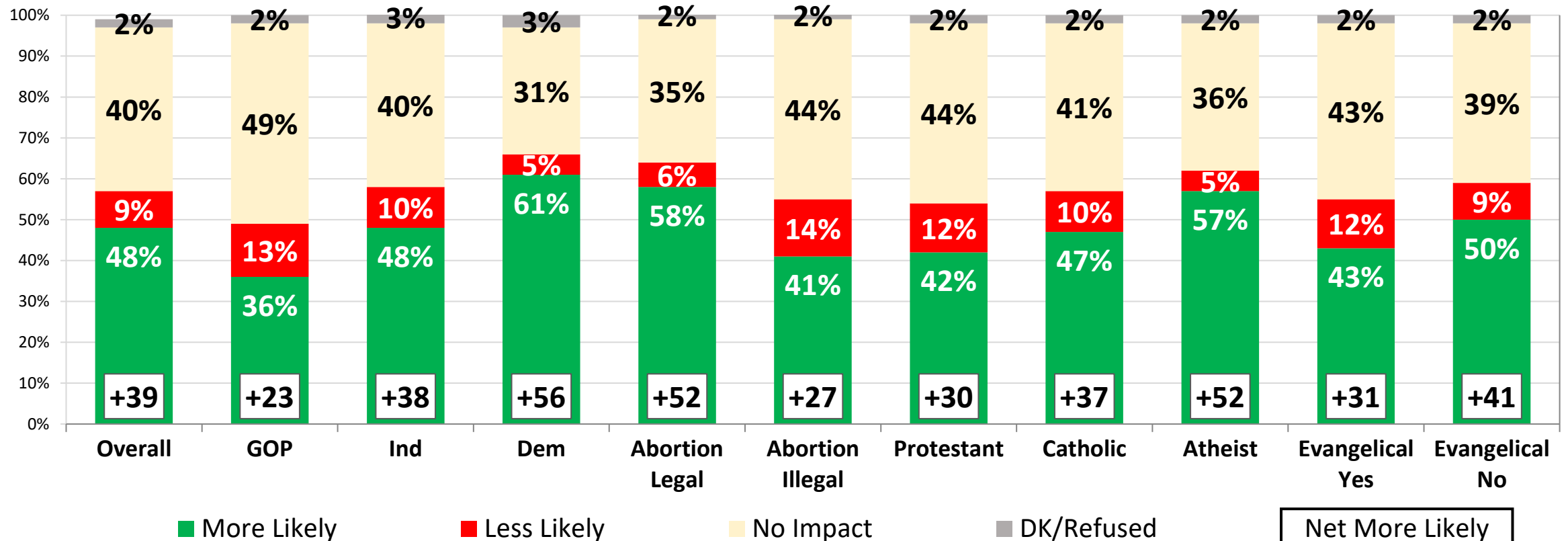
REASONS TO OPPOSE	Overall n205	GOP n100	Ind n79	Dem n27
Cost/Will raise healthcare costs/Couple should pay for it	33	32	36	24
Government shouldn't be involved/Should be up to each State	20	23	18	14
Elective/Having children is elective/Not medically necessary	18	14	19	28
Insurance companies should be free to cover what they want	12	12	15	7
Act of God/God decides who has children or not	9	11	6	7
Oppose IVF covered by health insurance/Shouldn't be a law (general)	6	6	3	14
Adoption is an option/Plenty of children to adopt	6	6	4	10

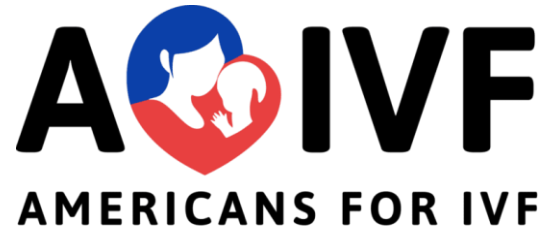
IF Q17:1-2, ASK Q18. Being as specific as possible, what are the one or two main reasons you favor a law that would require health insurance plans in all 50 states to cover the diagnosis, testing, and treatment of infertility – including IVF – for those whose reproductive system is not working properly?

& IF Q17:3-4, ASK Q19. Being as specific as possible, what are the one or two main reasons you oppose a law that would require health insurance plans in all 50 states to cover the diagnosis, testing, and treatment of infertility – including IVF – for those whose reproductive system is not working properly?

Required IVF Insurance Coverage Vote Impact

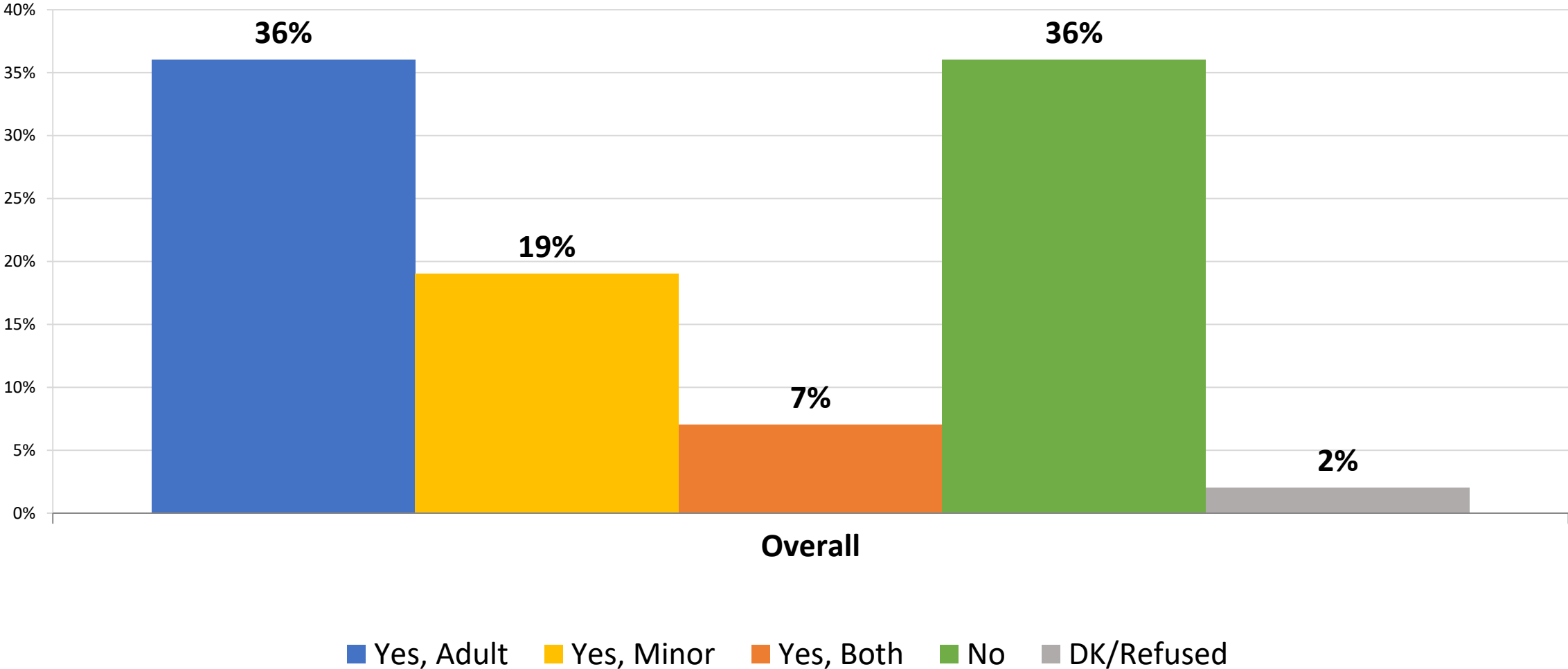
- A Representative/Senator that vote for an IVF requirement law would cause 48% to be more likely to vote for them and just 9% to be less likely.
- The impact is a clear net positive across the political and religious spectrum.





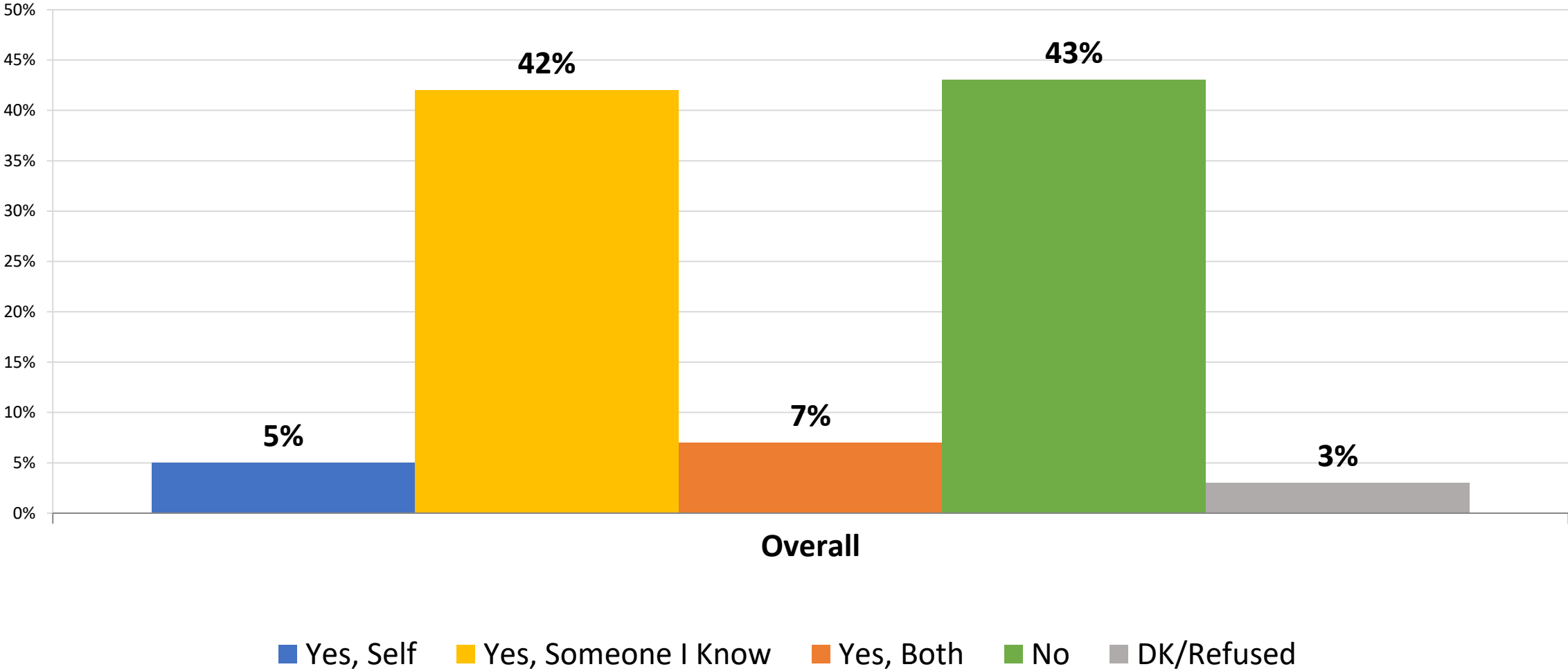
Demographics

Adult/Minor Children

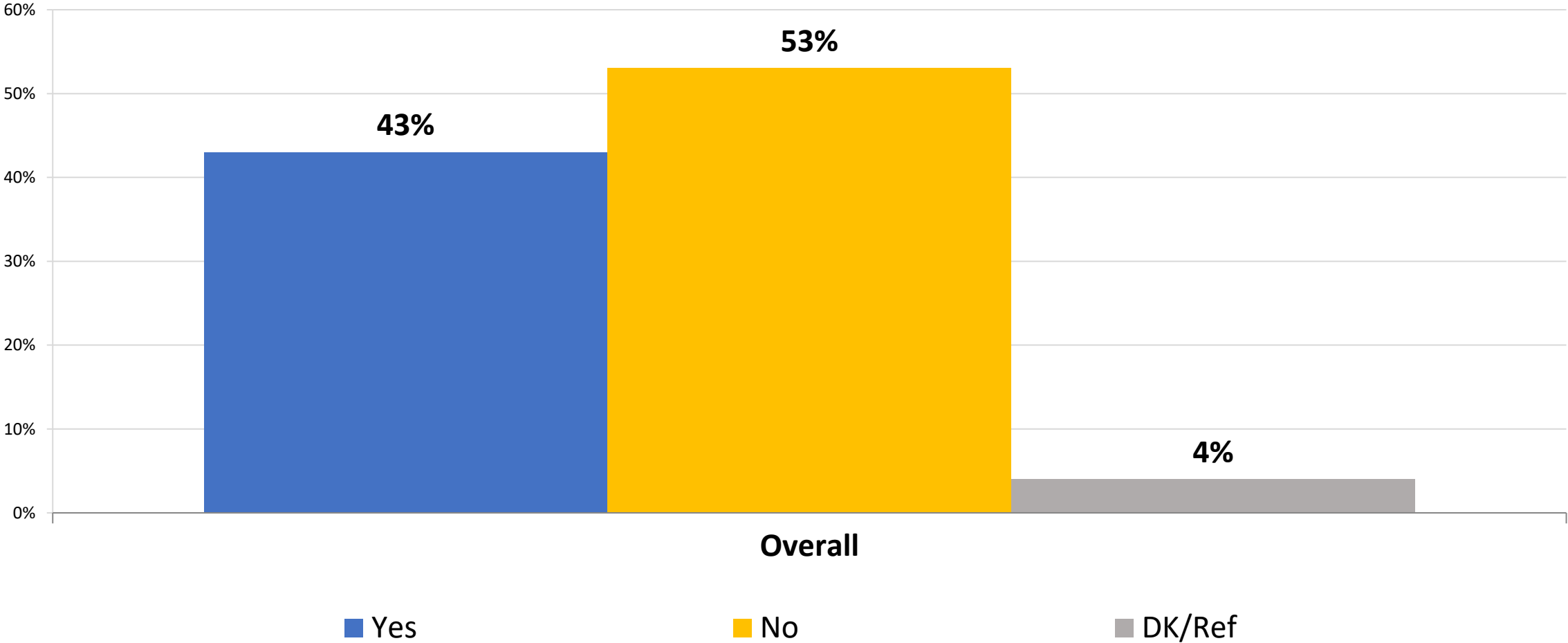


Q26. Do you have adult or minor children?

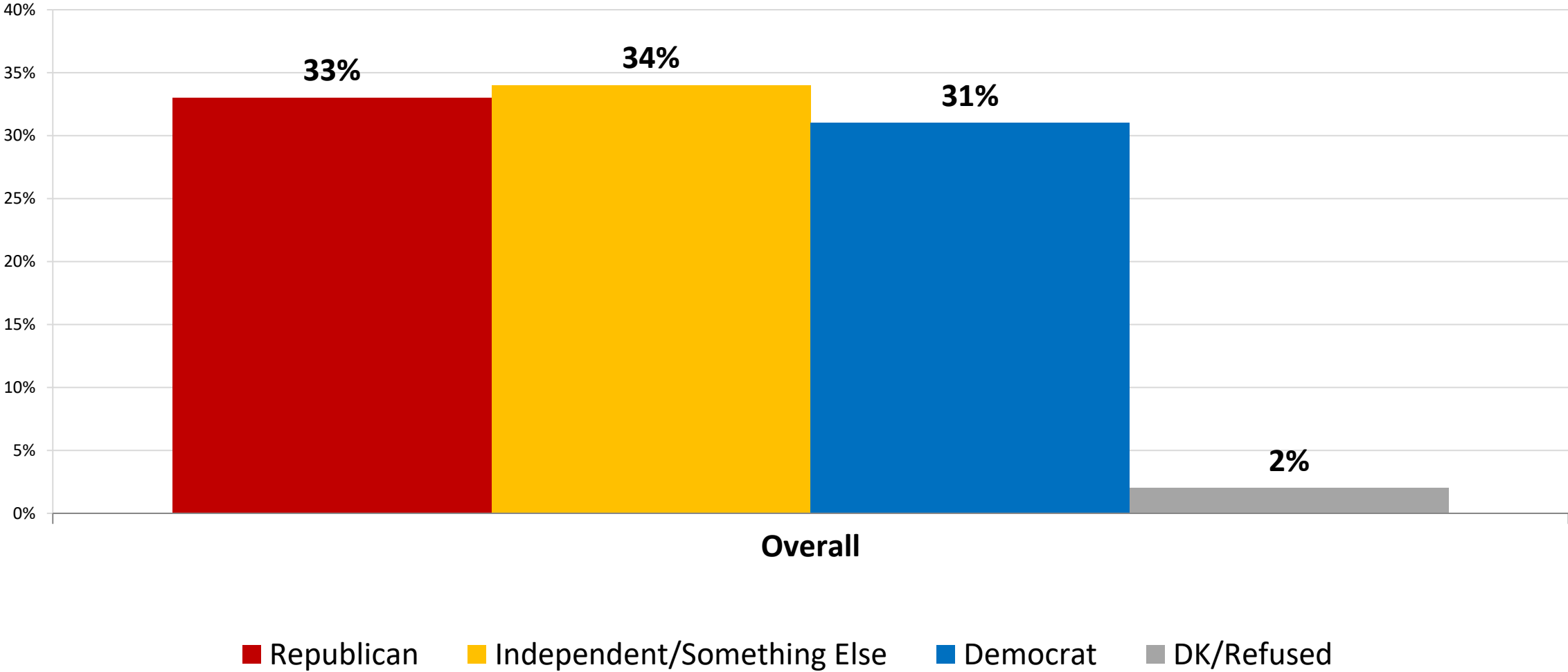
Connection with Infertility



Connection to IVF Conception

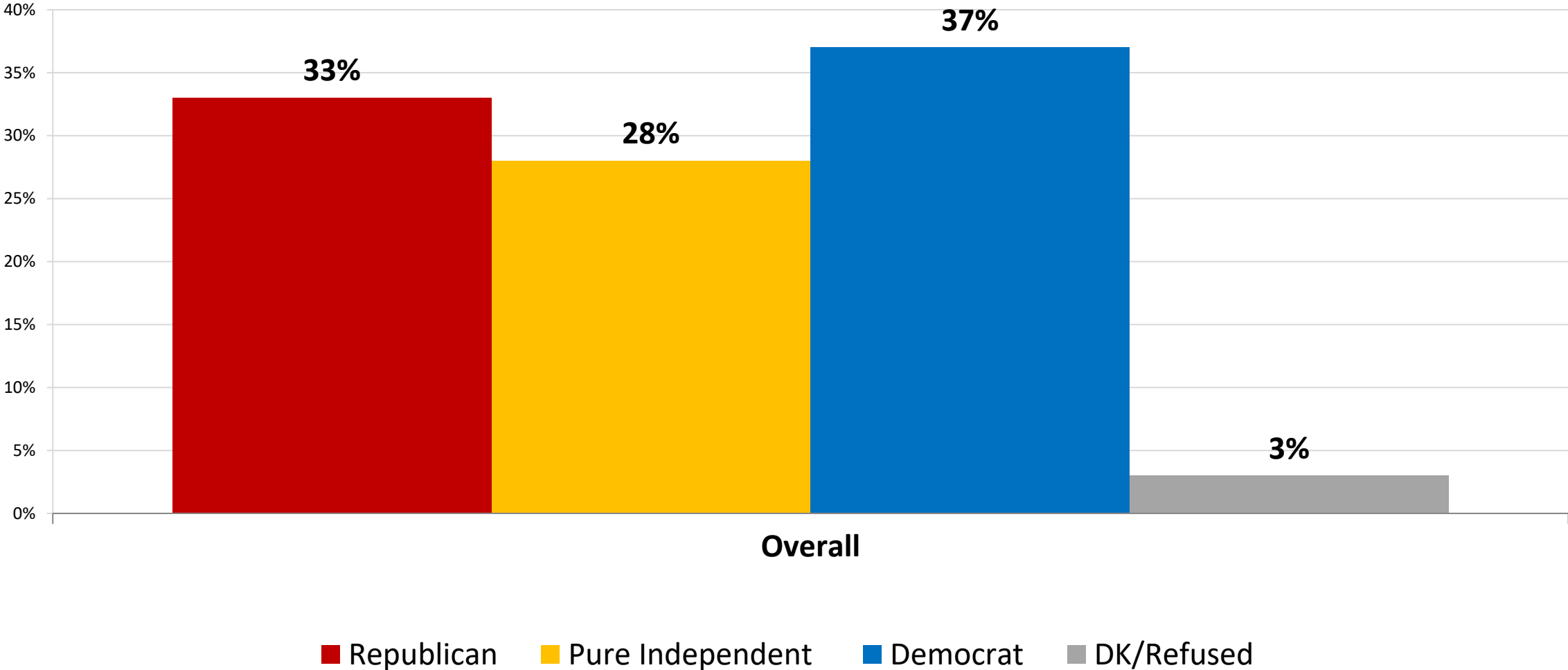


Party

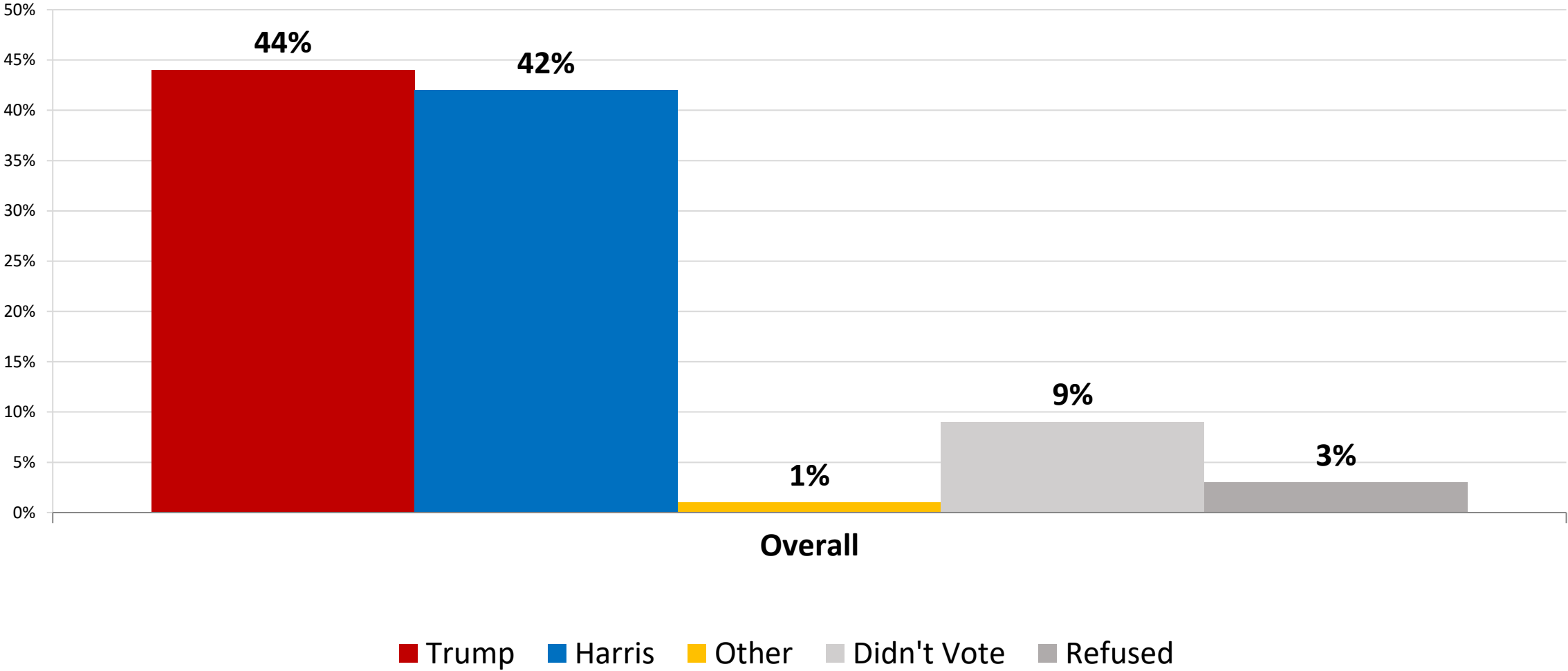


Q29. With which political party are you registered/affiliated?

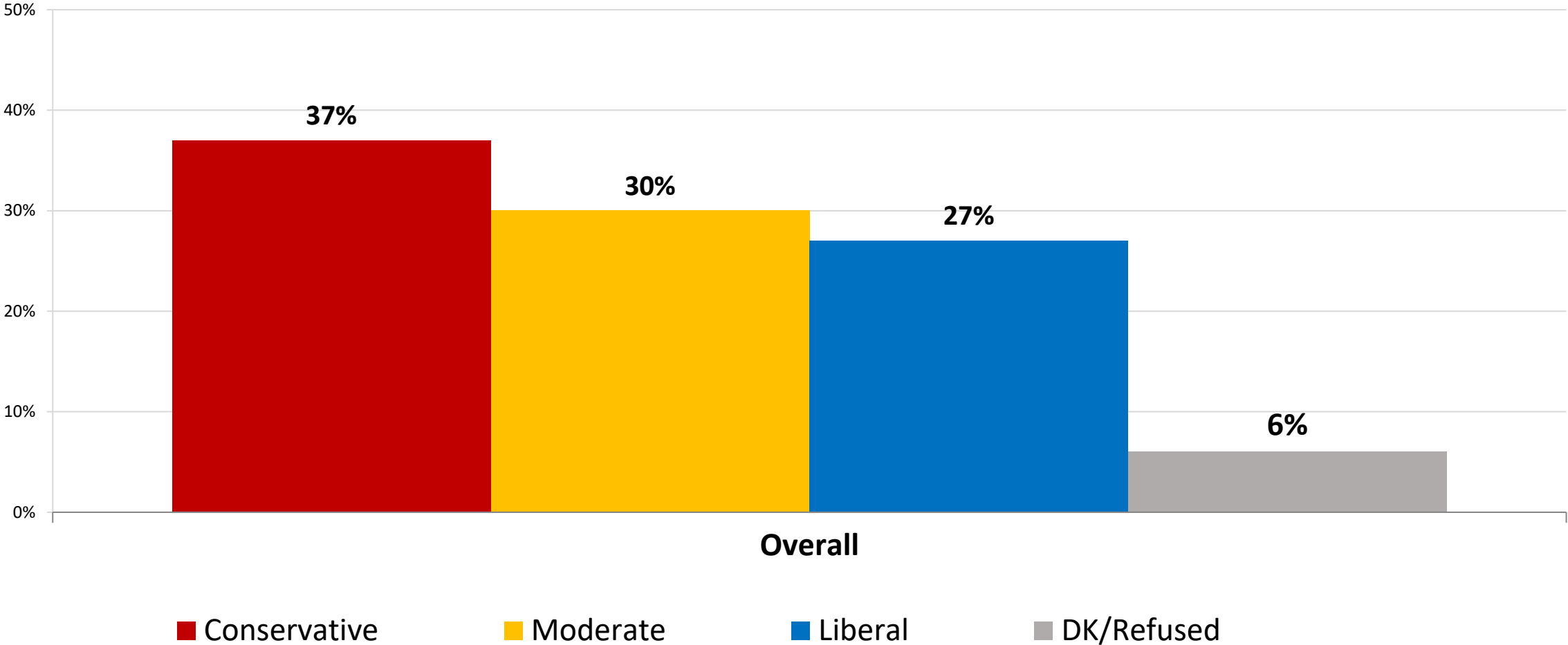
Independents Party Lean *n*433



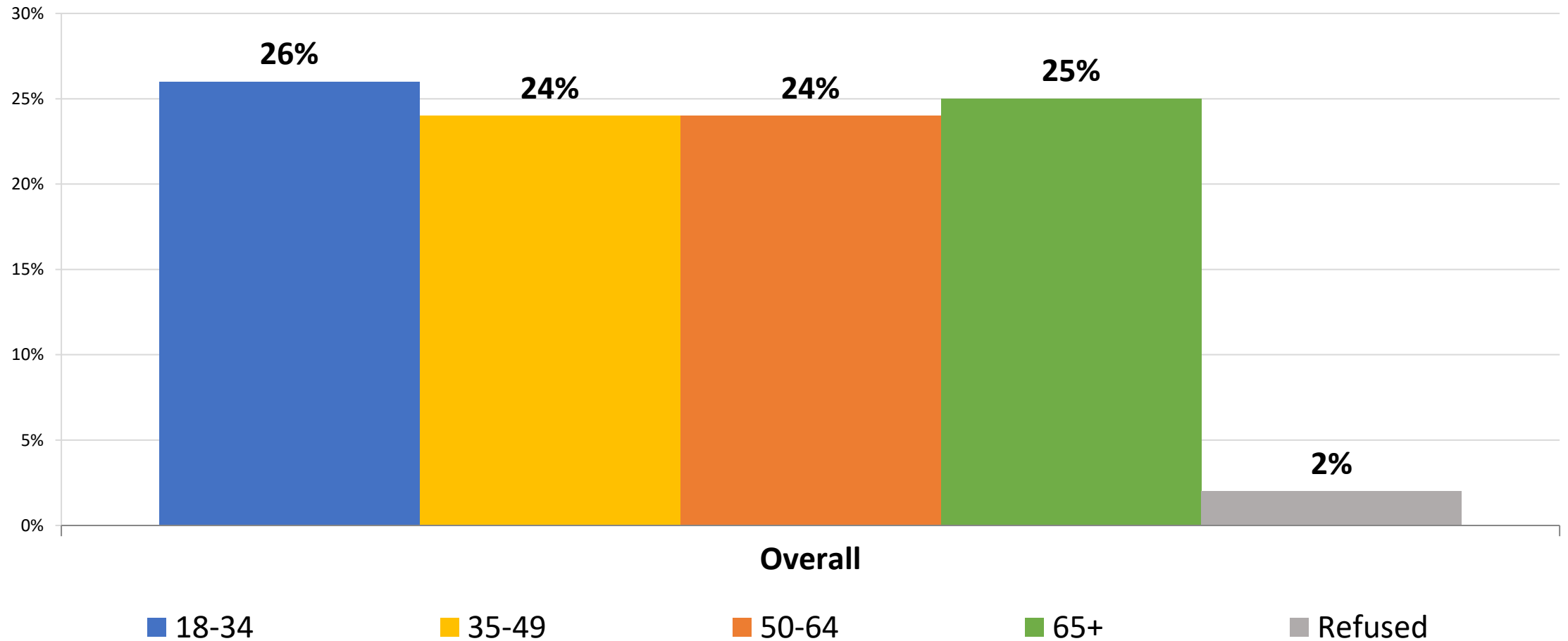
2024 Presidential Election



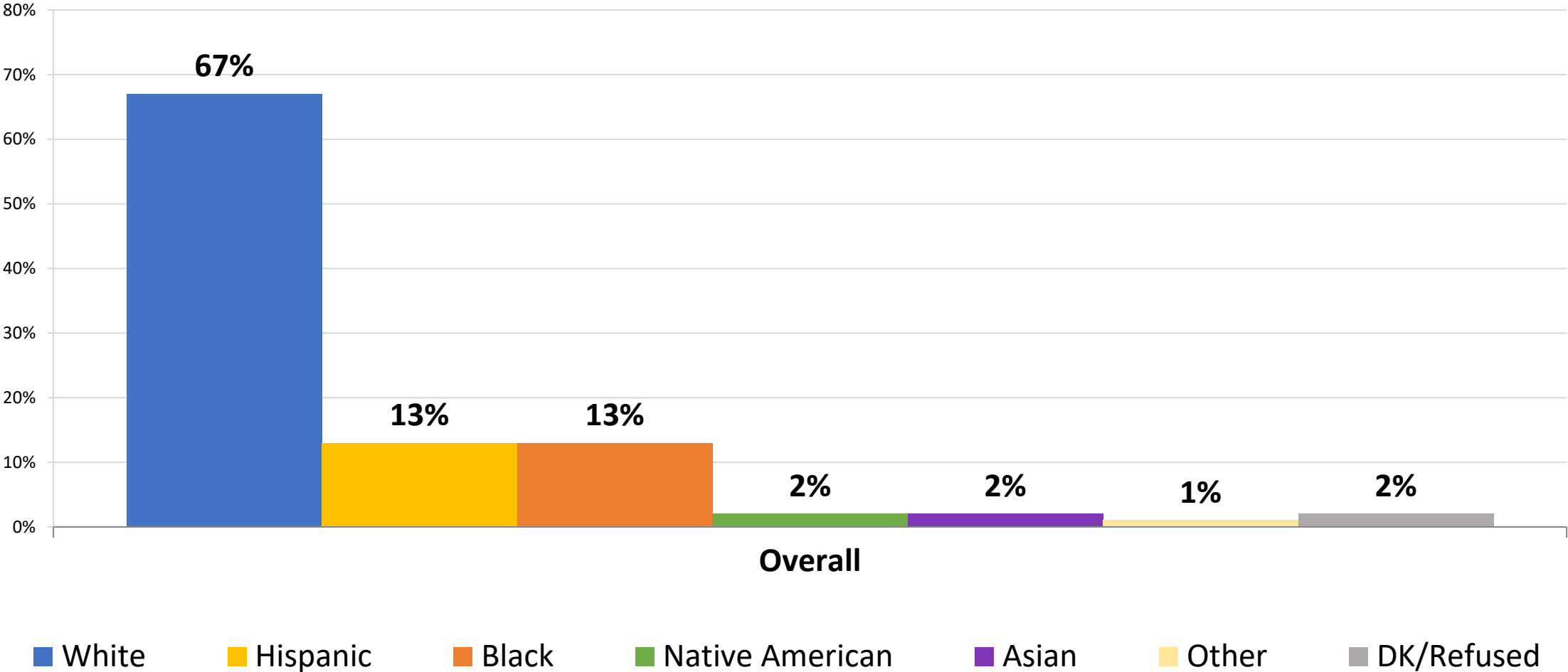
Ideology



Age

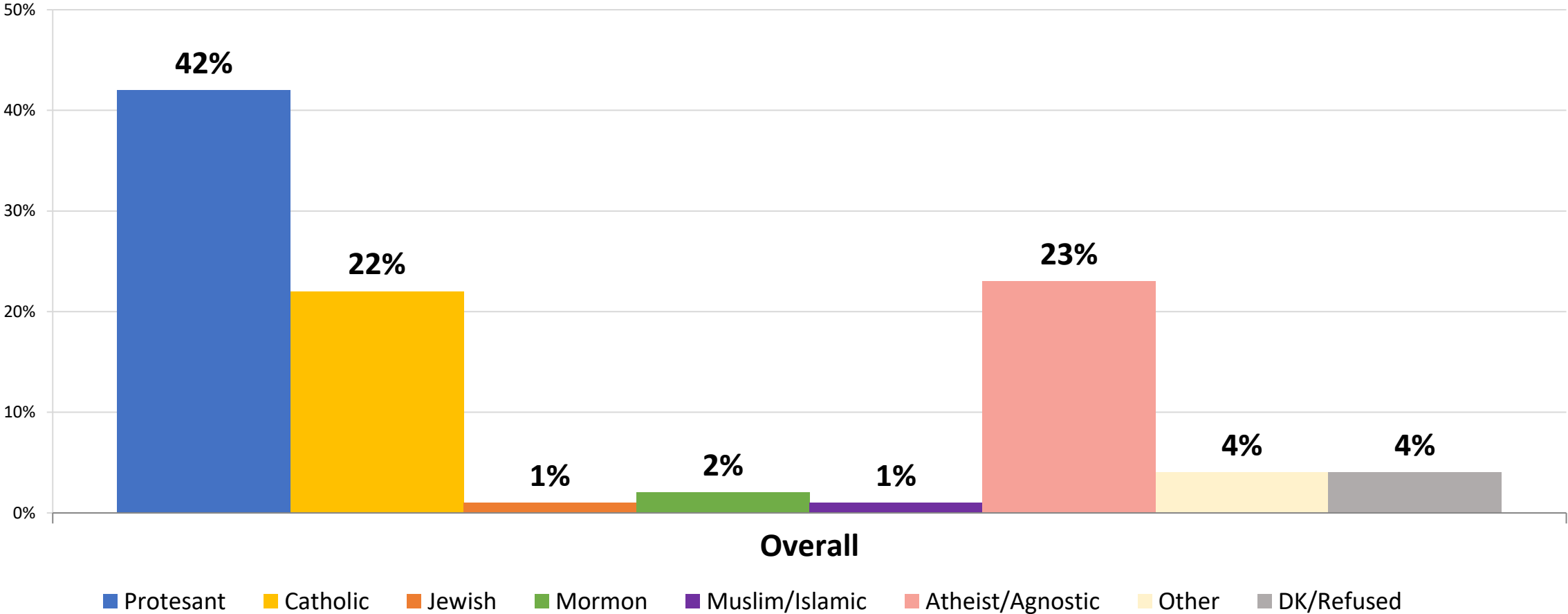


Race



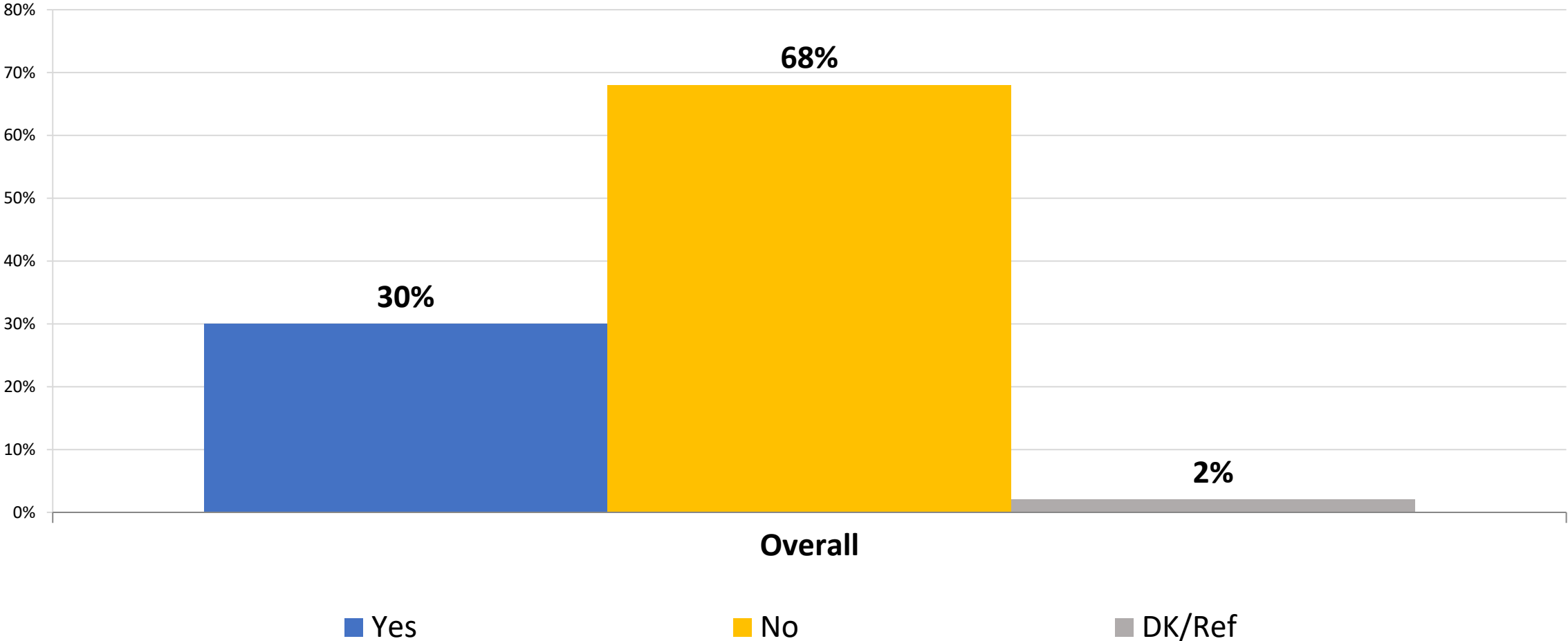
Q34 & Q35. What is your main racial background?

Religion

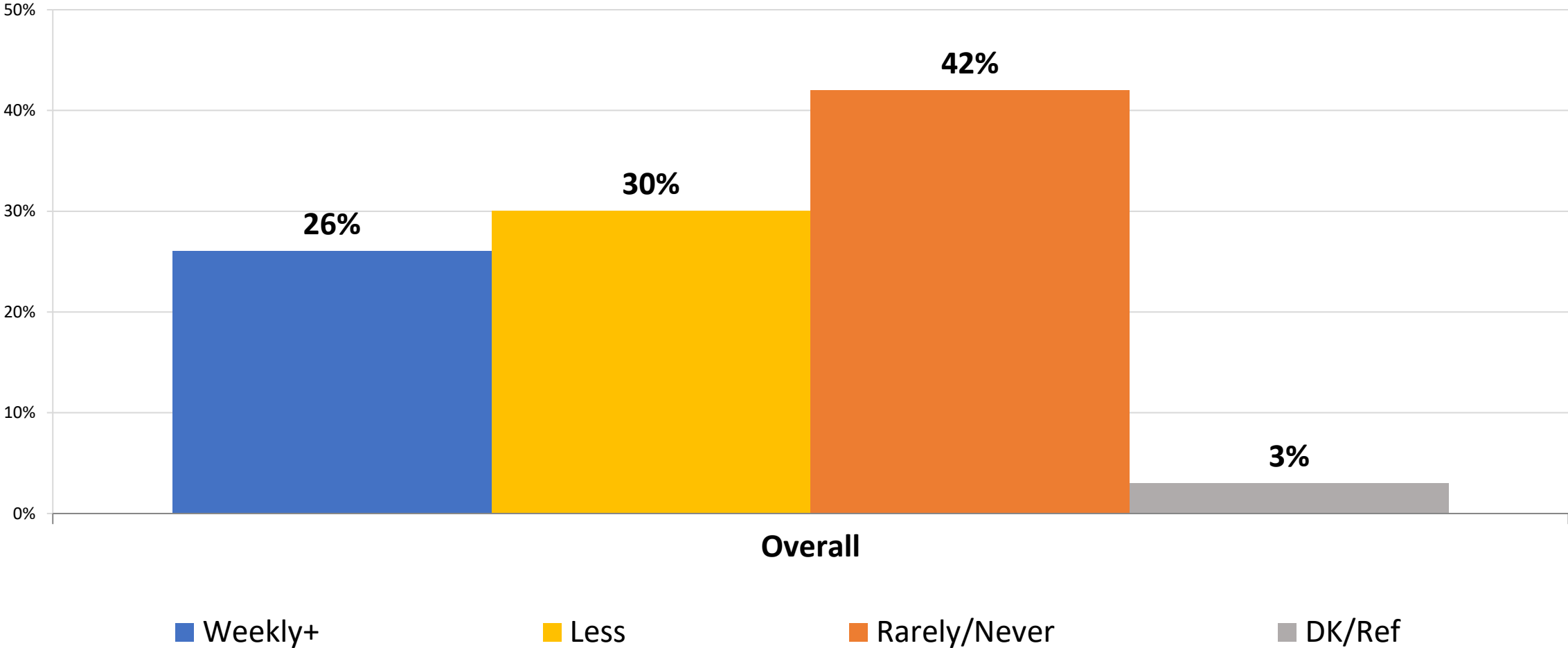


Q36. What is your religion?

Evangelical/Born-Again

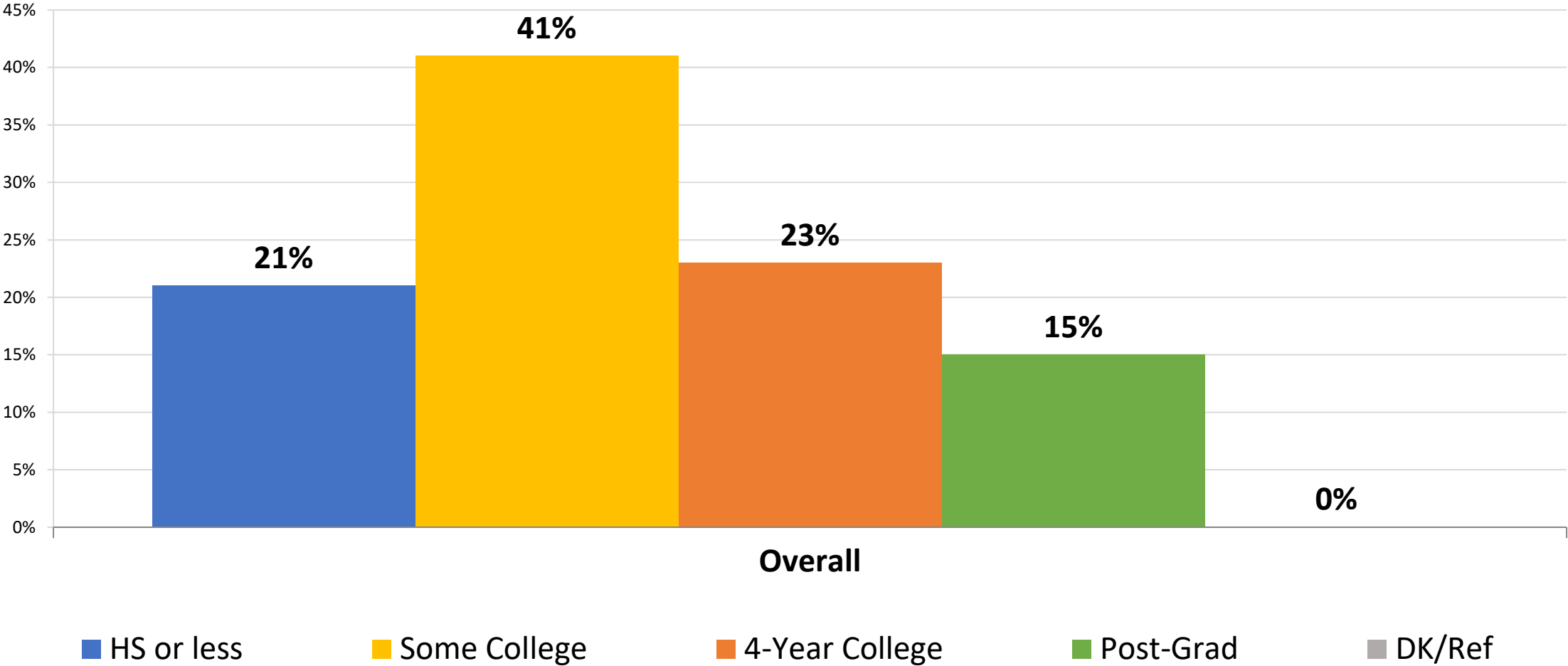


Church Attendance



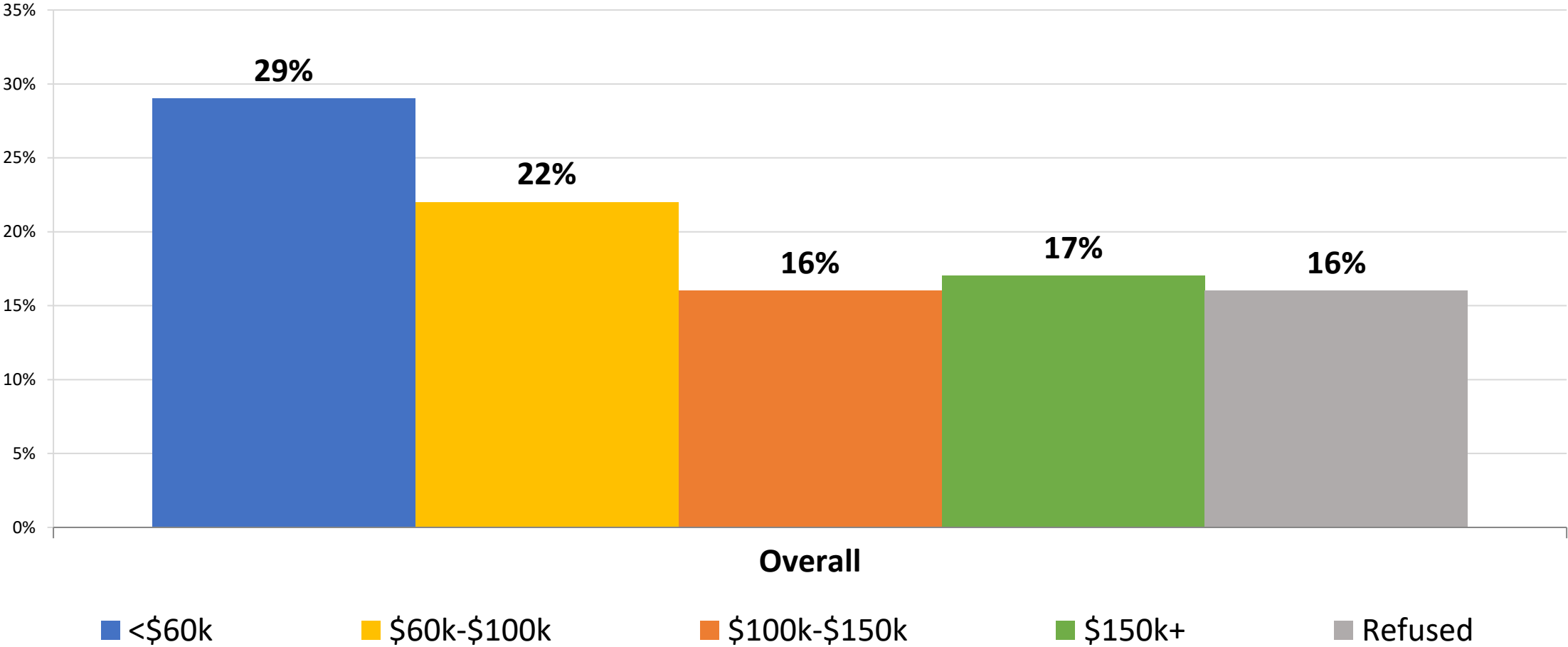
Q38. How often do you attend church and/or prayer meetings?

Education

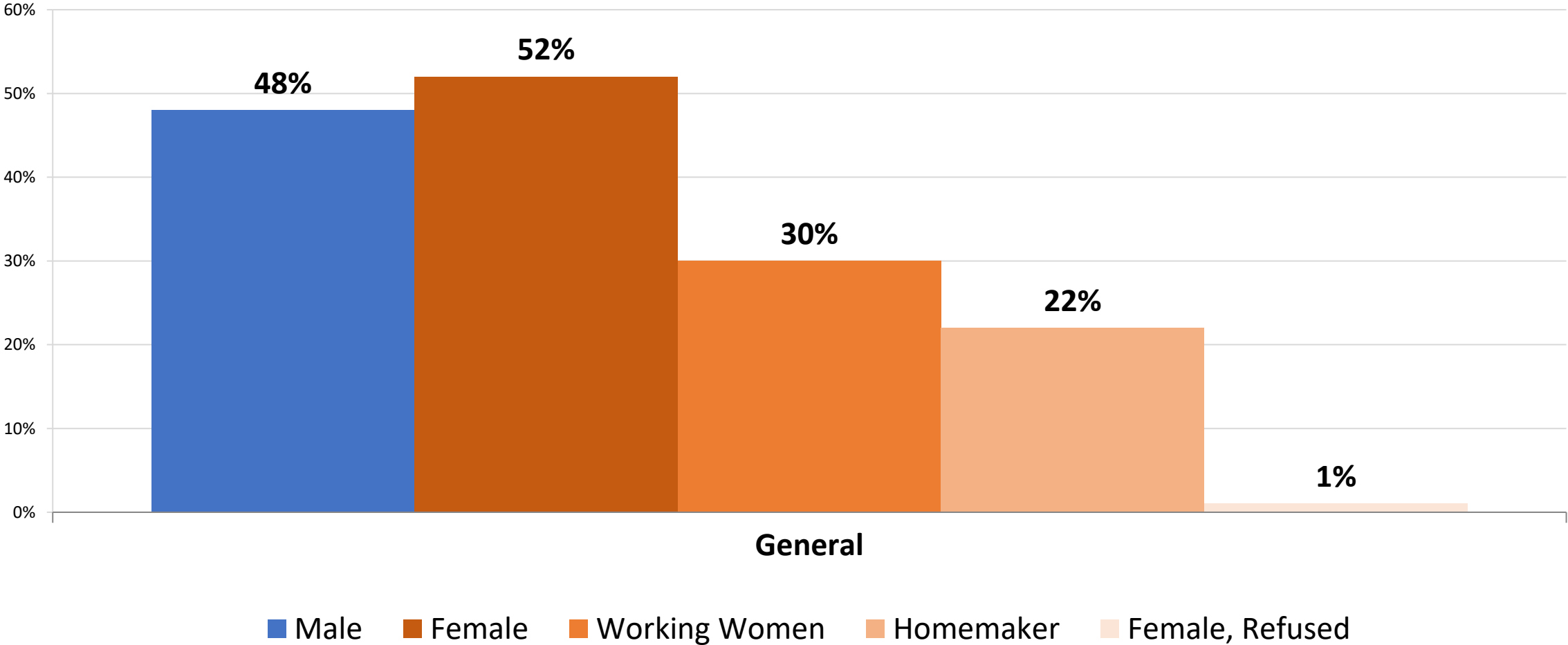


Q39. What is the highest level of formal education that you have completed?

Income

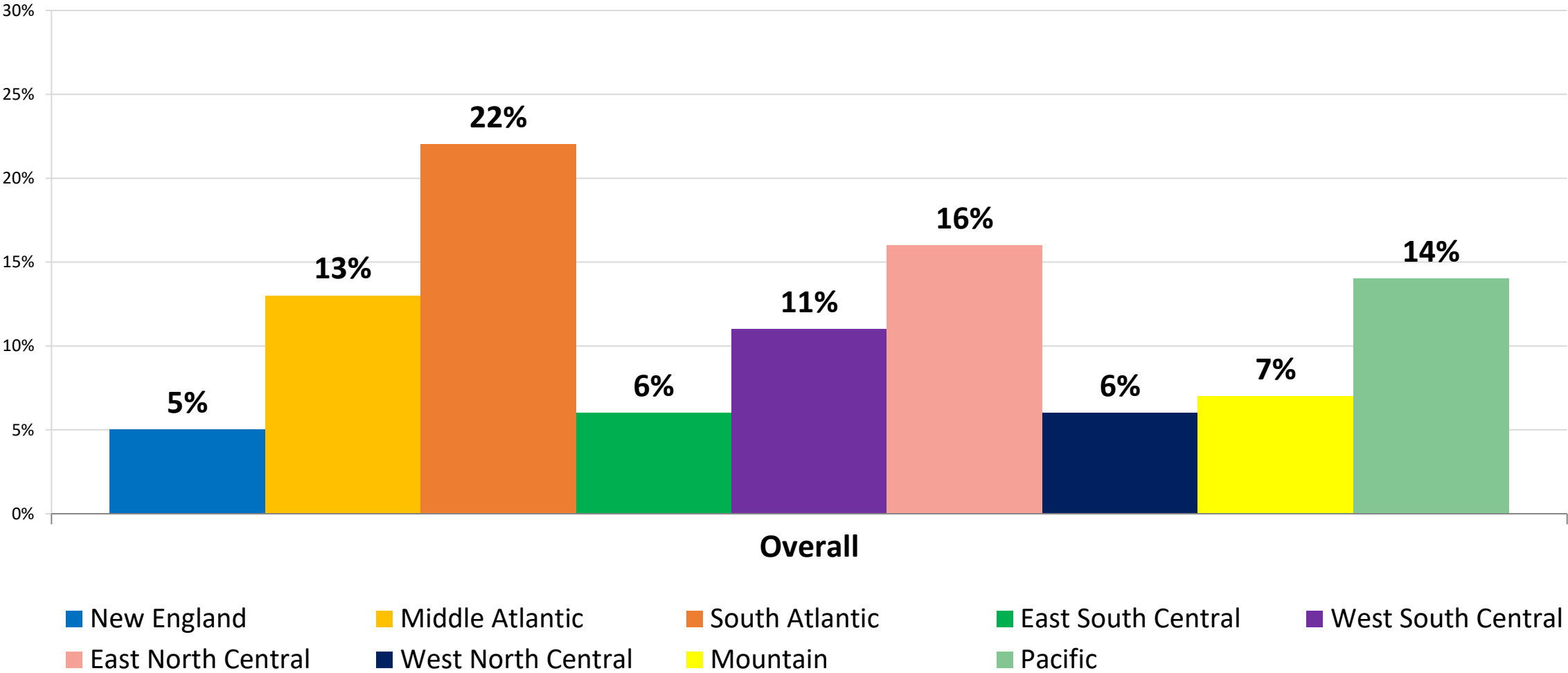


Gender

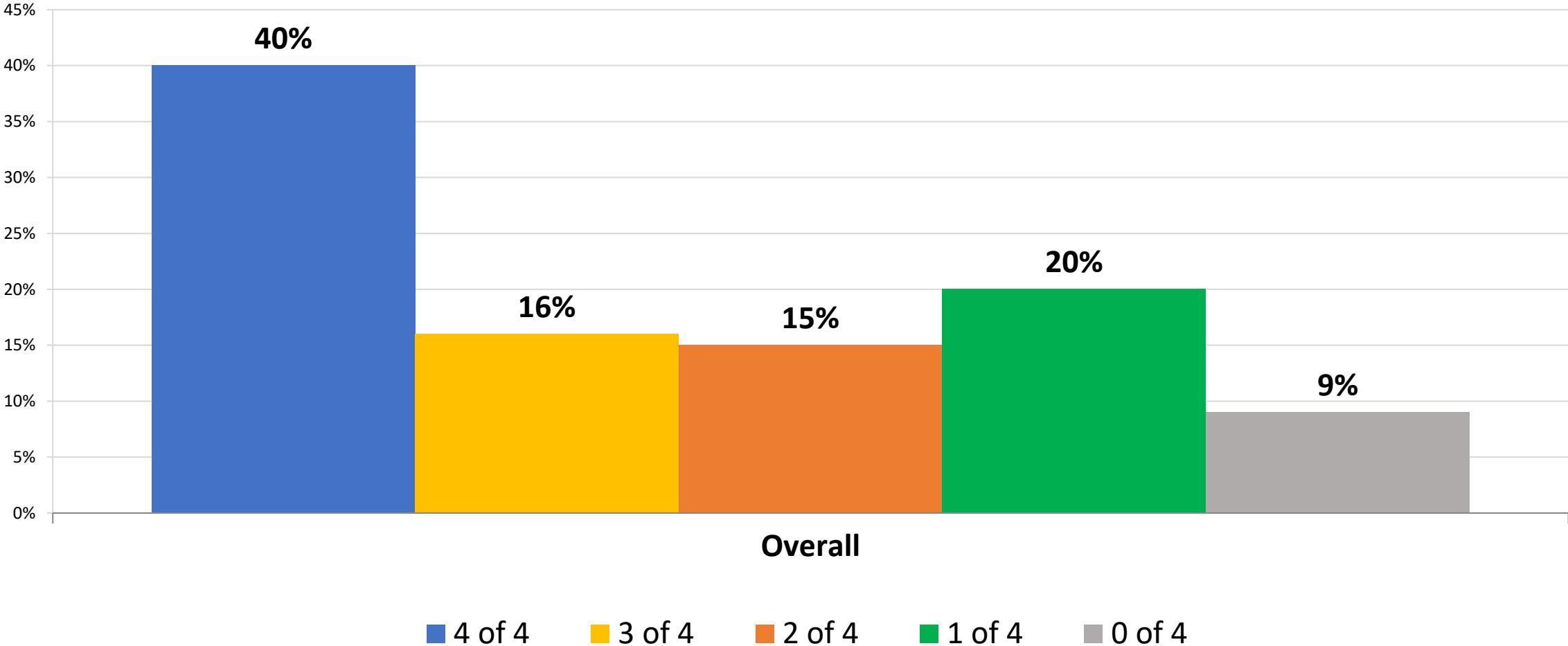


Q41. Gender. If female: Are you employed outside the home?

Census Division



Vote History



Q58. Vote History