

IVI Institute

Fertility Barometer Canada

EXECUTIVE SUMMARY **OCTOBER 2026**

Research conducted by GfK, a NielsenIQ company

Published by IVI Institute in partnership with TRIO Fertility

TRIO



IVI Institute

Methodology and objectives

STUDY POPULATION

Women aged 19–49 years old
Canada (~8.7M)

SAMPLE SIZE

1,006 interviews

SURVEY DATES

June 11 – July 2, 2026

SELECTION CRITERIA

Nationally representative
sample, with quotas on age,
region and education

METHODOLOGY

Online interviews (Computer
Assisted Web Interviews)

MARGIN OF ERROR

±3.09 percentage points at the
95% confidence level (p=q=50%)

ABOUT THE STUDY

Fertility is an urgent social and public health issue, yet it is still discussed with little evidence on what people themselves think, want, and fear. The IVI Institute Fertility Barometer was created to close that gap.

The study was conducted by GfK, a NielsenIQ company, in collaboration with the member brands of IVI Institute and spans nine countries. It examines how people think about fertility, parenthood and family formation, and the barriers that shape reproductive decisions today. Participating brands: IVI Fertility, Everleap Fertility, ART Fertility, Genera, Create Fertility, LIVIO Fertility, and TRIO Clinics.

This report sets out findings for Canada and what they reveal about the future of family planning and motherhood.

IVI INSTITUTE Global leader in reproductive medicine

200+

locations in 15 countries

5

basic research centers

100+

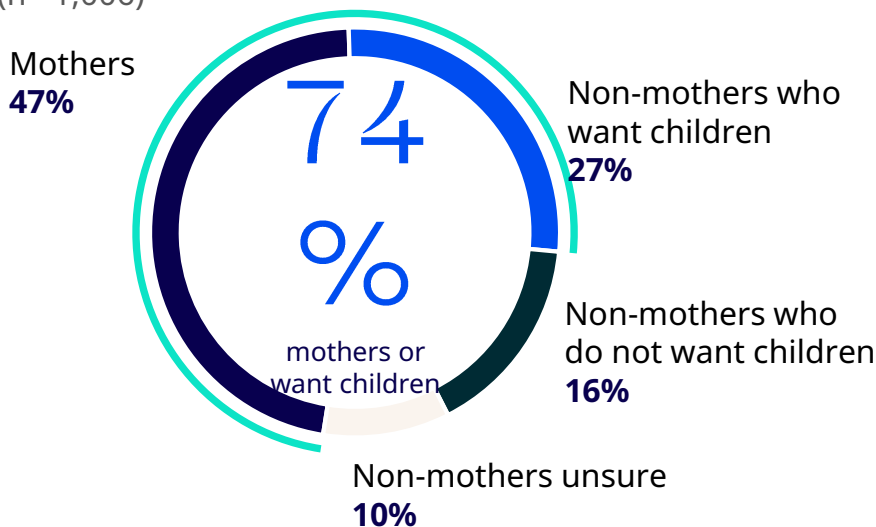
babies born every day

Motherhood remains a strong aspiration

The findings from the IVI Institute Fertility Barometer for Canada show that the desire for motherhood remains strong, 74% of women 19–49 years old are already mothers or want children. For most Canadian women, becoming a mother continues to be an important life goal, 4 out of 10 describe it as one of their highest personal priorities.

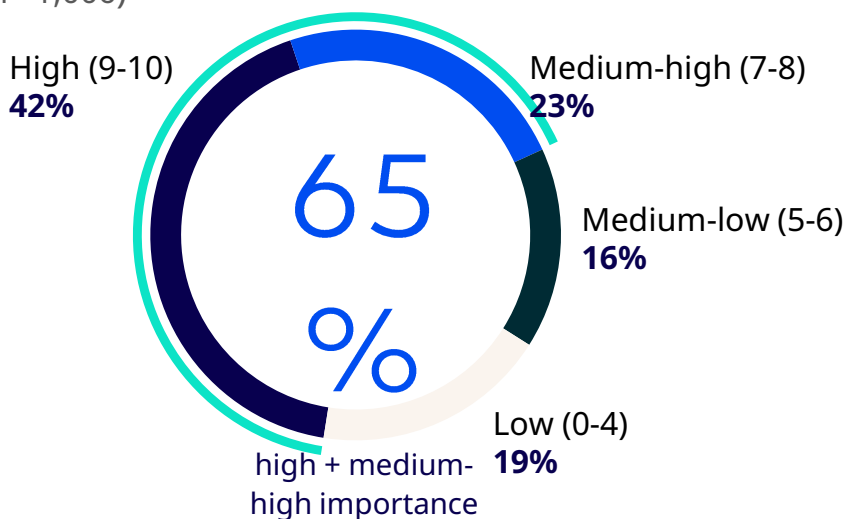
Current motherhood status

% of women (n= 1,006)



Importance of becoming a mother

% of women (n= 1,006)



[Q] Thinking about the future, would you like to have more children?
[Q] Thinking about the future, would you like to have children?
[Q] How important is becoming a mother to you?
Components may not sum exactly due to rounding

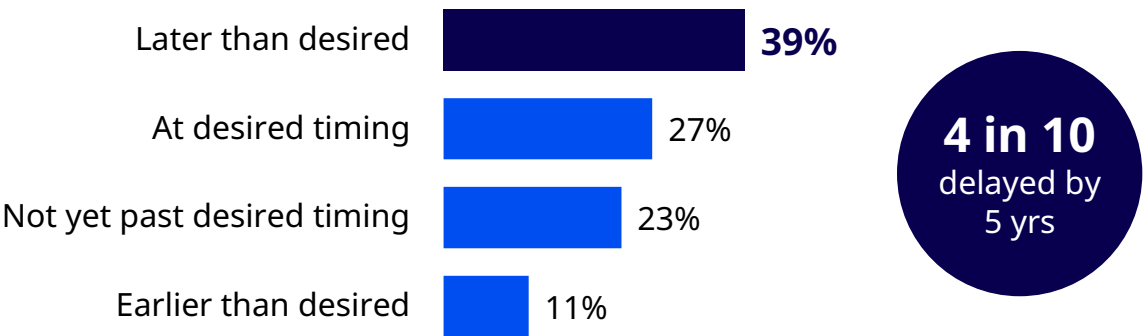
Women are having children later—and fewer than they intended

The findings reveal a gap between women’s aspirations for motherhood and their experience. Women report an ideal age of 26 for having their first child, but many become mothers later than they intended. 39% of mothers in Canada report having children later than they originally planned.

Mothers ideally want 2.8 children but have 1.9 on average. Also suggesting a gap between women’s fertility intentions and their actual family size—not simply a declining desire for children.

Timing of first child

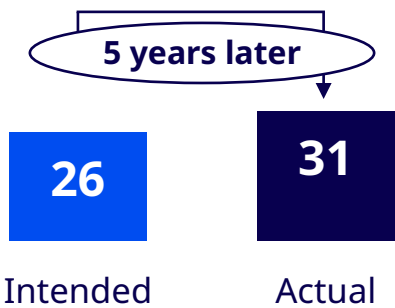
% of women who have target age (n= 643)



Intended vs. actual

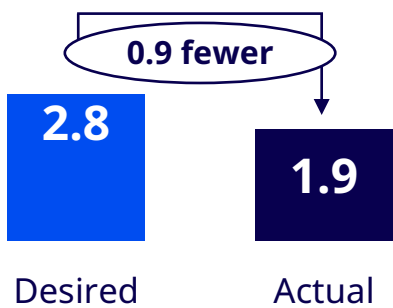
Age at first child

Later-than-desired group



Children per mother

Mothers



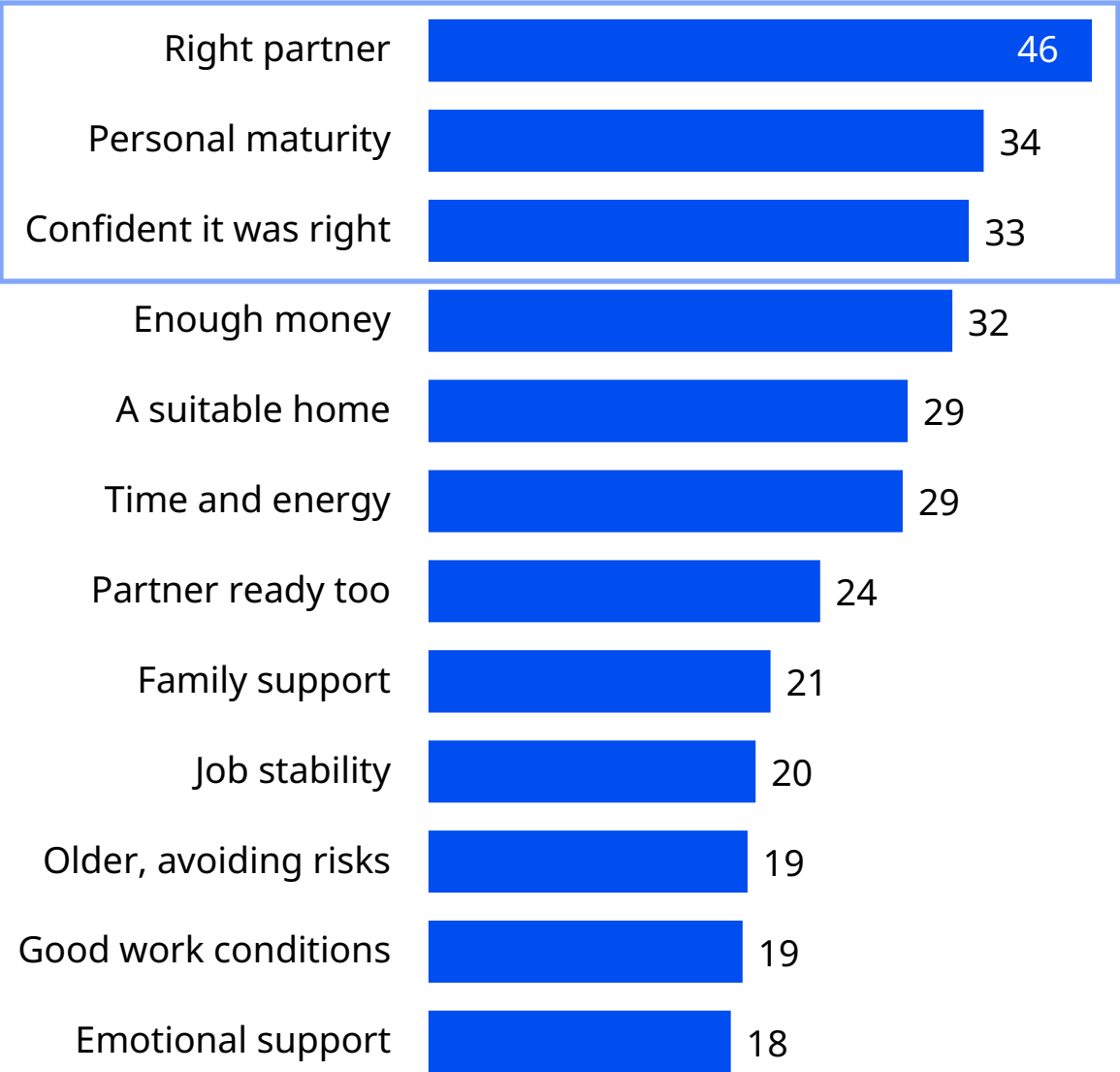
[Q] At what age would you like to or would you have liked to have gotten pregnant for the first time?
[Q] At what age did you get pregnant?
[Q] How many children would you like to have in total, including those you already have?

Women are delaying motherhood until they feel ready

Finding the right partner, reaching personal maturity, and feeling confident in the decision are the key factors shaping when women become mothers

What made it the right time

already mothers or pregnant (n= 501)

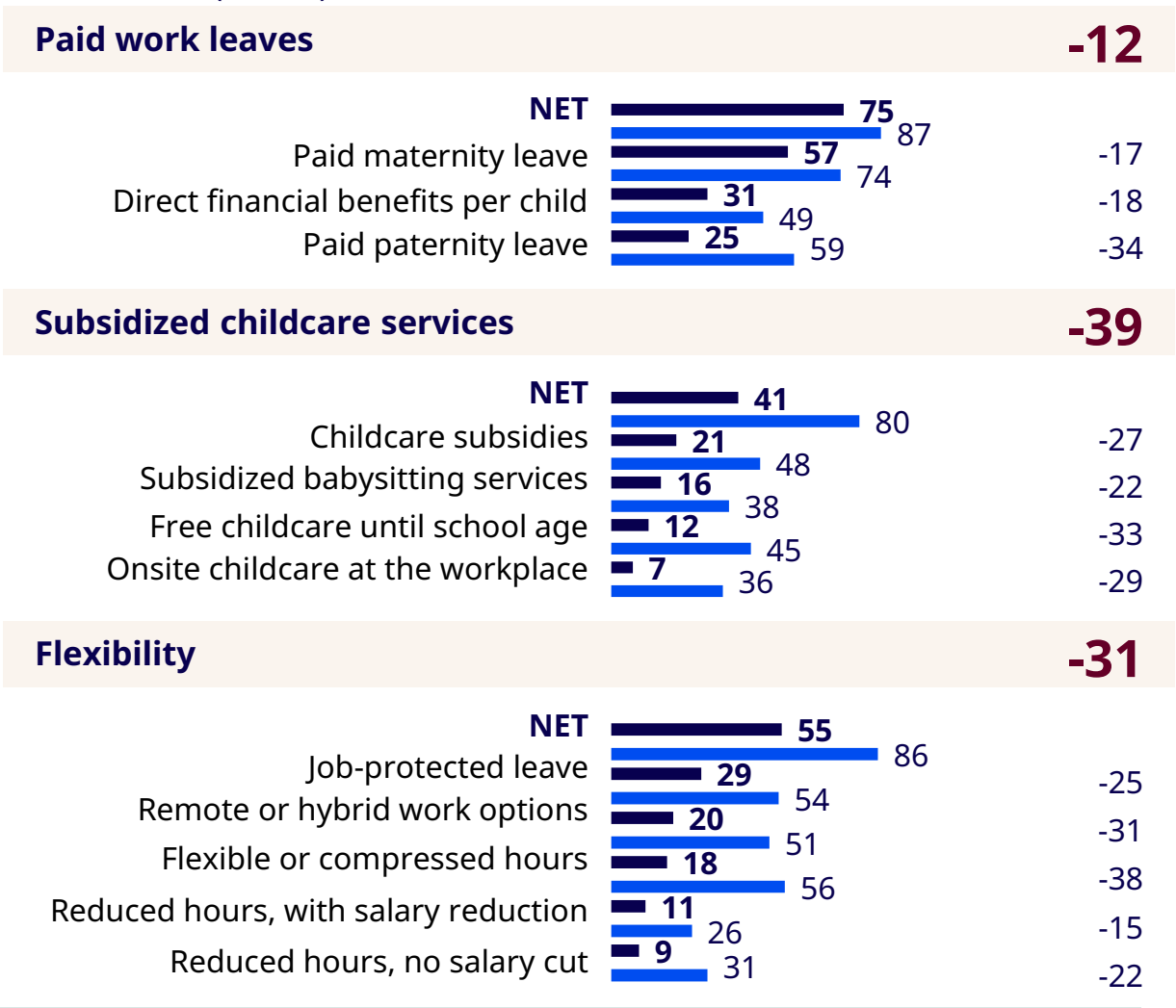


Leave is largely solved, flexibility and childcare are not

The findings reveal a clear gap between the family benefits mothers value and what is available to them. While paid leave is relatively well established, access to childcare support and workplace flexibility continue to lag behind demand. Despite being widely viewed as essential for balancing work and family responsibilities, many mothers report limited access to childcare-related benefits.

Access vs. desire for family benefits

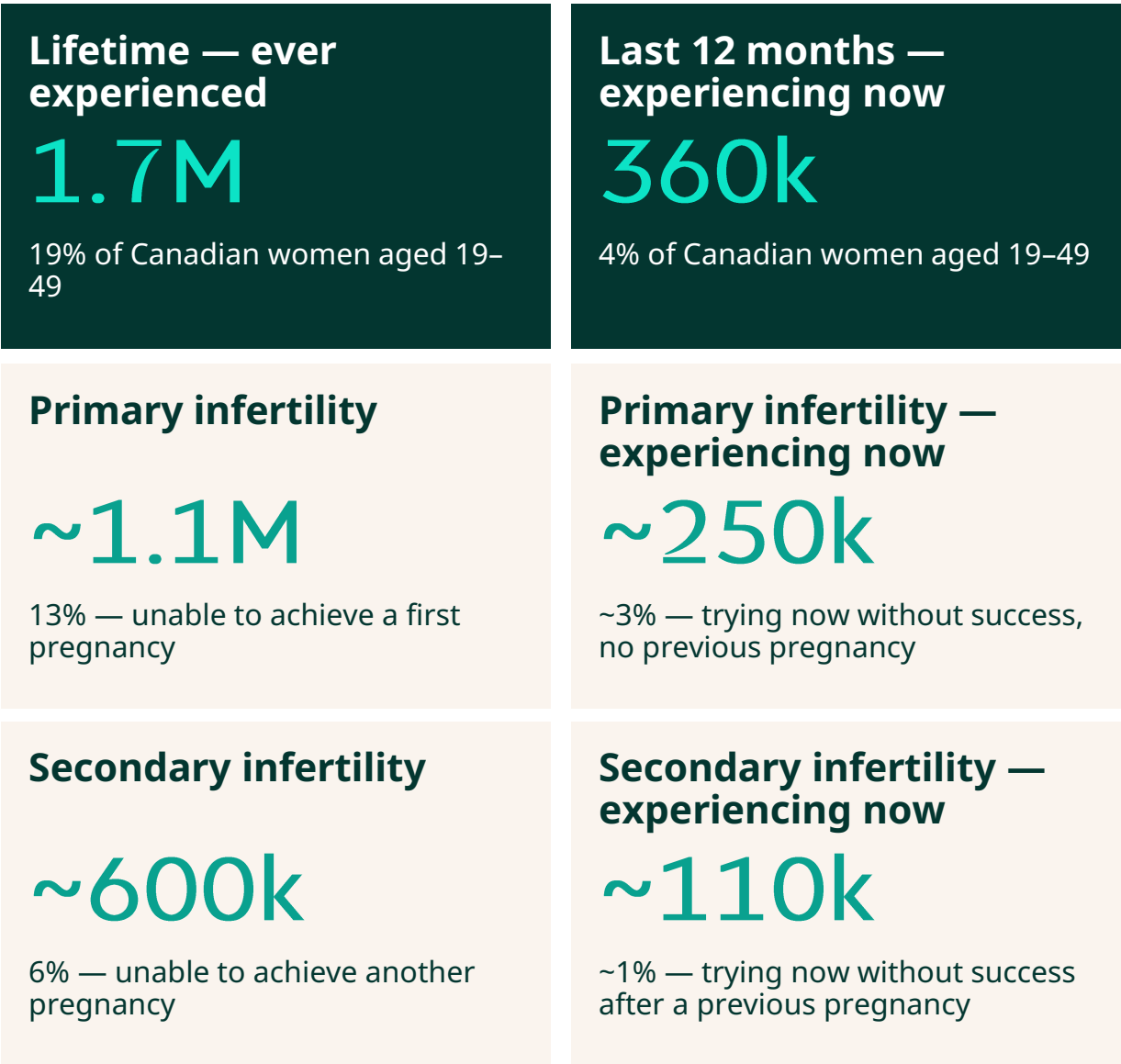
% of mothers (n= 474)



Gap shown at right, in percentage points ■ Accessed ■ Desired

1.7 million women in Canada have experienced infertility

The study shows that experiencing infertility is far more common than many people assume. Nearly one in five Canadian women aged 19-49 report having experienced infertility at some point in their lives – about 1.7 million women – making infertility a significant reproductive health issue in Canada.



Women who have ever experienced infertility: Women who had been trying to conceive for at least 12 months without success (current or past), plus women who had undergone infertility treatments, plus women who had experienced at least two pregnancies but no live births. Absolute figures apply percentages to ~8.7M Canadian women aged 19–49 (Statistics Canada, 2025).

Women experience a substantial toll, not routinely met with support

Experiencing infertility can have a substantial negative impact: 68% of women who have experienced it rate the impact as highly negative (7 out of 10 or higher). Yet support does not consistently match that burden—only 57% of those who consulted a doctor or health professional were offered psychological support.

Impact of fertility challenges

% who tried to conceive for 12 months without success (n=97*) 0 = has not impacted me at all • 10 = has impacted me extremely negatively



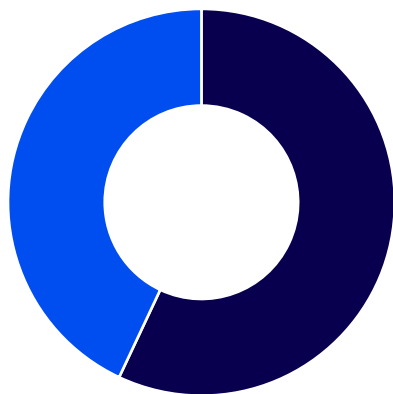
68%

rate the impact of fertility challenges at 7 or higher out of 10

- Low (0-4) 12%
- Med-low (5-6) 20%
- Med-high (7-8) 40%
- High (9-10) 28%

Psychological support offered by the clinic

% who visited a specialist and received some treatment (not only tests) (n= 161)



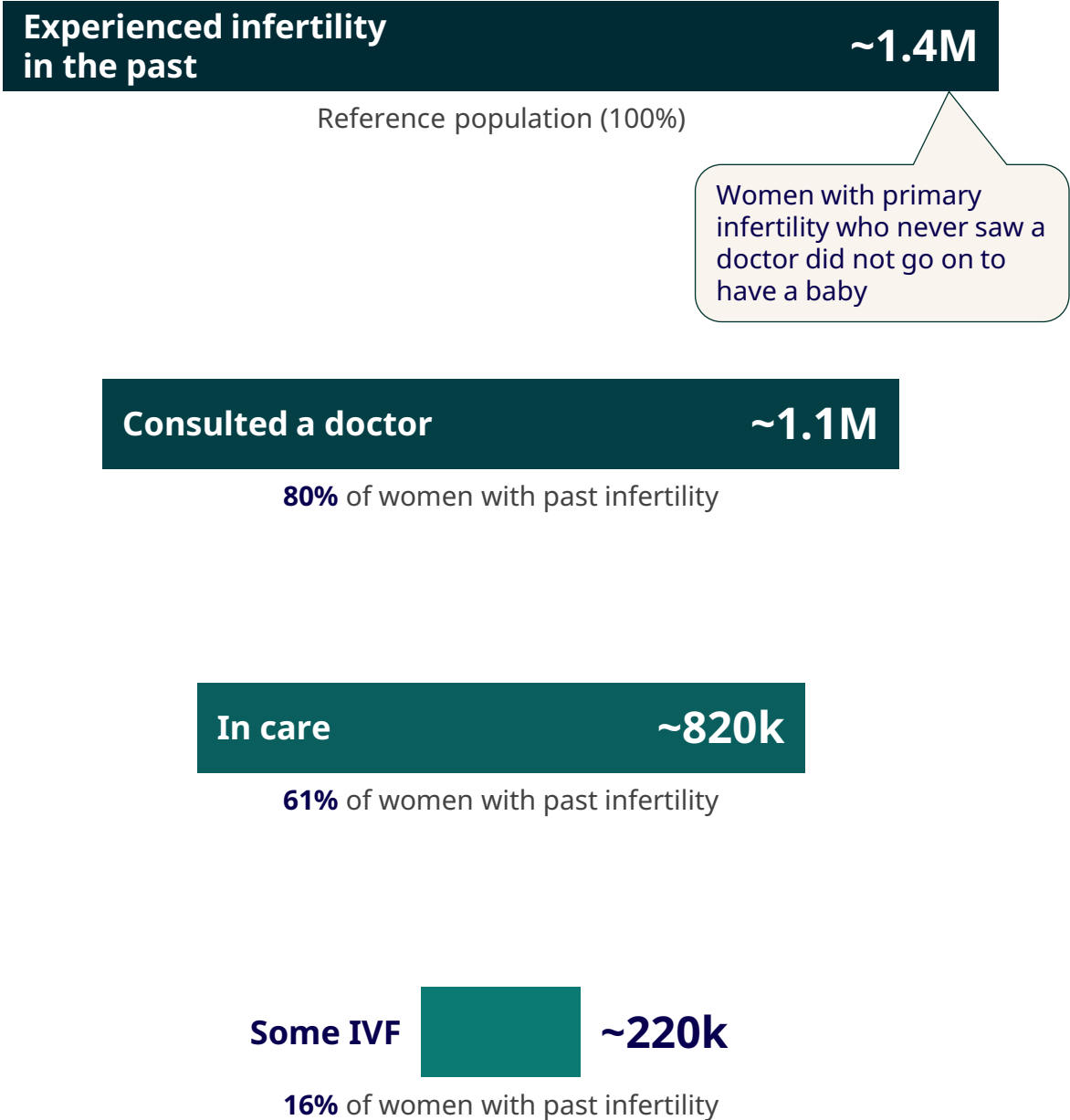
57%

were offered psychological support by the clinic during fertility treatment

- Offered 57%
- Not offered 43%

80% of women with past infertility consult a doctor, but only 61% start any treatment

Only 16% of women who experienced infertility in the past underwent IVF

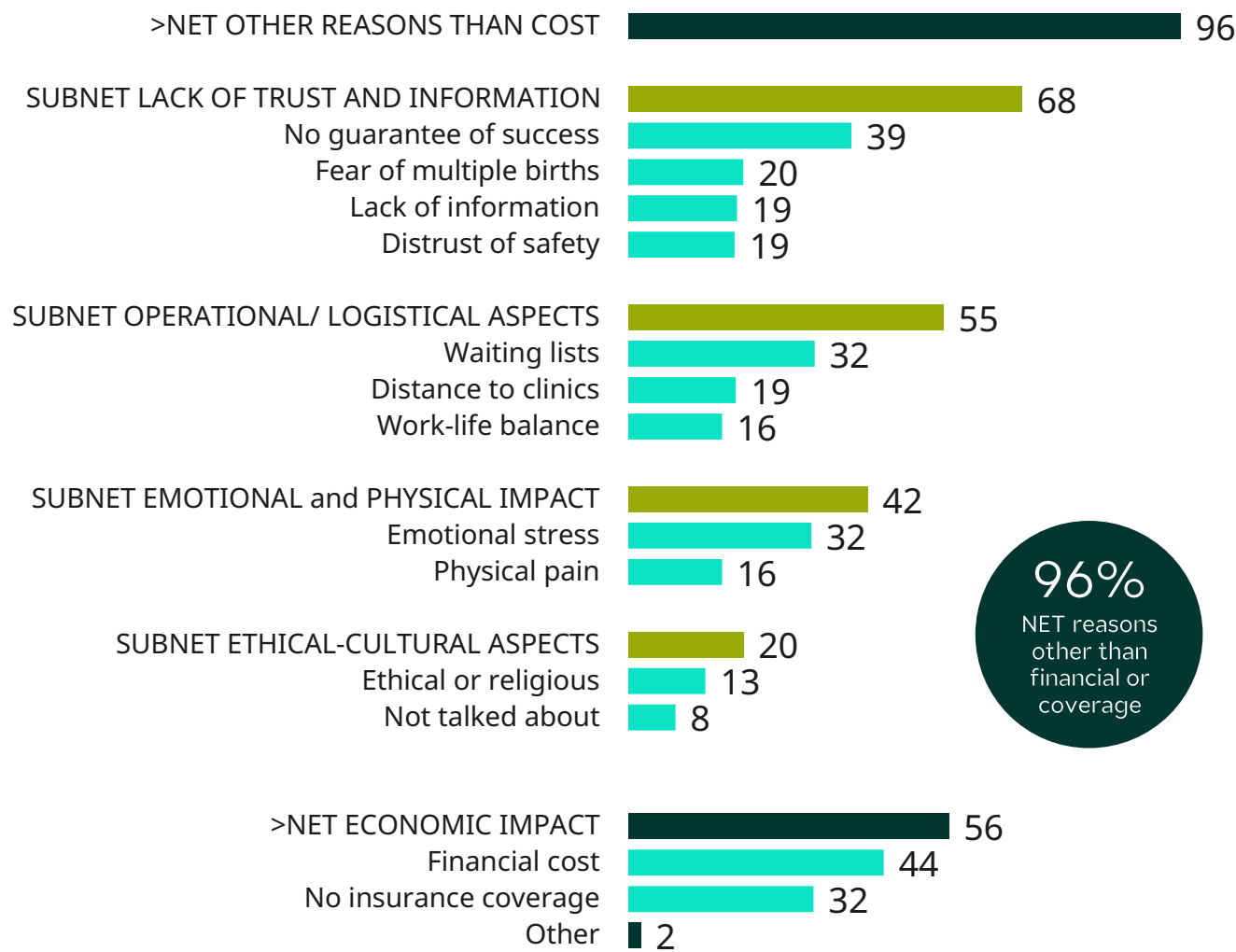


Fertility treatment: trust and information matter as much as cost

For many women, the decision to pursue fertility treatment is complex. While 56% cite cost as a barrier, an even larger share—96%—point to other reasons, from lack of trust and information to logistical and emotional challenges.

Perceived barriers to treatment

% women who have experienced infertility (n= 191)

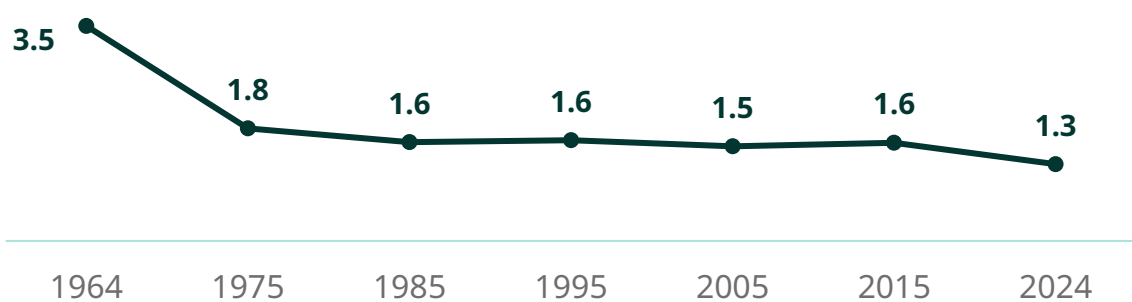


96%
NET reasons
other than
financial or
coverage

Improving access to fertility care may help address the declining birth rate

Infertility is more than a personal issue. The Canadian fertility rate has been declining, and rising rates of infertility have contributed to this problem. Reducing barriers to fertility care has potential implications for both health care and public policy.

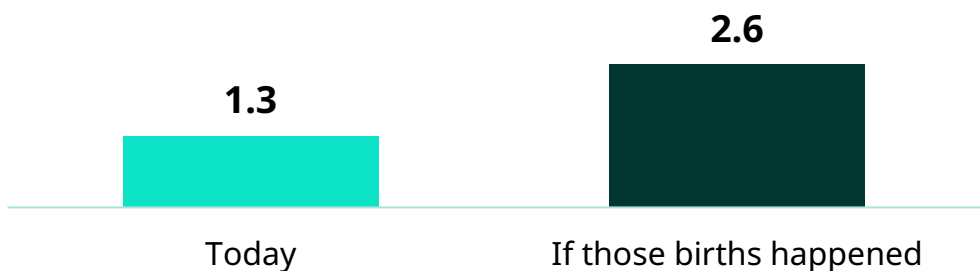
Children per woman in Canada, 1964–2024



360,000

women in Canada are experiencing infertility right now
4% of women aged 19–49

Children per woman — today vs if all women experiencing infertility now had a baby



Note: 365,737 births registered in Canada in 2024 (StatCan) = 1.3 children per woman. A further 360,000 births would total 725,737 — equivalent to 2.6 on the same base.

