


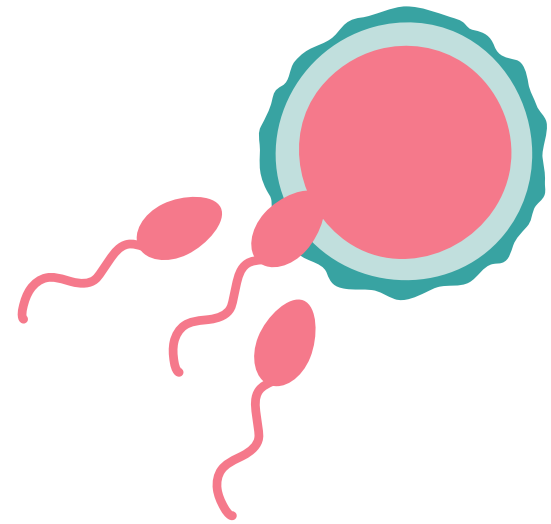
# The Fertility Show Live

7 - 8 May 2022

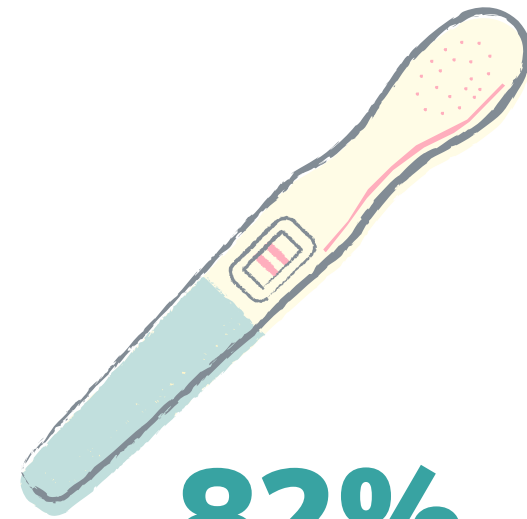
in partnership with: **gaia**

in association with:  **fertilitynetworkuk**

**Visitor Post Show Research from The Fertility Show 2022**  
**Results taken from Survey Monkey**



Top reason for attending was to find out more to support on their fertility journey



**82%** are considering treatment from exhibitors they met at the Show



**91%** of attendees are self funding



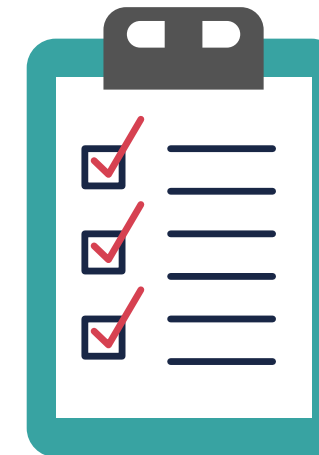
**61%** said they gathered all the information they needed at the Show



**65%** of the audience attended a seminar



**86%** rated the seminars Good - Excellent



**81%** felt we had covered all topics in the Seminar Theatre



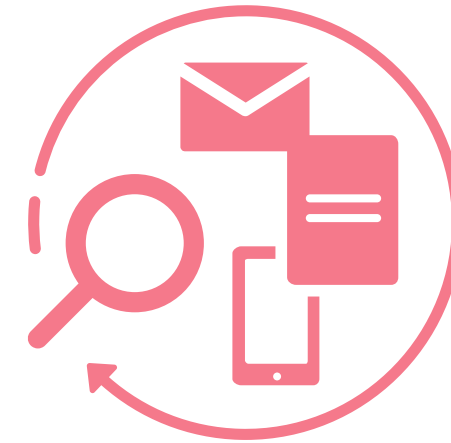
**44%** have had 1 or more rounds of IVF



**75%** accessed  
The Fertility Show online  
platform



**57%** have had no  
rounds of IVF



**63%** said they would  
follow up with exhibitors  
and clinics after via the  
online platform



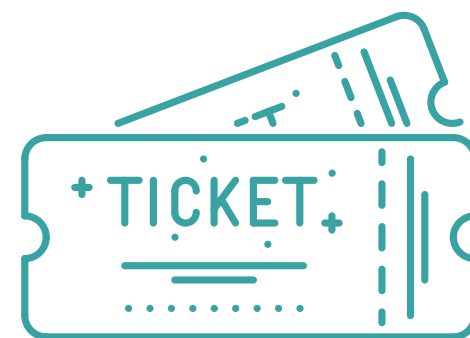
**75%** booked  
within a month of the Show



**95%**  
satisfaction rate for the  
range and choice of  
exhibitors



**77%** had more  
than 1 meeting with  
exhibitors at the Show



**77%** booked  
their tickets within a  
month of the Show



**89%** liked the  
Q&A format in the  
seminars



**89%** attended for the first time



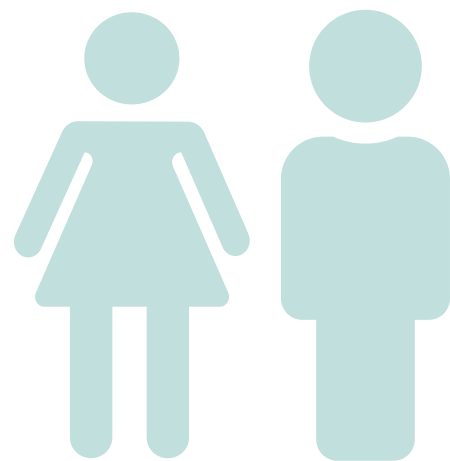
**87%** rated the Show Good - Excellent



**90%** were happy with the ticket price



**93%** rated the venue and location Good - Excellent



**78%** in a heterosexual relationship  
**0%** in a same sex relationship  
**21%** single



**72%** are aged 25 - 40  
**16%** are aged 41 - 45



**60%** are from Greater London  
**16%** are from the South East

**24**

**70%** of the audience have been on their fertility journey for 24 months +



**63%** are planning IVF treatment in the UK



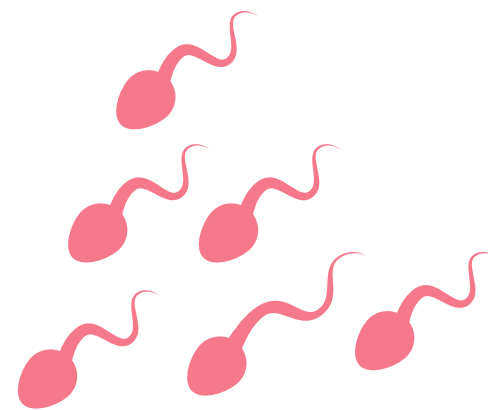
**55%** are considering IVF treatment abroad

**SCORE**  
**45**

Achieving an impressive Net Promoter Score of 45



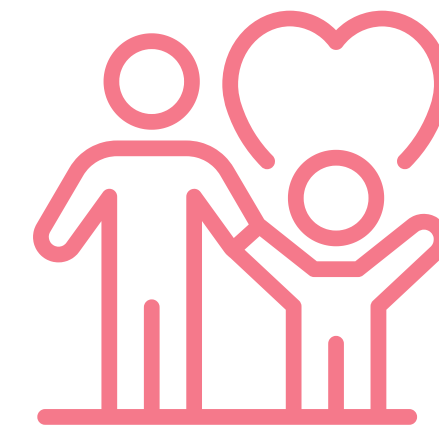
**29%** are considering egg donation



**25%** are considering sperm donation



**9%** are thinking about surrogacy



**16%** are thinking about adoption

**Expertise everywhere.  
Open, friendly  
conversations everywhere.  
Free advice.**

**Everyone was so welcoming and  
made what is a very sensitive  
subject seem so easy to talk about.**

**I felt very happy coming away from  
the Show, I got so much information  
that I wouldn't have found  
otherwise.**

**I've learnt more in the last  
two days than I have in the  
18 months before.**