



PRESS RELEASE | Canada

Methodology:

Results are based on an online survey conducted from January 12 to January 14, 2024, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

Which one of these proposals to cover the cost of in vitro fertilization would you prefer to have in your province?

Full coverage of one round of in vitro fertilization treatment – 29%

A tax credit of up to 40% of in vitro fertilization treatment costs – 21%

A one-time grant of \$5,000 to be used for of in vitro fertilization treatment – 14%

A grant of \$5,000 to be used for in vitro fertilization treatment for a maximum of three cycles – 11%

None of these—in vitro fertilization should not be funded by the health care system – 25%

Canadians Approve of Processes to Decrease Infertility

Three-in-four Canadians agree with proposals for the health care system to cover the cost of in vitro fertilization in their province.

Vancouver, BC [January 24, 2024] – Few Canadians express reservations about specific processes that can help people conceive, a new Research Co. poll has found.

In the online survey of a representative national sample, almost four-in-five Canadians (78%) approve of In vitro fertilization, a process of fertilization where an egg is combined with sperm in vitro.

Similar proportions of Canadians approve of sperm donation (76%), egg donation (also 76%) and surrogacy, a process in which a woman carries and delivers a child for a couple or individual (74%).

Across Canada, more than two-in-five residents (41%) say themselves or someone they know have been affected by infertility—including 47% of women and 47% of Canadians aged 18-to-34.

Practically seven-in-ten Canadians who have experienced infertility, or who have a family member, friend, colleague who has (69%), say that cost was a barrier to proceeding with treatment.

At the present time, three provinces—British Columbia, Alberta and Saskatchewan—lack specific guidelines for the health care system to cover the cost of in vitro fertilization.

About three-in-ten Canadians (29%) endorse the model currently in place in Ontario and Quebec, which covers the costs of one round of in vitro fertilization treatment. About one-in-five Canadians (21%) select the system adopted by Manitoba and Nova Scotia, which offer a tax credit of up to 40 per cent of in vitro fertilization treatment costs.

Fewer Canadians express a preference for two other funding models: a one-time grant of \$5,000 to be used for in vitro fertilization treatment which is currently in place in New Brunswick (14%) or a grant of \$5,000 to be used for in vitro fertilization treatment for a maximum of three cycles, which has been implemented in Newfoundland and Labrador (11%).

“Only 25% of Canadians think in vitro fertilization should not be funded by the health care system,” says Mario Canseco, President of Research Co. “This includes 28% of men, 35% of Canadians



aged 55 and over and 32% of Conservative Party voters in the 2021 federal election.”

Earlier this month, Pope Francis called for a ban on surrogacy, stating: “I consider despicable the practice of so-called surrogate motherhood, which represents a grave violation of the dignity of the woman and the child, based on the exploitation of situations of the mother’s material needs.”

Just under a third of Canadians (32%) are in favour of banning surrogacy, while a majority (57%) disagree and 12% are undecided.

Rejection to a ban on surrogacy reaches 61% among women and 63% among Canadians aged 55 and over.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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