

FERTILITY5050

A survey examining male and female attitudes to conception

Commissioned by



CONTENTS



1 | EXPERT OPINION

A foreword on the purpose of the report and survey, with additional comments and reactions from leading conception specialists.

2 | KEY FINDINGS

The key findings and results from the survey.

3 | CONTACT & RESOURCES

The contact details you need should you require any further comment, plus bespoke analysis, high resolution assets and photography. Our notes to editors are also included here.

4 | APPENDICES

The gender analysis by question, presented in full. Also included are additional supporting studies which examine male and female causes for IVF referral (HFEA), average ages of first time mothers and fathers (Office for National Statistics) and male sperm quality depletion over the past 40 years (HUOJ). These can be found in a separate file.

Commissioned by



The FERTILITY5050 Survey

The FERTILITY5050 survey takes an in depth look at attitudes to fertility and conception in the UK.

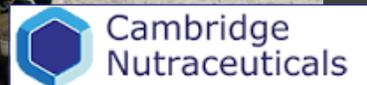
The 50-question survey received 2,052 responses, revealing the knowledge and beliefs that men and women hold about fertility and the conception process.

Is the conception process primarily a male or female responsibility? Do men or women make more effort when trying to conceive? What can or should men and women do to improve their fertility? All these issues were explored.

The FERTILITY5050 survey uncovers a fascinating disparity between what we believe and what is actually the case.



Commissioned by



What the experts are saying

“This survey highlights the **pressures** felt by both **men and women** trying to conceive and the strain that fertility issues can place on relationships.

“It is important that these issues are discussed and that men have the same **access to advice** and **support** as women.

It is also important that we **explore lifestyle strategies**, including **nutrition**, to enhance a couple's chance of successful conception.”

Dr Elizabeth Williams – Senior Lecturer in Human Nutrition, University of Sheffield

Dr Elizabeth Williams
Senior Lecturer in Human Nutrition
Department of Oncology & Metabolism
University of Sheffield

Dr Elizabeth Williams is a Senior Lecturer in Human Nutrition at the University of Sheffield. She is working on a male fertility study using LactoLycopene (marketed in the UK as FERTILITY+).

Elizabeth trained in Physiology at the University of Sheffield and continued at Sheffield for her postgraduate studies, investigating the role of riboflavin deficiency on gastrointestinal development. She was awarded her PhD in 1996 and was then appointed as a Postdoctoral Researcher at the MRC Dunn Nutrition Unit, Cambridge. She is currently working at the University of Sheffield, where she is Senior Lecturer in Human Nutrition.

Commissioned by



What the experts are saying

“It is great to see so many **men taking responsibility** for their reproductive health. If all men were investigated prior to commencing IVF treatment we could see a **significant rise** in the current **success rate**, which is **under 25%.**”

Jonathan Ramsay - Consultant Urological Surgeon MB, MS, FRCS(urol)

Dr Jonathan Ramsay, MB, MS, FRCS(Urol)
Consultant Urological Surgeon

Hammersmith, Charing Cross and Chelsea & Westminster Hospitals

Dr Jonathan Ramsay has been a Consultant Urologist at Hammersmith, Charing Cross and Chelsea & Westminster Hospitals since 1988. He works closely with the fertility units at Hammersmith and Chelsea, and is also a visiting urologist for fertility clinics in Bucks, Sussex, and Central London.

Research interests and publications include methods and outcomes of sperm retrieval, vasectomy reversal, and the genetic causes of infertility.

“Men with presumed fertility problems require individual care, diagnosis and advice, otherwise they feel abandoned by the doctors who can do so much for their partners, and sometimes they feel guilty that there seems to be so little they can do to help the situation.”

Commissioned by



What the experts are saying

“**Men are half of the fertility equation.** When they cannot create the family they long for without medical help they suffer and struggle physically and mentally just as women do.

“According to the HFEA data released this year, 37% of all IVF treatment is due to male factor infertility, so **research** into the impact of **infertility on men** is **hugely important.**”

Fertility Network UK’s research on male infertility, released in 2017, showed that 93% of men surveyed stated their wellbeing had been impacted by fertility issues and reported **fertility issues** to be **emasculating, distressing and isolating, harming their self-identity and causing stress, depression, anxiety, and low self-esteem.**”

Aileen Feeney - Chief Executive, FertilityNetworkUK



Aileen Feeney
Chief Executive
Fertility Network UK

Aileen Feeney is the Chief Executive of Fertility Network UK. She passionately believes that access to NHS fertility treatment should be fair and equitable and not dependent on your postcode or personal wealth. Through Fertility Network UK, Aileen represents the patient at many fertility groups and clinical research projects, including the British Fertility Society, Association of Fertility Patients Organisations, Fertility Fairness and the IVF Pricing Expert Advisory Group.

Commissioned by



Parenthood in the UK

Couples in the UK are delaying parenthood later than ever

- The number of new mothers aged 35 to 39 years and 40-plus has doubled since 1990.
- Today, 54% of babies born in Britain are to women who are 30 or older.
- The average age of fatherhood is also on the rise, with the average age of first time fathers in the UK rising to 33.

Office for National Statistics

More fertility issues can be associated with men than women

- Of all the positively identified reasons for IVF referral, 54% were attributed to problems with male fertility.

*Fertility treatment 2014–2016 – Trends and figures
Human Fertilisation and Embryology Authority*

- A further study by the Hebrew University of Jerusalem has also shown that sperm concentration of men in Western countries has **dropped by more than 50 percent** in under 40 years.

*Temporal trends in sperm count: A systematic review and meta-regression analysis
Hebrew University of Jerusalem*



Commissioned by



Pressure to be parents

Many respondents believed that an individual's fertility and decision regarding children were a personal and family matter. Despite this, whether actively trying for a family or not, people are subject to ongoing enquiries from family, friend and colleagues – especially the over 30s. Even managers, acquaintances and perfect strangers get involved.

1 in 5 women aged 35-39 without children had been asked by a complete stranger regarding their plans to have children.

85% of enquiries from strangers were **considered unwelcome**

"I'm a very private person"

"It's not an accepted topic of conversation"

"It is private and between myself and my partner"

"None of their business"

"It's a personal matter"

"I am a PMDD sufferer, made life very hard and fertility issues apparent"

"We had previously suffered a miscarriage and I wanted to be calm.."

"It's embarrassing when people are around you having kids with no trouble"

Despite having been made illegal in 1978 **1 in 20 women** and **1 in 36 men** have been asked by their manager about having children

Almost half of people reported that they had been on the receiving end of **unwelcome questions** about **their intentions to have children**

Commissioned by





For many couples, trying to conceive is not the joyous experience it should be

Women who **tried for six months or longer** before conceiving were **twice as likely** to feel that other people **perceived them as a failure**

53%

of women over 40 without children felt people perceived their lack of children as a failing in life

24%

of relationships suffered amongst couples who had tried to conceive for 24 months or more

A quarter of women trying for six months or more had been plagued by nagging questions like **'When's the baby coming along?'** and **'Any good news for us yet?'**

1 in 5 men who had been trying for over six months recalled being told **'time's ticking – better hurry up'**

Commissioned by



Men are feeling the pressure and not getting enough support

Men cited **pressure** as the most common negative emotion **experienced when trying conceive**, meanwhile it's third on the list for women.

Men were **26% more likely** than women **to feel pressure** in the conception process

NHS Direct Online

contains a fertility questionnaire to help couples identify if they are suffering with fertility issues. It makes

no provision for men

All questions are targeted solely at women, despite **men's health issues** contributing to **54%** of all identified fertility issues

Commissioned by



Men are doing more than we think and not getting the recognition

Two-thirds of the people surveyed **believed that conception** was the **joint responsibility of both parties**. However...

43% of all people surveyed who had previously had children, believed that responsibility was not evenly shared, and that they **carried most of the weight** when it came to doing things **to improve their chances of conception**

98%

of women believed that men only do as much or less than them to maximise their joint chances of conception

Men were also less likely to give themselves the credit they deserve. Men were **five times as likely** to report the belief that their partner **had contributed more** to maximise their joint chances of conception

Men were twice as likely to increase their fitness or makes changes to their diet and weight to improve their health

Men shown to be 16% more likely than women to make positive changes when trying to conceive

But there was just one thing that **women** did **significantly more** than **men**

There is one thing that women are doing that men aren't:

Women were almost **twice as likely** to use a **supplement** to aid their **chances of conception**

The one thing that men weren't doing as much of as women was taking a supplement. Women were almost twice as likely to do so, with only 17% of men taking a supplement to aid conception. However, the right supplement can make a major difference to the chances for conception.

It has long been appreciated that prenatal supplements can play a pivotal role in women's chances of conceiving. The Department of Health advises that women who are trying for a baby should take a folic acid supplement and consider taking a vitamin D supplement.

It is less well known that a man's nutrition is instrumental to his chances of producing healthy sperm.

Male infertility is often the result of **poor sperm quality**, which is partially caused by **oxidative damage** to the DNA that they contain.

In a peer reviewed trial being conducted at the **University of Sheffield**, scientists are examining the effects of a **LactoLycopene** supplement, **XY PRO**, on male fertility.

In anticipation of the results, we have already changed our original XY PRO formulation to include zinc alongside our patented LactoLycopene.

Lycopene has been implicated in sperm health for some time. LactoLycopene is a form of lycopene which includes a whey protein to optimise the absorption of beneficial compounds. This amplifies the potential effects on sperm health further.

We strongly believe that the improved formulation, FERTILITY+, is beneficial for sperm health. We are eagerly anticipating the results of the study with the University of Sheffield.

Commissioned by



FERTILITY+

The FERTILITY5050 study heralds the launch of our scientifically formulated men's fertility supplement, FERTILITY+.

FERTILITY+ includes a patented LactoLycopene formulation, which is the subject of a study by world leading fertility experts at the University of Sheffield. This study examines the effect of LactoLycopene on sperm motility, mobility and concentration.

Lycopene is a carotenoid derived from the red pigment in tomatoes. The amount of lycopene in each capsule is equivalent to the amount you obtain from eating 1kg of cooked tomatoes.

LactoLycopene is combined with zinc to contribute to normal fertility and reproduction.

It also contributes to the maintenance of normal testosterone levels in blood.

LactoLycopene, the ingredient which is the subject of the University Of Sheffield Research, is a patented ingredient. It is available exclusively from FutureYou, in three supplements: FERTILITY+, XY PRO and ATERONON HEART+.

FERTILITY+ is can be purchased directly from;

www.FutureYouHealth.com

£20 for a **28 day supply**



Commissioned by



NOTES TO EDITORS



FERTILITY5050 was commissioned by Cambridge Nutraceuticals

Our goal is to help people live longer, healthier lives. Under the FutureYou brand, we create supplements as they should be – easy to absorb, with proven clinical benefits.

We stay at the cutting edge of research, with an ongoing programme for clinical evaluation of our innovative products. Our medical advisory board includes some of the world's leading scientists and doctors, including Professor Alf Lindberg, a former member of the Nobel Committee and Secretary of the Prize in Physiology or Medicine; Peter Kirkpatrick BSc MBChB MSc FRCS, a leading Cambridge University vascular neurosurgeon; Dr Nicholas Shenker, a consultant rheumatologist and expert in chronic pain syndromes; and Professor Michael Heinrich, Head of University College London's Centre for Pharmacognosy and Phytotherapy.

Based in Cambridge, the world-famous research hub, Cambridge Nutraceuticals was founded in 2012 and has grown rapidly, winning the confidence of customers and internationally renowned research groups. We sell direct-to-customer within the UK.

We are scientific leaders in the UK health supplements market.

[READ OUR STORY>>>](#)

Commissioned by



CONTACT

GET IN TOUCH FOR:

- Comment
- Case studies
- Additional data
- Bespoke analysis
- High resolution imagery
- Complimentary products for editorial trials

PLEASE CONTACT:

MEDIA RELATIONS



Media Relations Team
Cambridge Nutraceuticals
Ravenscroft House
59-61 Regent Street
Cambridge
CB2 1AB



01223 359 805



pr@camnutra.com

Commissioned by



Future»»You

Health supplements scientifically proven
to deliver more of the good stuff to you body