

# Changing plans for a baby during the Covid-19 pandemic

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## Background

- Pregnancy is now often planned, with women taking many factors such as relationships, financial situation and career into account.
- The Covid-19 pandemic has brought a great deal of uncertainty to many women's lives.
- We sought to understand whether it had impacted their plans for a baby.

## Methods

An online survey tool was used to examine the pregnancy intentions of fertile women aged 18-44 in USA (n=600), China (n=600) and UK (n=200). Survey was conducted July 2020.

Respondents were asked the following questions:

### 1. Were you thinking of trying to have a baby before the Covid-19 pandemic?

1. Yes (Q4)
2. No (End)

### 2. Which of these statements is most true for you?

1. Since the Covid-19 pandemic, our planning for a baby has been accelerated (go to Q4)
2. Since the Covid-19 pandemic, there's been no change to our plans (End)
3. Since the Covid-19 pandemic, we've put our plans for a baby on hold for now
4. Since the Covid-19 pandemic, we've decided not to plan for a baby at all in the future

### 3. If you've put family planning on hold, why?

1. Health concerns
2. Financial concerns
3. Uncertainty about the future
4. Other, please specify

### 4. If you've accelerated your family planning, why?

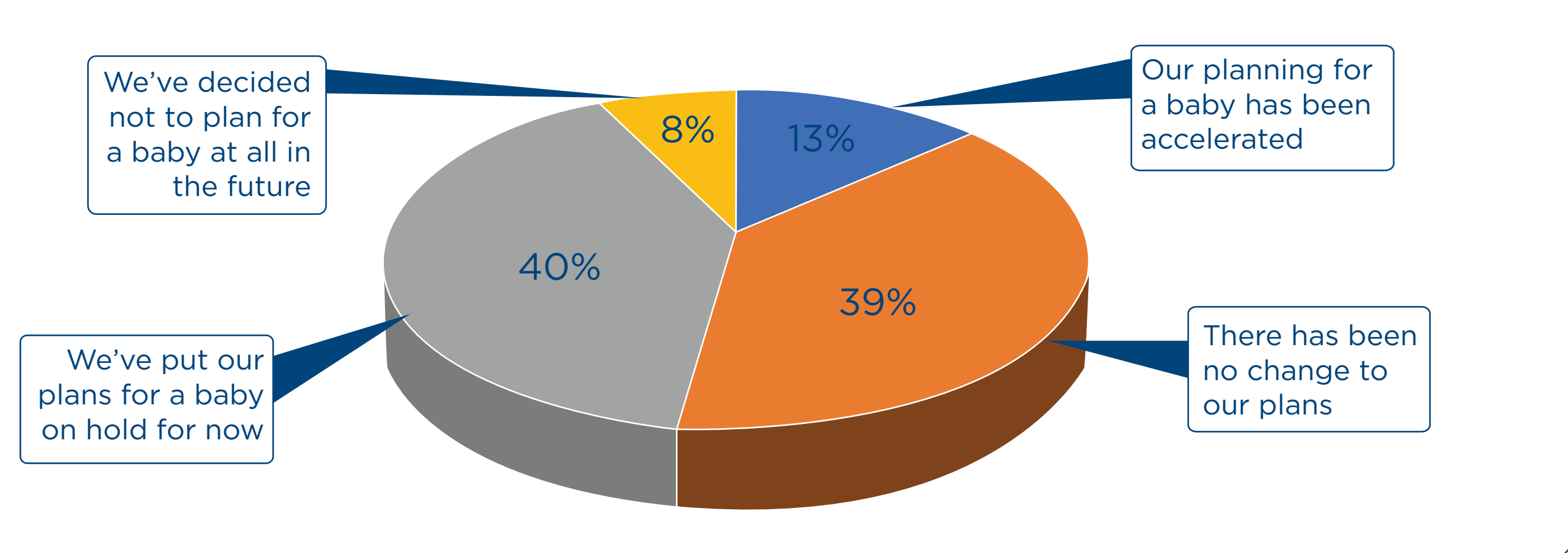
1. I am concerned about my fertility due to my age
2. I feel safer at home and want to take advantage of the extended time at home
3. I am in a good financial position
4. Other, please specify

## Results

### UK:

- 36% of women were thinking about having a baby prior to the pandemic. Of these women, their future plans are shown in Figure 1.

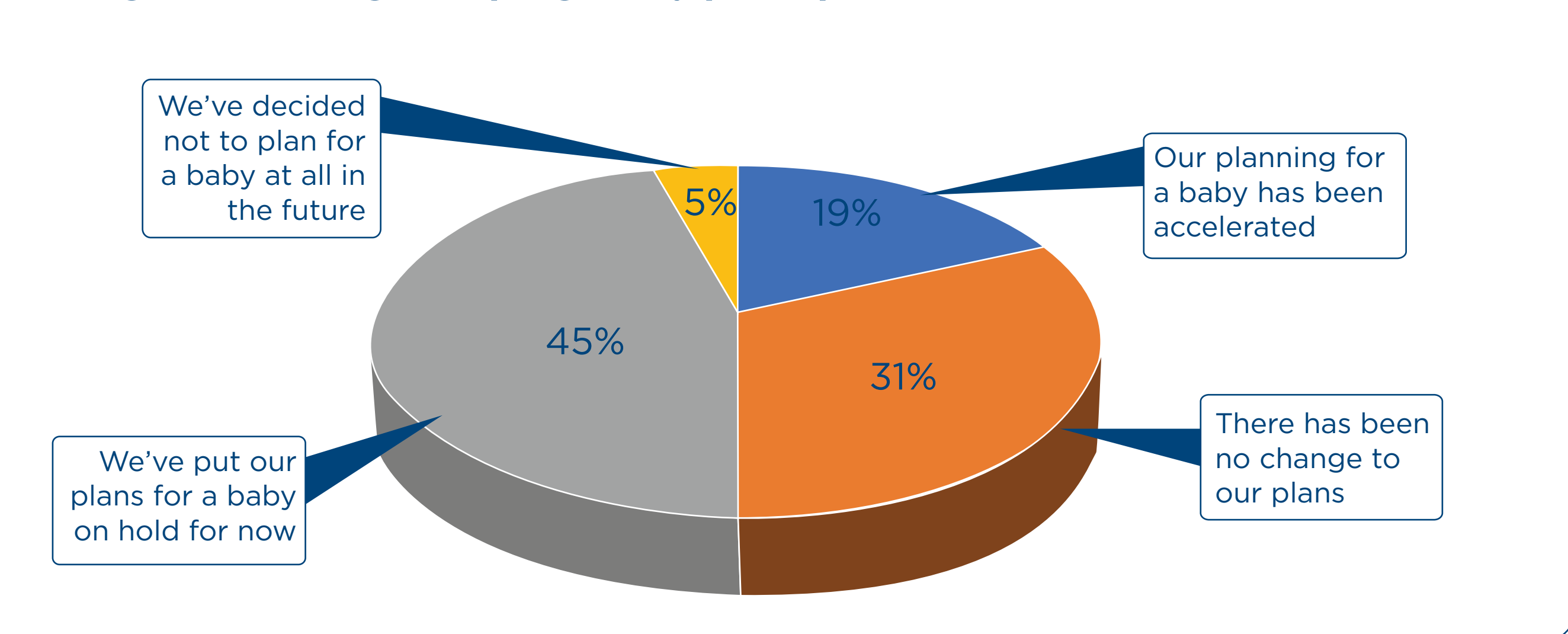
Figure 1: Changes in pregnancy plans post Covid-19 for UK women



### China

- 53% of women were thinking about having a baby prior to the pandemic. Of these women, their future plans are shown in Figure 2.

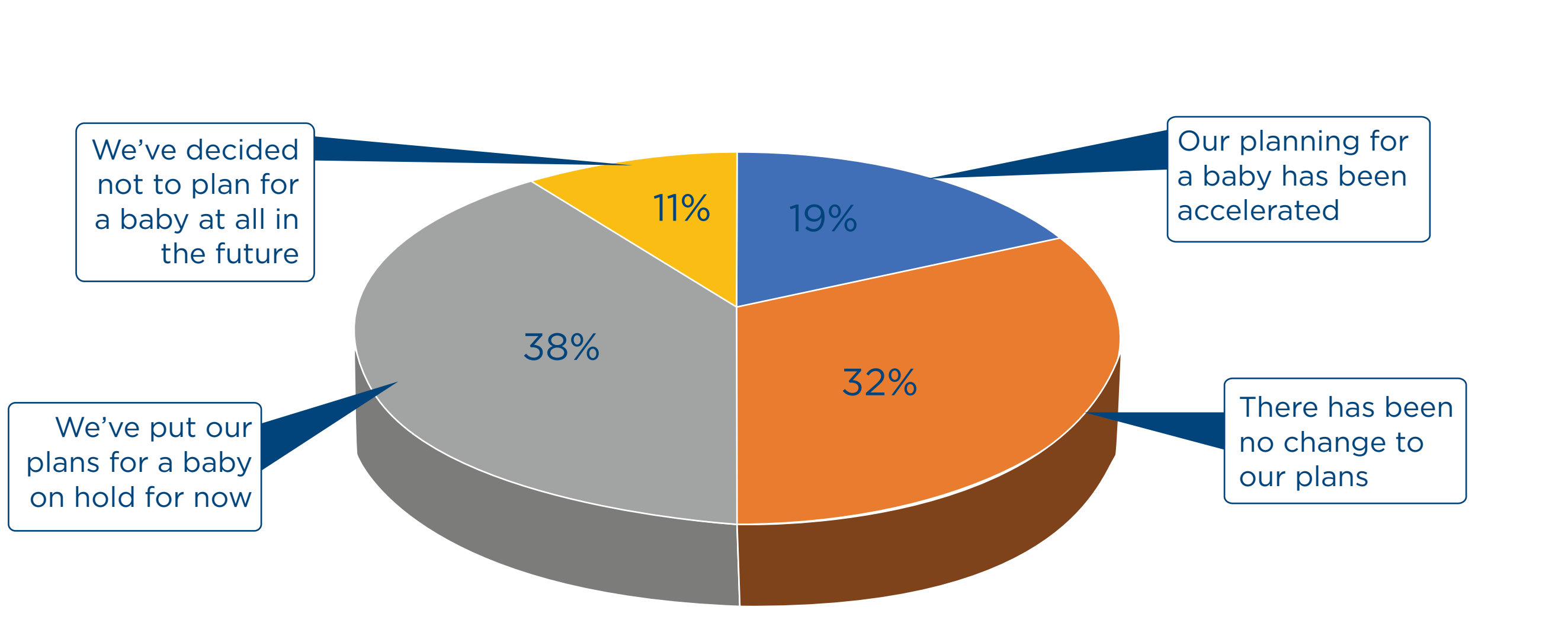
Figure 2: Changes in pregnancy plans post Covid-19 for Chinese women



### USA

- 41% of women were thinking about having a baby prior to the pandemic. Of these women, their future plans are shown in Figure 3.

Figure 3: Changes in pregnancy plans post Covid-19 for USA women



## Conclusion

This data suggests the pandemic has had a pronounced effect on women's plans for a baby with around half of women surveyed in UK, USA and China putting their plans on hold or deciding no longer to have a baby.

### Main reasons for delaying or stopping plans for a baby

The main reasons selected for delaying plans in all three countries are shown in Figure 4.

Main reason for delaying or stopping plans for a baby

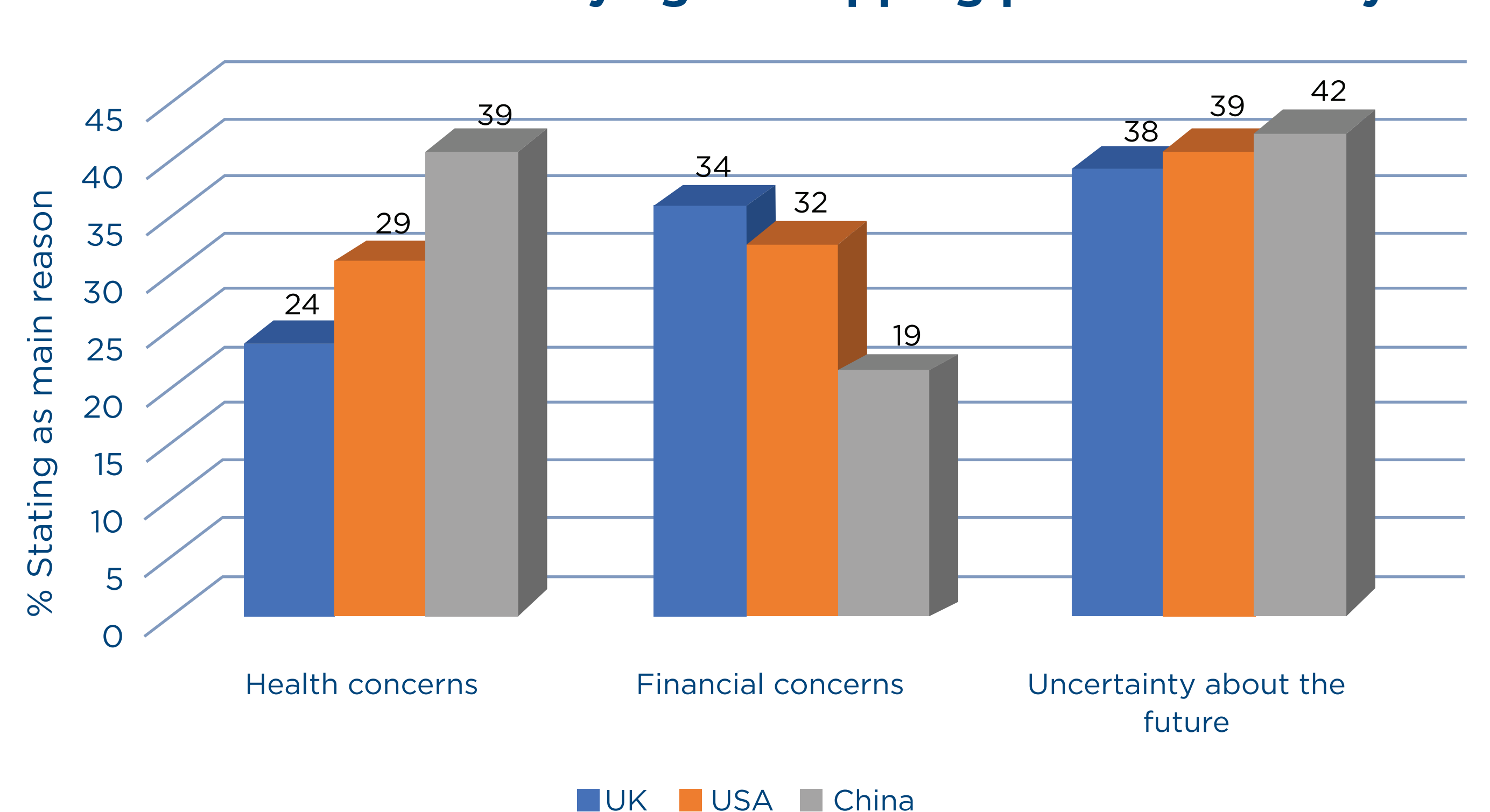


Figure 4: Main reason selected from list for delaying or putting plans on hold

### Main reasons for accelerating plans for a baby

The main reasons selected for accelerating plans in all three countries are shown in Figure 5.

Main reason for choosing to accelerate plans for a baby

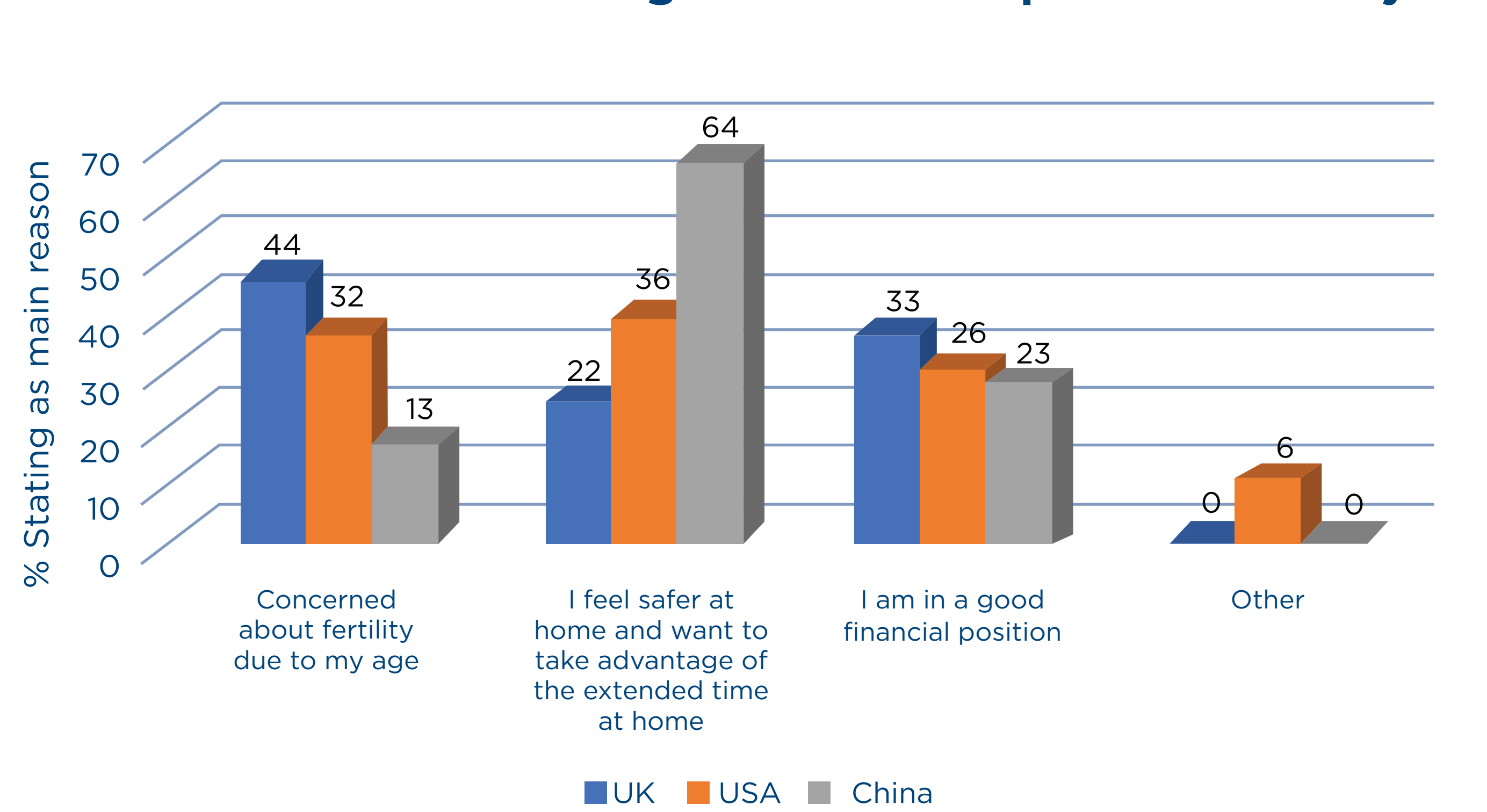


Figure 5: Main reason selected from list for accelerating plans

## Declaration of interest

Sarah Johnson is an employee of SPD Development Company Ltd, a fully owned subsidiary of Swiss Precision Diagnostics GmbH; the manufacturer of Clearblue™ Pregnancy and Ovulation Tests. Lesley Foster is an employee of SPD Swiss Precision Diagnostics GmbH.