

# Level *the* — Playing Field

Cofertility × &mother

We surveyed **hundreds of women athletes**  
to ask them about their experiences with  
motherhood and their careers.

SEE THE DATA



# Let's level the playing field for women athletes.

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It's time to create a world where women in sports — and everywhere — can **compete, thrive and plan their futures on their terms without compromise.** This February, in honor of National Girls & Women in Sports Month, we're celebrating the strength and ambition of women athletes while highlighting an often-overlooked aspect of their journey: fertility. Normalizing conversations about reproductive health and breaking the stigma surrounding proactive fertility care is essential to ensuring women in sports—and all women—can thrive in both their careers and their personal lives.

Xx,

*Lauren Makler*

CEO & CO-FOUNDER,  
COFERTILITY

*Alysia Montano*

FOUNDER, & MOTHER  
& OLYMPIC MEDALIST

# About the data

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This study was compiled from data aggregated from a survey consisting of 374 participants, all of which identify as current or past women athletes. This survey was conducted in January 2025.

The level of competition amongst participants was as follows\*:

35% Retired/Former athletes

2% Paralympic

14% Olympic


20% Professional

23% Semi-professional

10% Collegiate

11% Aspiring Athletes

*\*note, participants were able to select all levels of competition that applied to their career*



This survey represents athletes across 18 sports and various levels of competition, including:

Skiing, Gymnastics, Track & Field, Running, Snowboarding, Soccer, Boxing, Swimming, Soccer, Wrestling, Sailing., Tennis, Cycling, Hockey, Bobsled, Field Hockey, Lacrosse, and Volleyball

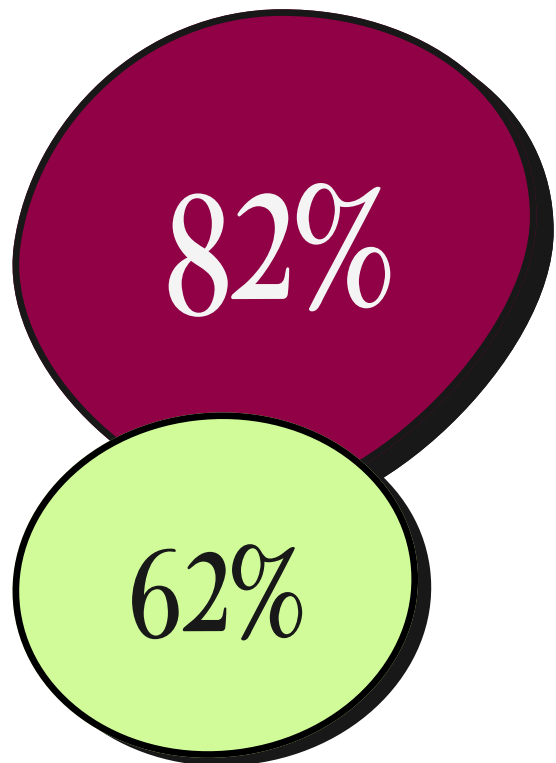
# Women athletes **want options.**

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Women athletes are starting families later, finding themselves forced to choose between motherhood and their careers.

Of women athletes surveyed who already started building their families, the **majority (82%)** started by the time they were 35.

However, of those who have not yet had children but want to in the future, **only 62% plan to do so** in this age range.



# 70%

of professional women athletes have delayed family-building due to their career.

*Why?*

*these are the top answers*

Physical impact on performance

Training schedule demands

Lack of support or policies for parent-athletes

Contract or sponsor obligations

Pressure from coaches or sponsors

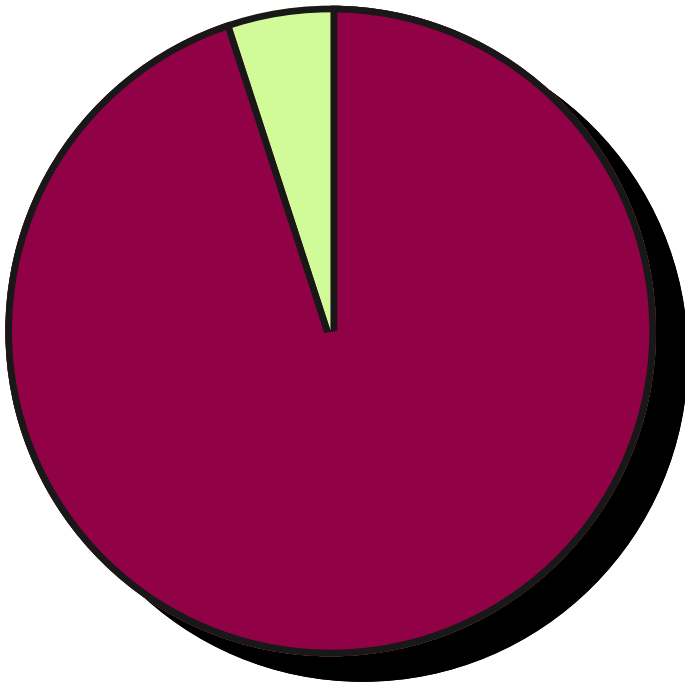
“Athletes may defer pregnancy until after their prime performance potential declines, often when their reproductive capacity has simultaneously diminished, and obstetric risks have increased, or plan pregnancies between competitions, requiring consideration of the impact on their intense training schedules, before, during, and immediately following pregnancy.”

Source: Sports Obstetrics:  
Implications of Pregnancy in Elite  
Sportswomen, a Narrative Review

# Women athletes **need support.**

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Women athletes are sidelined by outdated systems that don't support motherhood.



# 95%

of athletes feel motherhood negatively impacts their earning potential.



# 9 in 10



women athletes feel motherhood impacts their ability to thrive in their career.

*How?*

Lack of  
**family  
leave.**

**Low** or  
**inconsistent  
income.**

**Limited  
sponsorship  
opportunities.**



*Women athletes' compensation split is 18% salary and 82% endorsement income, compared to male athletes' 63% salary and 37% endorsement income. Additionally, 90% of total sponsorship dollars are directed to male athletes.\**

# Women athletes deserve better.

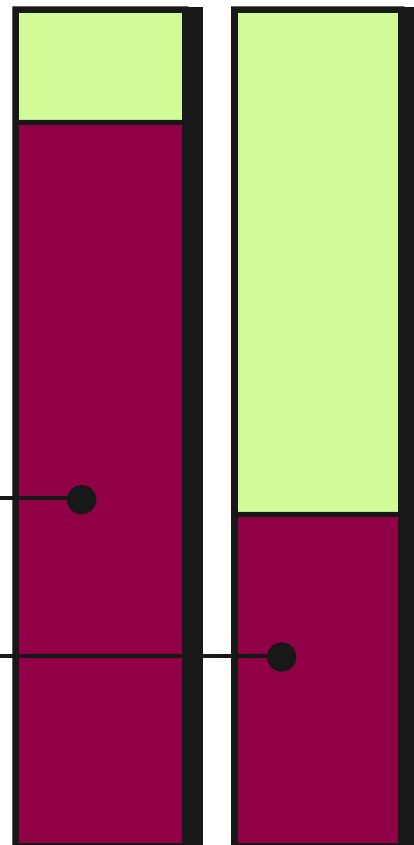


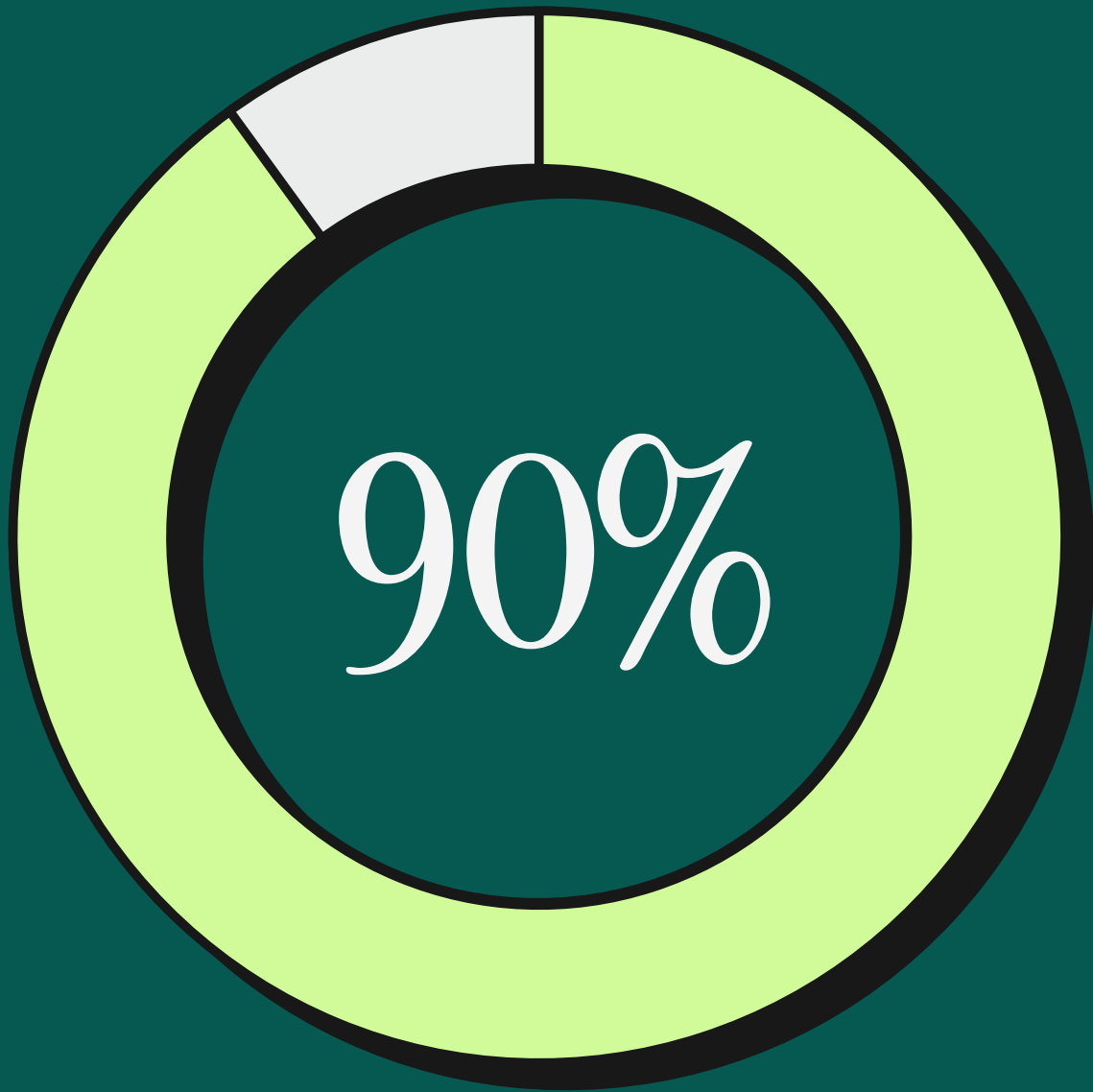
While fertility concerns weigh heavily, women athletes often navigate these concerns alone.

While 90% of participants express concern about their future fertility, less than half have ever consulted with a medical professional about their concerns.

Express concern about their fertility

Have consulted with a medical professional





90% of women athletes feel  
uneducated about their options  
for fertility preservation.

## Of those who have not pursued fertility preservation:

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35%

cite the negative impacts it would have on their career

“I can’t take time off.”

“My current career doesn’t allow for it.”

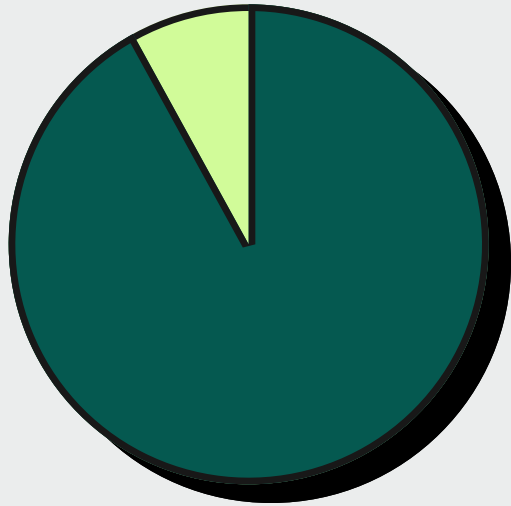
“I don’t feel supported by my organization.”

65%

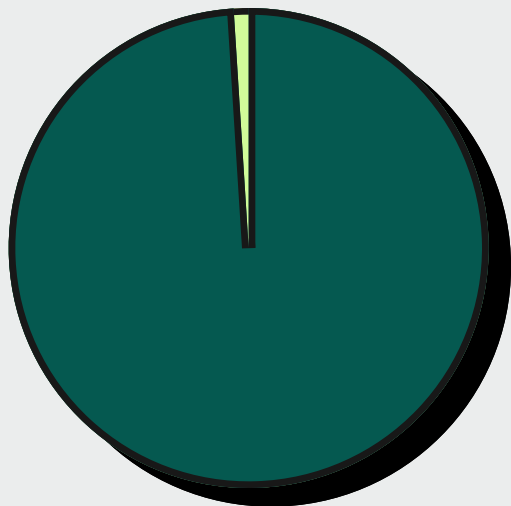
cite cost or lack of education on the process

“I don’t have enough information about the process.”

“The cost is too high.”



**92%**  
of people don't have  
support or financial  
resources from  
their org



**ALMOST**  
**100%**  
of them are  
unsatisfied with the  
level of support  
they receive

This is woefully behind the rest of the US: More than 4 in 10 U.S. employers (42%) now offer fertility benefits—up from 40% in 2022 and 30% in 2020

# It's time to level the playing field.

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Visit: [leveltheplayingfield.co](https://leveltheplayingfield.co)

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