KEY STATISTICS AT A GLANCE

Reproductive health metric / habit	UK Benchmark	Key info
All UK men aged 18–40 unaware TRT and anabolic steroids harm male fertility	49.1%	**National Knowledge Gap:** Nearly half of all British men (~5 million) do not realise gym hormones damage fertility.
Active TRT / steroid users unaware these compounds reduce sperm counts to zero	33.3%	**1 in 3 active users** had zero idea exogenous testosterone shuts off sperm production entirely.
Active TRT / steroid users who express zero concern about losing their fertility	33.3%	**The Indifference Factor:** 1 in 3 users prioritise physical appearance or muscle gains over future family planning.
Illicit steroid and testosterone use in London (past 6 months)	5.5%	**Capital Epicentre:** Highest illicit use in England, yet Londoners are the least aware TRT harms sperm (41.3%).
Admitted illicit steroid / non-prescribed testosterone use (past 6 months)	3.5%	**Capital Epicentre:** London leads England at 5.5%, representing ~345,000 young men taking unregulated compounds nationwide.
Heat/sauna exposure awareness (18-25)	72.8%	**Thermal Blindspot:** Nearly three quarters of young men do not know heat halts viable sperm generation (vs. 60.8% of 36–40s).
Aware that vaping / e-cigarettes impair sperm health	45.3%	**More than half unaware (54.7%):** Highest in South West (51.6%); worst in London (37.5%) and Wales (38.0%)
Aware that smoking cigarettes harms male fertility	67.9%	**The Youth Deficit:** High overall, but drops to just 54.9% among 18–25s and 54.3% in Wales (vs. 76.5% of 36–40s)
Aware that alcohol consumption damages fertility	68.9%	**1 in 3 Unaware (31.1%):** Led by the South West (74.5%); lowest in London (61.6%) and among 18–25s (58.0%)
The TikTok fad divide - social media 'health-maxxing' uptake	5.9%	**Generational Disconnect:** London & West Mids lead at 9.6%; 18–25s (9.3%) triple 31–35s (3.5%), while South West rejects it (1.3%).
Men aware that poor-quality sleep / sleep deprivation damages sperm parameters	49.7%	**Nearly 6 in 10 unaware:** Only 41.4% nationally link poor sleep to sperm health, led by the South West (49.7%) and lowest in London (33.7%).
Men who would conceal an infertility diagnosis from the partner they are trying to conceive with	45.4%	**Suffering in Silence:** Nearly half of men would hide an abnormal result from their partner out of shame.
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Men who would consult search engines (Google / Bing) for sperm advice	36.6%	Over a third turn to search algorithms rather than booking an appointment with their GP and 1 in 4 ask AI bots (22.6%).
18–25s who anticipate suicidal thoughts following an infertility diagnosis	9.1%	**Acute Safeguarding Crisis:** 1 in 11 young men face severe psychological ideation (6.7% UK average).
Men who would consider walking away from their partner entirely out of fertility shame	7.2%	Roughly 1 in 14 men would break up their relationship rather than face an infertility diagnosis together.
18–25s unaware male fertility naturally declines with age	51.5%	Over half of men in their early twenties believe male fertility is timeless (vs. 33.6% of 36–40s).
Willingness to test sperm if framed as fitness	75.5%	**The Fix:** 3 in 4 men embrace testing when de-medicalised and treated like everyday fitness data.
Willingness to freeze sperm for the future	42.6%	Those actively trying to conceive say they would consider freezing their sperm.