

Results of 2024 and 2025 Surrogate Survey

Prepared by Baden Colt, Not My Tummy

Since 2024, Not My Tummy has run an annual survey of North American surrogates to better understand the factors considered when looking for a match. We are sharing these results with the community at large, but ask you refrain from re-publishing them without reaching out to NMT directly first.

Since these surveys were open to the public via Google link, we ask that you view this information as anecdotal data rather than academic research.



Key survey details

01

Voluntary, anonymous participation

This survey was voluntary, and no compensation was offered for participation. Surrogates completed these questions anonymously through a Google Survey.

02

Observing trends in matching preferences

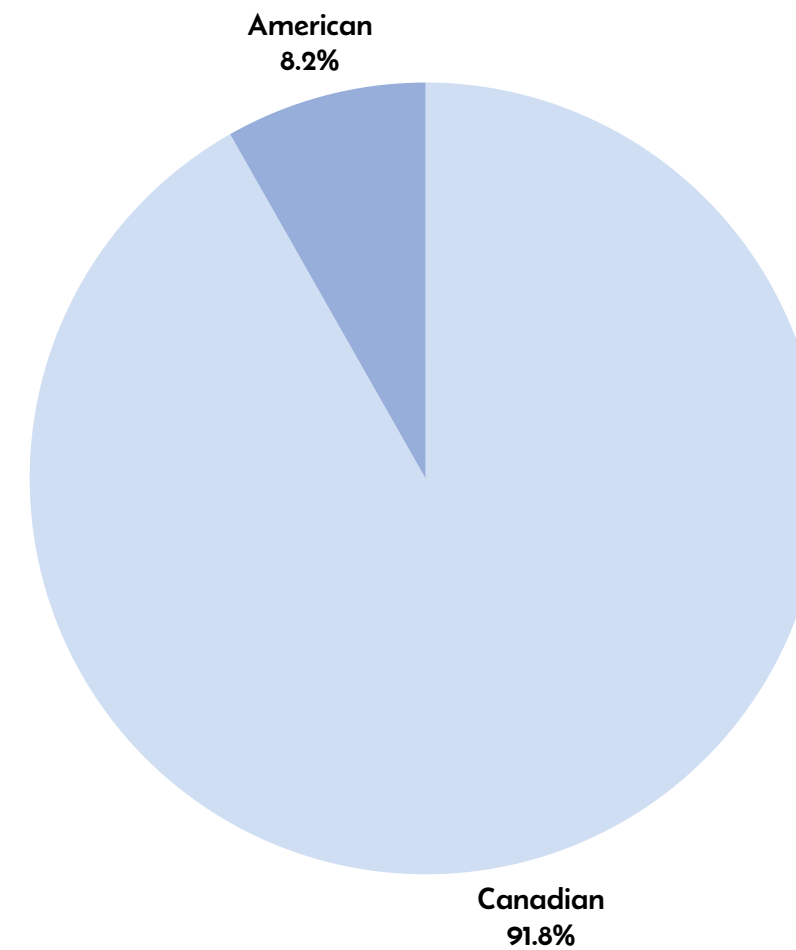
The purpose of this survey is to observe trends and preferences in matching from a surrogate's perspective.



Geographic participate breakdown



2024 Survey
Total participates: 105

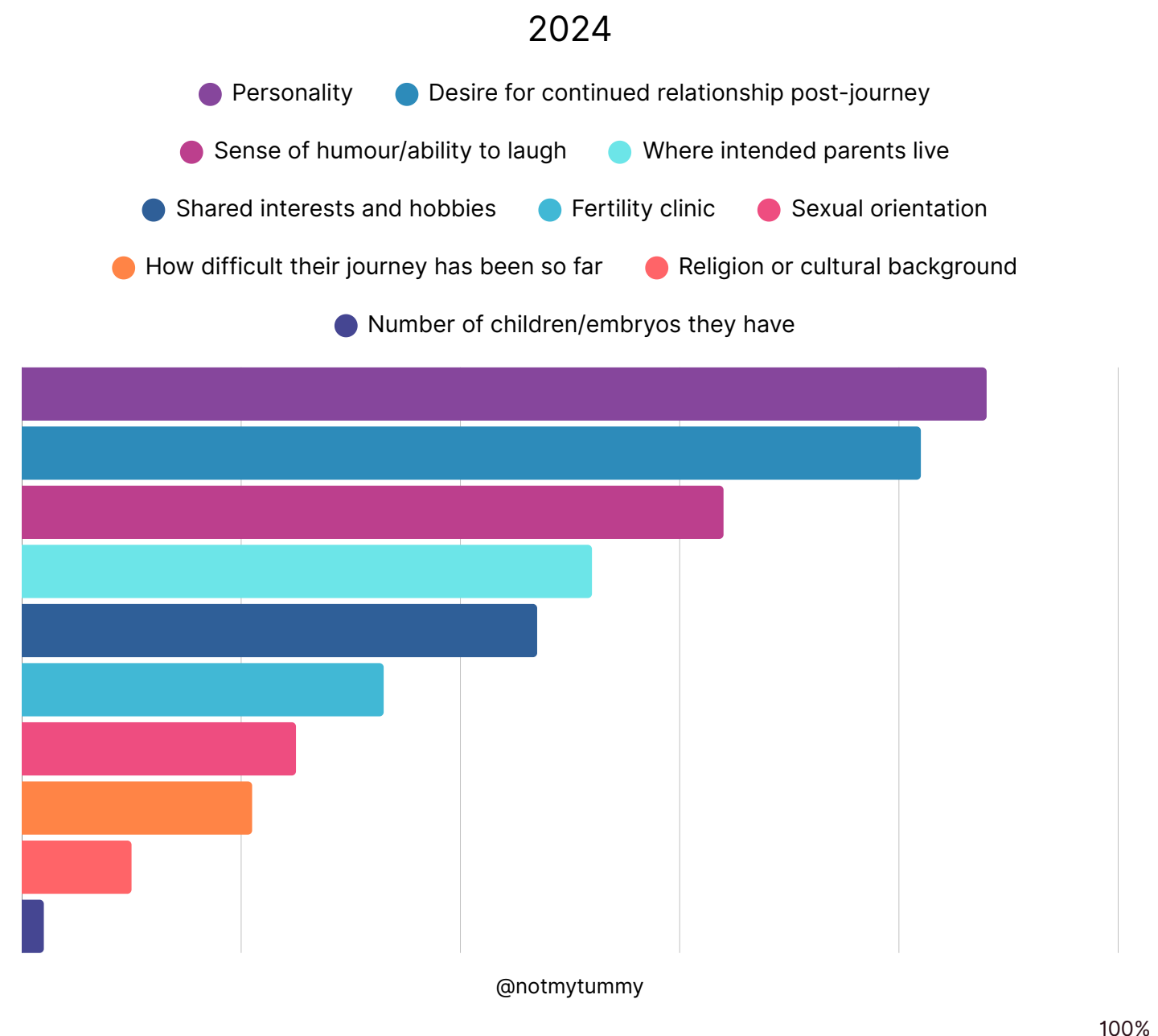


2025 Survey
Total participates: 73

Top factors in determining the right match:

2024:

1. Personality
2. Desire for continued relationship post-journey
3. Sense of humour/ability to laugh
4. Where the intended parents live
5. Shared interests and hobbies
6. Fertility clinic
7. Sexual orientation
8. How difficult their journey has been so far
9. Religion or cultural background
10. Number of children/embryos they have



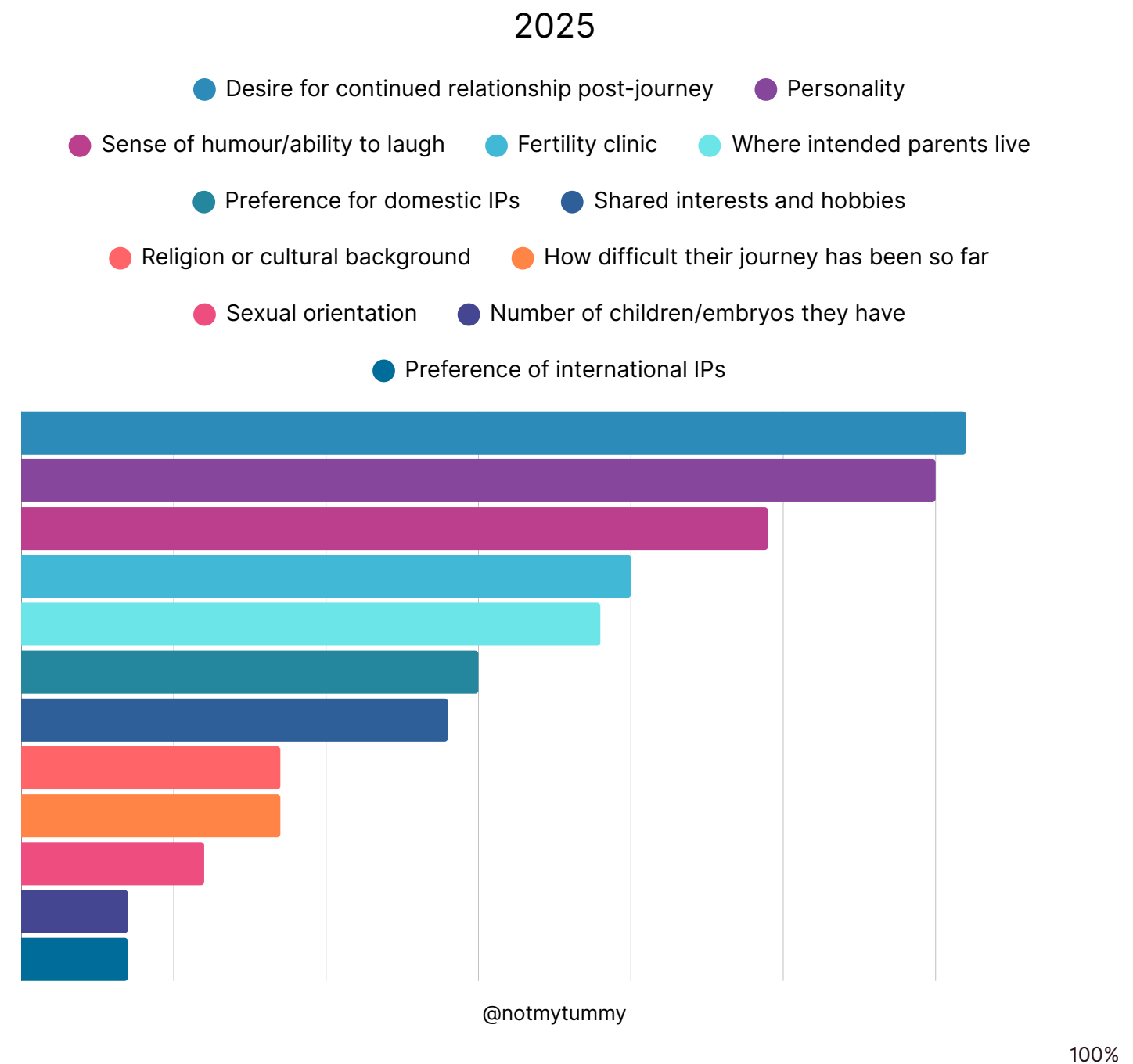
The chart to the left displays the percentage of total respondents who selected the factor.

Top factors in determining the right match:

2025:

- 1.Desire for continued relationship post-journey
- 2.Personality
- 3.Sense of humour/ability to laugh
- 4.Fertility clinic
- 5.Where the intended parents live
- 6.Preference for domestic IPs
- 7.Shared interests and hobbies (tied with 8)
- 8.How difficult their journey has been so far
- 9.Religion or cultural background
- 10.Sexual orientation
- 11.Number of children/embryos they have (tied with 12)
- 12.Preference for international IPs

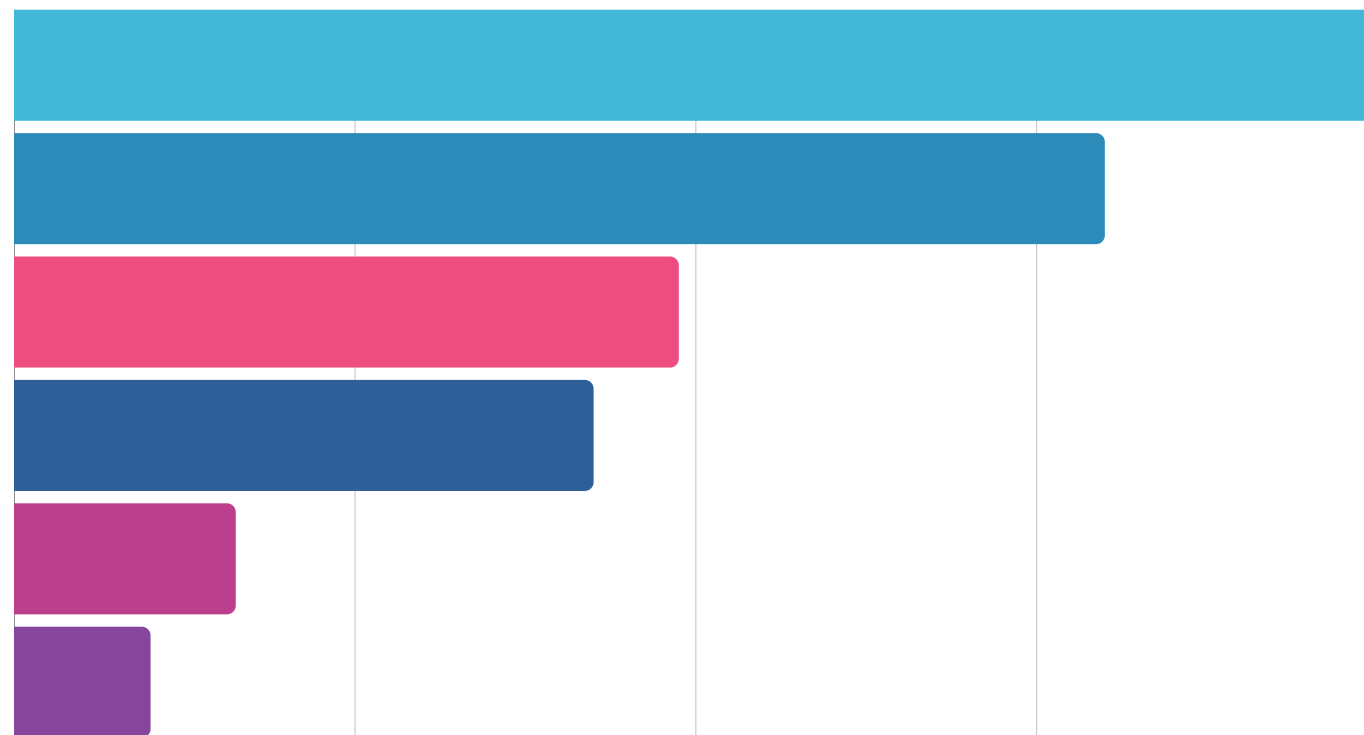
The chart to the left displays the percentage of total respondents who selected the factor.



If looking for a new match today, participants would look in the following places:

2024

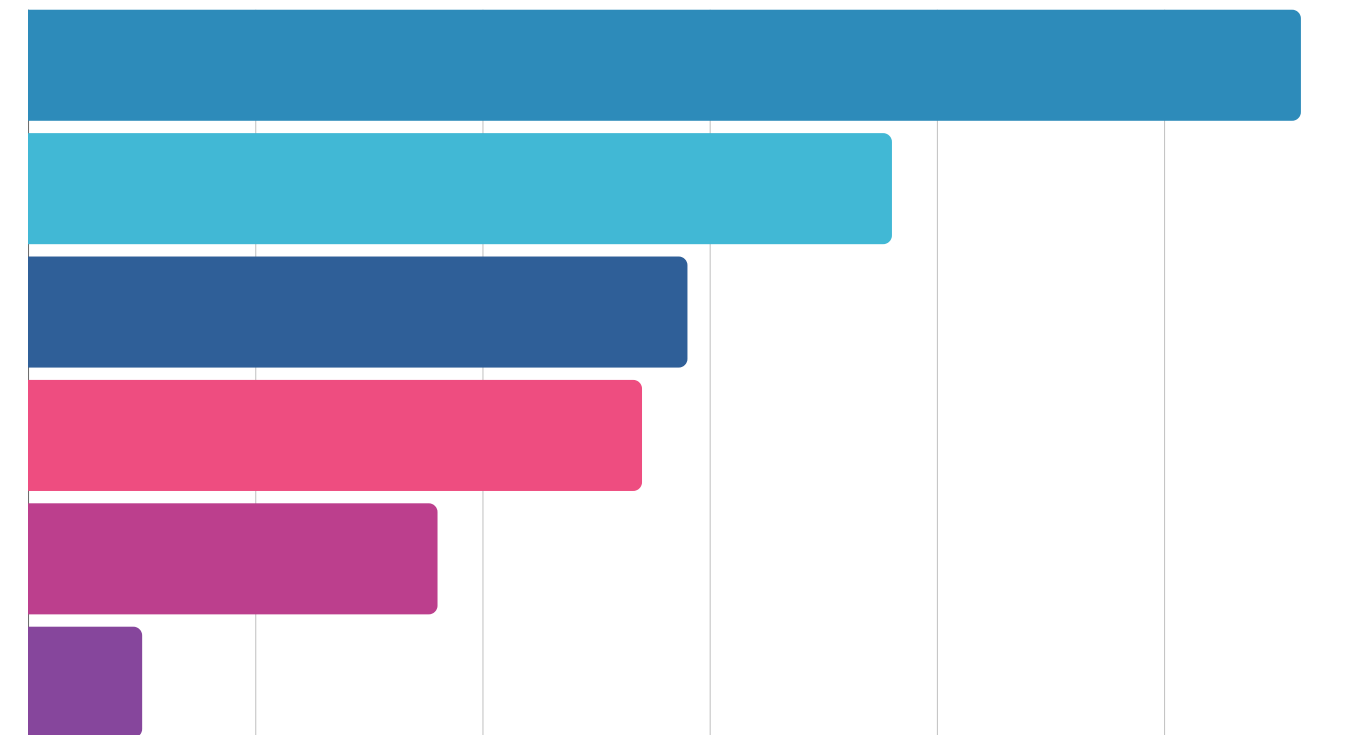
Through a surrogacy agency Facebook Through word of mouth Instagram
Matching Day TikTok



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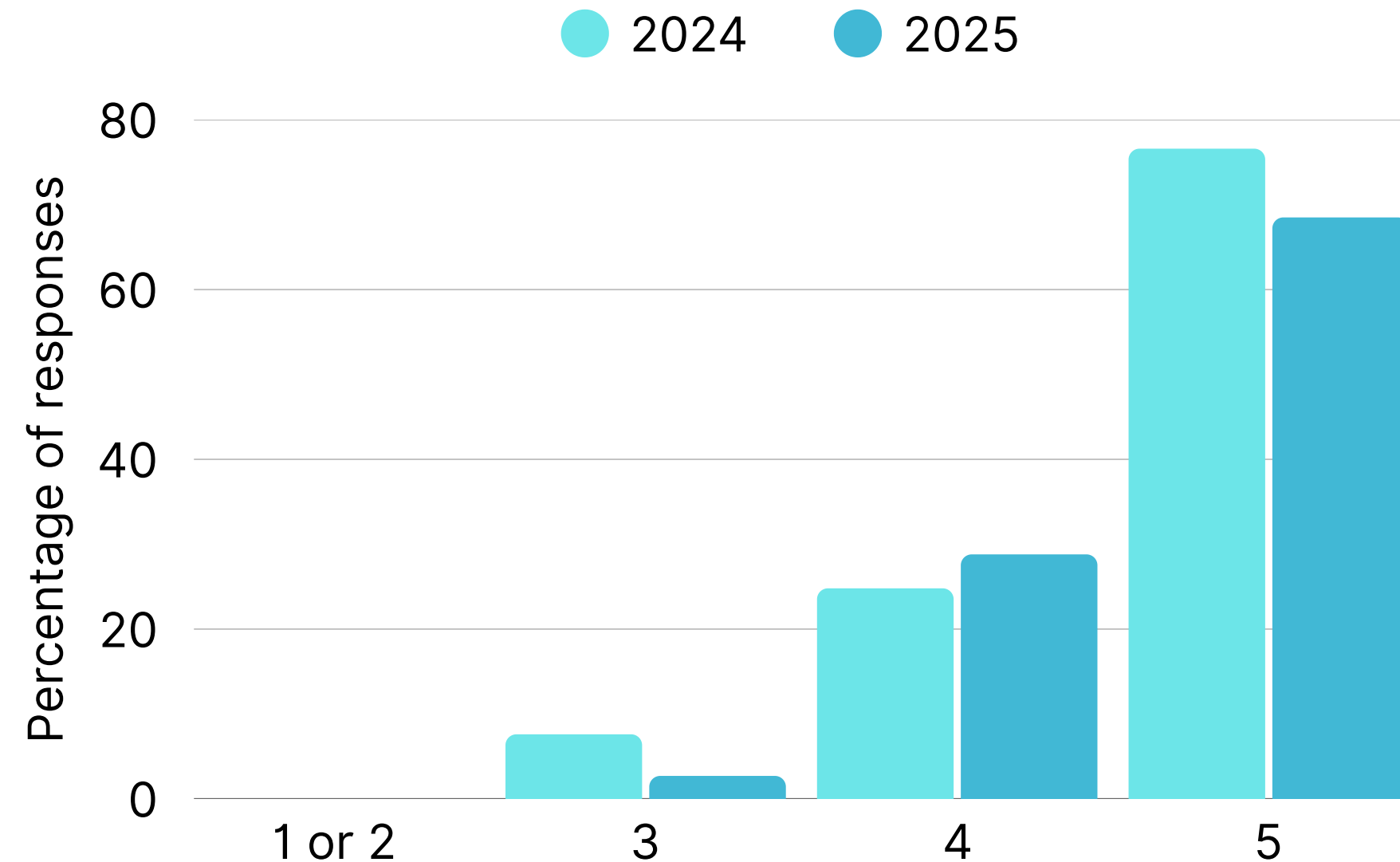
2025

Facebook Through a surrogacy agency Instagram Through word of mouth
Matching Day TikTok



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How important surrogates rank their intended parents communication skills, on a scale of 1-5:



For this question, surrogates were informed that an answer of one (1) represented 'not very important' and an answer of five (5) represented 'extremely important'.



Open-ended questions

This next question highlights the responses received to short answer questions.



What is a practical piece of advice you would give to a timid intended parent who is looking to get noticed by a surrogate and match?

(A selection of the total responses.)

“Vulnerability and openness build trust. Be yourself. Be honest. Be flexible. Make me laugh!”

2025

“As tough as it is, try and put yourself out there. Being active on social media is a really good way to find a surrogate!”

2024



What is a practical piece of advice you would give to a timid intended parent who is looking to get noticed by a surrogate and match? (Continued)

"Be yourself, share all the big things in one easy-to-read place (ie embryos, clinic, sibling journey or not, etc)."

2024

"I love the security of an agency. The guidance. Often I find independent 'advertisement' is just not as well done as what they have with agencies."

2025

"Don't give up! The first surrogate you meet might not be the perfect fit but be patient and don't change what is important to you to find a quick match."

2024

"Being timid is not a deal breaker - but it's nice to know if you can share that you are a person who takes time to warm up and feel comfortable."

2025

"Be very honest and genuine. Willingness to be vulnerable without being 'woe is me' is a tough balance but it helps strike a chord."

2024

"Find something completely unique about yourself and share it. I once matched with a profile because the IM shared her love of pickles."

2025



**“If I had to describe my ideal intended parent(s)
in five words, I would say...”**

(Highlights from responses.)

Sweet. Loving.
Grateful. Hopeful.
Respectful.

2024

Generous.
Accommodating.
Honest. Kind.
Open.

2025



“If I had to describe my ideal intended parent(s) in 5 words, I would say...” (Continued)

Kind, communicative,
proactive, responsive,
warm.

2024

Honest, open,
educated, tactful,
supportive.

2025

Open, honest,
vulnerable, trusting,
friend.

2024

Empathetic, funny,
good communicators,
vulnerable, kind.

2025

Easy to get
along with.

2024

Honest. Adaptable.
Smart. Funny. Kind.

2025



Do you have anything else you would like to share about how you personally select IPs?

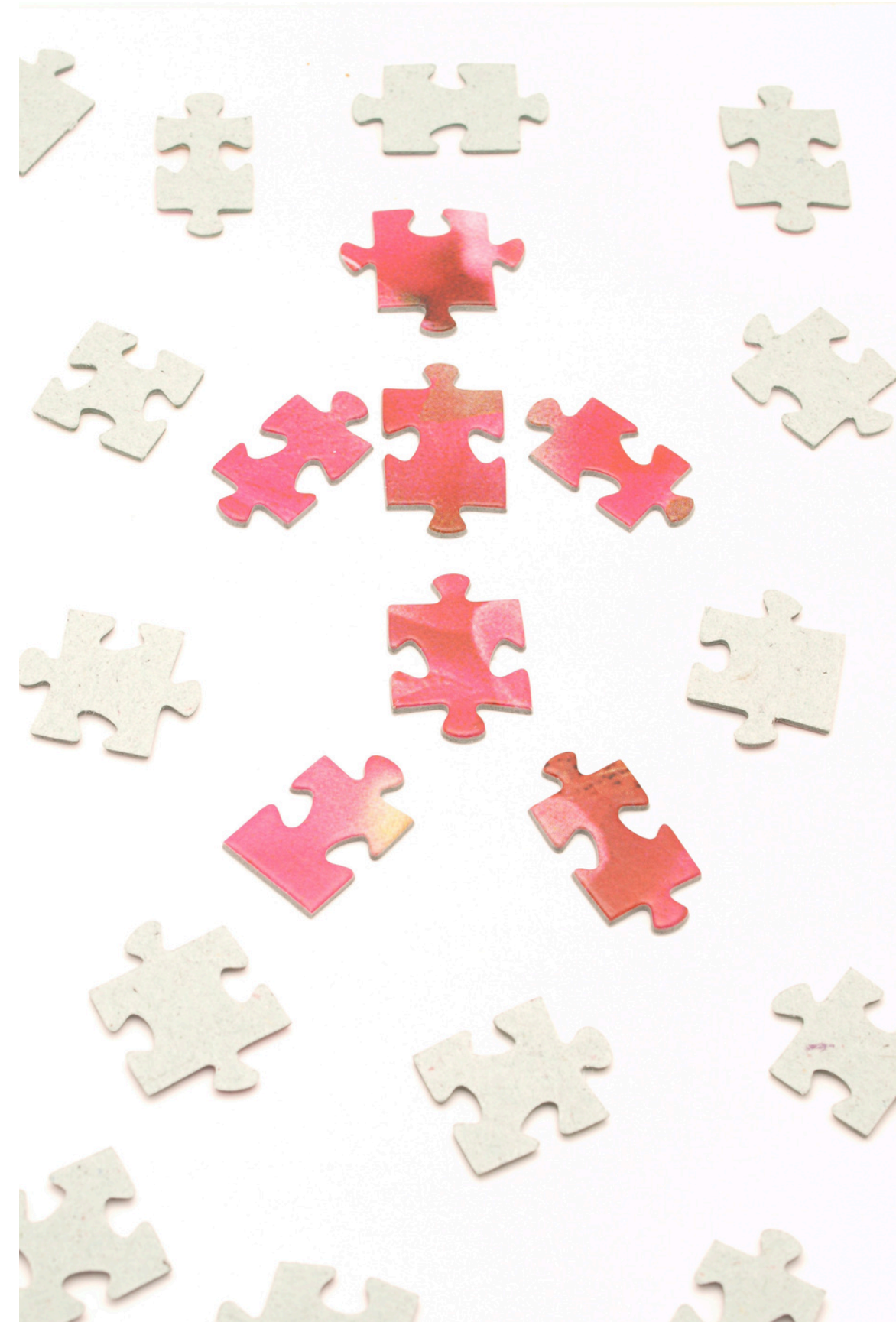
(Highlights from responses.)

“Looking at pictures and reading profiles is great, but to actually have a video to see who they are makes a huge difference.”

2024

“I feel like there should be many conversations prior to matching to ensure it’s the right fit.”

2025



Do you have anything else you would like to share about how you personally select IPs? (Continued)

"I look for IPs who have significant friend/family support."

2024

"How we align politically is essential, I'm afraid. Other than that, it's how we "vibe." As if I were auditioning a new bestie."

2025

"I actually preferred Type A moms. I know a lot of IMs are nervous about if they are Type A but there are definitely surrogates out there that welcome it."

2024

"I never considered surrogacy until I saw a video on Instagram looking for a surrogate and I've been enjoying it so far!"

2025

"Talk about everything you want from the journey, transfer to postpartum, to make sure you are on the same page."

2024

"I personally looked at clinic when selecting as I do personally have one clinic I would never work with, as well as independent journey as I don't like agencies for different reasons."

2025



Takeaways

While some areas of this survey saw a high degree of overlap in answers (like surrogates describing wanting kind and honest IPs), there was also variety in surrogate preference. Some surrogates preferred agency journeys, others were only interested in matching independently.

The main takeaway across all survey responses:

Surrogates are looking for intended parents who are authentically themselves, transparent, and gracious in communication.



Future Surveys



Data in the surrogacy space is severely lacking, making it difficult to follow trends, offer insights to intended parents, and to understand general preferences among surrogates.

In an effort to make this information readily available to all, NMT will continue to run an annual survey and publish the collected data free of charge. If you plan on referencing the information from this survey, we ask that you cite its origin as coming from ***Not My Tummy-Marketing and Communications for Surrogacy***.

A detailed quantitative breakdown and additional responses to open-ended questions are available by request. Please reach out to hello@notmytummy.com to connect.

If you are a surrogate - please
consider filling out our 2026 survey
HERE