

# Life Trends

2025 REPORT



# Introduction

Heartbeat International and its network of more than 3,600 pregnancy help affiliates worldwide are committed to offering **hope** and **help** to women and families facing unexpected pregnancies. Through this expansive network, we gain valuable insights into emerging trends within the pregnancy help movement, allowing us to equip and encourage others in this life-affirming work.

The **Life Trends Report** provides a comprehensive snapshot of the impact of pregnancy help, offering key insights into shifting cultural and client needs. By understanding these trends, we can better serve women and families while effectively communicating the positive influence of pregnancy help organizations.

The **2025 Life Trends Report** reflects data from 2024, offering a deeper understanding of the services most sought by clients. It serves as both a resource for strengthening our outreach and a tool for sharing the undeniable good accomplished through pregnancy help.

## USE THESE GRAPHICS!

The statistics and graphics in this report are free to use on your own marketing, social media and websites.

To find easy-to-share graphics, visit [HBI.life/lifetrends](https://HBI.life/lifetrends).



# Highlights



# 2,164,043

**TOTAL CLIENT VISITS  
AT AFFILIATED LOCATIONS IN 2024**

UNIQUE CLIENTS = 770,799



# 498

**MATERNITY HOMES IN THE U.S.**

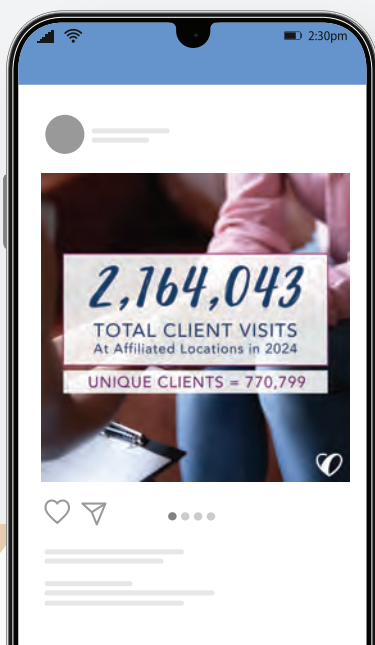
AN INCREASE OF 17% SINCE 2022



# 172%

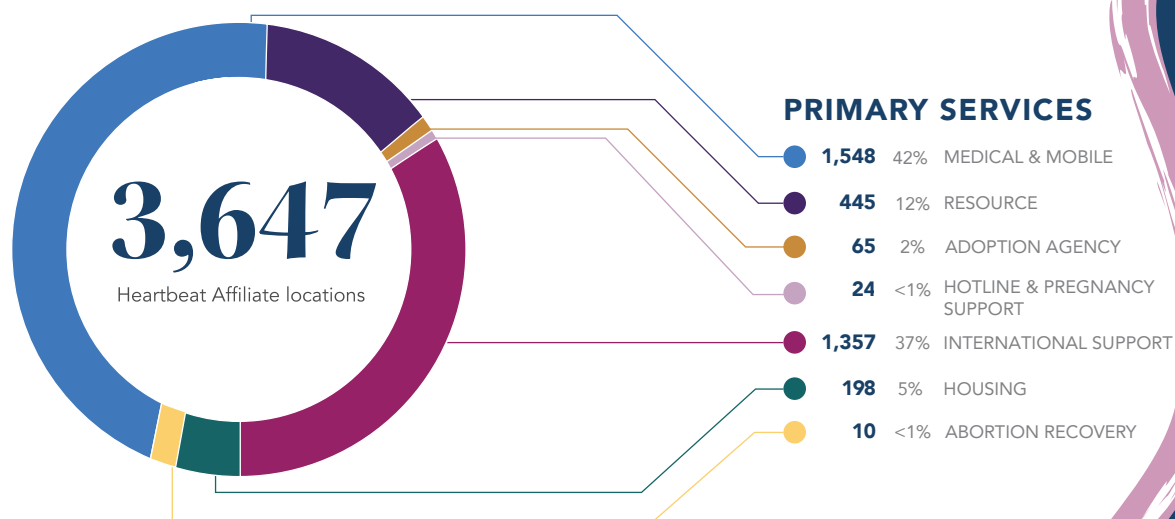
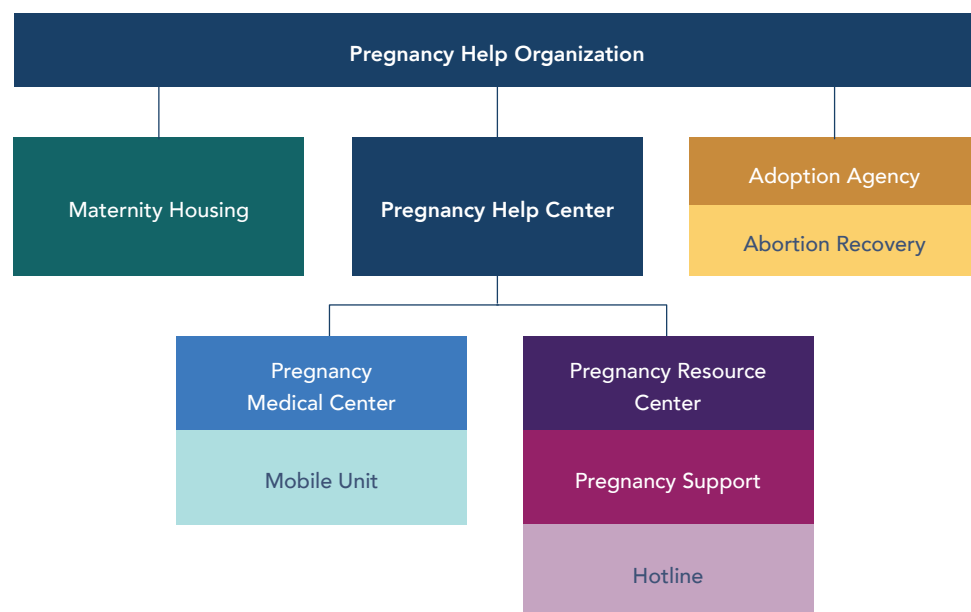
**GROWTH IN PREGNANCY HELP  
ORGANIZATIONS PROVIDING  
VIRTUAL SUPPORT**

UP TO 125 FROM 46



# PREGNANCY HELP ORGANIZATIONS

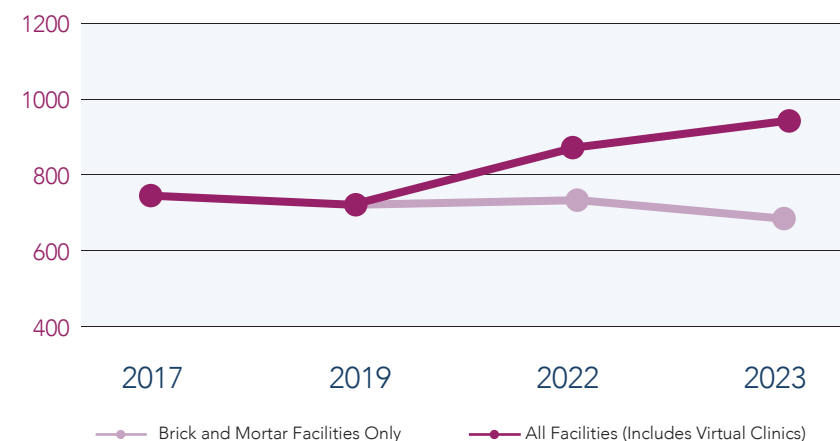
Heartbeat's affiliate pregnancy help organizations (PHOs) support women wherever they are in their pregnancy journeys and beyond. Our affiliates fall into several categories according to the primary services they offer.



# ABORTION TREND

According to Advancing New Standards in Reproductive Health (ANSIRH) at the University of California, there were 758 brick-and-mortar abortion facilities in the U.S. in 2020, and that decreased to 741 in 2023. However, by 2023, 226 new virtual abortion clinics had opened. **That makes 967 total places women could access abortion in 2023—more than any point in the past decade.**

Number of Brick-and-Mortar Facilities vs. All Facilities (including both Brick-and-Mortar and Virtual Clinics), by Year 1.

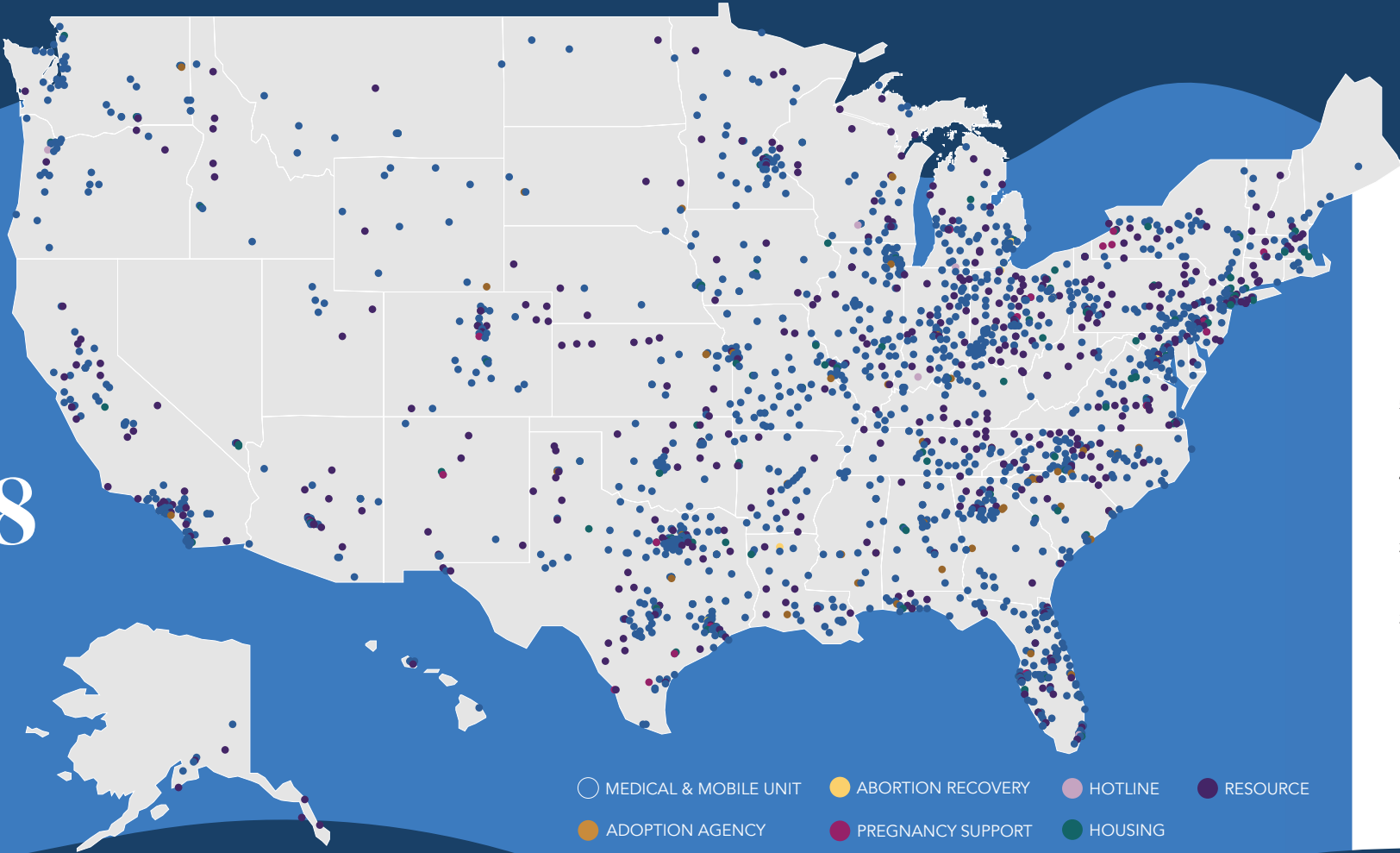



- Abortions rose from 930,160 in 2020 to over 1 million in 2023
- Reported **telehealth abortions accounted for 20% of all U.S. abortions** by mid-2024
- Mail-order pill websites like Plan C and Aid Access make it increasingly difficult to track abortion numbers accurately as they are not required to report


## AND AFFILIATES ARE RESPONDING!


Since last year, there has been a **172% increase in pregnancy help organizations offering telehealth or telecare**—growing from 46 to 125 in just one year.

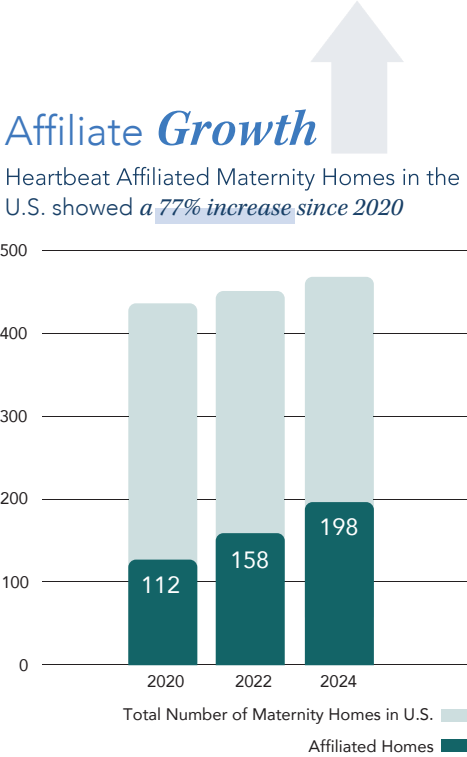
# U.S. AFFILIATE LOCATIONS



  
**44**  
pregnancy centers  
opened in 2024

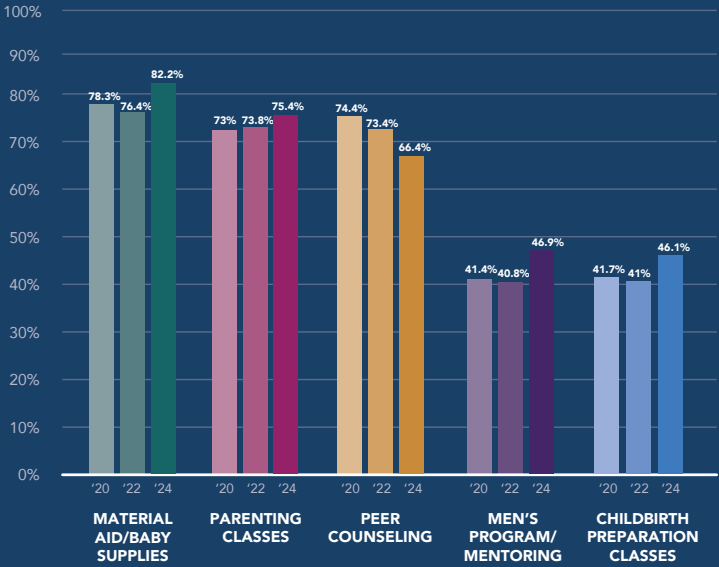
  
**44,418**  
active volunteers at  
affiliate locations

  
**56**  
PHCs also operate  
maternity homes

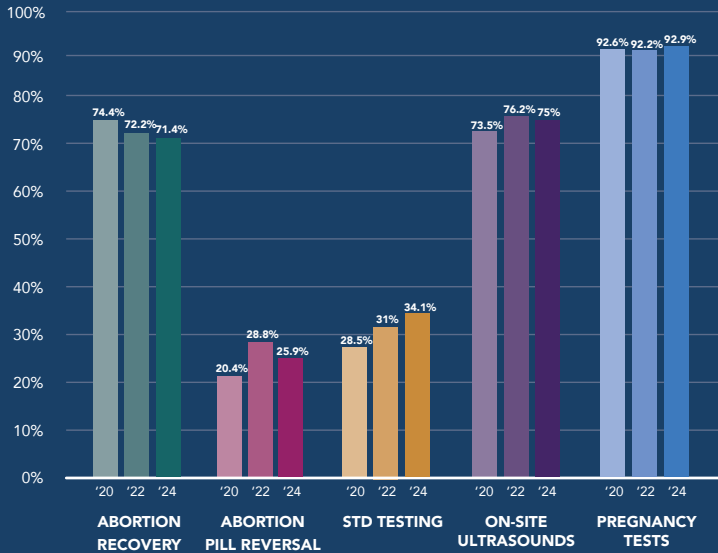


## PHC SUPPORT PROGRAMS & SERVICE TRENDS

Programs



Services





# Global Impact

WE ARE HONORED TO WORK ALONGSIDE OUR JOINT-AFFILIATE NETWORKS AROUND THE GLOBE TO BRING PREGNANCY HELP TO COMMUNITIES WORLDWIDE.

PREGNANCY CARE CANADA 62

UNITED STATES OF AMERICA 2,290

CENTRO DE AYUDA PARA LA MUJER LATINOAMERICANA 232

MOVIMENTO PER LA VITA - ITALY 335

PROVIDA - SPAIN 36

BE'AD CHAIM - ISRAEL 14

ASSOCIATION FOR LIFE OF AFRICA 226

PREGNANCY SUPPORT SERVICES OF ASIA 38

PREGNANCY HELP NETWORK - SOUTH AFRICA 42

PREGNANCY HELP AUSTRALIA 34

Heartbeat International

Did you know?

2%

OF WORLDWIDE ABORTIONS OCCUR IN THE UNITED STATES



Option Line™

Option Line's 24/7 pregnancy helpline provides vital services, especially when pregnancy centers are closed. It ensures that assistance is available around the clock, offering support to women in need, particularly in times when alternative options like abortion pills by mail are being considered.

241,239

CALLS



58%

28,947

CHATS



9%

35,880

TEXTS



7%

5,602

EMAILS



3%

65,619

DIGITAL self-service locator



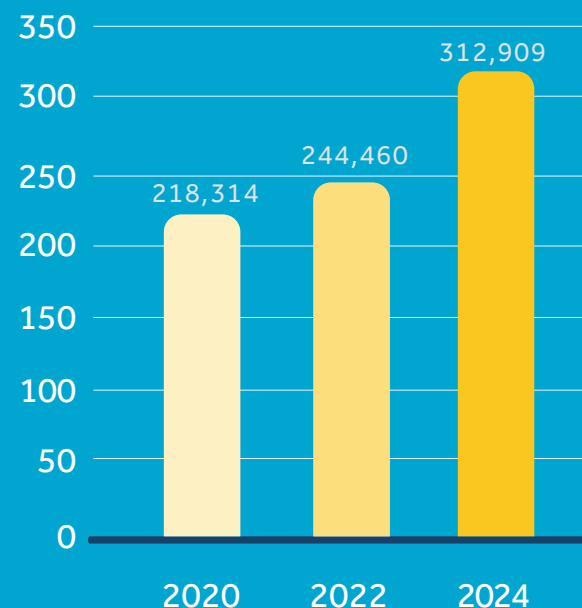
23%

377,288

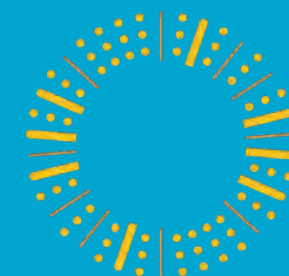
Life-affirming connections in 2024

Connection Breakdown

Calls ON THE RISE



Hotline phone calls have risen from 48% of connections in 2022 to 64% in 2024, underscoring the growing need for direct human support during a perceived crisis.



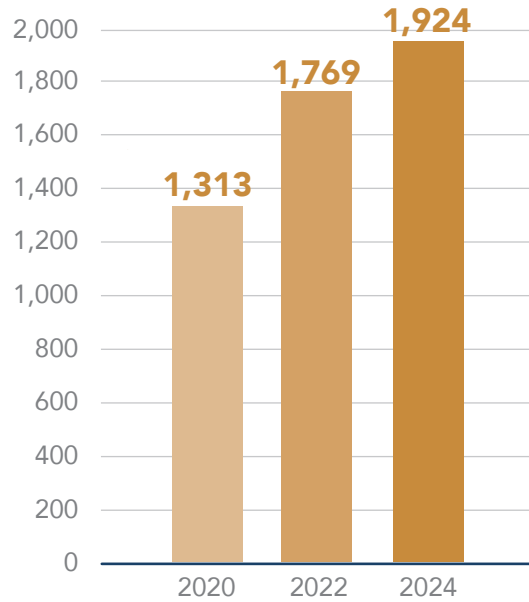
Plus

Trends

587

CONNECTIONS

Option Line Plus expands 24/7 pregnancy help by adding nurses to provide after-hours educational calls, equipping clients with essential information and connecting them to local pregnancy help organizations.



**STARTS**

A "start" occurs when a woman receives a referral to a provider, the provider determines that she is a candidate for abortion pill reversal, and she has received a prescription for treatment.

**6,000+**

ESTIMATED LIVES SAVED  
SINCE 2012, STATISTICS SHOW

**47 %**

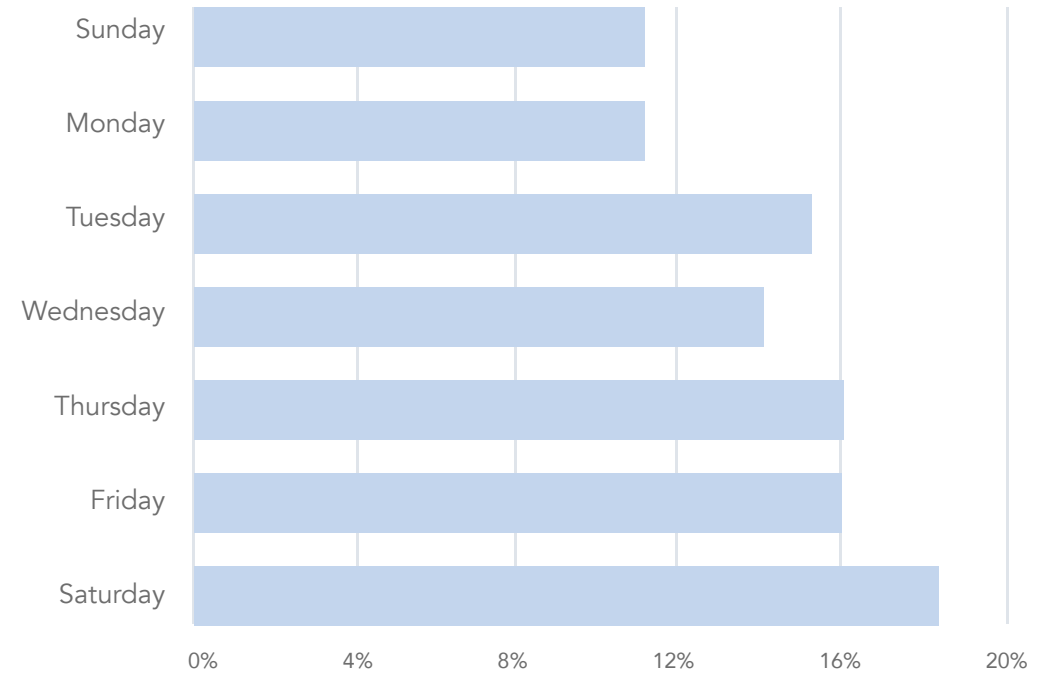
increase in reversal  
starts since 2020

APPROACHING AN AVERAGE  
NUMBER OF

**200**

REVERSAL STARTS EACH MONTH

## Calls to the APR Hotline 2024

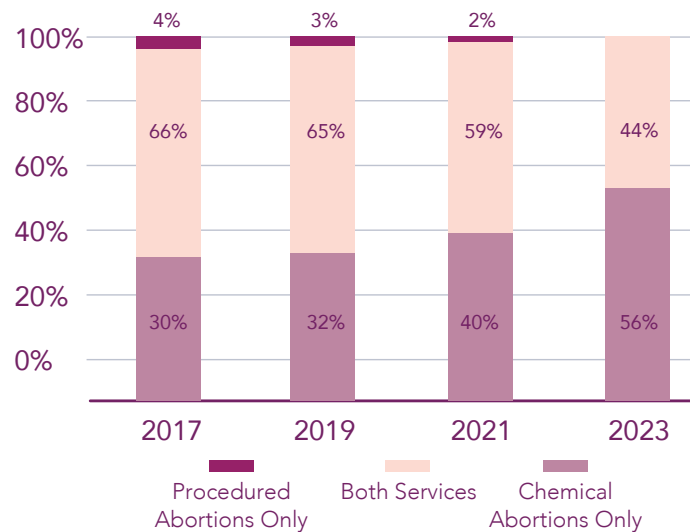


## What's the trend?

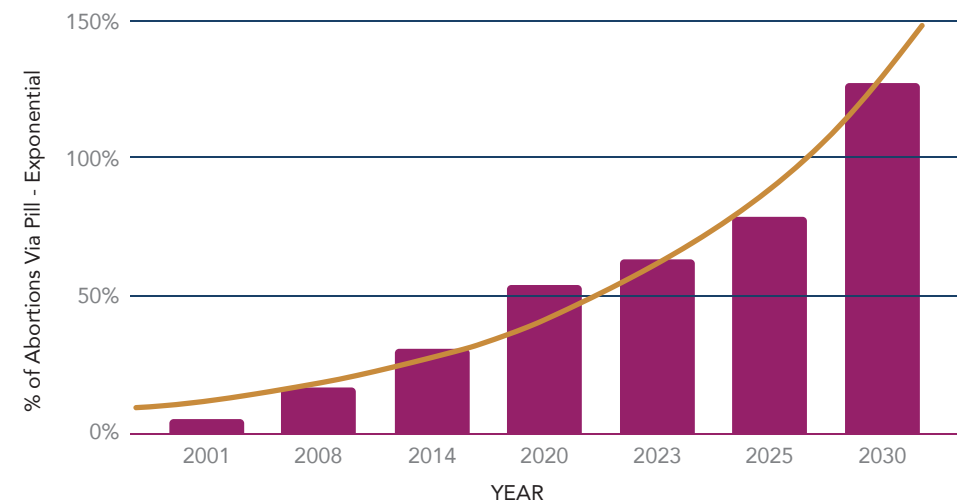
- In 2025, an estimated 79% of abortions in the U.S. may be via the abortion pill.
- In 2030, the model projects 127%, which suggests a saturation point approaching 100%, meaning nearly all abortions could be chemically-based.

## THE ABORTION PILL

Percentage of Facilities Providing Each Type of Abortion Service <sup>3</sup>.



## % of Abortions Via Pill - Exponential vs. Year





# *The Heartbeat* DIFFERENCE

At the first sign of pregnancy, Heartbeat International's worldwide network of more than 3,600 pro-life pregnancy help affiliate locations is here. We provide comprehensive pregnancy help to the woman wherever she is on her journey. From seeing the flutter of the heartbeat on her first ultrasound and teaching parenting classes, to coordinating an adoption plan and providing material aid throughout the pregnancy and beyond, we offer compassionate support so that no woman ever feels that abortion is her only option.

**HeartbeatInternational.org** to learn more.

## Sources

1. While traditional brick-and-mortar clinics have declined in number...  
<https://www.ansirh.org/abortion-facility-database>
2. By June 2024, telehealth accounted for 20% of all abortions in the U.S.  
<https://societyfp.org/research/wecount/>
3. Abortion Facilities by State  
<https://www.ansirh.org/abortion-facility-database>



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