By The Numbers

1,100+ people contact Option Line every day on average.

5 MORE THAN million have contacted Option Line since opening in 2003.

3,800+ APPOINTMENTS scheduled by Option Line staff in 2022.

Connection Breakdown

112,863 DIGITAL
self-service locator

7,481 EMAILS

22,044 TEXTS

74,872 CHATS

195,984 CALLS

413,244 Life-affirming connections in 2022

Making a connection to pregnancy help every 76 seconds

Calls Per Day of the Week

Self Service Trend

1.45 million DIGITAL CONTACTS including our online pregnancy quiz and center locator in 2022.

30% INCREASE in use of the online pregnancy quiz compared to 2021.