



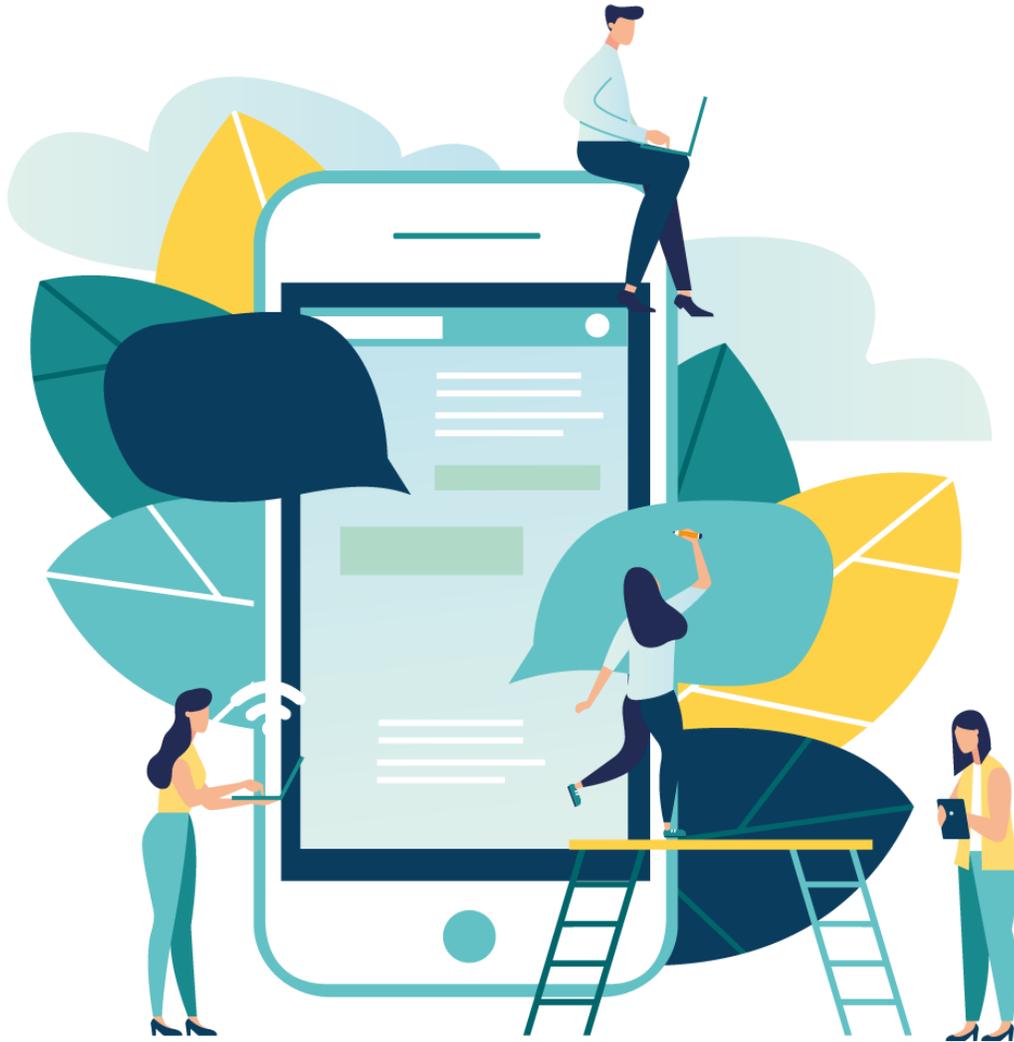
## Menopause 1

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**Client:** Essity  
**Date:** 20<sup>th</sup> January to 8<sup>th</sup> February 2023  
**Sample:** 4,500  
**Demographic:** Women who have not yet started menopause  
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# Method

## Quantitative online survey

### Samples:

1. Online research was conducted on behalf of Essity by OnePoll between 20<sup>th</sup> January to 8<sup>th</sup> February 2023
2. 4,500 women (18+) who have not yet started the menopause were interviewed from the following markets:
  - Colombia
  - France
  - Germany
  - Italy
  - Mexico
  - Netherlands
  - Spain
  - Sweden
  - US
3. Data splits were provided based on:
  - Age
  - Region

# Summary

- 24% **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **15.21 symptoms** with the most expected symptom being **hot flushes** (52%).
- On average, respondents expect there to be **15.60 symptoms of menopause**, with the most expected symptom being **hot flushes** (63%). 28% were surprised to learn that tinnitus could be a symptom of menopause.
- The average **expected age of menopause was 47.27 years old**.
- 46% feel there is **not enough awareness of menopause** in the general public, while 41% think that there is some awareness but more needs to be done.
- 61% think that the **age you start menopause can be hereditary**, while 48% think there can be a **correlation** between the **age you start your period and the onset of menopause**.
- 35% **agree** that going through the **menopause means you are officially old**. With 47% thinking menopause **begins when a woman stops having her period**, and 41% that you can't get pregnant when going through menopause.
- Three quarters (75%) of respondents believe **all women go through menopause**, and on average think menopause **lasts for 5.33 years**.

# Perimenopause

- Almost a quarter (24%) know what the **perimenopause** is
- While 41% have heard the term but don't know what it is

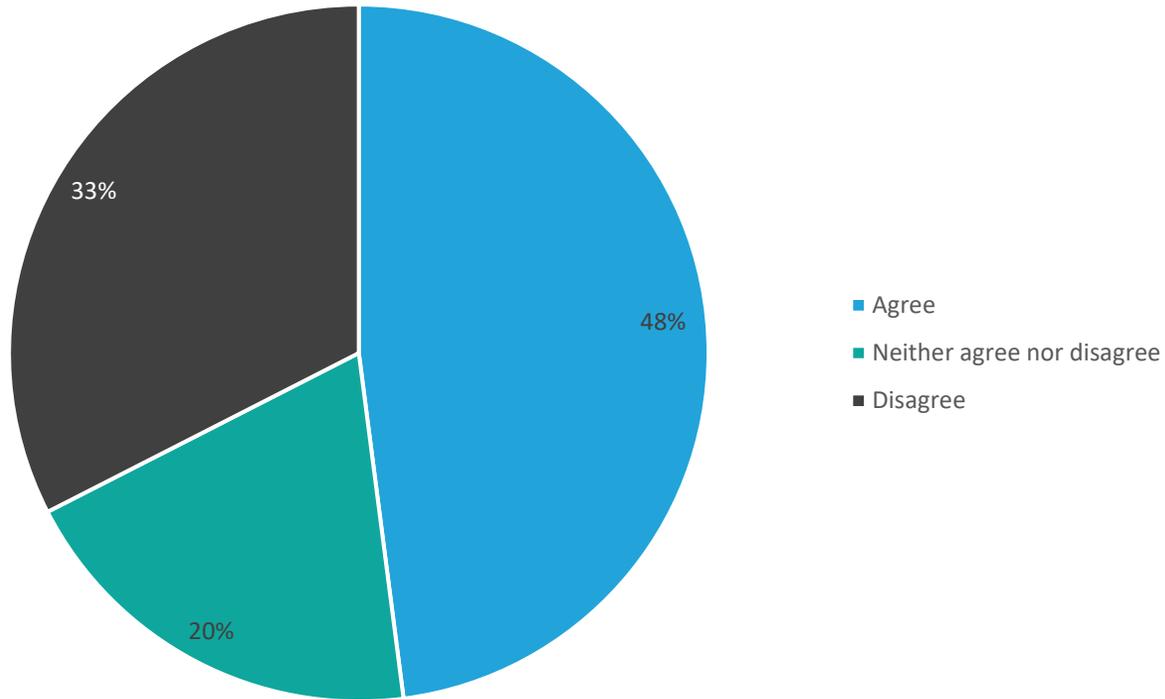
## Of those who know what the perimenopause is (n=1084):

- 53% believe is a **transitional time** that **ends in menopause**
  - 50% think **symptoms** are caused by the **changing levels of hormones in the body**
  - While 48% say it is the natural process caused when your ovaries gradually stop working
- On **average**, respondents believe there to be **15.21 symptoms of perimenopause**
- 52% say **hot flashes** are a **symptom** of perimenopause
- **This was followed by:**
  - Mood swings (50%)
  - Irregular periods (47%)
  - Night sweats (46%)



## Question:

To what extent do you agree or disagree with the following statement: “I am 100% confident I know everything there is to know about the menopause”



## Insight

- Almost half (48%) **agree** they are **100% confident** they **know everything there is to know about the menopause**
  - 15% strongly agree this is the case
- 33% **disagree** they are confident about this



# Signs of menopause

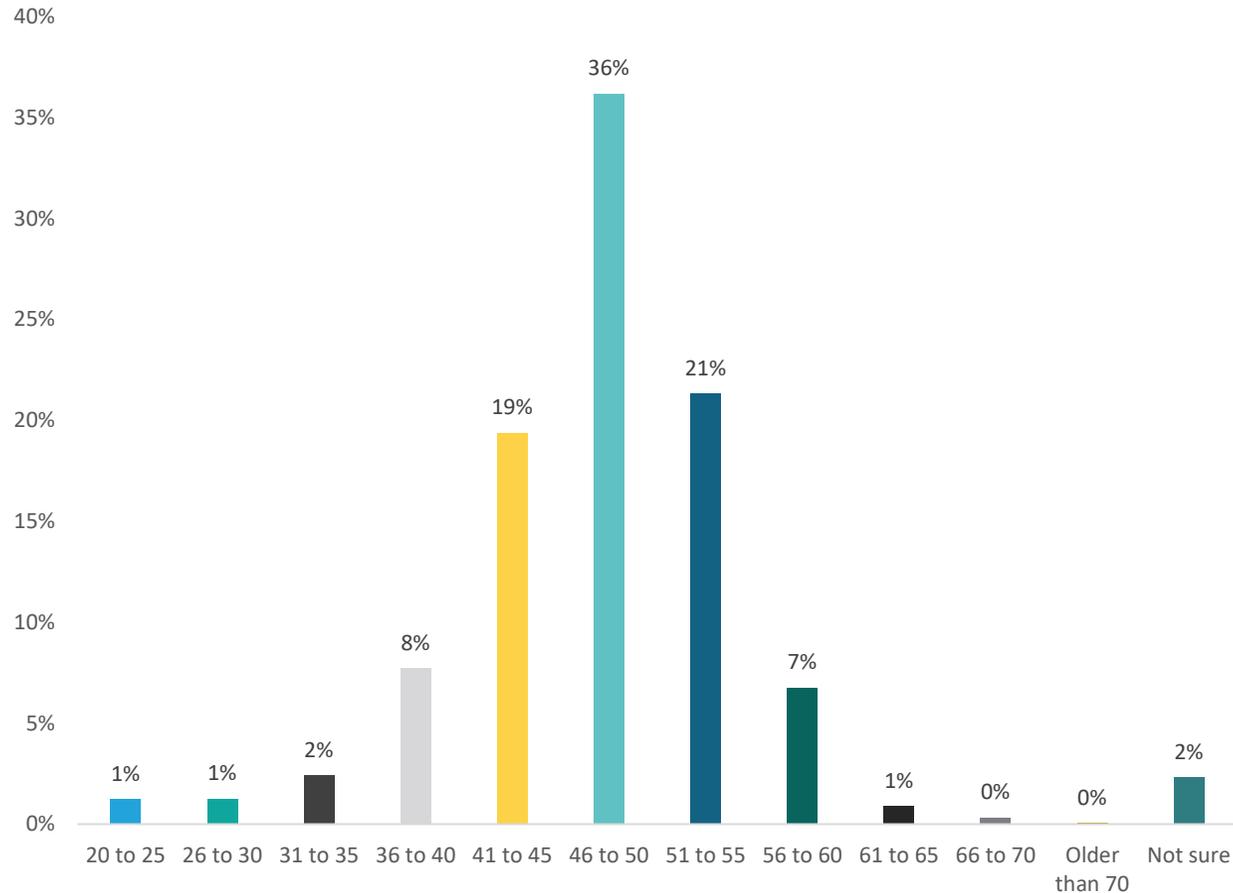
- On **average**, respondents believe there to be **15.60 symptoms of menopause**
- 63% think **hot flushes** are a side effect or symptom of menopause
- **This was followed by:**
  - Mood Swings (57%)
  - Night sweats (55%)
  - Tiredness (48%)

## **Of those who did not select all listed symptoms in the previous question (n=4463):**

- 28% were **most surprised** that **tinnitus** was a side effect or symptom of menopause
  - 25% were surprised by increased allergies
  - With another 25% selecting 'oral health changes'
  - And 24% were surprised that they might experience memory loss in menopause

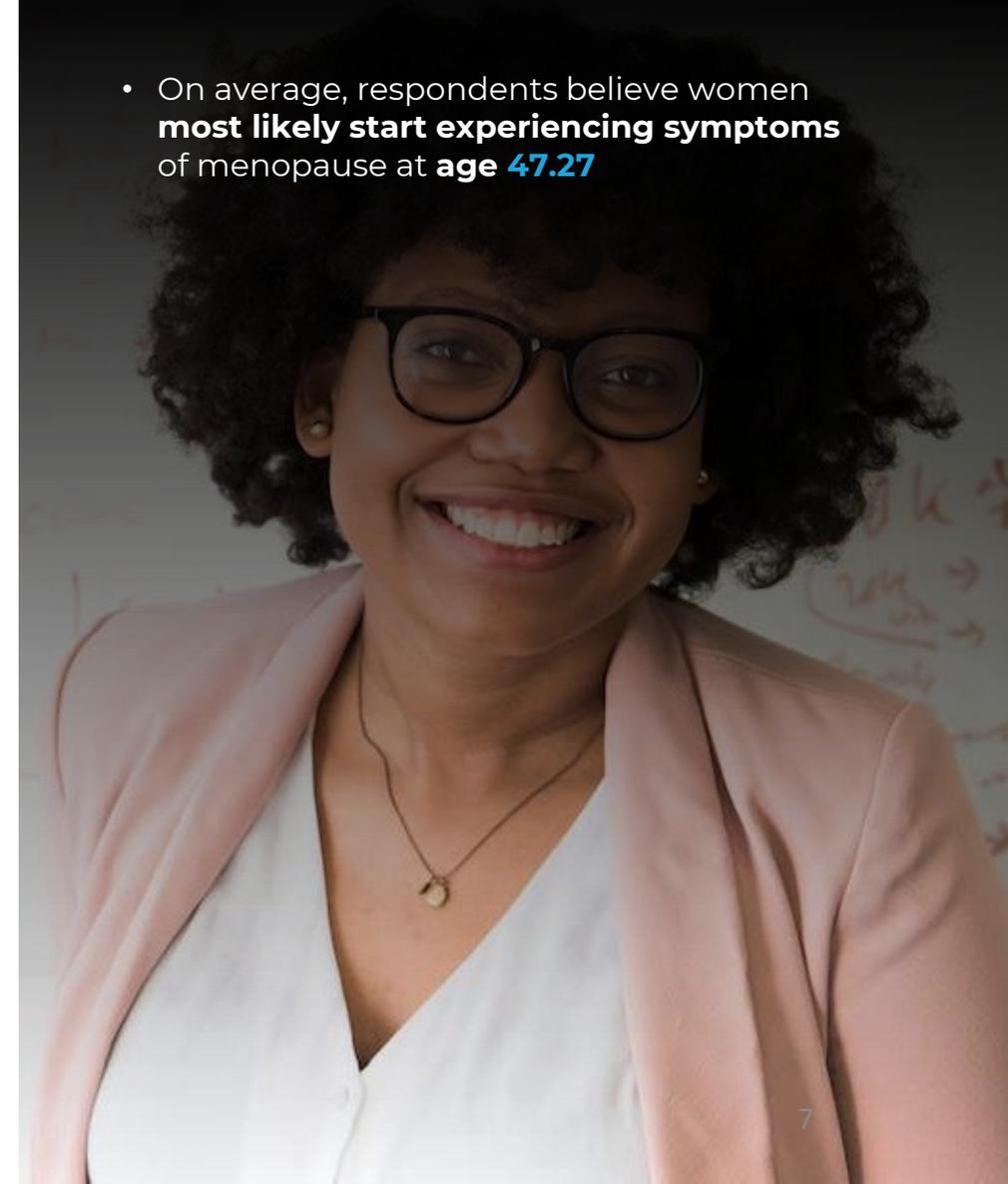
## Question:

**At what age, do you believe, women are most likely to start experiencing symptoms of the menopause?**



## Insight

- On average, respondents believe women **most likely start experiencing symptoms** of menopause at age **47.27**



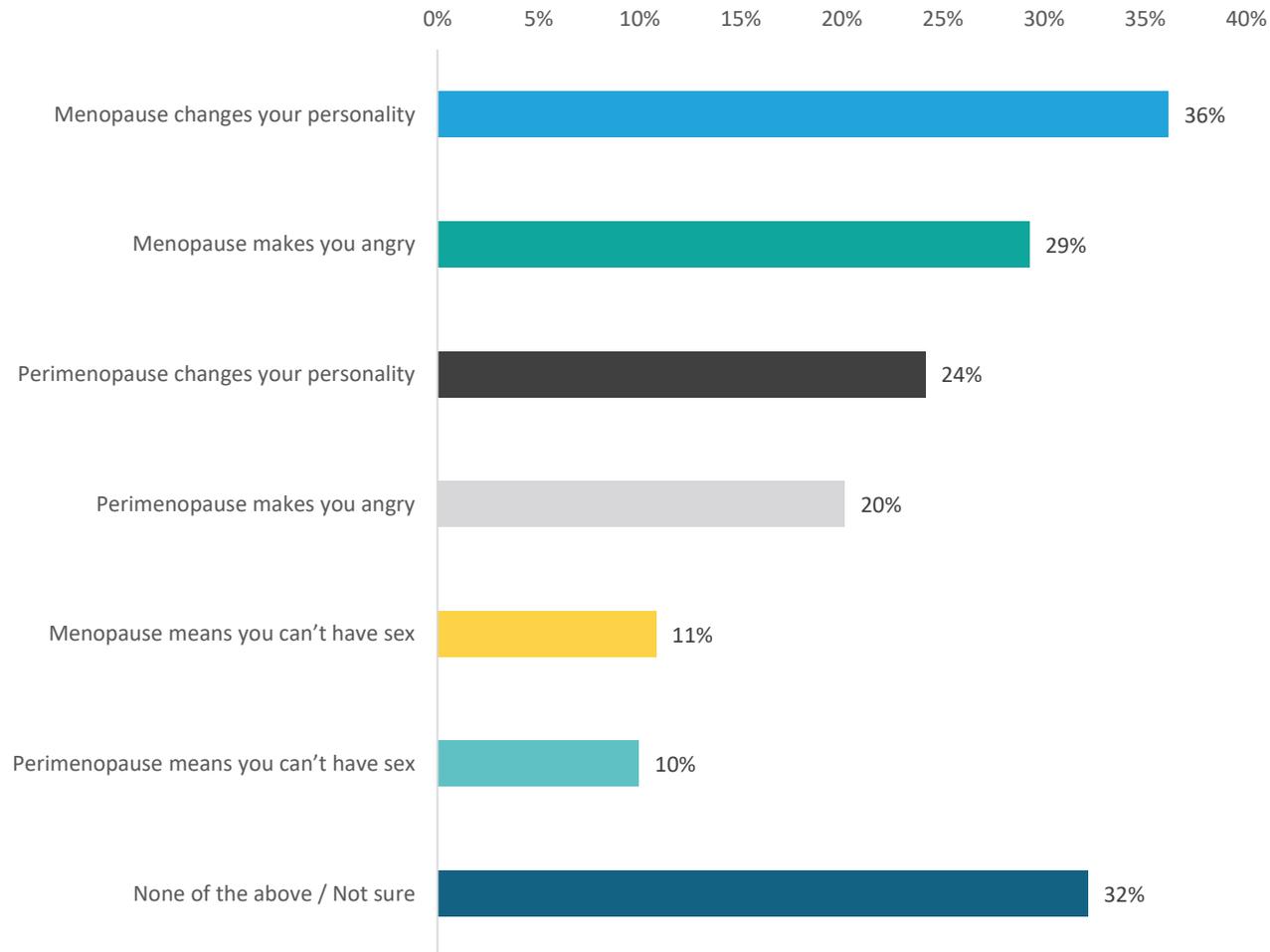
# Menopause awareness

- 9% think there is a **lot of awareness** surrounding the menopause among the general public
- With 41% saying there is some awareness, but **more could still be done**
- And 46% feel there is **not enough awareness**
  
- 61% believe the age you start the menopause is **hereditary**
  - With 13% thinking this is the case for all women
- 26% do not think it is hereditary at all
  
- 48% believe that if you **start your periods early this can mean you will start the menopause early**
  - With 15% thinking this is the case for all women
- 36% do not think there is any correlation here
  
- 39% think that **women still produce oestrogen after the menopause**
- While 31% think they do not



## Question:

**Which of the following statements, if any, do you believe to be true?**



## Insight

- 36% think that **menopause changes your personality**
  - With 29% believing menopause makes you **angry**
  - And 24% that perimenopause changes your personality



# Menopause myths

- 39% believe **menopause** begins when a **woman stops having her period**
- **This was followed by:**
  - You can't get pregnant when going through menopause (41%)
  - Menopause leads to a decrease in sex drive (41%)
  - Menopause will make you gain weight (35%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, 55% would **drink lots of water to reduce dryness caused by menopause**
  - 41% would avoid caffeine, alcohol, and foods that are sugary or spicy to reduce excess sweating
  - While 39% would cut out sugars and processed foods to make them feel less tired and irritable
- 35% **agree** that going through the **menopause means you are officially old**
- 42% **disagree** this is the case

# Surgical menopause

- Three quarters (75%) believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 5.33 years**
  - Almost half (47%) think menopause lasts for 5 or more years
- 17% say they **know what surgical menopause** is
- While 69% do not

## **Of those who know what the surgical menopause is (n=769):**

- 53% think surgical menopause will **trigger menopause regardless of age** following the procedure
  - 48% think it stops a woman's menstrual periods
  - While 46% say it removes ovaries
  - 37% think that it can cause women to experience more severe symptoms than they would if they were to experience menopause naturally





**ESOMAR<sup>23</sup>**  
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Any questions?

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