



## Menopause 1 - Netherlands

EE E 1801 M1

**Client:** Essity  
**Date:** 27<sup>th</sup> January to 8<sup>th</sup> February 2023  
**Sample:** 500  
**Demographic:** Dutch 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 27<sup>th</sup> January to 8<sup>th</sup> February 2023
2. 500 women (18+) who have not yet started the menopause were interviewed
3. Data splits were provided based on:
  - Age
  - Region

# Summary

- 17% **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **16.51 symptoms** with the most expected symptom being **mood swings** (53%).
- On average, respondents expect there to be **20.44 symptoms of menopause**, with the most expected symptom being **hot flushes** (66%). 30% were surprised to learn that tinnitus could be a symptom of menopause.
- The average **expected age of menopause was 47.74 years old**.
- 41% feel there is **not enough awareness of menopause** in the general public, while 47% think that there is some awareness but more needs to be done.
- 66% think that the **age you start menopause can be hereditary**, while 38% think there can be a **correlation** between the **age you start your period and the onset of menopause**.
- 47% **agree** that going through the **menopause means you are officially old**. With 39% thinking menopause **will make you gain weight**, and 36% that menopause leads to a decrease in sex drive.
- 65% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 5.19 years**.

# Perimenopause

- 17% know what the **perimenopause** is
- While 40% have heard the term but don't know what it is

## Of those who know what the perimenopause is (n=87\*):

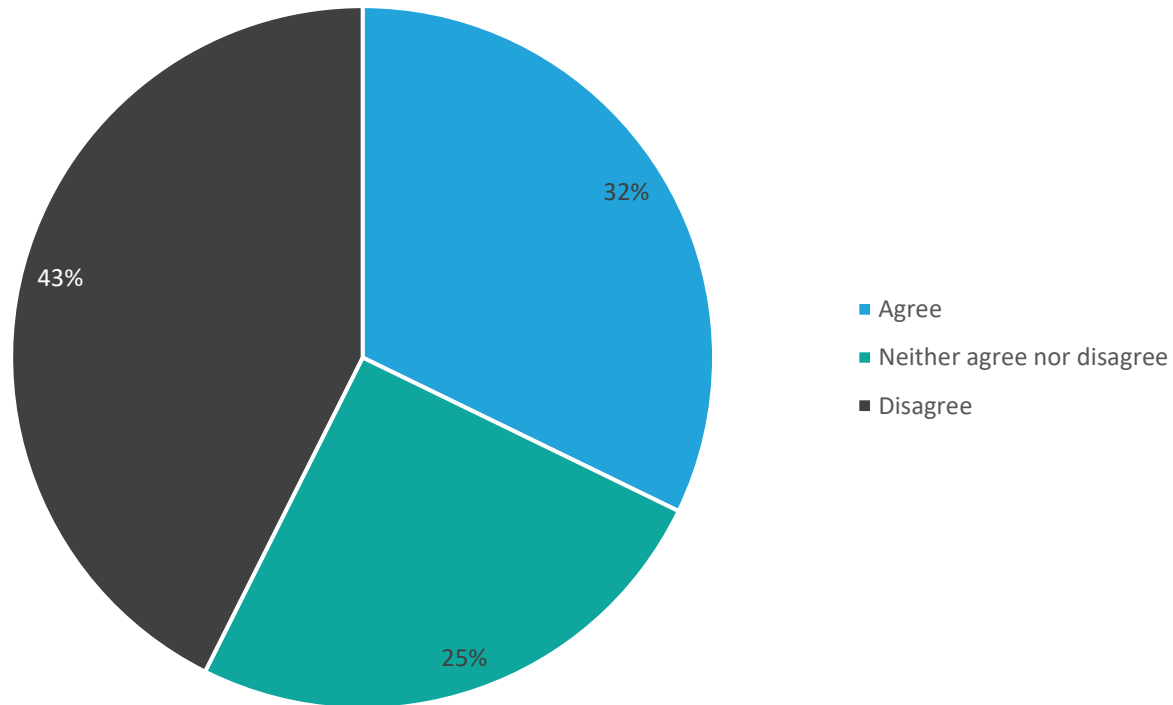
- 57% believe is a **transitional time** that **ends in menopause**
  - 49% say **it is the natural process** caused when your **ovaries gradually stop working**
  - While 46% think it can last for many years
- On **average**, respondents believe there to be **16.51 symptoms of perimenopause**
- 53% say **mood swings** are a **symptom** of perimenopause
- **This was followed by:**
  - Irregular periods (49%)
  - Hot flashes (49%)
  - Sleep difficulties (49%)
  - Irritability (49%)



*\*We cannot guarantee the accuracy of results where n<100*

## 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 a third (32%) **agree** they are **100% confident** they **know everything there is to know about the menopause**
  - Only 4% strongly agree this is the case
- 43% **disagree** they are confident about this



# Signs of menopause

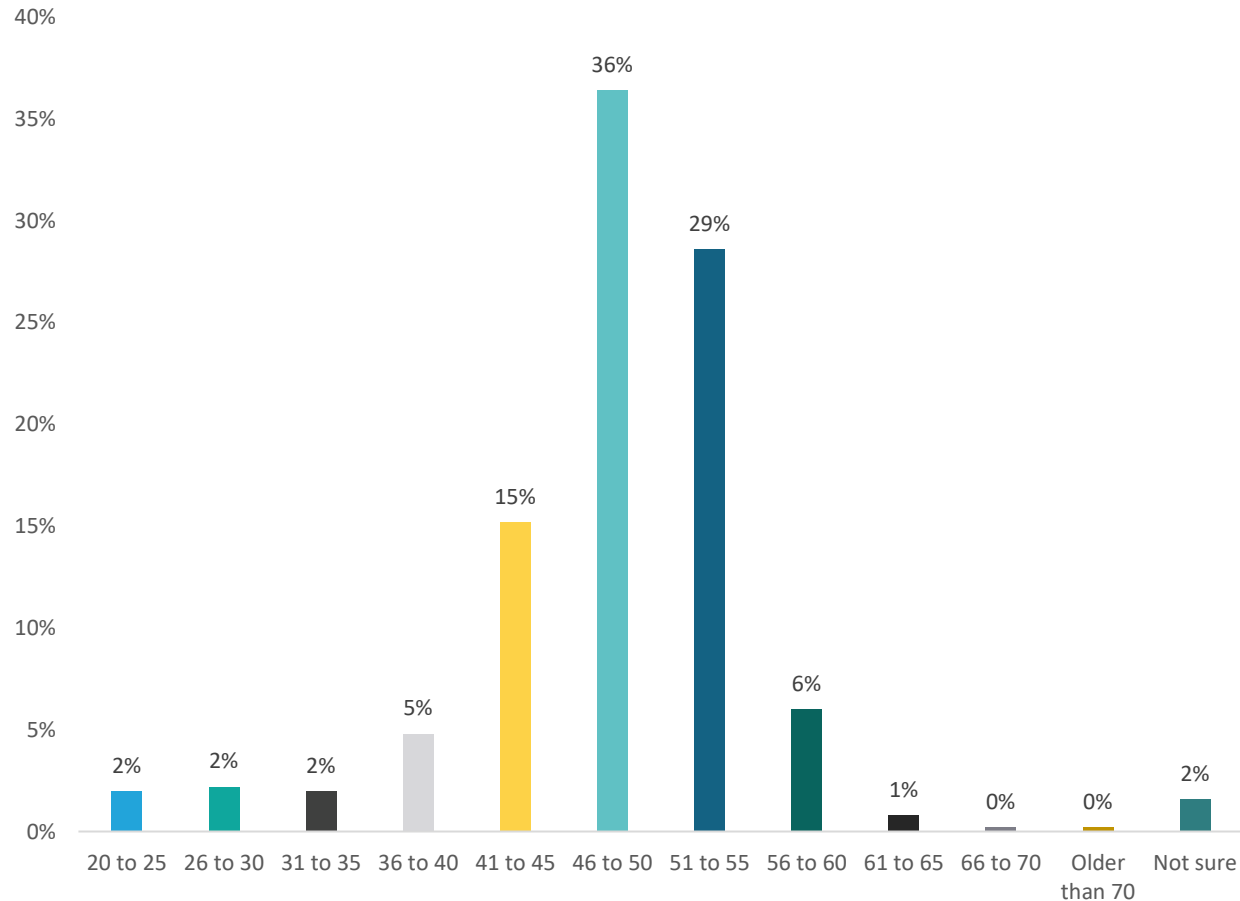
- On **average**, respondents believe there to be **20.44 symptoms of menopause**
- Two thirds (66%) think **hot flushes** are a side effect or symptom of menopause
- **This was followed by:**
  - Mood Swings (62%)
  - Night sweats (60%)
  - Tiredness (58%)

## **Of those who did not select all listed symptoms in the previous question (n=492):**

- 30% were **most surprised** that **tinnitus** was a side effect or symptom of menopause
  - 26% were surprised by increased allergies
  - With another 26% selecting 'breathlessness'
  - And 23% were surprised that they might experience brain fog in menopause

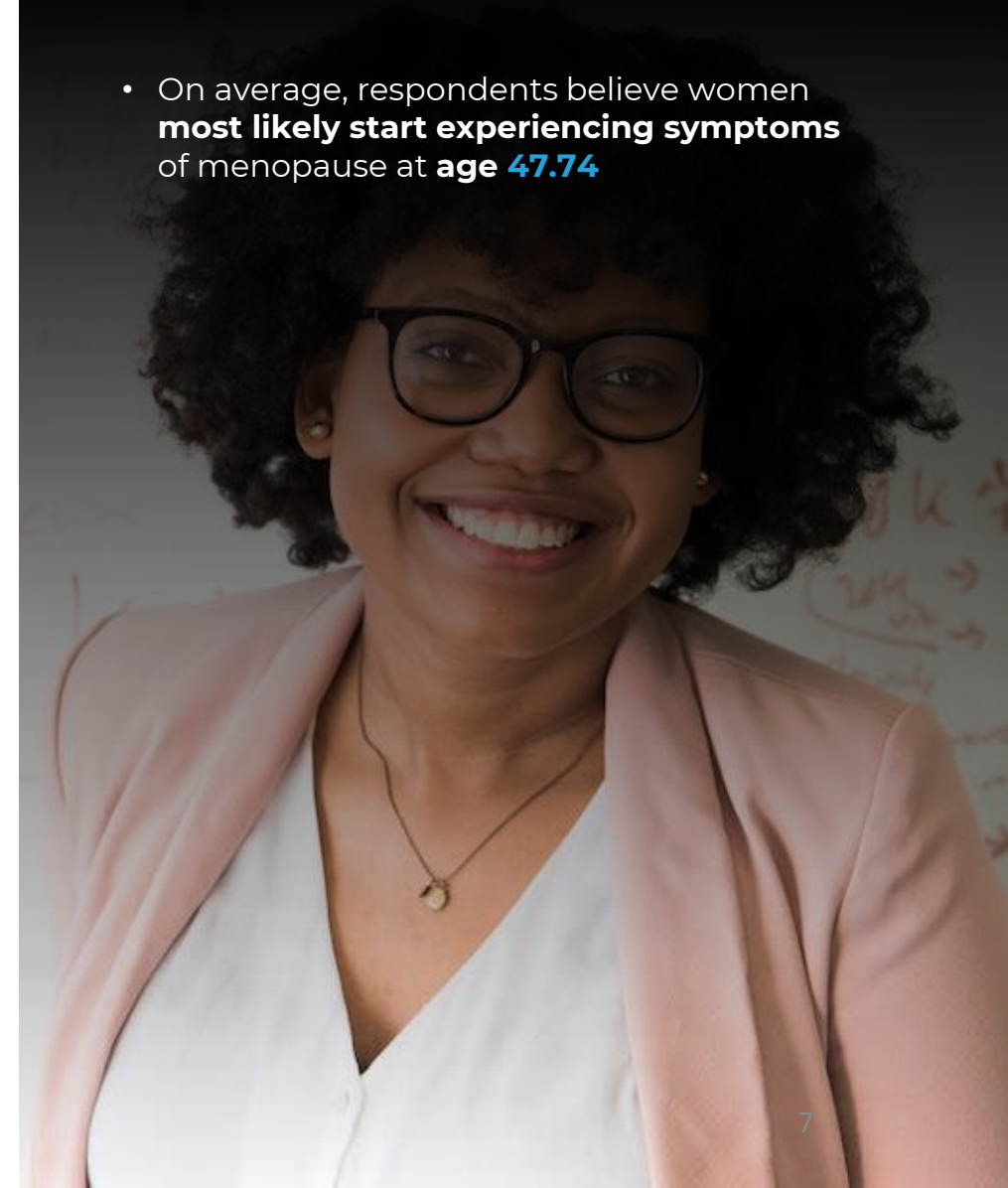
## Question:

**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 **47.74**



# Menopause awareness

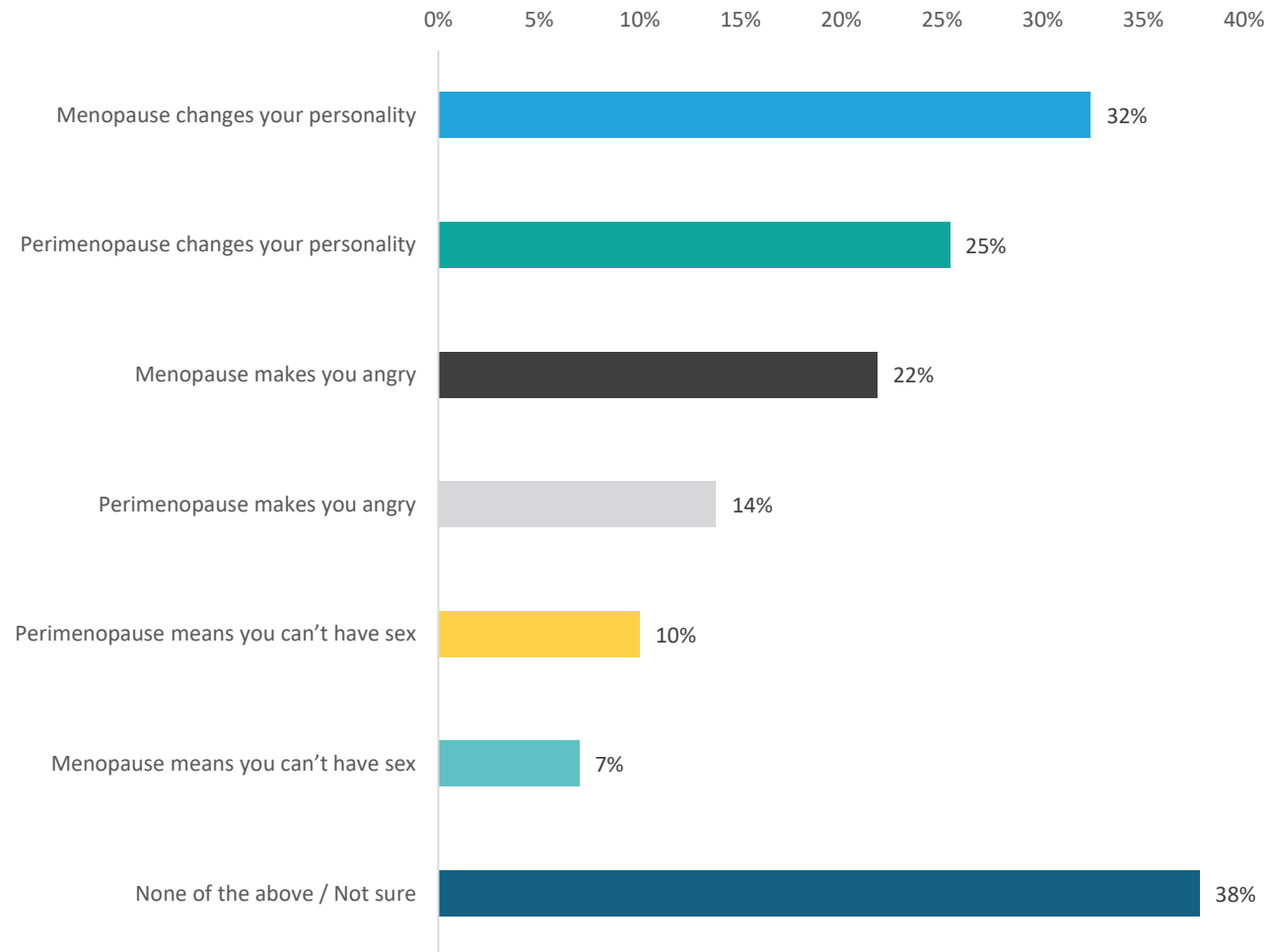
- 8% think there is a **lot of awareness** surrounding the menopause among the general public
- With 47% saying there is some awareness, but **more could still be done**
- And 41% feel there is **not enough awareness**
  
- 66% believe the age you start the menopause is **hereditary**
  - With 18% thinking this is the case for all women
- 17% do not think it is hereditary at all
  
- 38% believe that if you **start your periods early this can mean you will start the menopause early**
  - With 9% thinking this is the case for all women
- 42% do not think there is any correlation here
  
- 42% think that **women still produce oestrogen after the menopause**
- While 27% think they do not





## Question:

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



## Insight

- 32% think that **menopause changes your personality**
  - With 25% believing perimenopause changes your personality
  - And 22% think menopause makes you **angry**



# Menopause myths

- 39% believe **menopause** will make you **gain weight**
- **This was followed by:**
  - Menopause leads to a decrease in sex drive (36%)
  - Menopause begins when a woman stops having her period (32%)
  - You can't get pregnant when going through menopause (32%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, Almost half (49%) would **drink lots of water to reduce dryness caused by menopause**
  - 38% would avoid caffeine, alcohol, and foods that are sugary or spicy to reduce excess sweating
  - While 37% would cut out sugars and processed foods to make them feel less tired and irritable
- 47% **agree** that going through the **menopause means you are officially old**
- 26% **disagree** this is the case

# Surgical menopause

- 65% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 5.19 years**
  - Over half (52%) think menopause lasts for 5 or more years
- 15% say they **know what surgical menopause** is
- While 73% do not

## **Of those who know what the surgical menopause is (n=76\*):**

- Half (50%) think surgical menopause **removes ovaries**
  - 47% think surgical menopause will **trigger menopause regardless of age** following the procedure
  - 39% think It stops a woman's menstrual periods
  - A further 39% think that it causes an abrupt menopause

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Any questions?

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