

OnePoll



essity

Menopause 2

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Client:

Essity

Date:

UK & Brazil – 6th to 16th September 2022

All other markets: 20th January to 8th February 2023

Sample:

8,000

Demographic:

Women who are in/post menopause

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Method

Quantitative online survey

Samples:

1. Online research was conducted on behalf of Essity by OnePoll in 2 waves:
 - UK & Brazil – 6th to 16th September 2022
 - All other markets: 20th January to 8th February 2023
2. 8,000 women (18+) who are either in/post menopause were interviewed from the following markets:
 - UK
 - Brazil
 - Germany
 - Italy
 - Mexico
 - Netherlands
 - Spain
 - Sweden
 - US
 - Colombia
 - France
3. Data splits were provided based on:
 - Age
 - Region

Summary

- The average respondent started experiencing **symptoms of menopause at 46.87 years old**, and experienced an average of **4.83 signs/symptoms** with the most common ones being **hot flushes** (59%) and night sweats (45%).
- 58% **feel informed** about the menopause, and the impact it has on their body, with 16% saying they feel **clueless** about this.
- Among those who have experienced signs/symptoms of menopause, 30% have tried taking **vitamin D** as a supplement to mitigate these, and 46% have actually **been to a doctor or GP** for these. Of those who have been to a doctor or GP 40% have been through **HRT** to relieve their symptoms.
- 44% had a **personal support network** while going through the menopause, with 11% having a **professional** support network. However, 47% felt they **didn't have any support network**. 18% **avoided talking** about their experience of menopause, with 25% actively speaking about this.
- 78% were **employed** whilst going through menopause, with 17% of these respondents being **entitled to take time off** specifically for menopause. 17% have actually **taken days off** for the menopause. Over half (51%) think that women **should get paid time off for the menopause**.
- 27% of those who were employed during menopause **received support from their colleagues**, with 14% getting support from their **employers**. 8% **requested flexible working hours due to menopause symptoms**.
- Half (50%) think that the menopause is a **taboo** subject, with 52% of those respondents saying this is because people don't like to **talk about a 'deterioration' of their body**.

Symptoms

- On **average**, respondents started **experiencing symptoms** of menopause when they were **46.87 years old**
- They experienced an **average** of **4.83 signs/ symptoms** which they believed were linked to menopause

Of those who experienced any signs/symptoms of menopause (n=7532):

- 59% experienced **hot flushes**
 - While 45% had night sweats
 - And 36% experienced sleep difficulties

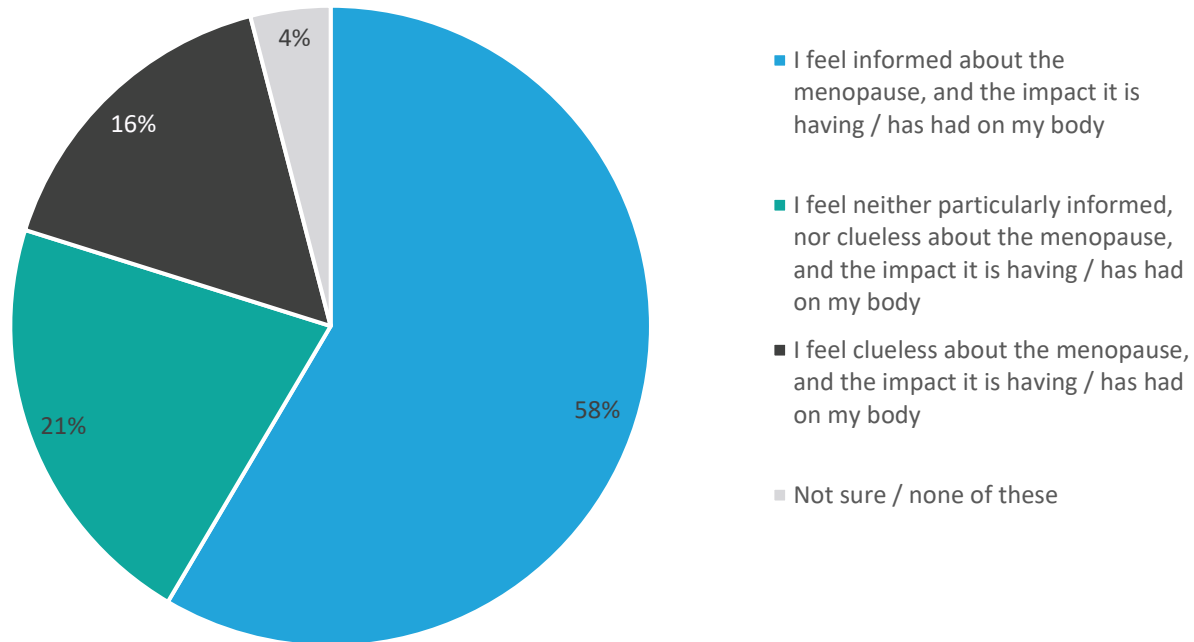
Of those who experienced any of the given symptoms in the prior question (n=7380):

- 52% were **previously aware** they may **experience hot flushes**, before they had them
 - While 32% were aware they may get night sweats
 - And 24% previously knew they would have irregular periods



Question:

Which of the following statements, if any best describes how informed / ill-informed you feel about the menopause, and the impact it is having / has had on your body?



Insight

- 58% **felt informed** about the menopause, and the **impact it is having / has had on their body**
 - With 20% feeling **very informed** about this
- 16% felt **clueless** about the menopause, and the impact it is having / has had on their body



Treatments

Of those who experienced any signs/symptoms of menopause (n=7532):

- 30% have tried taking **vitamin D** to **mitigate some of the symptoms** they experienced
- **This was followed by:**
 - Calcium (18%)
 - Soy (10%)
 - Flaxseed (10%)
- 45% **didn't use any products or supplements** for this
- 46% went to a **doctor or GP** to try and mitigate these symptoms
 - While 19% have not yet, but plan to
- 28% have no plans to see a doctor or GP to mitigate their menopausal symptoms

Of those who have seen a doctor or GP (n=3499):

- 40% went through **hormone replacement therapy (HRT)** to relieve symptoms of menopause

Effect of menopause

- 59% **agree** with the statement “**I was / am constantly surprised by what the menopause threw / throws at me**”
 - With 24% **strongly agreeing**
- 19% **disagree** this is the case for them

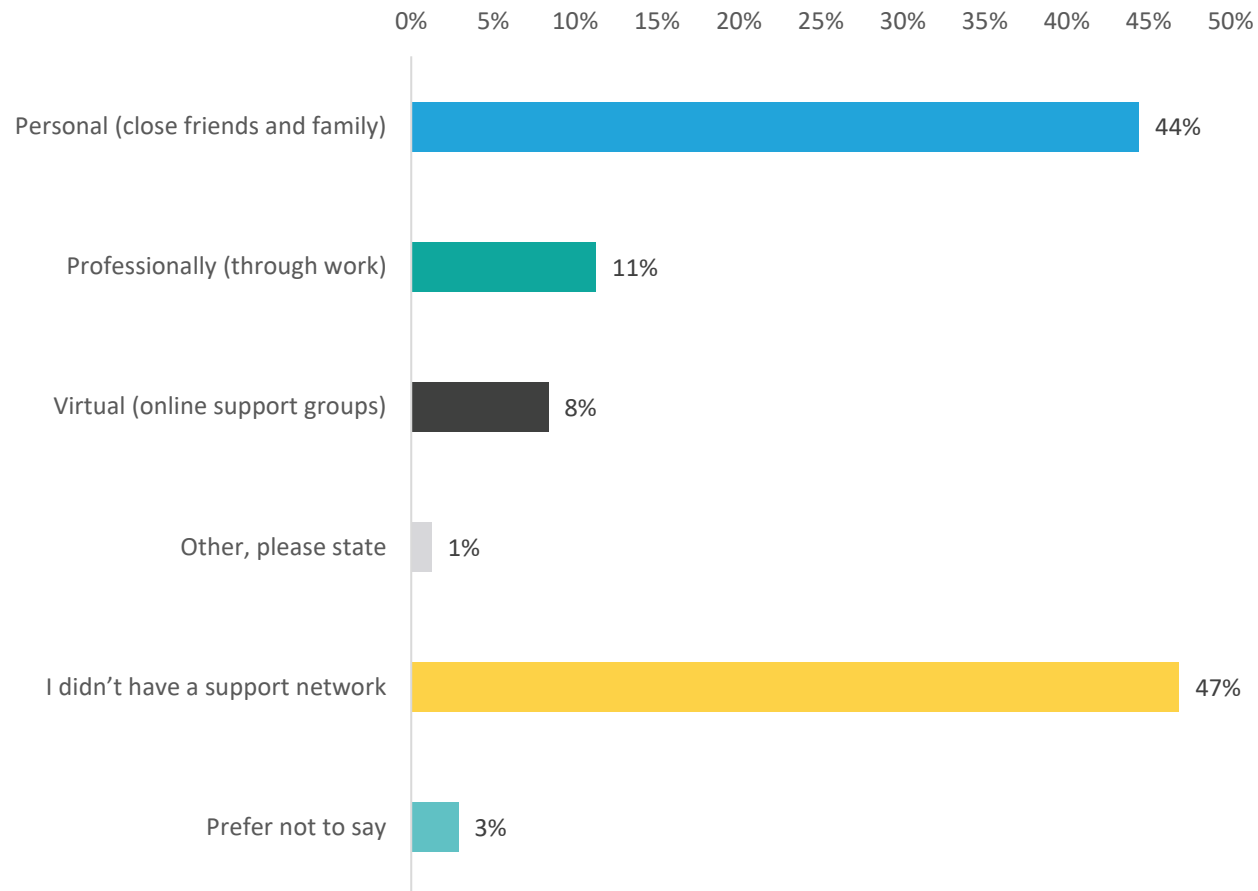
- 45% **agree** the menopause has made them **want less sex**
 - While 31% feel less attractive or sexy as result of the menopause
 - 9% felt their partner seemed to go off them and want/s less sex when they started the menopause

- 18% found that going through the menopause **improved their confidence**
- With 47% saying it made no difference
- And for 28% their confidence was **worsened** by going through menopause



Question:

Which support networks, if any, did you have when going through the menopause?



Insight

- 44% had a **personal support network** when going through the menopause
 - While 11% had **professional** support networks
 - And 8% had virtual support networks
- 47% **didn't have a support network**





Speaking up

- 25% **actively spoke** about their **experience of menopause**
- While 47% would only speak about this **if others brought it up**
- And 18% **avoided** talking about their experience of menopause

Of those who avoided talking about their experience (n=1414):

- 48% **avoided** talking about their experience of menopause with their **colleagues**
 - 47% avoided talking about menopause with their **friends**
 - 46% avoided this with their children
 - And 45% avoided discussing menopause with their employer
- 34% would avoid this due to **feeling embarrassed**
- **This was followed by:**
 - Don't / didn't want people to think of them as old (27%)
 - Worry they won't understand (24%)
 - Worry they aren't interested (21%)

Time off

- When going through the menopause, 54% were **employed full time**
- With 24% being employed on a **part time basis**

Of those who were employed whilst going through the menopause (n=6263):

- 17% were **entitled to time off specifically for menopause**
 - With 12% having entitlement to paid time off
- 17% have actually **taken days off** due to the menopause
 - With 5% doing so many times

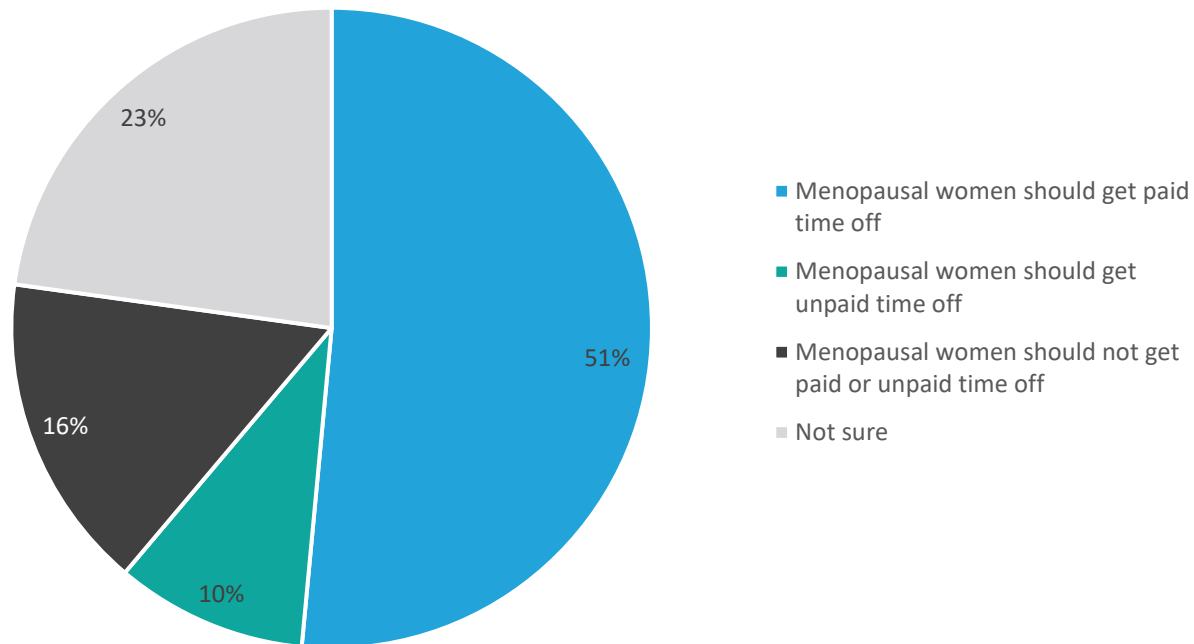
Of those who have taken days off due to the menopause (n=1094):

- 34% **told their employer** every time why they were taking the day off
 - 35% only told their employer on some occasions they were taking a day off due to the menopause



Question:

How would you feel about the idea of women being allocated a number of days to take either paid or unpaid, when they need to, during the menopause if they are in employment?



Insight

Of those who were employed whilst going through the menopause (n=6263):

- Over half (51%) feel that menopausal women should **get paid time off**
 - With 10% saying they should only get **unpaid** time off
- 16% think menopausal women should not get paid or unpaid time off



Support at work

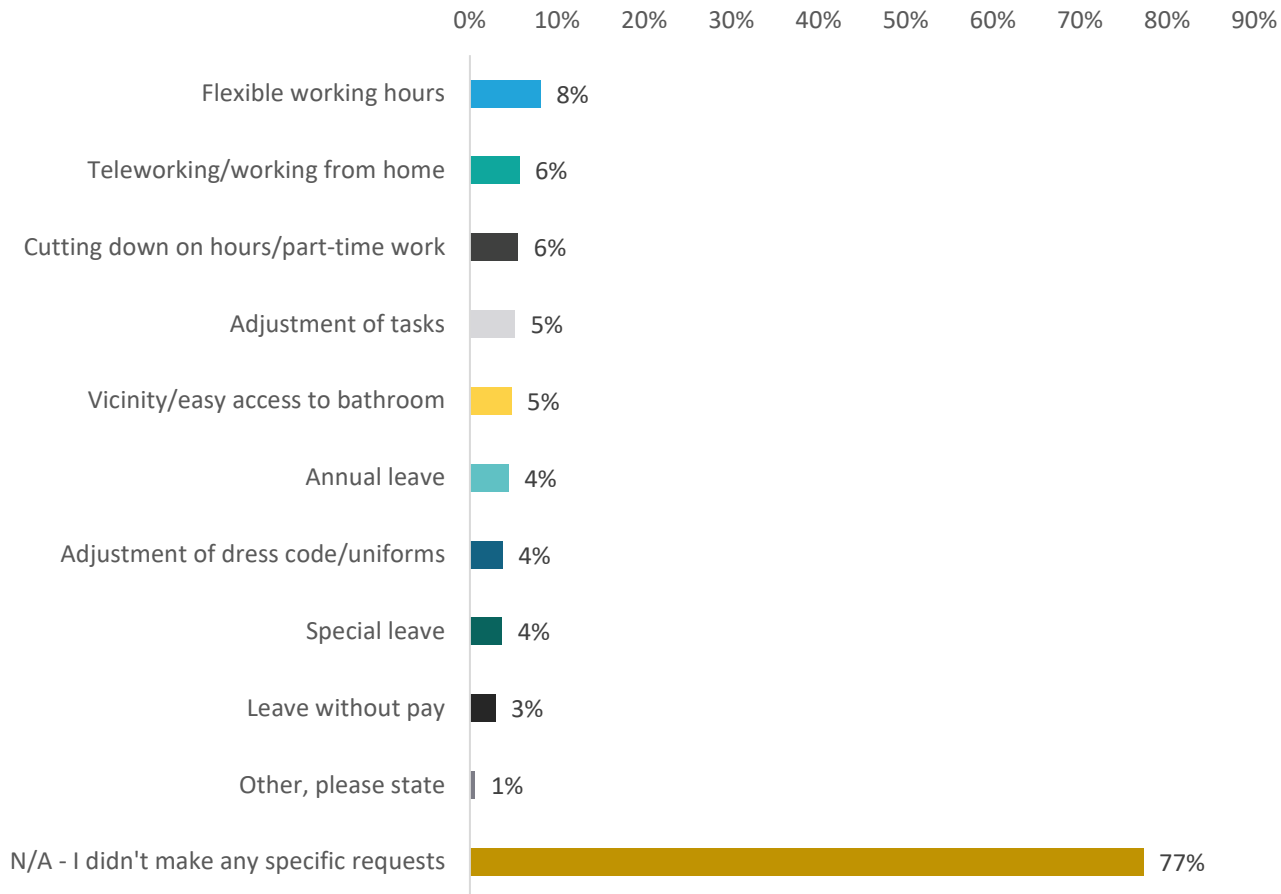
Of those who were employed whilst going through the menopause (n=6263):

- 27% say their **colleagues were supportive** when they were / are going through menopause
- With 14% experiencing **support from their employers**
- 9% say they were not supportive, even though they knew
- While 60% were not supportive, but only because they did not know

- 7% had their **colleagues make unkind comments** due to experiencing the menopause
 - 6% say their opinion has been disregarded
 - 5% were discriminated against in some way
 - While another 5% said their boss made unkind comments

Question:

Did you make any specific requests, such as below, to your employer due to menopause symptoms?



Insight

Of those who were employed whilst going through the menopause (n=6263):

- 8% requested flexible working hours due to menopause symptoms
 - While 6% requested teleworking / working from home
- 77% made no specific requests

Taboos

- 39% have come across **campaigns about the menopause** which put a spotlight on the symptoms
 - With 27% saying these campaigns were **helpful**
- Half (50%) think that menopause is a **taboo subject**
 - With 13% feeling it is very taboo

Of those who think menopause is a taboo subject (n=3984):

- 52% say this is because people don't like to talk about a 'deterioration' of their body
- **This was followed by:**
 - Embarrassment at disclosing personal problems (51%)
 - The fact it is associated with old people (47%)
 - A lack of information about it (44%)
 - The fact it is so different for everyone (43%)





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Any questions?

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