



Menopause 1

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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 have not yet started menopause
Client contact: elvina.bergue@essity.com
Summary author: harry.gove@onepoll.com

hello@onepoll.com | 020 7138 3053





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 have not yet started the 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

- 27% **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **16.62 symptoms** with the most expected symptom being **hot flushes** (56%).
- On average, respondents expect there to be **16.47 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 46.65 years old**.
- 42% feel there is **not enough awareness of menopause** in the general public, while 43% think that there is some awareness but more needs to be done.
- 61% think that the **age you start menopause can be hereditary**, while 49% 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 43% thinking menopause **begins when a woman stops having her period**, and 39% that menopause leads to a decrease in sex drive.
- 72% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 5.26 years**.

Perimenopause

- 27% know what the **perimenopause** is
- While 45% have heard the term but don't know what it is

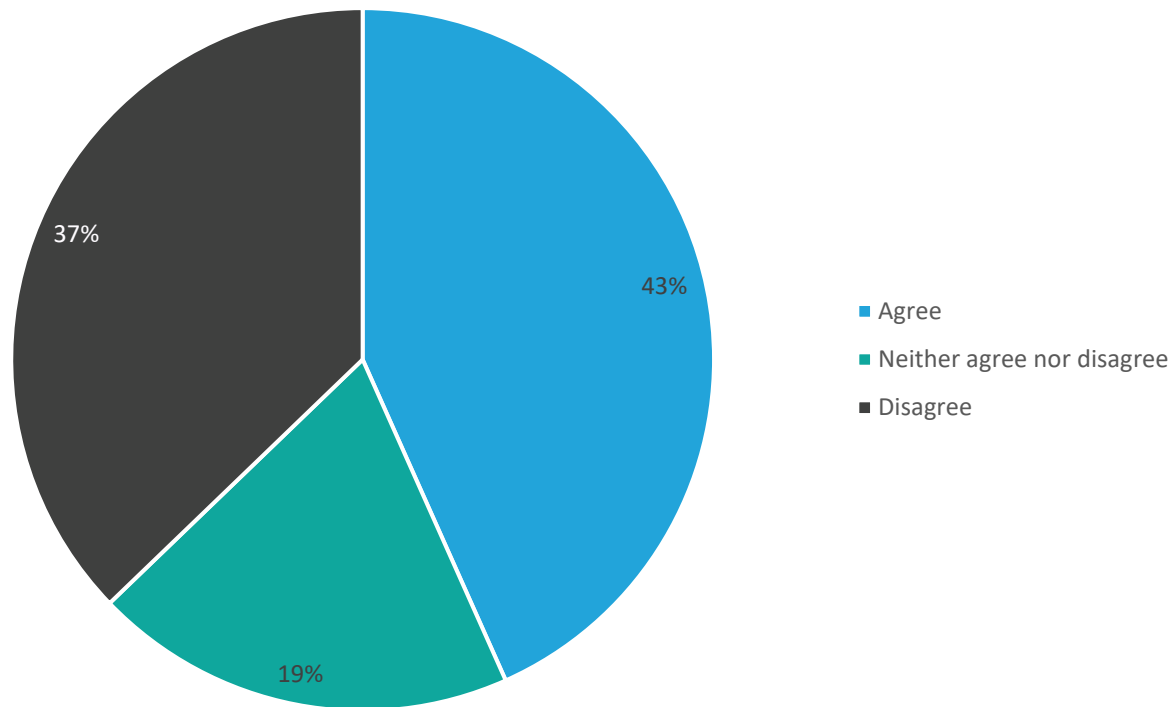
Of those who know what the perimenopause is (n=2121):

- 56% believe is a **transitional time** that **ends in menopause**
 - 55% think **symptoms** are caused by the **changing levels of hormones in the body**
 - While 46% say it is the time when the ovaries gradually begin to make less oestrogen
- On **average**, respondents believe there to be **16.62 symptoms of perimenopause**
- 56% say **hot flashes** are a **symptom** of perimenopause
- **This was followed by:**
 - Mood swings (54%)
 - Irregular periods (53%)
 - Night sweats (50%)



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

- 43% **agree** they are **100% confident** they **know everything there is to know about the menopause**
 - 13% strongly agree this is the case
- 37% **disagree** they are confident about this



Signs of menopause

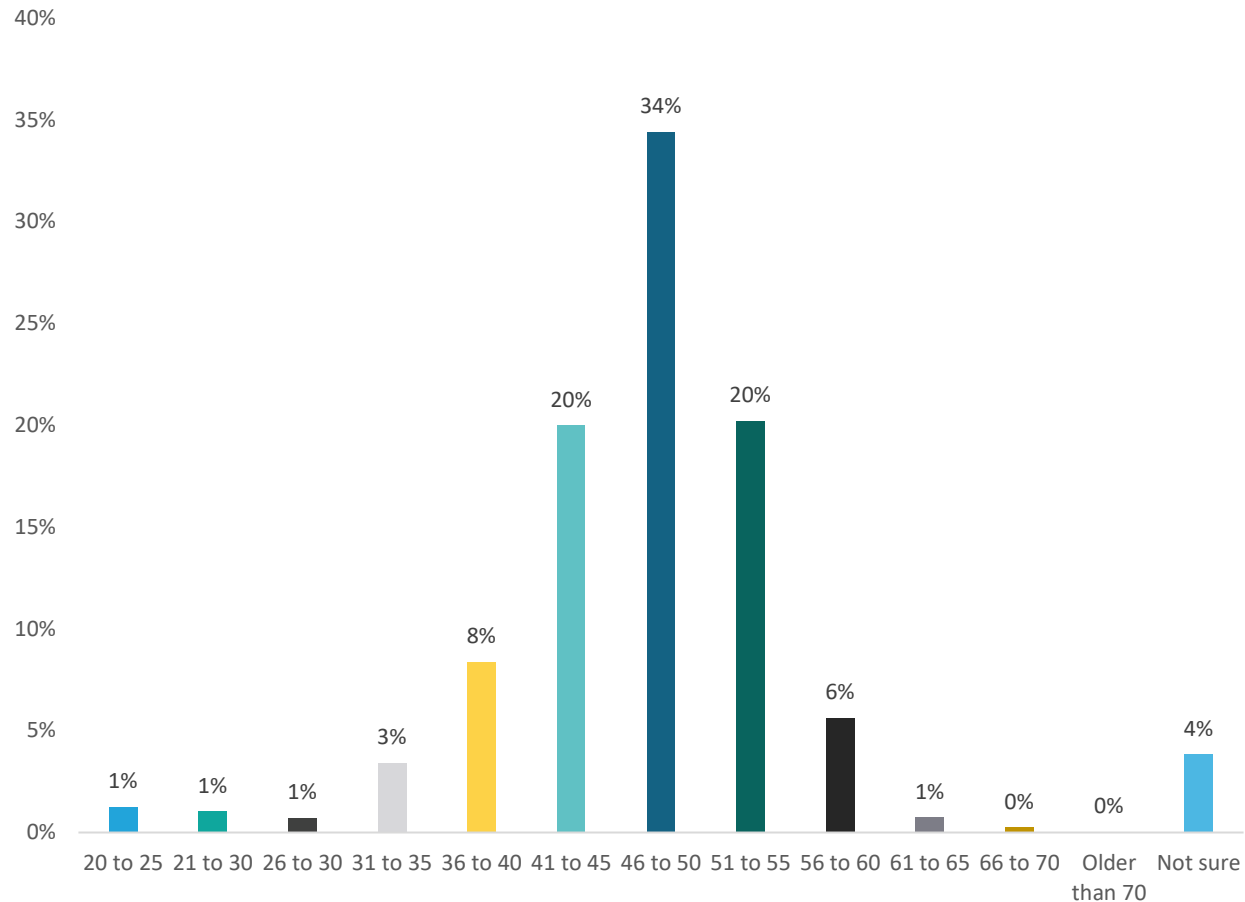
- On **average**, respondents believe there to be **16.47 symptoms of menopause**
- 63% think **hot flushes** are a side effect or symptom of menopause
- **This was followed by:**
 - Mood Swings (56%)
 - Night sweats (54%)
 - Tiredness (48%)

Of those who did not select all listed symptoms in the previous question (n=7855):

- 28% were **most surprised** that **tinnitus** was a side effect or symptom of menopause
 - 25% were surprised by oral health changes
 - With another 25% selecting 'increased allergies'
 - And 20% 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 46.65**

** For the UK / Brazil '21 to 30' was included as an option, whereas in all other markets this was corrected to '26 to 30'. Both appear in this table and have been used to generate the average figure.*

Menopause awareness

- 10% think there is a **lot of awareness** surrounding the menopause among the general public
- With 43% saying there is some awareness, but **more could still be done**
- And 42% 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
- 22% do not think it is hereditary at all

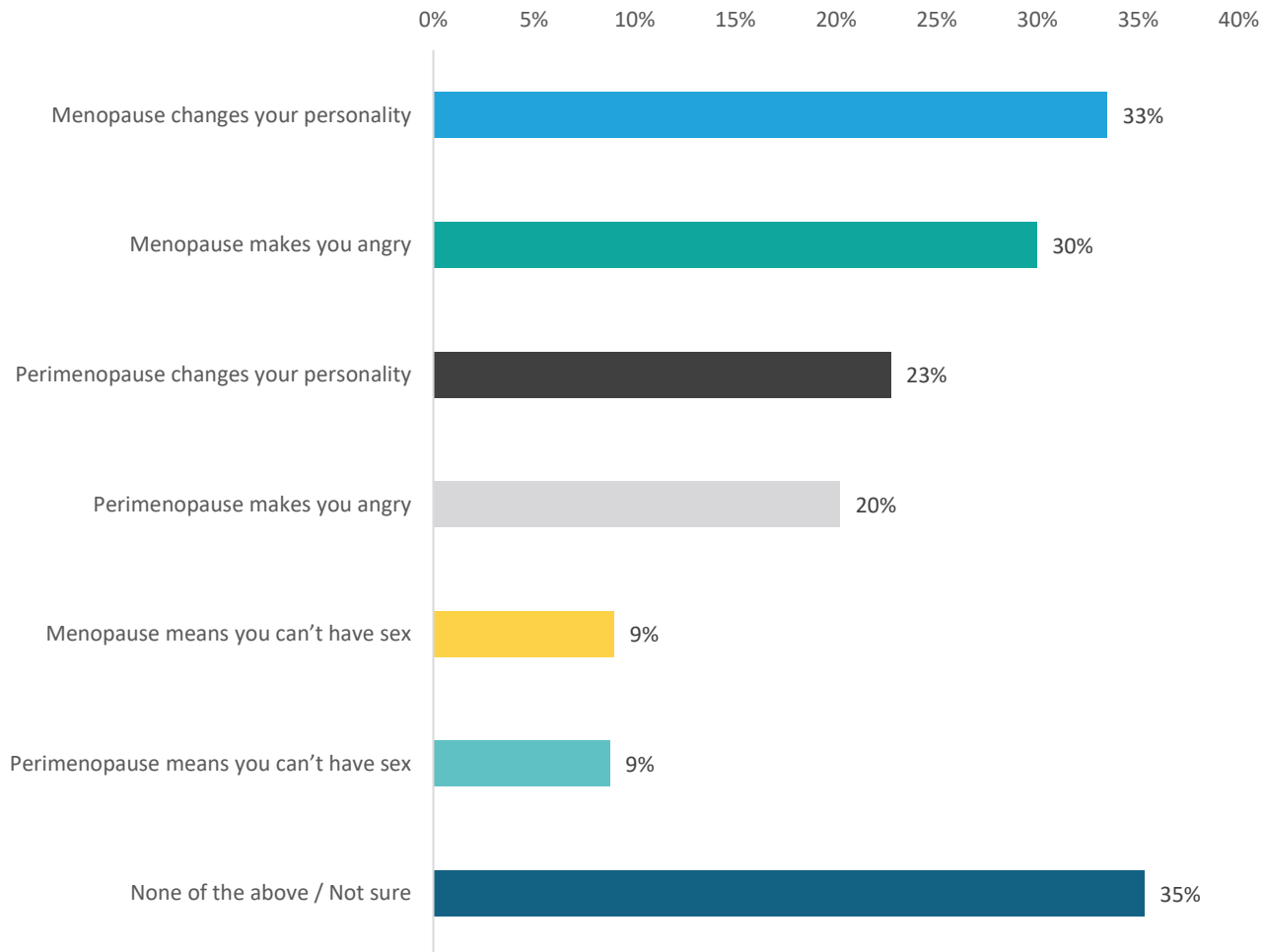
- Almost half (49%) believe that if you **start your periods early this can mean you will start the menopause early**
 - With 17% thinking this is the case for all women
- 32% do not think there is any correlation here

- 37% think that **women still produce oestrogen after the menopause**
- While 30% think they do not



Question:

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



Insight

- A third (33%) think that **menopause changes your personality**
 - With 30% believing menopause makes you **angry**
 - And 23% that perimenopause changes your personality



Menopause myths

- 43% believe **menopause** begins when a **woman stops having her period**
- **This was followed by:**
 - Menopause leads to a decrease in sex drive (39%)
 - You can't get pregnant when going through menopause (37%)
 - Menopause will make you gain weight (32%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, just under half (49%) would **drink lots of water to reduce dryness caused by menopause**
 - 40% 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
- 35% **agree** that going through the **menopause means you are officially old**
- 41% **disagree** this is the case

Surgical menopause

- 72% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 5.26 years**
 - 44% think menopause lasts for 5 or more years
- 17% say they **know what surgical menopause** is
- While 68% do not

Of those who know what the surgical menopause is (n=1391):

- 52% think surgical menopause will **trigger menopause regardless of age** following the procedure
 - 49% think it stops a woman's menstrual periods
 - While 48% say it removes ovaries
 - 43% think it causes an abrupt menopause





ESOMAR²³
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Any questions?

elvina.bergue@essity.com

harry.gove@onepoll.com

hello@onepoll.com | 020 7138 3053

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