



## Menopause 1 - US

EE E 1801 M1

**Client:** Essity  
**Date:** 20<sup>th</sup> to 31<sup>st</sup> January 2023  
**Sample:** 500  
**Demographic:** US 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 between 20th to 31st January 2023
2. 500 women (18+) who have not yet started the menopause were interviewed
3. Data splits were provided based on:
  - Age
  - Region

# Summary

- Two fifths (40%) **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **23.33 symptoms** with the most expected symptom being **vaginal dryness** (32%).
- On average, respondents expect there to be **20.89 symptoms of menopause**, with the most expected symptom being **mood swings** (28%). 18% were surprised to learn that urinary infections are a symptom of menopause.
- The average **expected age of menopause was 46.02 years old**.
- 10% 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.
- 65% think that the **age you start menopause can be hereditary**, while 62% think there can be a **correlation** between the **age you start your period and the onset of menopause**.
- 62% **agree** that going through the **menopause means you are officially old**. With 41% thinking that you can't get pregnant when going through the menopause, and 48% believe menopause begins when a **woman stops having her period**.
- 51% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 5.36 years**.

# Perimenopause

- Two fifths (40%) know what the **perimenopause** is
- While 43% have heard the term but don't know what it is

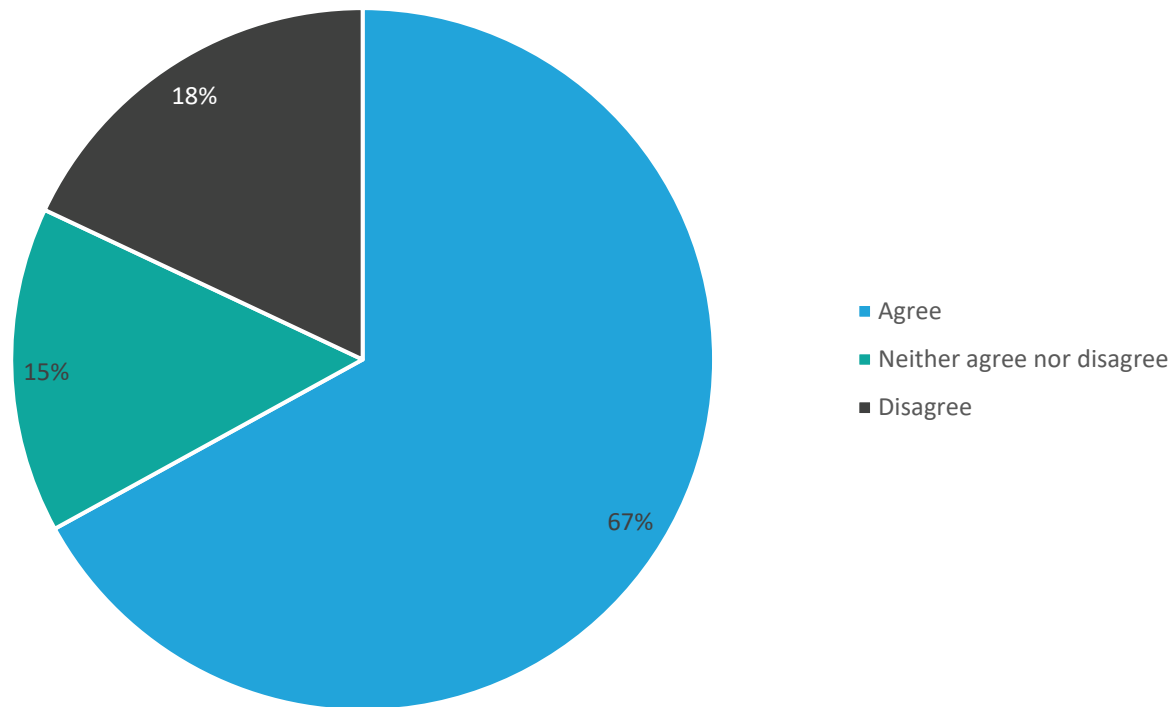
## Of those who know what the perimenopause is (n=200):

- 58% believe **symptoms are caused** by the **changing levels of hormones** in the body
  - 55% say that during the perimenopause the **menstrual cycle lengthens** and flow may become **irregular**
  - And 51% think it is the natural process caused when your **ovaries gradually stop working**
- On **average**, respondents believe there to be **23.33 symptoms of perimenopause**
- Almost a third (32%) say **vaginal dryness** is a **symptom** of perimenopause
- **This was followed by:**
  - Headaches (30%)
  - Mood swings (30%)
  - Hot flushes (29%)



## 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

- 67% **agree** they are **100% confident** they **know everything there is to know about the menopause**
  - A quarter (25%) strongly agree this is the case
- While 18% **disagree** they are confident about this



# Signs of menopause

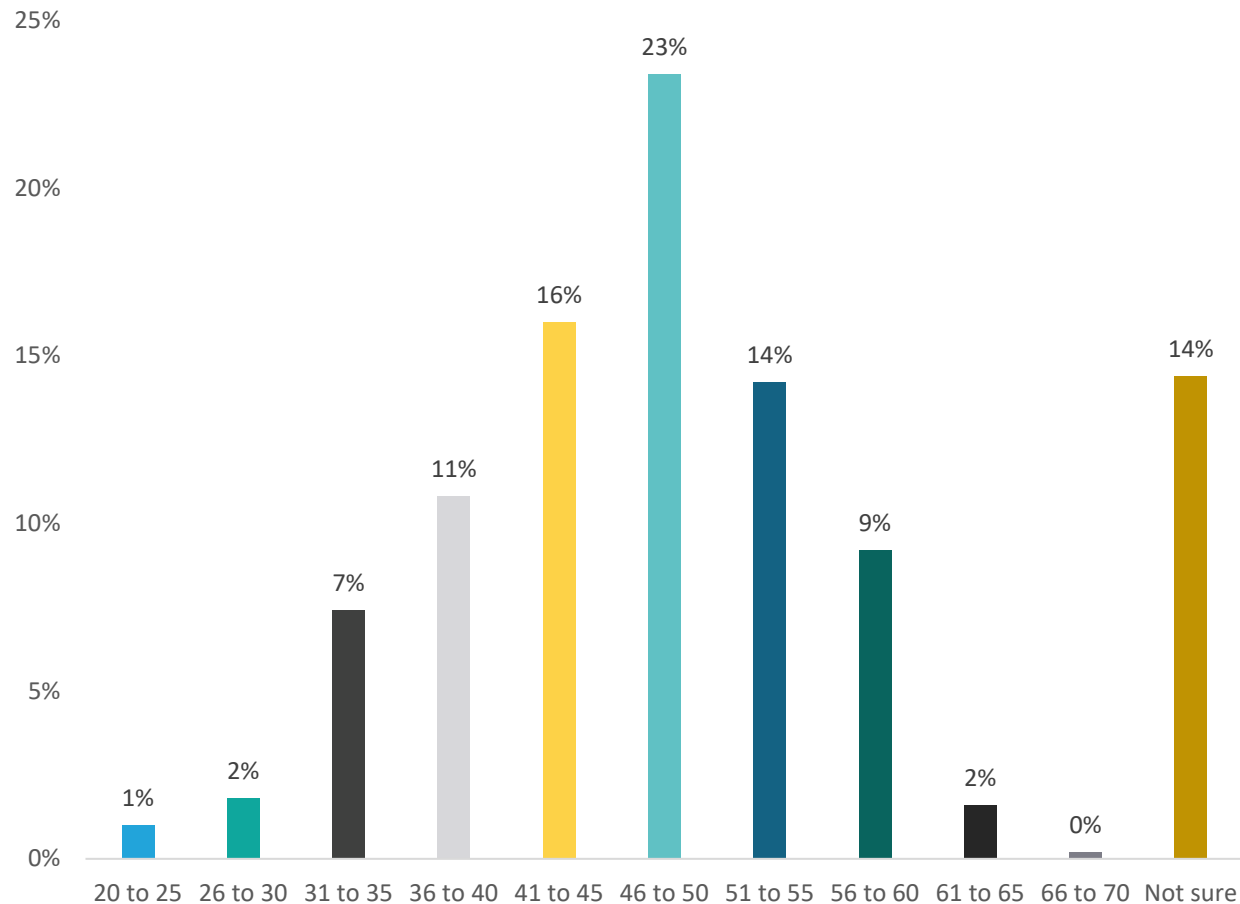
- On **average**, respondents believe there to be **20.89 symptoms of menopause**
- 28% think **mood swings** are a side effect or symptom of menopause
- **This was followed by:**
  - Irritability (28%)
  - Hot flushes (27%)
  - Vaginal dryness (27%)

## **Of those who did not select all listed symptoms in the previous question (n=495):**

- Nearly a fifth (18%) were **most surprised** that **urinary infections** were a side effect or symptom of menopause
  - 17% were surprised by breathlessness
  - With another 17% selecting 'tinnitus'
  - And 16% were surprised that they might experience night sweats in menopause

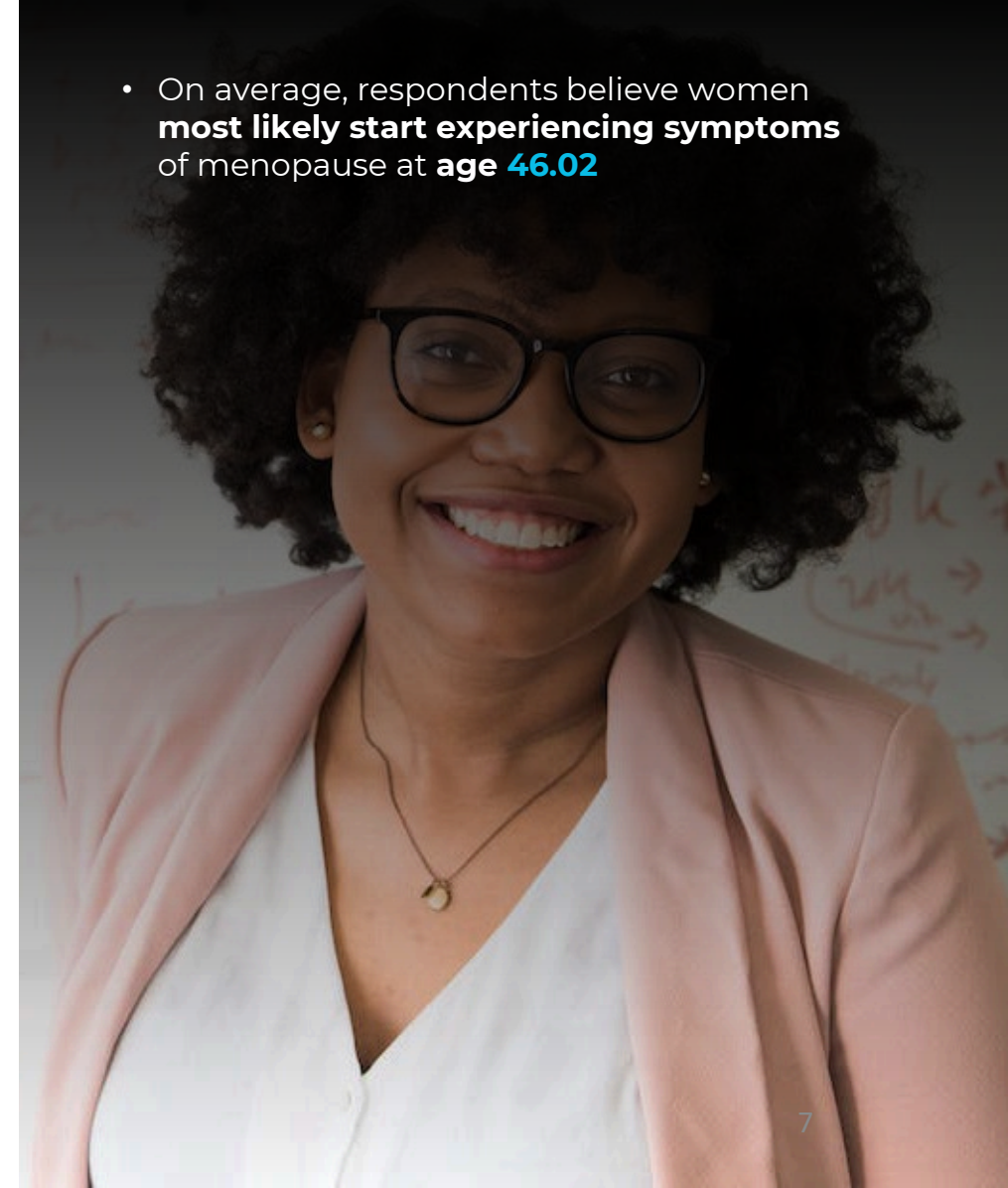
## Question:

**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 46.02**



# Menopause awareness

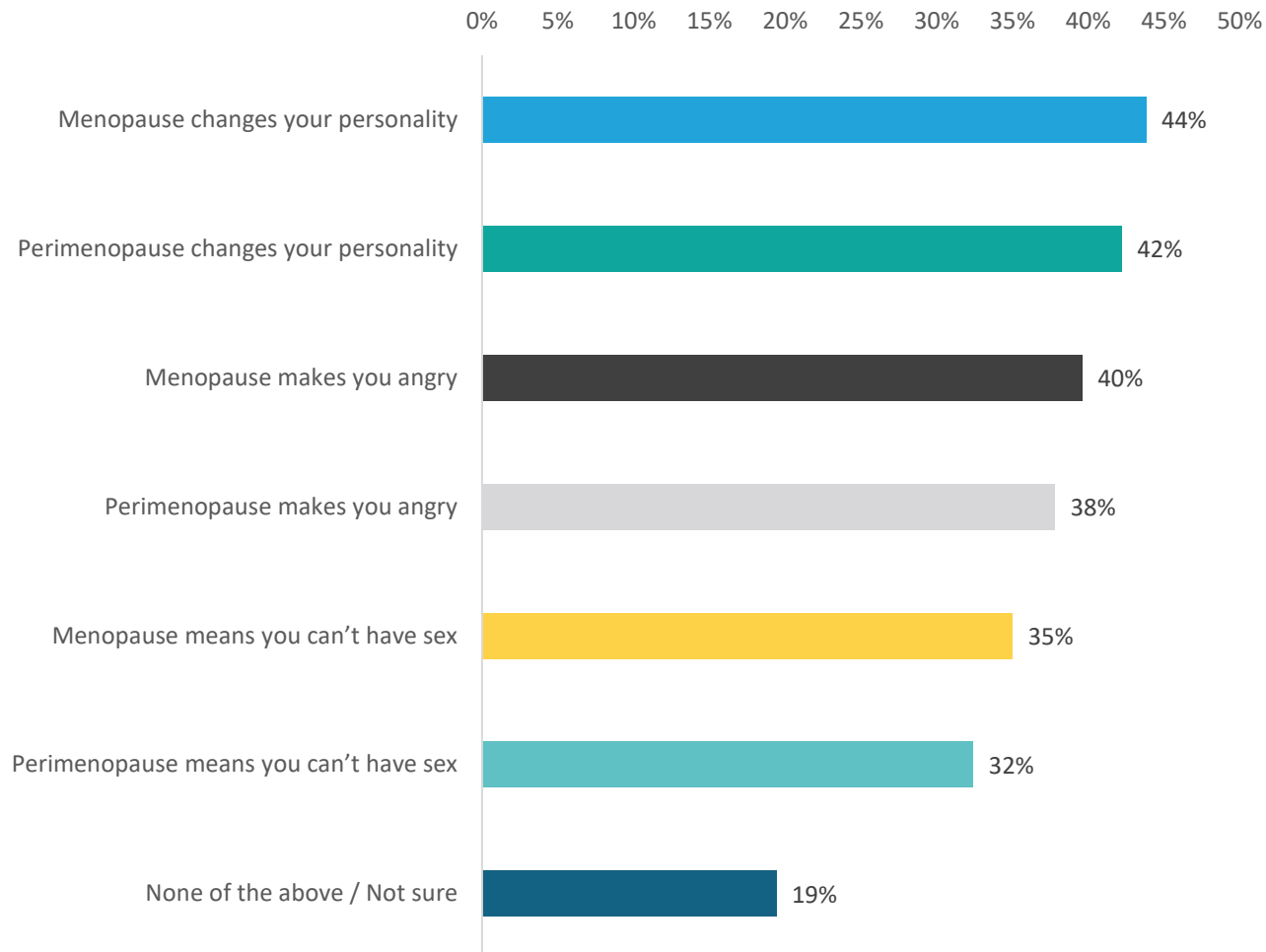
- 31% think there is a **lot of awareness** surrounding the menopause among the general public
- With 43% saying there is some awareness, but **more could still be done**
- And 10% feel there is **not enough awareness**
  
- 65% believe the age you start the menopause is **hereditary**
  - With 28% thinking this is the case for all women
- 12% do not think it is hereditary at all
  
- 62% believe that if you **start your periods early this can mean you will start the menopause early**
  - With 27% thinking this is the case for all women
- 16% do not think there is any correlation here
  
- 34% think that **women still produce oestrogen after the menopause**
- While 35% think they do not





## Question:

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



## Insight

- 44% believe that **menopause changes your personality**
  - With 42% thinking that **perimenopause changes your personality**
  - And 40% think that **menopause makes you angry**



# Menopause myths

- Nearly half (48%) believe **menopause begins** when a woman **stops having her period**
- **This was followed by:**
  - Menopause marks the end of a woman's mothering instinct (42%)
  - Menopause leads to a decrease in sex drive (42%)
  - You can't get pregnant when going through the menopause (41%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, 49% would **drink lots of water to reduce dryness caused by menopause**
  - 46% would cut out sugars and processed foods to make them feel less tired and irritable
  - And 45% would avoid caffeine, alcohol, and foods that are sugary or spicy to reduce excess sweating
- 62% **agree** that going through the **menopause means you are officially old**
- 22% **disagree** this is the case

# Surgical menopause

- 51% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 5.36 years**
  - 48% think menopause lasts for 5 or more years
- 27% say they **know what surgical menopause is**
- While 44% do not

## **Of those who know what the surgical menopause is (n=137):**

- 66% think it can cause women to experience **more severe symptoms** than if they were to experience menopause naturally
  - 58% think that the menopause is **triggered in women regardless of their age following the procedure**
  - 47% believe that causes an **abrupt menopause**
  - And another 47% believe it **stops a woman's menstrual periods**





**ESOMAR<sup>23</sup>**  
**Corporate**

**OnePoll**

Any questions?

[elvina.bergue@essity.com](mailto:elvina.bergue@essity.com)

[harry.gove@onepoll.com](mailto:harry.gove@onepoll.com)

[hello@onepoll.com](mailto:hello@onepoll.com) | 020 7138 3053

# OnePoll

## The Trusted Voice of Market Research

Conducting around 5 million interviews annually, in over  
40 countries, for more than 550 client organisations

**The experts at OnePoll provide an unrivalled experience, working closely with clients to deliver the data and insights that power decision-making.**

Our specialists are on hand throughout the research journey, consulting from questionnaire design to data analysis and interpretation, helping you tell the data stories that matter.

Established in 2003, we are pioneers of online research across a broad range of topics. Whether quantitative or qualitative, single or multi-country, our bespoke packages maximise the value of your research and insights.

For further information about our best-in-class research services, please contact Russ Budden: [russ.budden@onepoll.com](mailto:russ.budden@onepoll.com)  
07793048843

