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## Menopause 1 - UK

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**Client:** Essity

**Date:** 6<sup>th</sup> to 15<sup>th</sup> September 2022

**Sample:** 2500

**Demographic:** UK women who have not yet started menopause

**Client contact:** gareth.lucy@essity.com

**Summary author:** harry.gove@onepoll.com

hello@onepoll.com | 020 7138 3053



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# Summary

- Over a third (34%) **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **19.56 symptoms** with the most expected symptom being **irregular periods** (60%).
- On average, respondents expect there to be **19.82 symptoms of menopause**, with the most expected symptom being **hot flushes** (60%). 32% were surprised to learn that tinnitus was a symptom of menopause.
- The average **expected age of menopause was 45.66 years old**.
- 39% 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.
- 60% think that the **age you start menopause can be hereditary**, while 42% think there can be a **correlation** between the **age you start your period and the onset of menopause**.
- 36% **agree** that going through the **menopause means you are officially old**. With 34% thinking menopause leads to a **decrease in sex drive**, and another 34% that menopause begins when a woman stops having her period.
- 63% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 4.97 years**.

# Perimenopause

- Over a third (34%) know what the **perimenopause** is
- While 49% have heard the term but don't know what it is

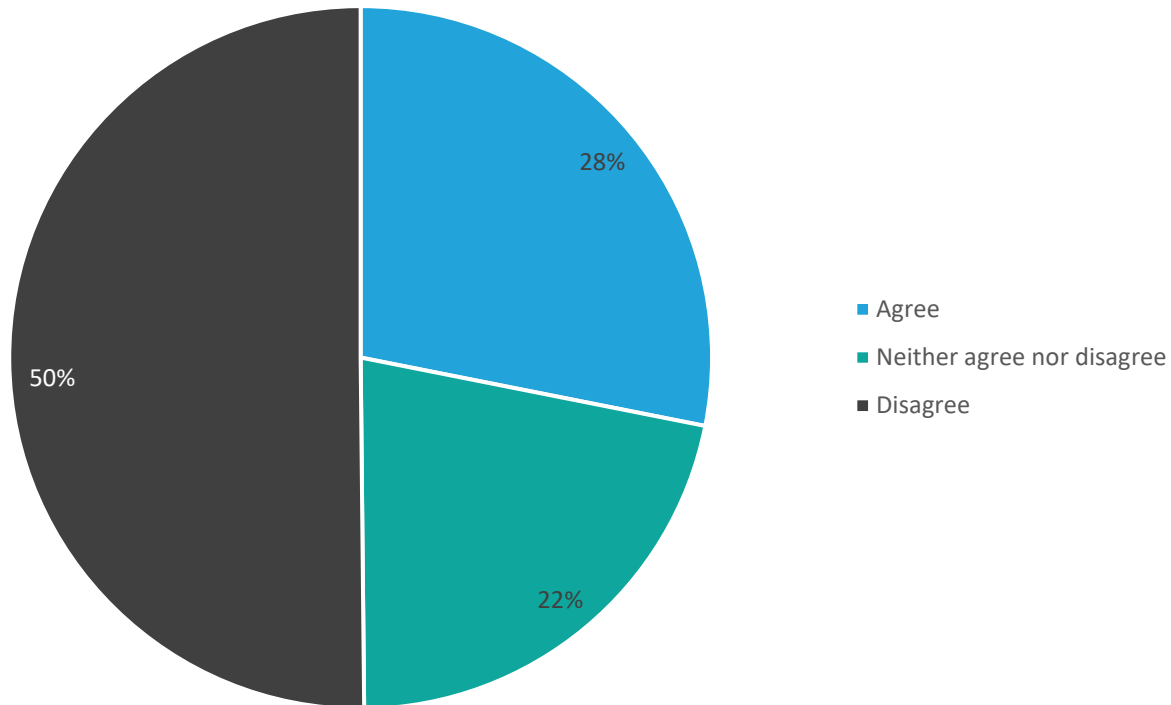
## Of those who know what the perimenopause is (n=839):

- 62% believe **symptoms are caused** by the **changing levels of hormones** in the body
  - 61% say it is a transitional time that ends in menopause
  - 58% think it can start in your 30s, and in some cases, even earlier
- On **average**, respondents believe there to be **19.56 symptoms of perimenopause**
- 60% say **irregular periods** are a **symptom** of perimenopause
- **This was followed by:**
  - Hot flushes (58%)
  - Mood Swings (58%)
  - Night sweats (58%)



## 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

- 28% **agree** they are **100% confident** they **know everything there is to know about the menopause**
  - 8% strongly agree this is the case
- Half (50%) **disagree** they are confident about this



# Signs of menopause

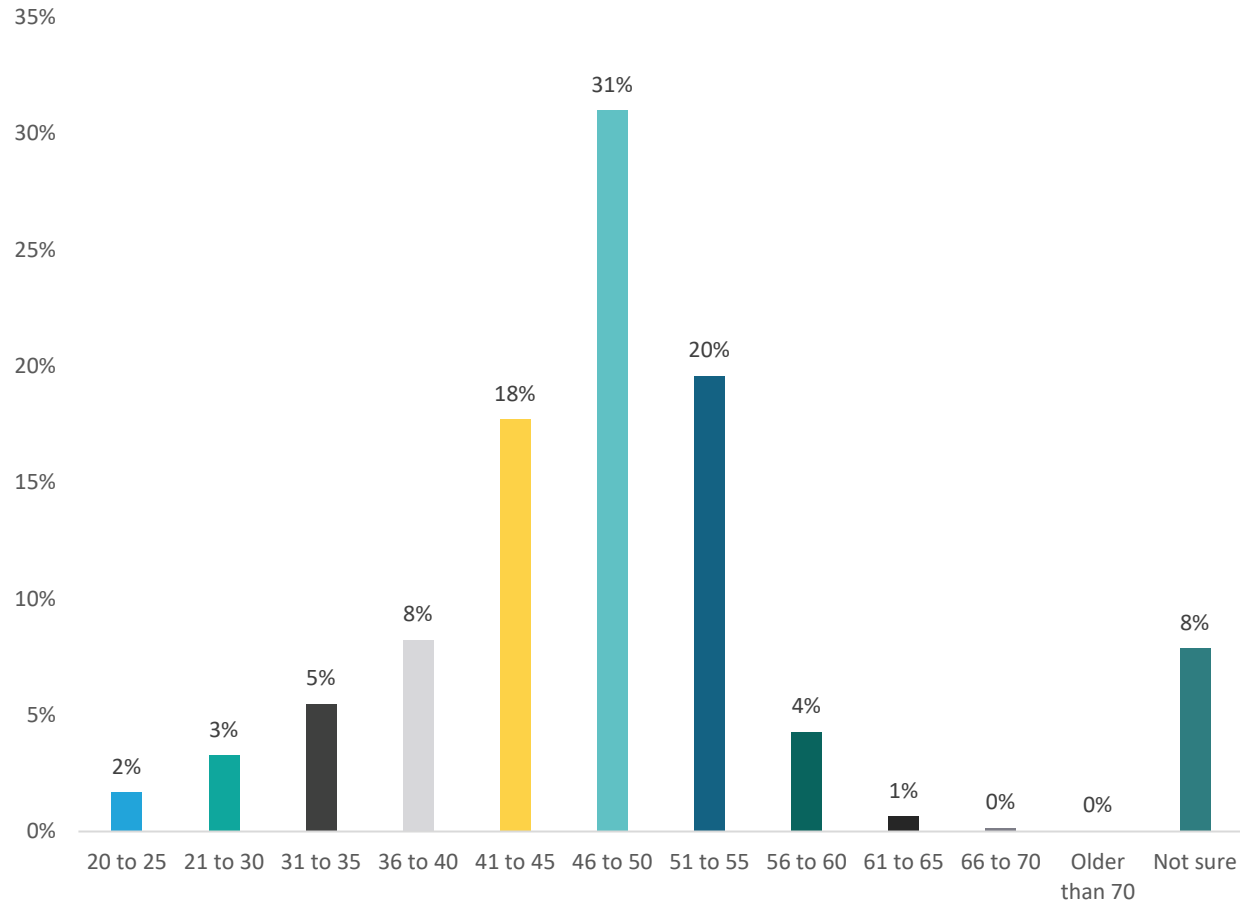
- On **average**, respondents believe there to be **19.82 symptoms of menopause**
- 60% think **hot flushes** are a side effect or symptom of menopause
- **This was followed by:**
  - Night sweats (55%)
  - Mood Swings (54%)
  - Low mood (47%)

## **Of those who did not select all listed symptoms in the previous question (n=2396):**

- 32% were **most surprised** that **tinnitus** was a side effect or symptom of menopause
  - 27% were surprised by increased allergies
  - With 26% selecting 'oral health changes'
  - And 18% were surprised that changes to body odour could occur

## Question:

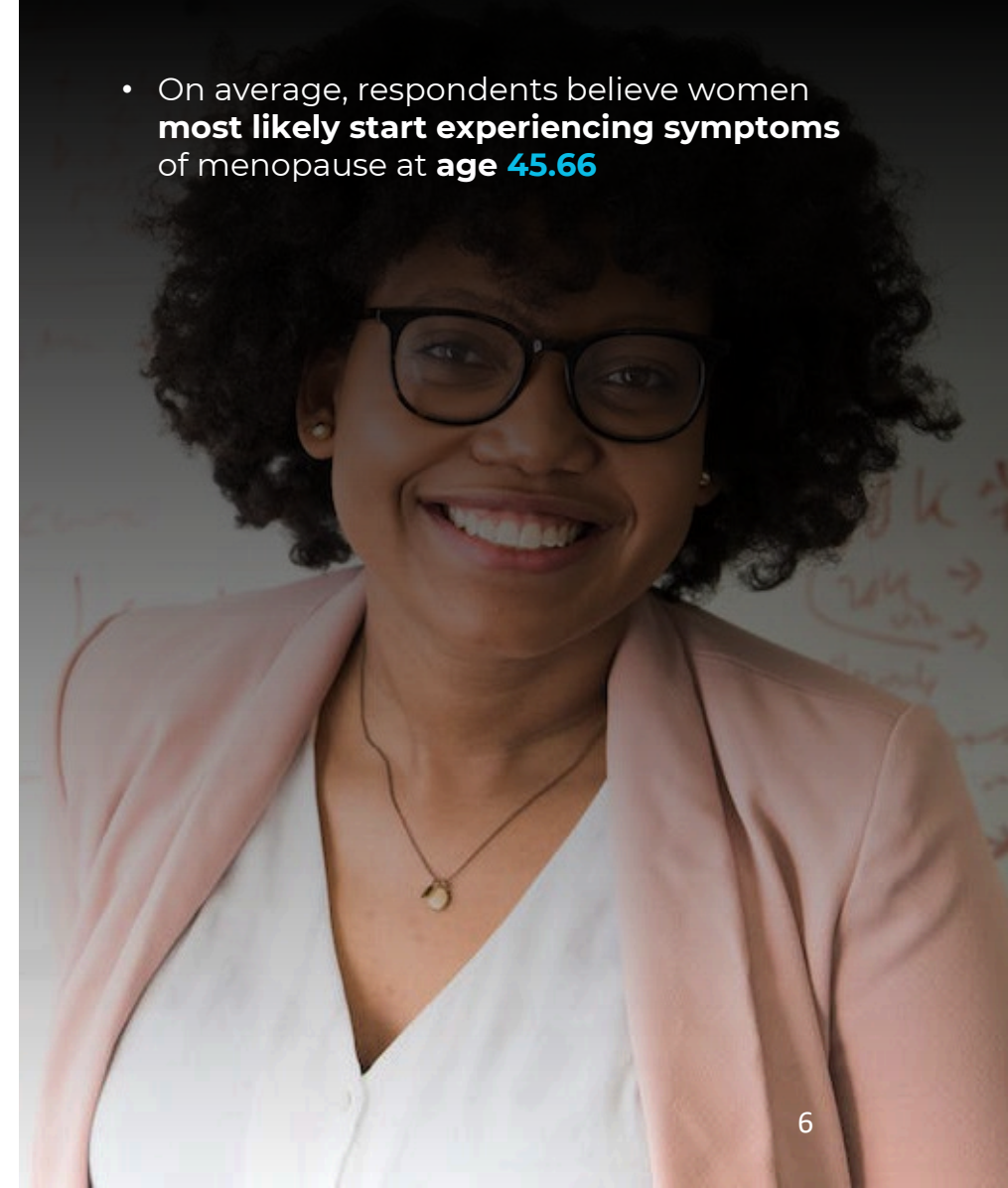
**At what age, do you believe, women are most likely to start experiencing symptoms of the menopause?**



Menopause 1 - UK

## Insight

- On average, respondents believe women **most likely start experiencing symptoms** of menopause at age **45.66**



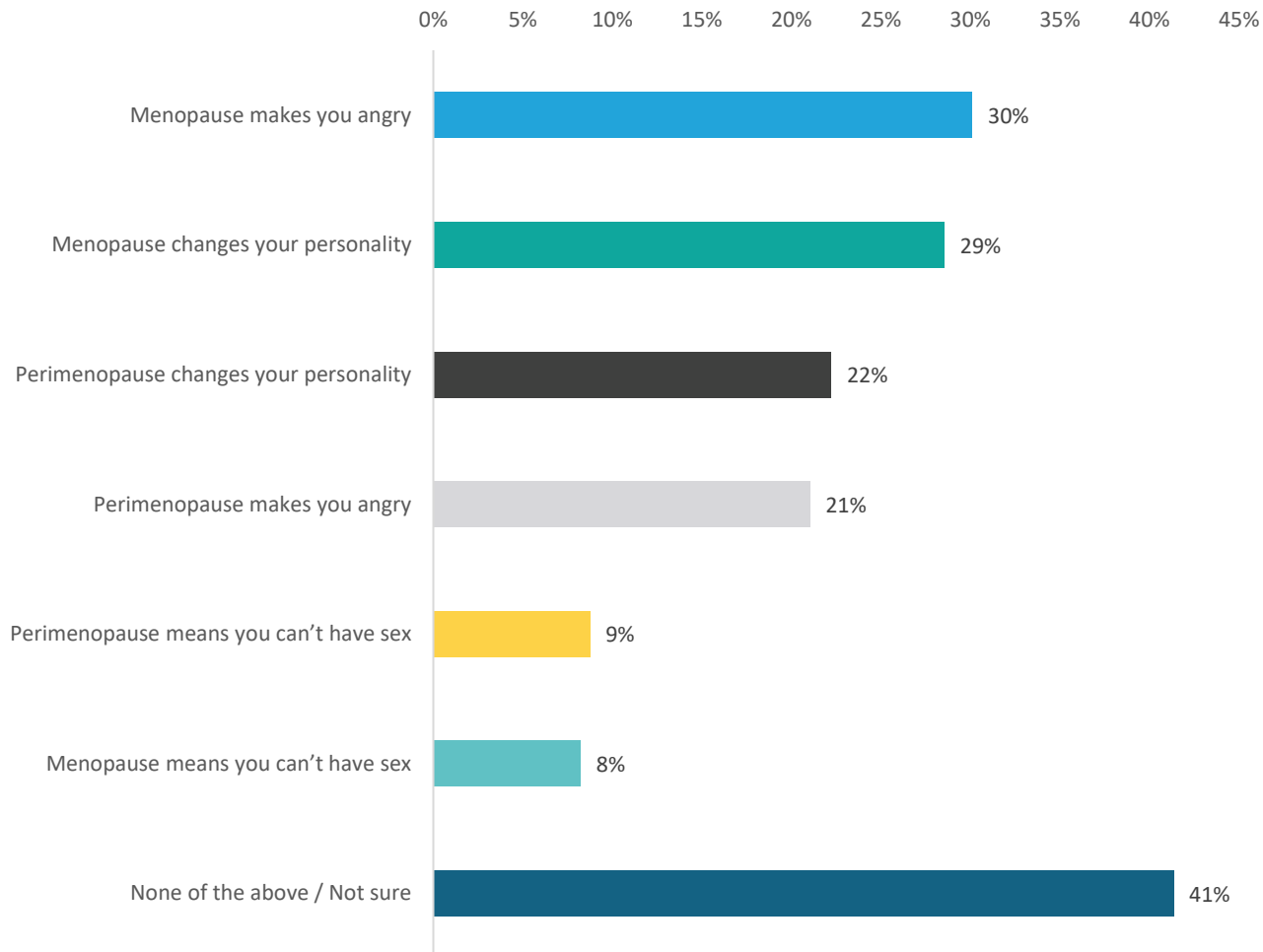
# Menopause awareness

- 11% 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 39% feel there is **not enough awareness**
  
- 60% believe the age you start the menopause is **hereditary**
  - With 11% thinking this is the case for all women
- 13% do not think it is hereditary at all
  
- 42% believe that if you **start your periods early this can mean you will start the menopause early**
  - With 12% thinking this is the case for all women
- 31% do not think there is any correlation here
  
- Just under a third (32%) 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

- 30% think that **menopause makes you angry**
  - With 29% believing that it **changes your personality**
  - And 22% think perimenopause changes your personality





# Menopause myths

- Over a third (34%) believe **menopause** leads to a **decrease in sex drive**
- **This was followed by:**
  - Menopause begins when a woman stops having her period (34%)
  - You can't get pregnant when going through menopause (27%)
  - Menopause will make you gain weight (26%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, 36% would **drink lots of water to reduce dryness caused by menopause**
  - While 34% would avoid caffeine, alcohol, and foods that are sugary or spicy to reduce excess sweating
  - And 31% would cut out sugars and processed foods to make you feel less tired and irritable
- 36% **agree** that going through the **menopause means you are officially old**
- 35% **disagree** this is the case

# Surgical menopause

- 63% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 4.97 years**
  - 37% think menopause lasts for 5 or more years
- A fifth (20%) **know what surgical menopause** is
- While 63% do not

## **Of those who know what the surgical menopause is (n=511):**

- Over half (55%) think menopause is **triggered in women regardless of age** following surgical menopause
  - While 54% think surgical menopause causes an **abrupt menopause**
  - 51% that it stops a woman's menstrual periods
  - And 46% think surgical menopause removes ovaries



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## Any questions?

gareth.lucy@essity.com  
Harry.gove@onepoll.com

hello@onepoll.com | 020 7138 3053



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A background image of an open report or magazine. The pages contain various data visualizations, including a circular chart with a hand icon and the number "80%", a bar chart with "88%", a pie chart with "53%", and another bar chart with "50%". There are also small icons of people and a photograph of a person's face.

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**russ.budden@onepoll.com - 0207 138 3041**