



Menopause 1 - France

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Client: Essity
Date: 27th to 31st January 2023
Sample: 500
Demographic: French 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 27th 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

- Almost a quarter (24%) **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **11.52 symptoms** with the most expected symptom being **hot flushes** (58%).
- On average, respondents expect there to be **12.23 symptoms of menopause**, with the most expected symptom being **hot flushes** (65%). 25% were surprised to learn that oral health changes were a symptom of menopause.
- The average **expected age of menopause was 47.14 years old**.
- 43% feel there is **not enough awareness of menopause** in the general public, while 40% think that there is some awareness but more needs to be done.
- 61% 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 45% thinking menopause begins when a **woman stops having her period**, and 44% that you can't get pregnant when going through the menopause.
- 73% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 5.51 years**.

Perimenopause

- Almost a quarter (24%) know what the **perimenopause** is
- While 43% have heard the term but don't know what it is

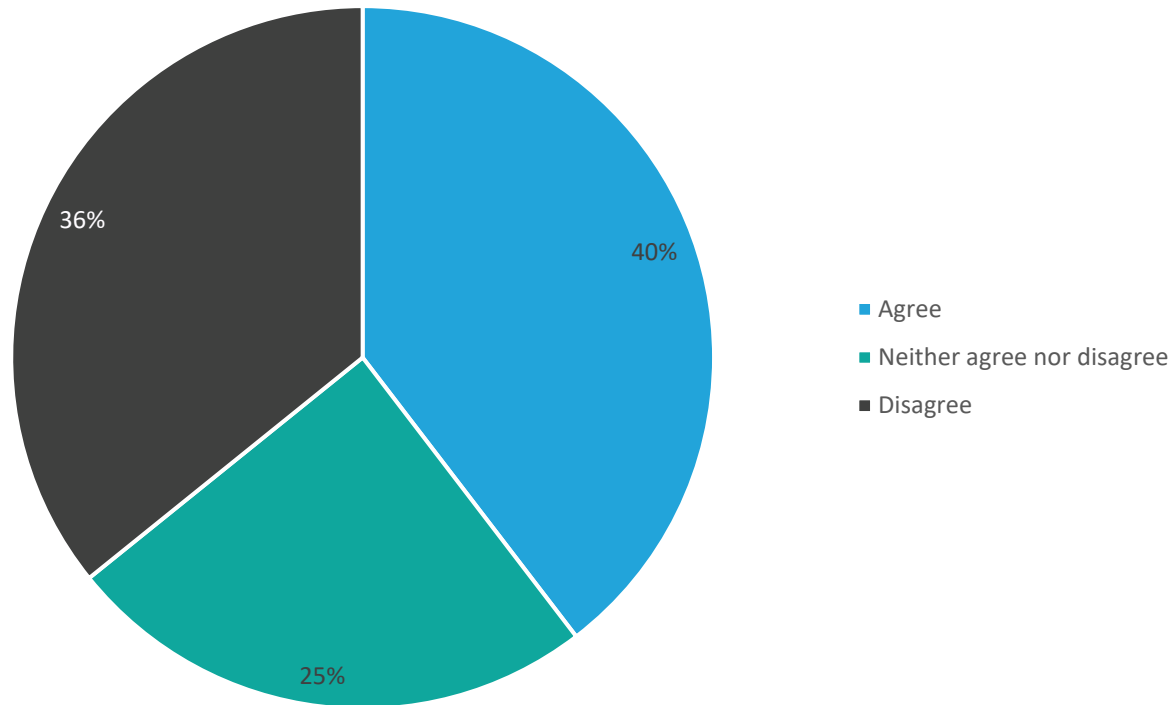
Of those who know what the perimenopause is (n=119):

- 50% believe **it is the natural process** caused when your **ovaries gradually stop working**
 - 45% say it is a transitional time that ends in menopause
 - While 44% think it can last for many years
- On **average**, respondents believe there to be **11.52 symptoms of perimenopause**
- 58% say **hot flashes** are a **symptom** of perimenopause
- **This was followed by:**
 - Tiredness (56%)
 - Increased weight (53%)
 - Mood Swings (51%)



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

- 40% **agree** they are **100% confident** they **know everything there is to know about the menopause**
 - 12% strongly agree this is the case
- 36% **disagree** they are confident about this



Signs of menopause

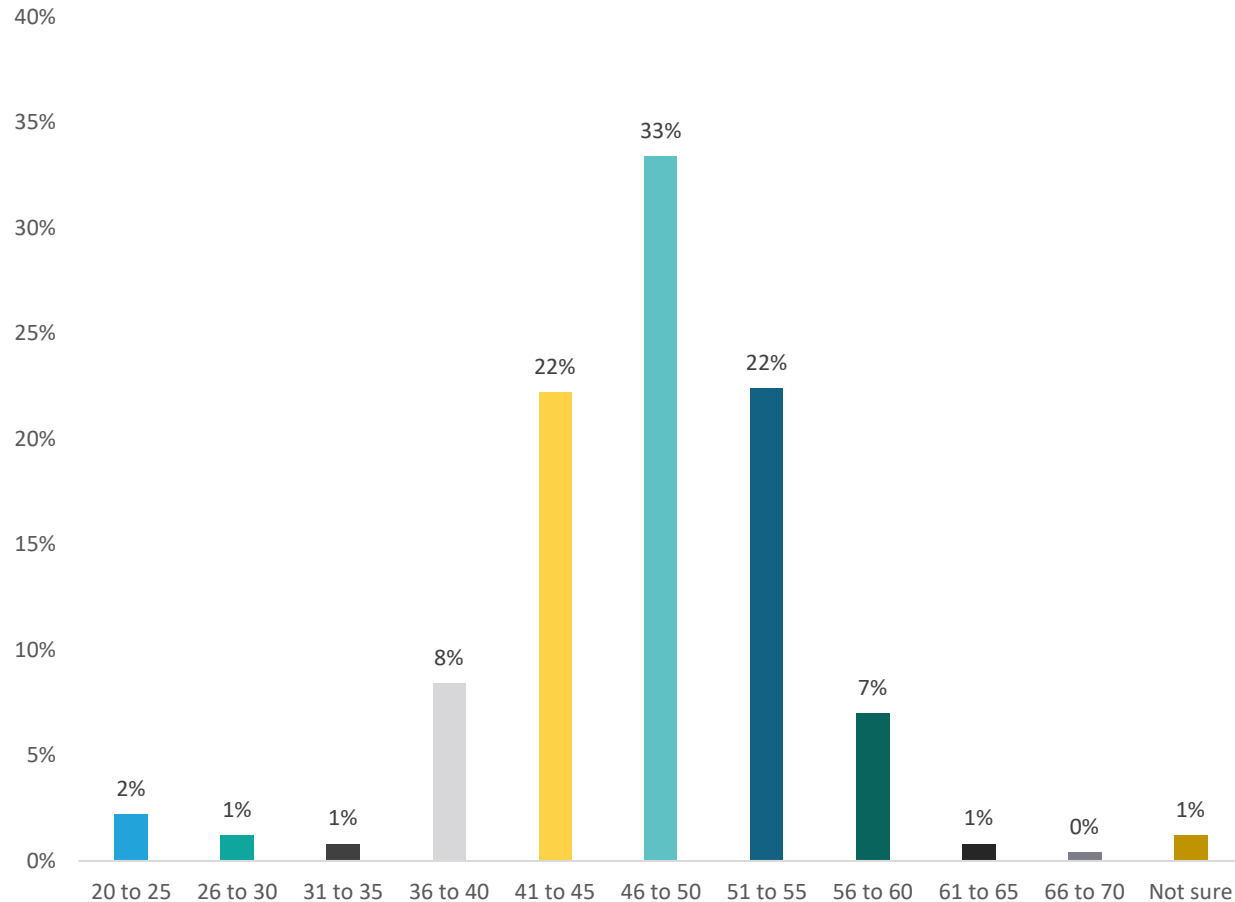
- On **average**, respondents believe there to be **12.23 symptoms of menopause**
- 65% think **hot flushes** are a side effect or symptom of menopause
- **This was followed by:**
 - Increased weight (58%)
 - Tiredness (52%)
 - Mood Swings (47%)

Of those who did not select all listed symptoms in the previous question (n=497):

- 25% were **most surprised** that **oral health changes** was a side effect or symptom of menopause
 - 23% were surprised by increased allergies
 - With another 23% selecting 'tinnitus'
 - And 22% were surprised that they might experience brain fog in menopause

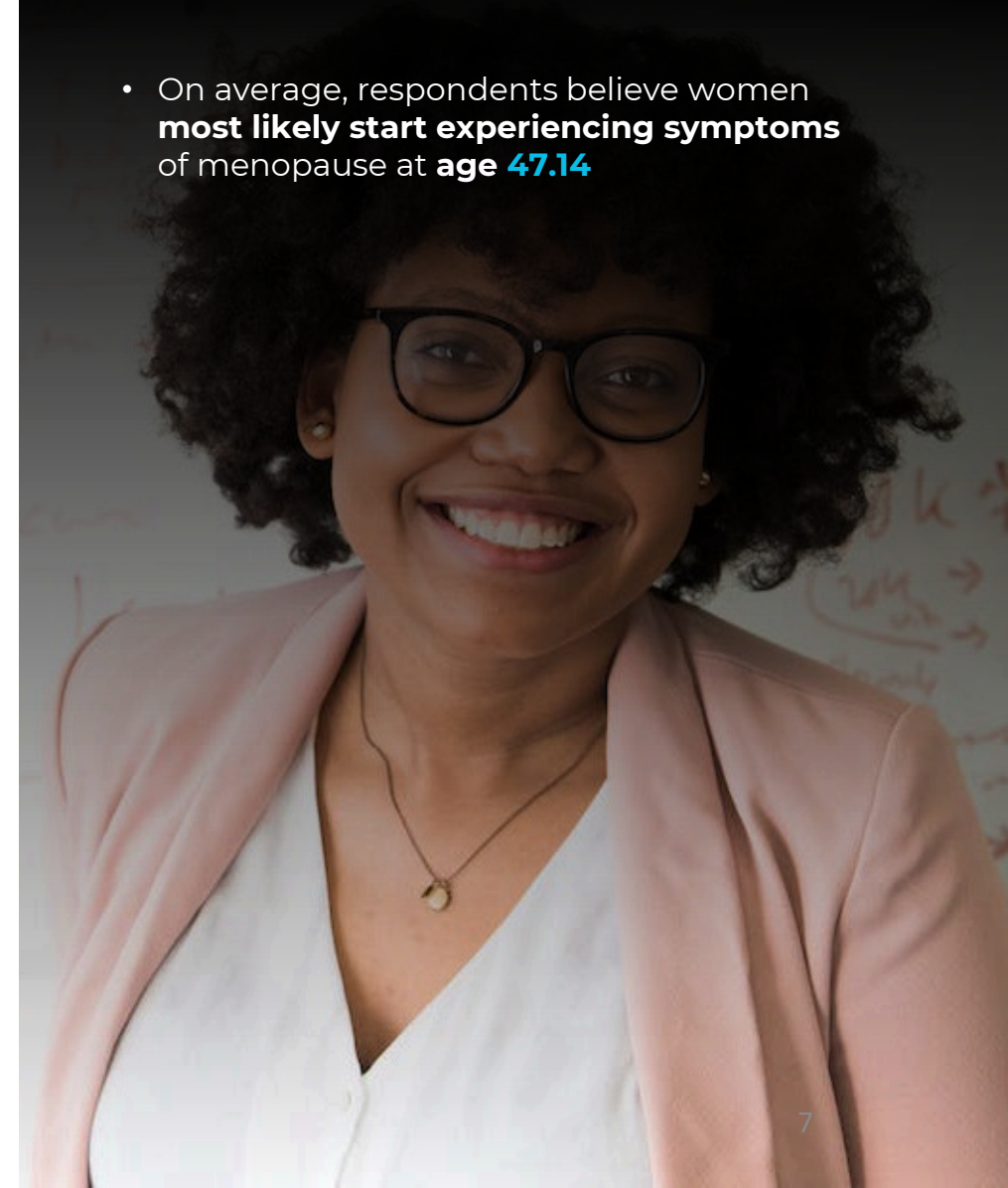
Question:

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 47.14**



Menopause awareness

- 14% think there is a **lot of awareness** surrounding the menopause among the general public
- With 40% saying there is some awareness, but **more could still be done**
- And 43% feel there is **not enough awareness**

- 61% believe the age you start the menopause is **hereditary**
 - With 17% thinking this is the case for all women
- 27% do not think it is hereditary at all

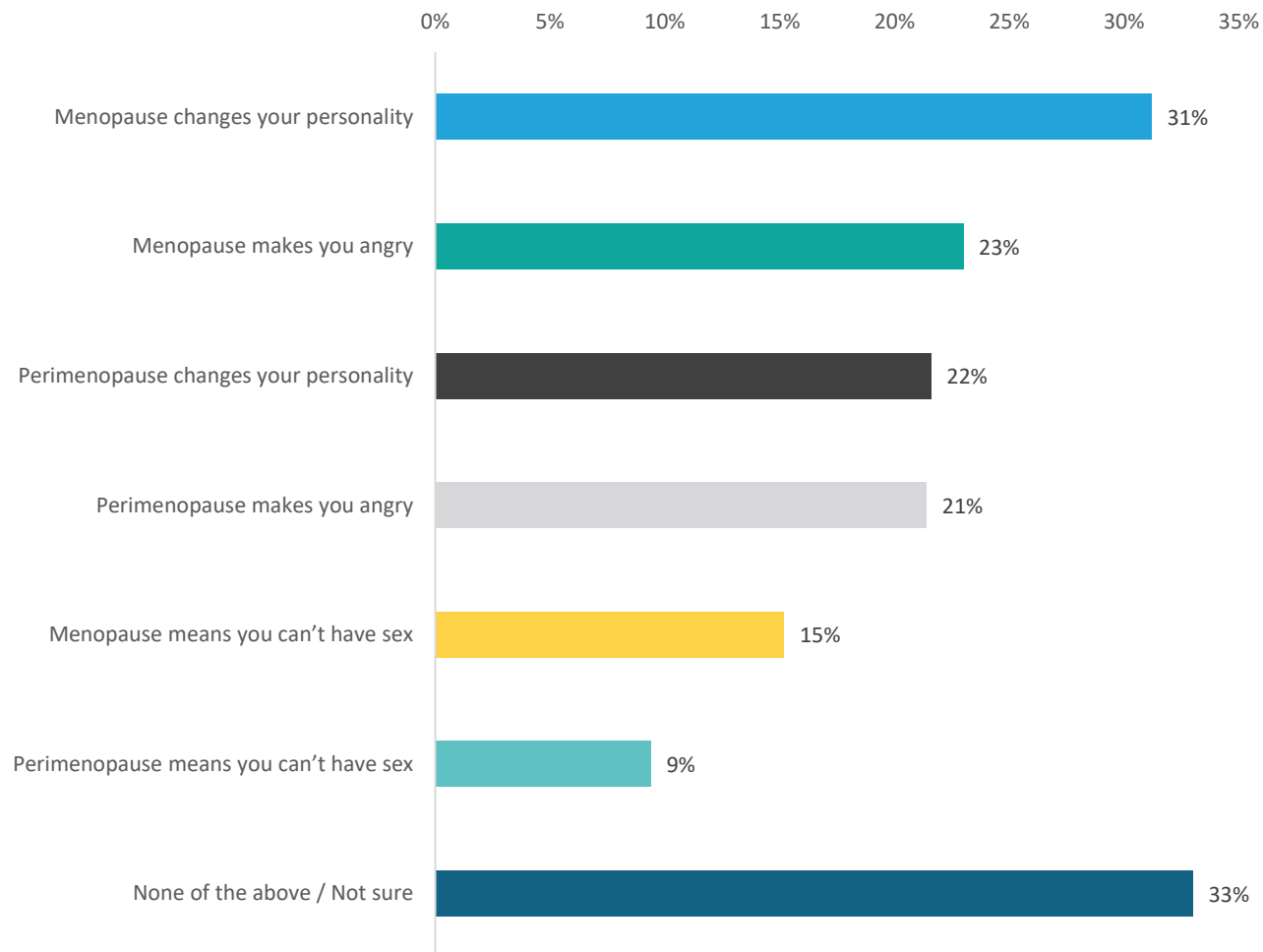
- 42% believe that if you **start your periods early this can mean you will start the menopause early**
 - With 15% thinking this is the case for all women
- 44% do not think there is any correlation here

- Just over a quarter (27%) think that **women still produce oestrogen after the menopause**
- While 37% think they do not



Question:

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



Insight

- 31% think that **menopause changes your personality**
 - With 23% believing that it makes you **angry**
 - And 22% think perimenopause changes your personality



Menopause myths

- 45% believe **menopause** begins when a woman stops having her period
- **This was followed by:**
 - You can't get pregnant when going through menopause (44%)
 - Menopause will make you gain weight (39%)
 - Menopause leads to a decrease in sex drive (37%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, 47% would **drink lots of water to reduce dryness caused by menopause**
 - 39% believe sage in tea would reduce excess sweating and hot flashes
 - And 34% would avoid caffeine, alcohol, and foods that are sugary or spicy to reduce excess sweating
- 36% **agree** that going through the **menopause means you are officially old**
- 35% **disagree** this is the case

Surgical menopause

- 73% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 5.51 years**
 - 34% think menopause lasts for 5 or more years
- 11% say they **know what surgical menopause is**
- While 81% do not

Of those who know what the surgical menopause is (n=53*):

- Over half (51%) think surgical menopause **stops a woman's menstrual periods**
 - 40% believe that it **removes ovaries**
 - 38% think that it causes an abrupt menopause
 - And 32% think surgical menopause will trigger menopause regardless of age following the procedure

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





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Any questions?

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