



Menopause 1 - Sweden

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Client: Essity
Date: 27th January to 7th February 2023
Sample: 500
Demographic: Swedish 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 January to 7th February 2023
2. 500 women (18+) who have not yet started the menopause were interviewed
3. Data splits were provided based on:
 - Age
 - Region

Summary

- 12% **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **10.92 symptoms** with the most expected symptom being **irregular periods**, tied with **night sweats** (57%)
- On average, respondents expect there to be **15.41 symptoms of menopause**, with the most expected symptom being **night sweats** (69%). 42% were surprised to learn that tinnitus could be a symptom of menopause.
- The average **expected age of menopause was 48.15 years old**.
- 45% feel there is **not enough awareness of menopause** in the general public, while 46% think that there is some awareness but more needs to be done.
- Three quarters (75%) think that the **age you start menopause can be hereditary**, while 41% think there can be a **correlation** between the **age you start your period and the onset of menopause**.
- 39% **agree** that going through the **menopause means you are officially old**. With 47% thinking menopause begins when a **woman stops having her period**, and 44% that you can't get pregnant when going through the menopause.
- 78% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 5.21 years**.

Perimenopause

- 12% know what the **perimenopause** is
- While 40% have heard the term but don't know what it is

Of those who know what the perimenopause is (n=58*):

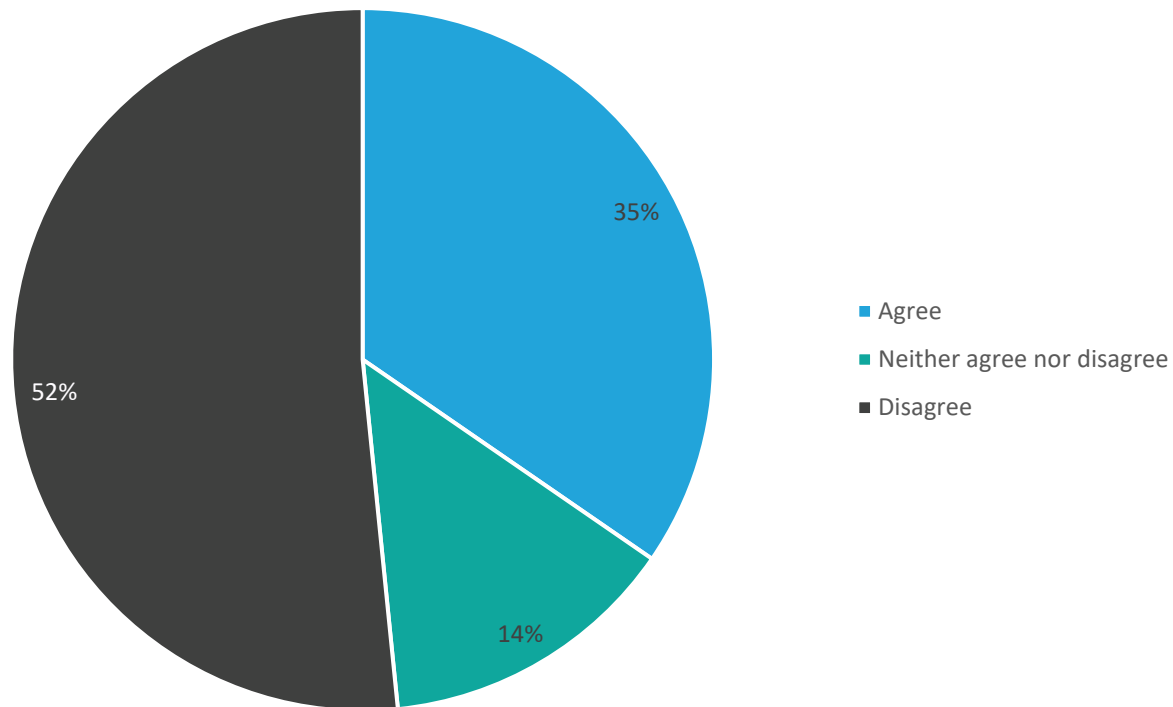
- 57% believe **symptoms** are caused by the **changing levels of hormones in the body**
 - 52% say it is a transitional time that ends in menopause
 - Another 52% think it can last for many years
- On **average**, respondents believe there to be **10.92 symptoms of perimenopause**
- 57% say **irregular periods** are a **symptom** of perimenopause
- This was tied with 57% who selected **night sweats**
- **This was followed by:**
 - Hot flushes (55%)
 - Mood Swings (53%)



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

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

- 35% **agree** they are **100% confident** they **know everything there is to know about the menopause**
 - 6% strongly agree this is the case
- Over half (52%) **disagree** they are confident about this



Signs of menopause

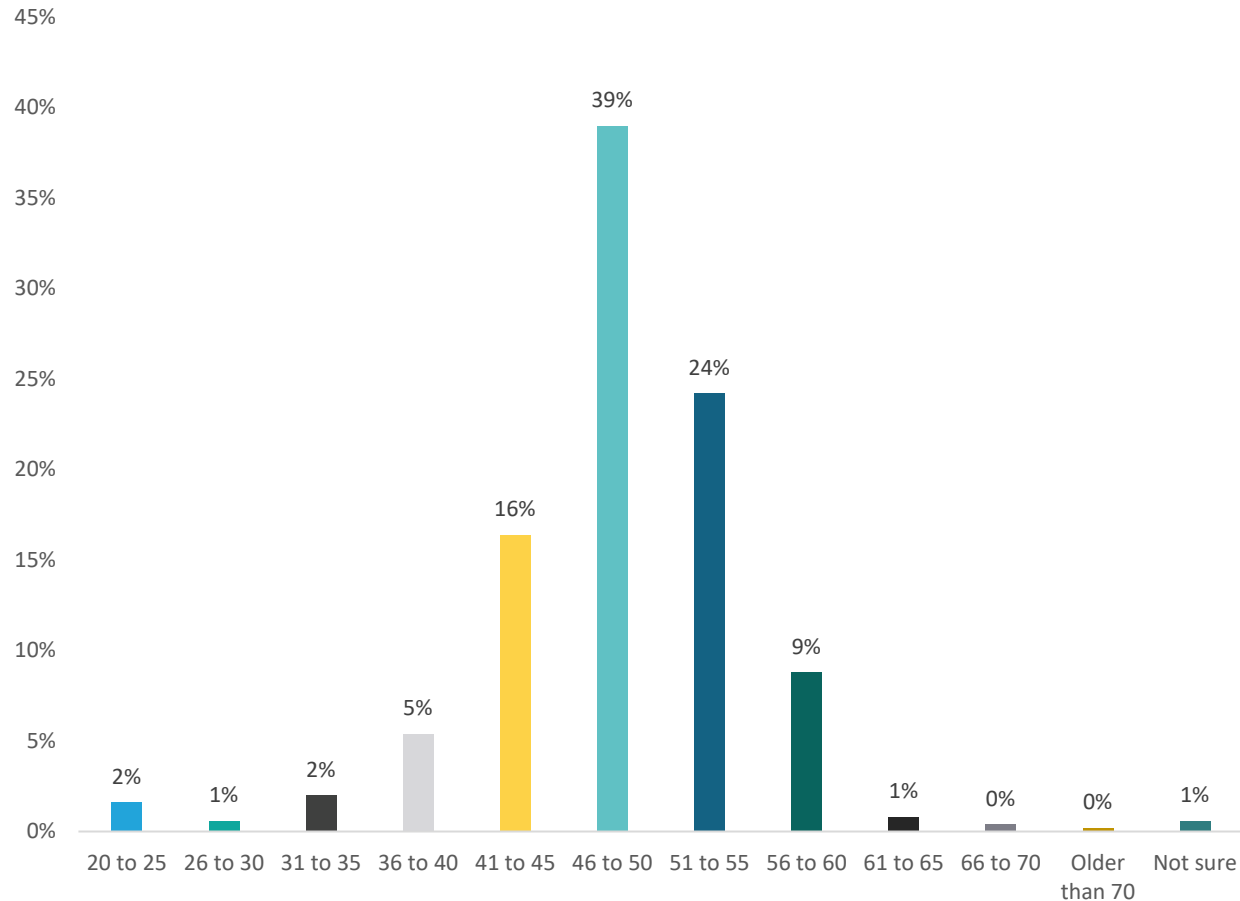
- On **average**, respondents believe there to be **15.41 symptoms of menopause**
- 69% think **night sweats** are a side effect or symptom of menopause
- **This was followed by:**
 - Hot flushes (64%)
 - Mood Swings (61%)
 - Decreased sexual interest (59%)

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

- 42% were **most surprised** that **tinnitus** was a side effect or symptom of menopause
 - 33% were surprised by increased allergies
 - With 27% selecting 'weak bones'
 - And another 27% were surprised that they might experience oral health changes in menopause

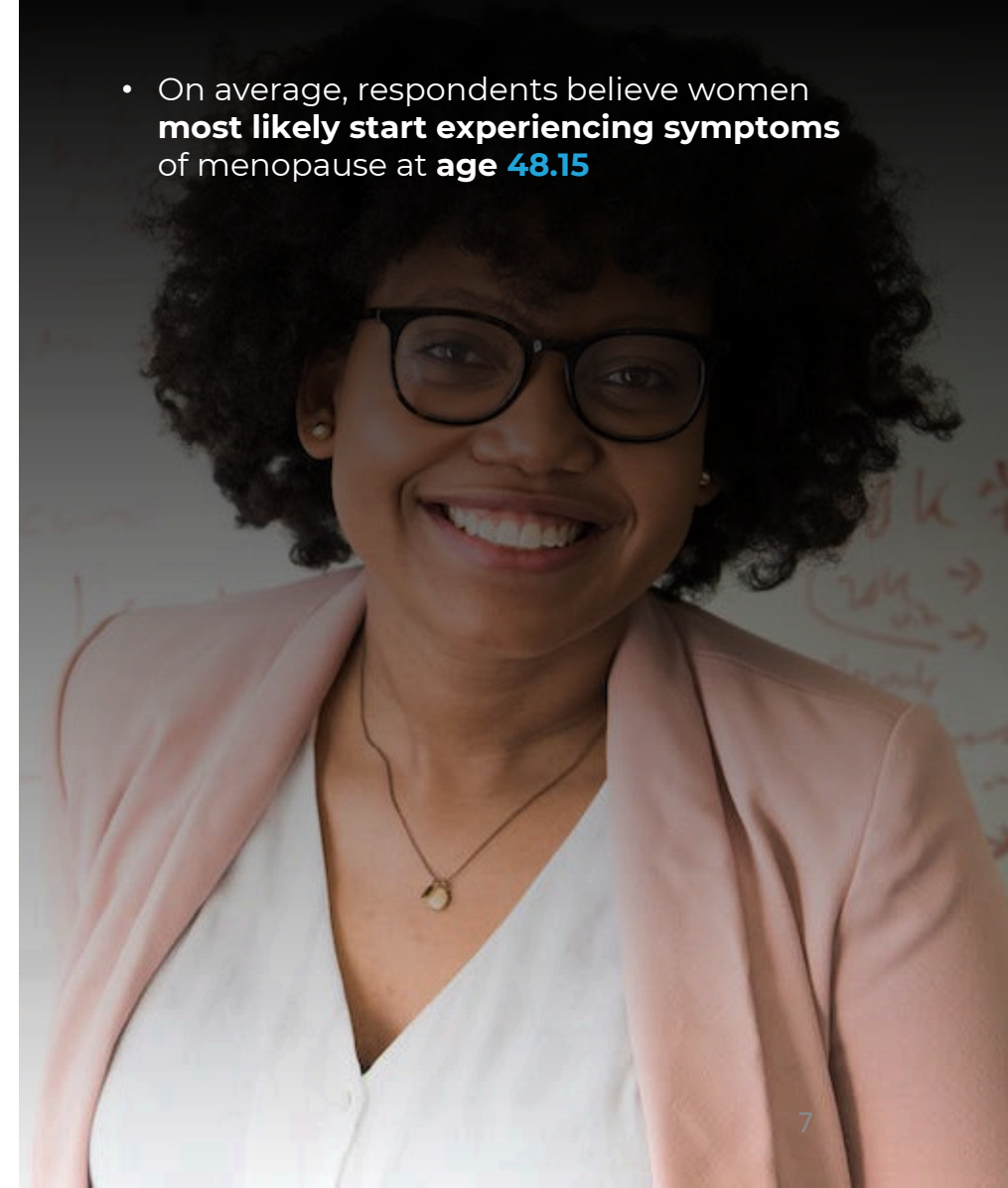
Question:

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 48.15**



Menopause awareness

- 8% think there is a **lot of awareness** surrounding the menopause among the general public
- With 46% saying there is some awareness, but **more could still be done**
- And 45% feel there is **not enough awareness**

- Three quarters (75%) believe the age you start the menopause is **hereditary**
 - With 12% thinking this is the case for all women
- 11% do not think it is hereditary at all

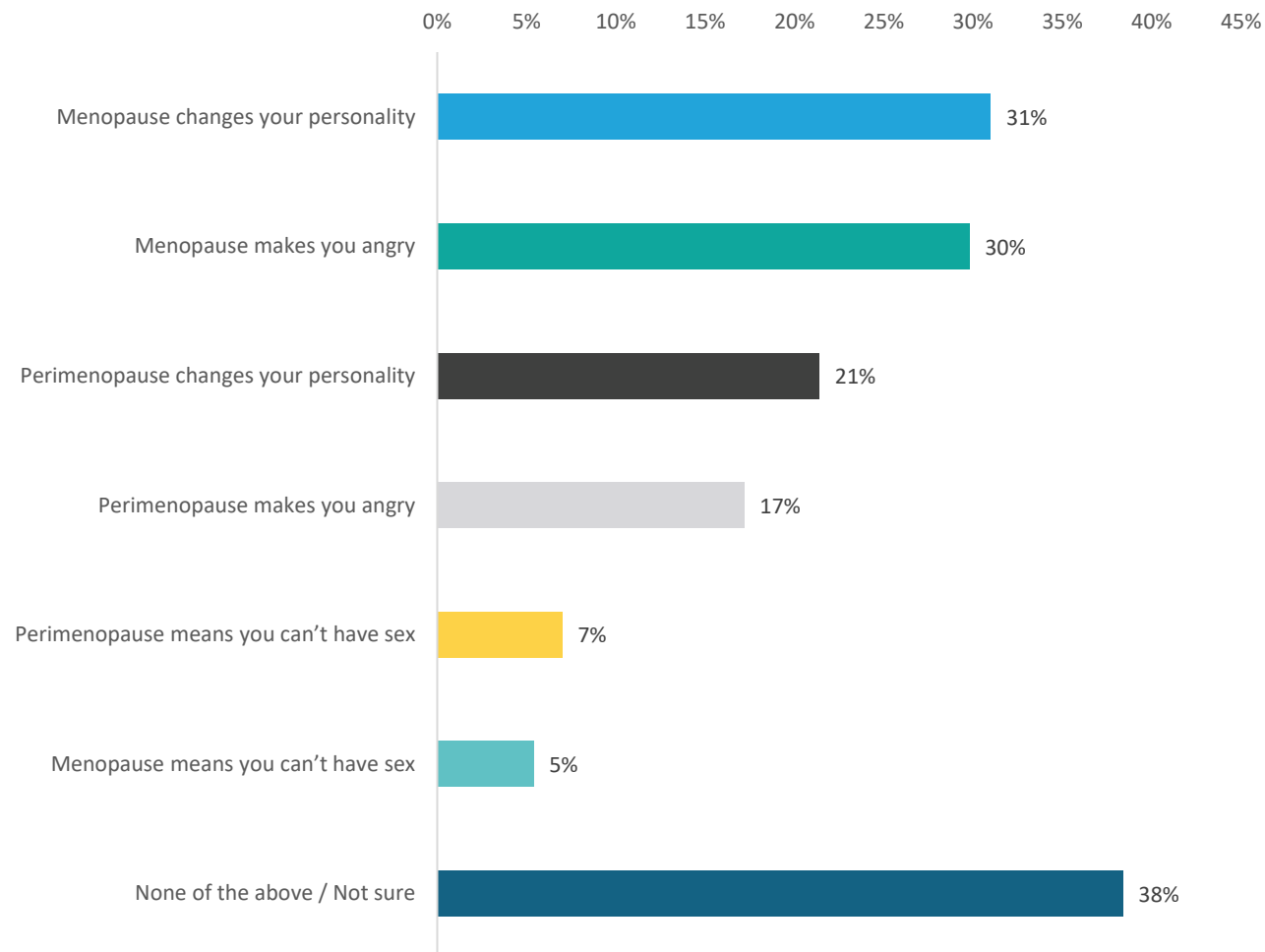
- 41% believe that if you **start your periods early this can mean you will start the menopause early**
 - With 9% thinking this is the case for all women
- 39% do not think there is any correlation here

- 55% think that **women still produce oestrogen after the menopause**
- While 26% 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 30% believing that it makes you **angry**
 - And 21% think perimenopause changes your personality



Menopause myths

- 47% 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 leads to a decrease in sex drive (37%)
 - Menopause will make you gain weight (26%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, 55% would **drink lots of water to reduce dryness caused by menopause**
 - 38% would avoid caffeine, alcohol, and foods that are sugary or spicy to reduce excess sweating
 - A further 38% would try acupuncture to alleviate aches and pains, as well as hot flushes and night sweats
- 39% **agree** that going through the **menopause means you are officially old**
- 36% **disagree** this is the case

Surgical menopause

- 78% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 5.21 years**
 - Half (50%) think menopause lasts for 5 or more years
- 11% say they **know what surgical menopause is**
- While 78% do not

Of those who know what the surgical menopause is (n=56*):

- Over half (52%) think surgical menopause will **trigger menopause regardless of age** following the procedure
 - 45% think it **stops a woman's menstrual periods**
 - 39% believe that it removes ovaries
 - 38% think that it can cause women to experience more severe symptoms than they would if they were to experience menopause naturally
 - And 32% think surgical menopause causes an abrupt menopause

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Any questions?

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