



## Menopause 1 - Germany

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**Client:** Essity  
**Date:** 27<sup>th</sup> January to 2<sup>nd</sup> February 2023  
**Sample:** 500  
**Demographic:** German 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 27<sup>th</sup> January to 2<sup>nd</sup> 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

- Almost a fifth (18%) **know what the perimenopause** is. Of those who know what perimenopause is, on average they believe there to be **13.67 symptoms** with the most expected symptom being **tiredness** (56%).
- On average, respondents expect there to be **17.78 symptoms of menopause**, with the most expected symptom being **hot flushes** (63%). 34% were surprised to learn that tinnitus is a symptom of menopause.
- The average **expected age of menopause was 46.91 years old**.
- 46% feel there is **not enough awareness of menopause** in the general public, while 45% think that there is some awareness but more needs to be done.
- 61% think that the **age you start menopause can be hereditary**, while 40% 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 44% thinking menopause begins when a **woman stops having her period**, and 38% that you can't get pregnant when going through the menopause.
- 71% of respondents believe **all women go through menopause**, and on average think menopause **lasts for 4.91 years**.

# Perimenopause

- Almost a fifth (18%) know what the **perimenopause** is
- While 40% have heard the term but don't know what it is

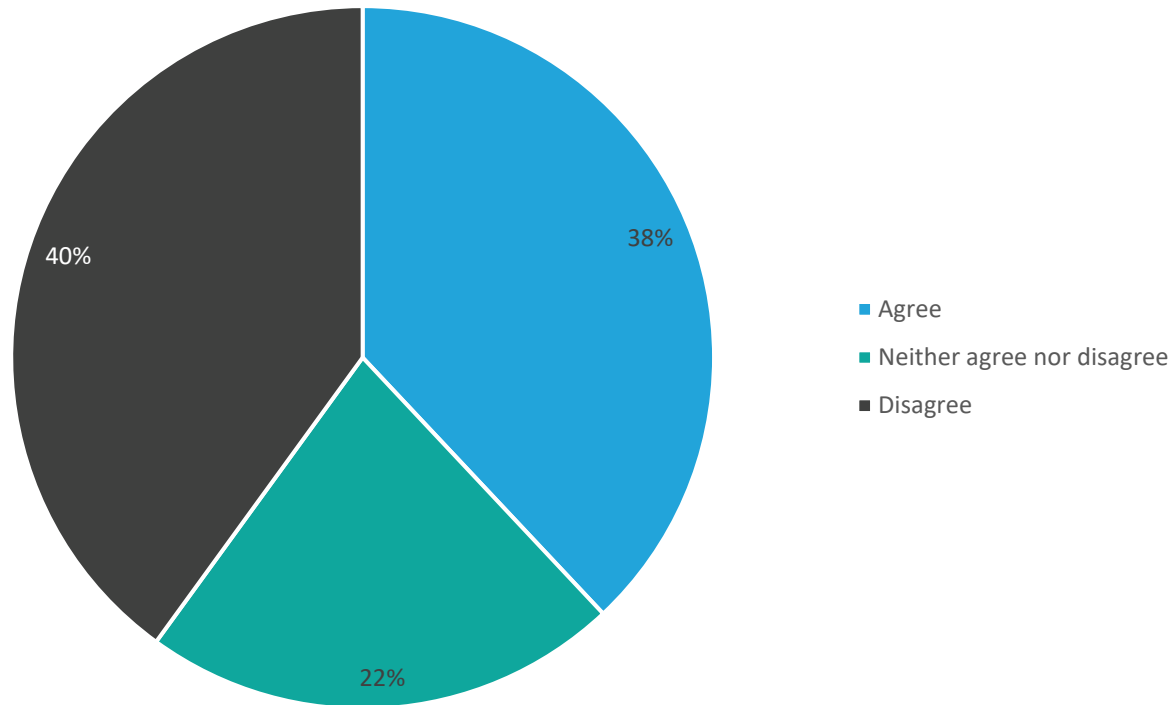
## Of those who know what the perimenopause is (n=91):

- 46% believe **symptoms are caused** by the **changing levels of hormones** in the body
  - 44% say it is a **transitional** time that ends in menopause
  - While 42% think **it is the natural process** caused when your **ovaries gradually stop working**
- On **average**, respondents believe there to be **13.67 symptoms of perimenopause**
- 56% say **tiredness** is a **symptom** of perimenopause
- **This was followed by:**
  - Hot flushes (54%)
  - Irregular periods (46%)
  - Headaches (44%)



## 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

- 38% **agree** they are **100% confident** they **know everything there is to know about the menopause**
  - 10% strongly agree this is the case
- Four in ten (40%) **disagree** they are confident about this



# Signs of menopause

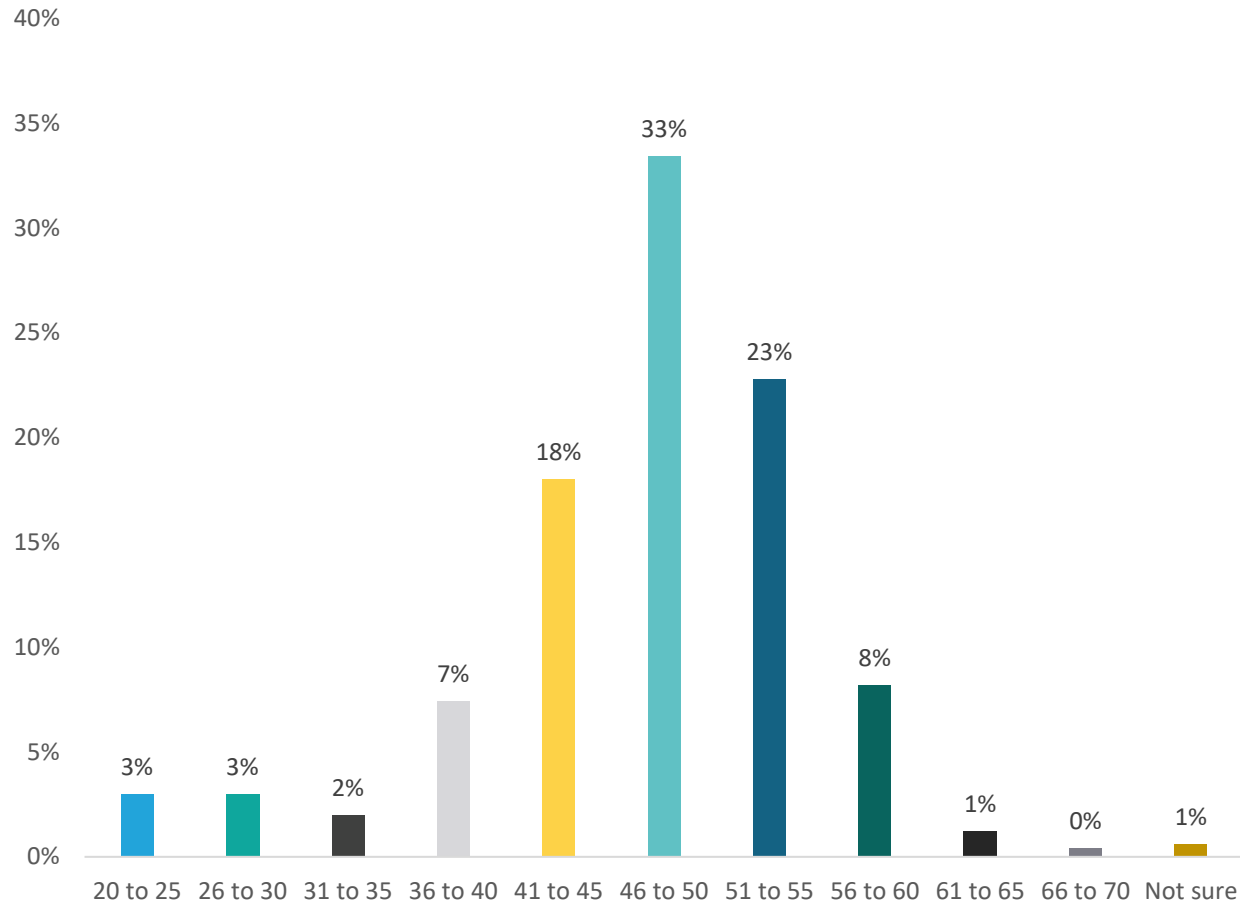
- On **average**, respondents believe there to be **17.78 symptoms of menopause**
- 63% think **hot flushes** are a side effect or symptom of menopause
- **This was followed by:**
  - Mood Swings (58%)
  - Tiredness (56%)
  - Night sweats (54%)

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

- More than a third (34%) were **most surprised** that **tinnitus** was a side effect or symptom of menopause
  - 27% were surprised by increased allergies
  - With another 27% selecting 'memory loss'
  - And 23% were surprised that they might experience oral health changes in menopause

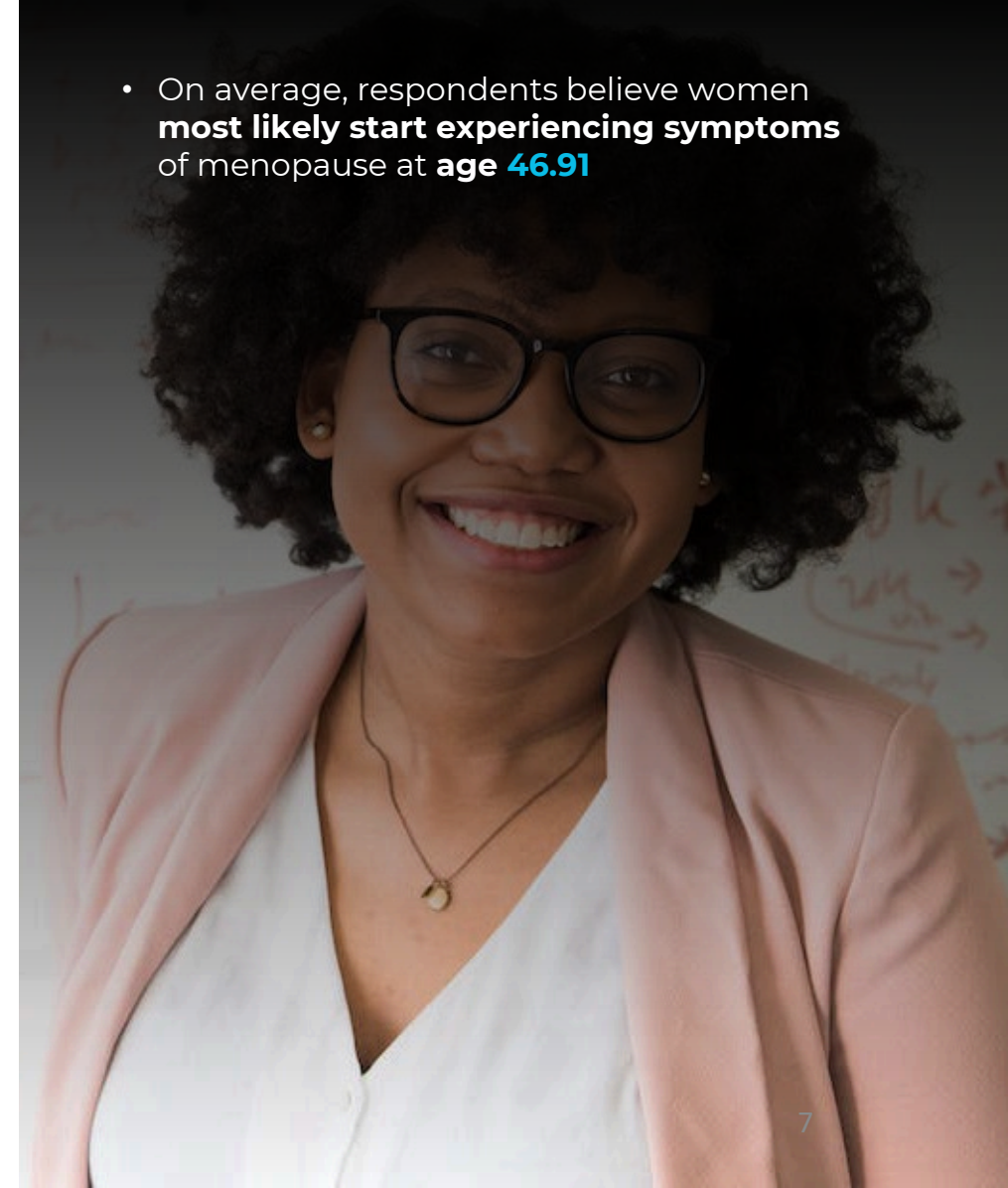
## Question:

**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 46.91**



# Menopause awareness

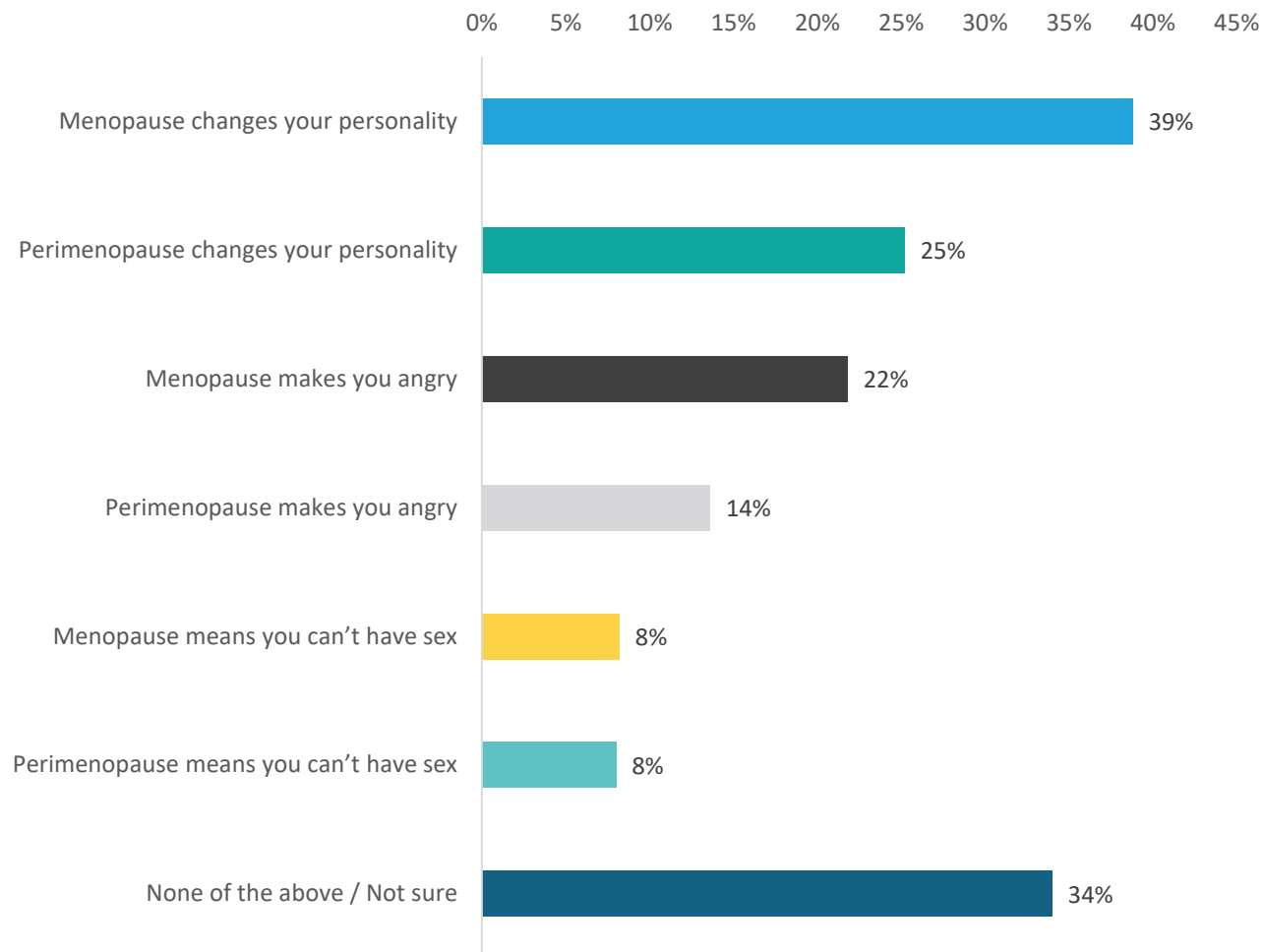
- 5% think there is a **lot of awareness** surrounding the menopause among the general public
- With 45% saying there is some awareness, but **more could still be done**
- And 46% feel there is **not enough awareness**
  
- 61% believe the age you start the menopause is **hereditary**
  - With 10% thinking this is the case for all women
- 26% do not think it is hereditary at all
  
- Two fifths (40%) believe that if you **start your periods early this can mean you will start the menopause early**
  - With 10% thinking this is the case for all women
- 41% do not think there is any correlation here
  
- 46% think that **women still produce oestrogen after the menopause**
- While 24% think they do not





## Question:

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



## Insight

- 39% think that **menopause changes your personality**
  - With one in four (25%) believing that **perimenopause changes your personality**
  - And 22% think that menopause makes you **angry**



# Menopause myths

- 44% believe **menopause** begins when a woman stops having her period
- **This was followed by:**
  - You can't get pregnant when going through menopause (38%)
  - Menopause leads to a decrease in sex drive (35%)
  - Menopause will make you gain weight (27%)
- Thinking of '**old wives tales**' they would try to help ease the symptoms / side effects of menopause, 48% would **drink lots of water to reduce dryness caused by menopause**
  - 37% believe sage in tea would reduce excess sweating and hot flashes
  - And 36% would use acupuncture to alleviate aches and pains, as well as hot flashes and night sweats
- 35% **agree** that going through the **menopause means you are officially old**
- 38% **disagree** this is the case

# Surgical menopause

- 71% believe **all women go through the menopause**
- On average, respondents believe **menopause lasts for 4.91 years**
  - 44% think menopause lasts for 5 or more years
- 15% say they **know what surgical menopause** is
- While 71% do not

## **Of those who know what the surgical menopause is (n=74\*):**

- Just under half (49%) think surgical menopause can cause women to experience **more severe symptoms** than if they were to experience menopause naturally
  - 45% believe it **stops a woman's menstrual periods**
  - Another 45% think that it causes an **abrupt menopause**
  - And 42% believe that it **removes ovaries**

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





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Any questions?

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