



## Menopause 2 - USA

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**Client:** Essity  
**Date:** 20<sup>th</sup> to 31<sup>st</sup> January 2023  
**Sample:** 500  
**Demographic:** USA women who are in/post menopause  
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# Method

## Quantitative online survey

### Samples:

1. Online research was conducted on behalf of Essity by OnePoll between 20<sup>th</sup> to 31<sup>st</sup> January 2023
2. 500 women (18+) who are either in/post menopause were interviewed
3. Data splits were provided based on:
  - Age
  - Region

# Summary

- The average respondent started experiencing **symptoms of menopause at 44.31 years old**, and experienced an average of **8.91 signs/symptoms** with the most common ones being **hot flushes** (35%) and night sweats (30%).
- 60% **feel informed** about the menopause, and the impact it has on their body, with 13% saying they feel **clueless** about this.
- Among those who have experienced signs/symptoms of menopause, 30% have tried taking **vitamin D** as a supplement to mitigate these, and 30% have actually **been to a doctor or GP** for these. Of those who have been to a doctor or GP 62% have been through **HRT** to relieve their symptoms.
- Almost half (47%) had a **personal support network** while going through the menopause, with 27% having a **virtual** support network. However, 37% felt they **didn't have any support network**. 14% **avoided talking** about their experience of menopause, with 28% actively speaking about this.
- 60% were **employed** whilst going through menopause, with 46% of these respondents being **entitled to take time off** specifically for menopause. Almost half (49%) have actually **taken days off** for the menopause. 53% think that women **should get paid time off for the menopause**.
- 39% of those who were employed during menopause **received support from their colleagues**, with 36% getting support from their **employers**. 20% **requested flexible working hours due to menopause symptoms**.
- 46% think that the menopause is a **taboo** subject, with 45% of those respondents saying this is because people don't like to **talk about a 'deterioration' of the body**.

# Symptoms

- On **average**, respondents started **experiencing symptoms** of menopause when they were **44.31 years old**
- They experienced an **average** of **8.91 signs/ symptoms** which they believed were linked to menopause

## Of those who experienced any signs/symptoms of menopause (n=469):

- 35% experienced **hot flushes**
  - While 30% had night sweats
  - And 23% experienced vaginal dryness

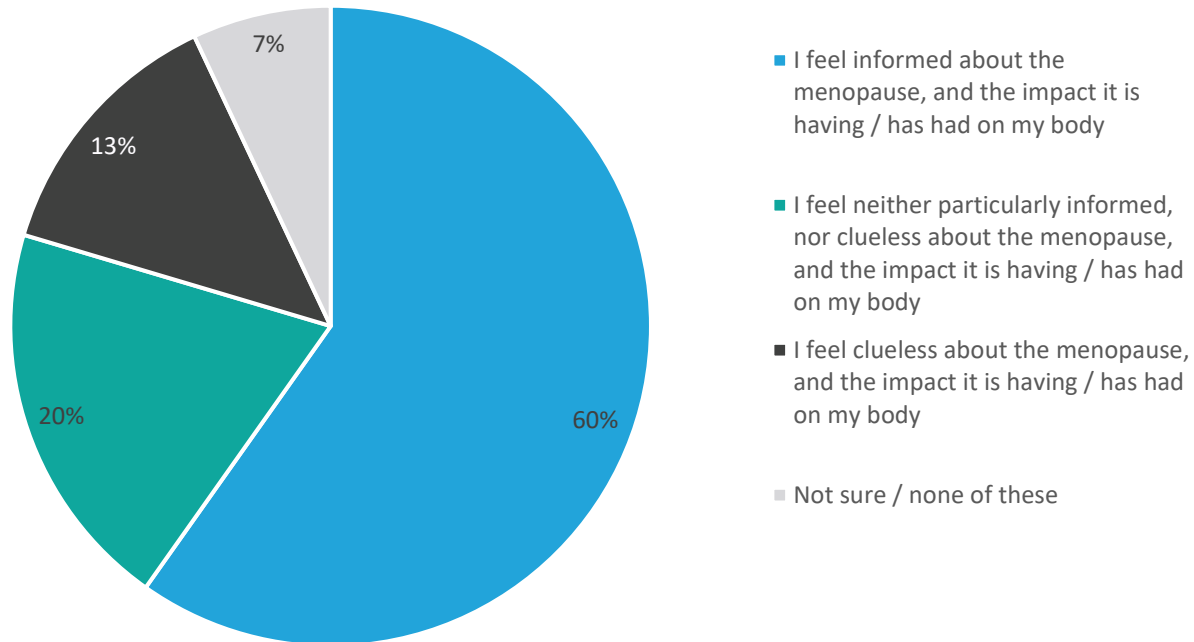
## Of those who experienced any of the given symptoms in the prior question (n=454):

- 31% were **previously aware** they may **experience hot flushes**, before they had them
  - While 22% were aware they may get night sweats
  - 16% previously knew they could have irregular periods



## Question:

**Which of the following statements, if any best describes how informed / ill-informed you feel about the menopause, and the impact it is having / has had on your body?**



## Insight

- 60% **felt informed** about the menopause, and the **impact it is having / has had on their body**
  - With 22% feeling **very informed** about this
- 13% felt **clueless** about the menopause, and the impact it is having / has had on their body



# Treatments

## Of those who experienced any signs/symptoms of menopause (n=469):

- 30% have tried taking **vitamin D** to **mitigate some of the symptoms** they experienced
- **This was followed by:**
  - Black Cohosh (22%)
  - Calcium (21%)
  - DHEA (16%)
- 26% **didn't use any products or supplements** for this
  
- 30% went to a **doctor or GP** to try and mitigate these symptoms
  - While 29% have not yet, but plan to
- 24% have no plans to see a doctor or GP to mitigate their menopausal symptoms

## Of those who have seen a doctor or GP (n=141):

- 62% went through **hormone replacement therapy (HRT)** to relieve symptoms of menopause



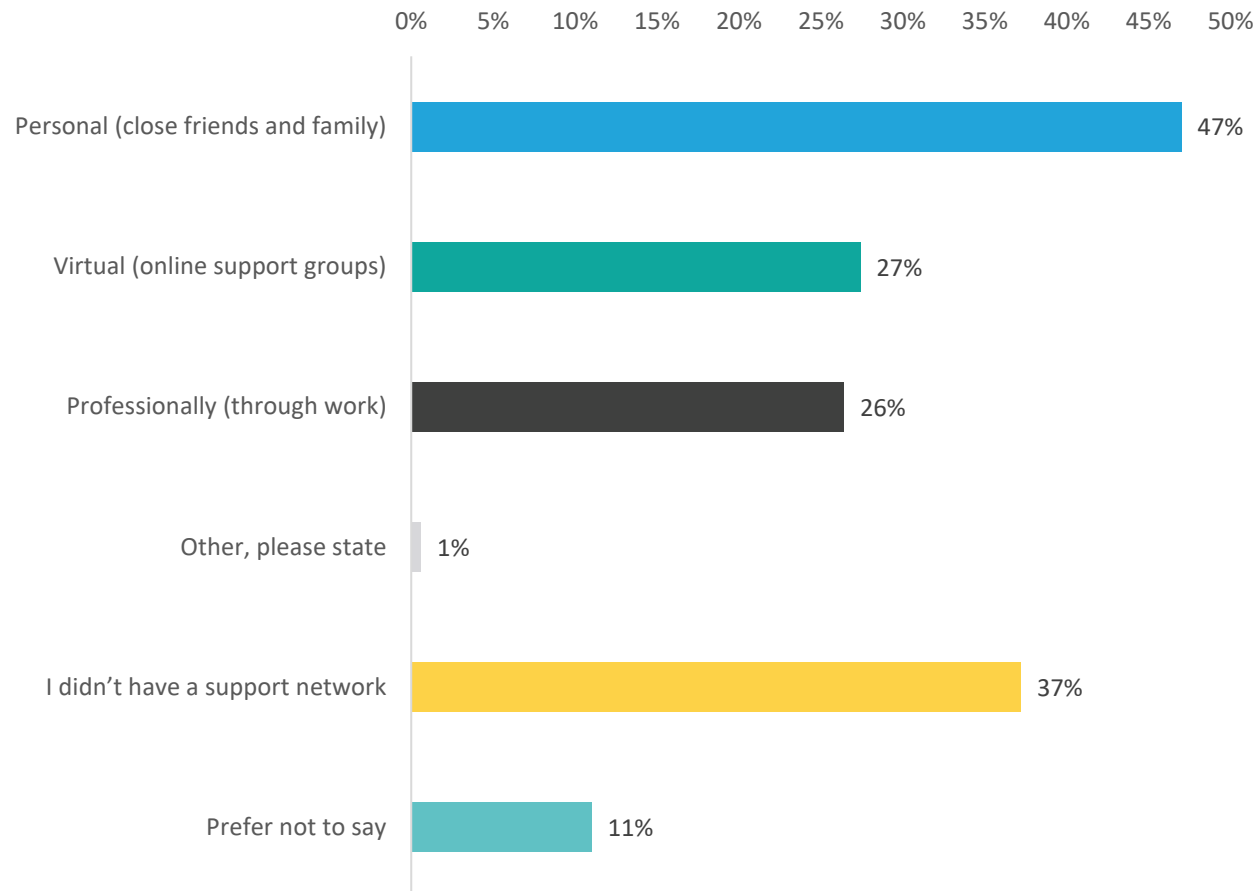
# Effect of menopause

- 57% **agree** with the statement “**I was / am constantly surprised by what the menopause threw / throws at me**”
  - With 23% **strongly agreeing**
- 23% **disagree** this is the case for them
  
- 48% **agree** the menopause has made them **want less sex**
  - While 41% feel less attractive or sexy as result of the menopause
  - 31% felt their partner seemed to go off them and want/s less sex when they started the menopause
  
- 27% found that going through the menopause **improved their confidence**
- 41% say it made no difference
- And for 17% their confidence was **worsened** by going through menopause



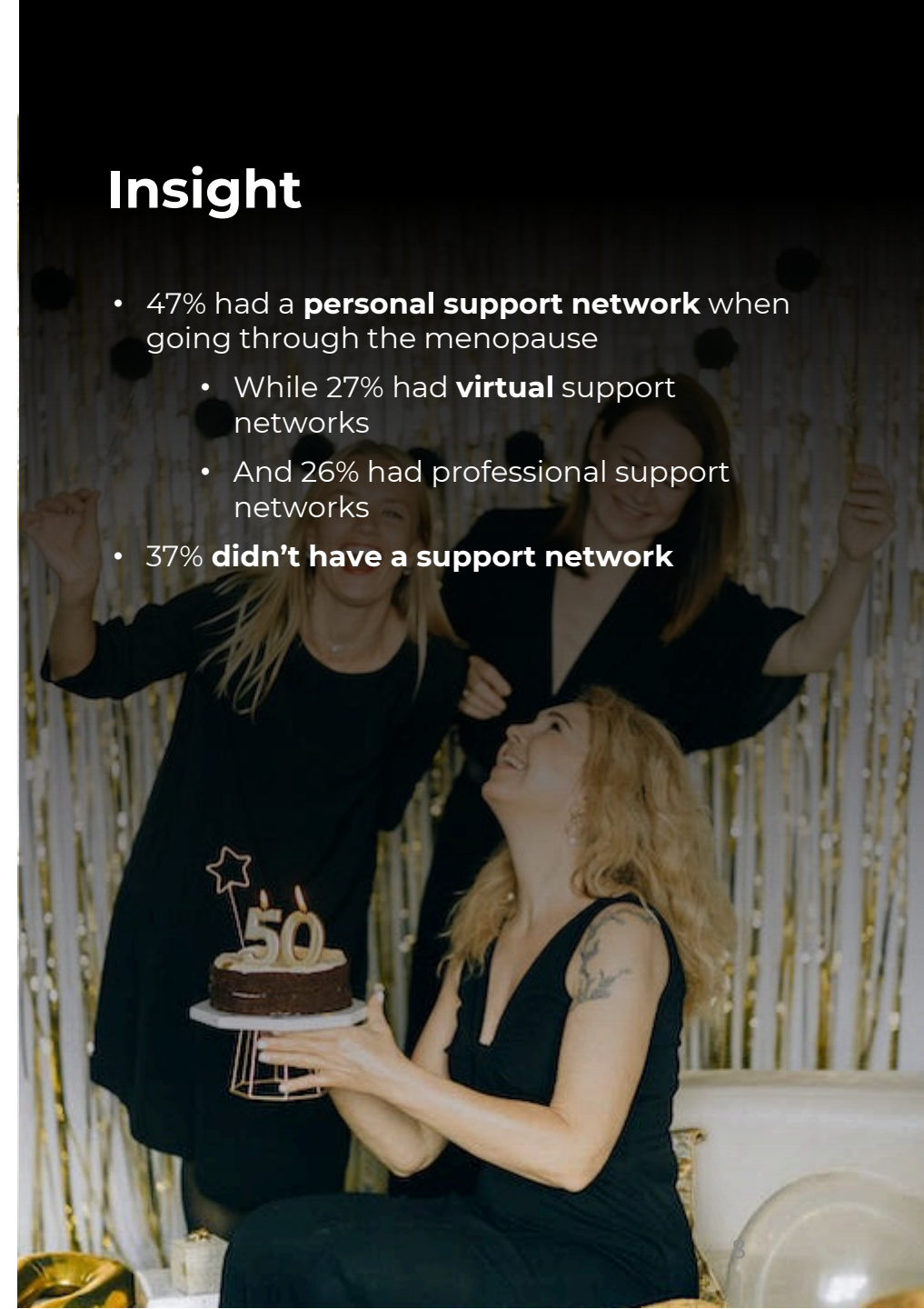
## Question:

# Which support networks, if any, did you have when going through the menopause?



## Insight

- 47% had a **personal support network** when going through the menopause
  - While 27% had **virtual** support networks
  - And 26% had professional support networks
- 37% **didn't have a support network**







# Speaking up

- 28% **actively spoke** about their **experience of menopause**
- While 40% would only speak about this **if others brought it up**
- And 14% **avoided** talking about their experience of menopause

## **Of those who avoided talking about their experience (n=69\*):**

- 41% **avoided** talking about their experience of menopause with their **employer**
  - While 39% avoided talking about menopause with their **colleagues**
  - 36% avoided this with their children
  - 35% avoided discussing menopause with their partner
- 28% would avoid this as they don't / didn't want **people to think of them as old**
- **This was followed by:**
  - Feeling embarrassed (25%)
  - Worry they won't understand (25%)

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

# Time off

- When going through the menopause, 47% were **employed full time**
- With 12% being employed on a **part time basis**

## **Of those who were employed whilst going through the menopause (n=298):**

- 46% were **entitled to time off specifically for menopause**
  - With 37% having entitlement to paid time off
- 49% have actually **taken days off** due to the menopause
  - With 22% doing so many times

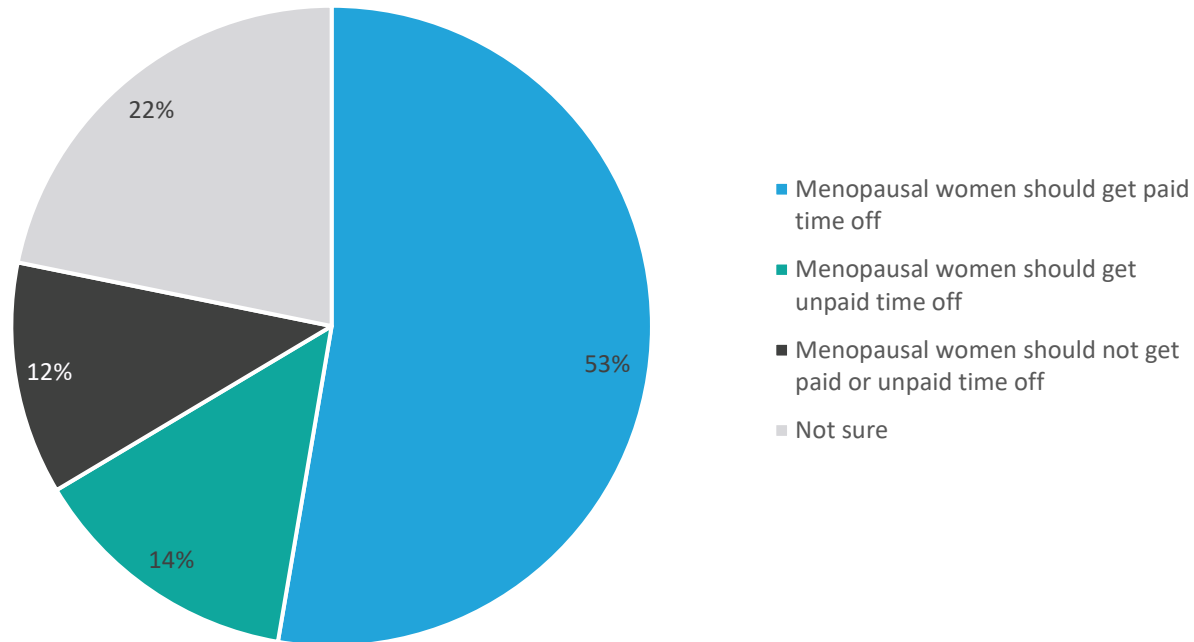
## **Of those who have taken days off due to the menopause (n=147):**

- Half (50%) **told their employer** every time why they were taking the day off
  - 38% only told their employer on some occasions they were taking a day off due to the menopause



## Question:

**How would you feel about the idea of women being allocated a number of days to take either paid or unpaid, when they need to, during the menopause if they are in employment?**



## Insight

**Of those who were employed whilst going through the menopause (n=298):**

- 53% feel that menopausal women should **get paid time off**
  - With 14% saying they should only get **unpaid** time off
- 12% think menopausal women should not get paid or unpaid time off





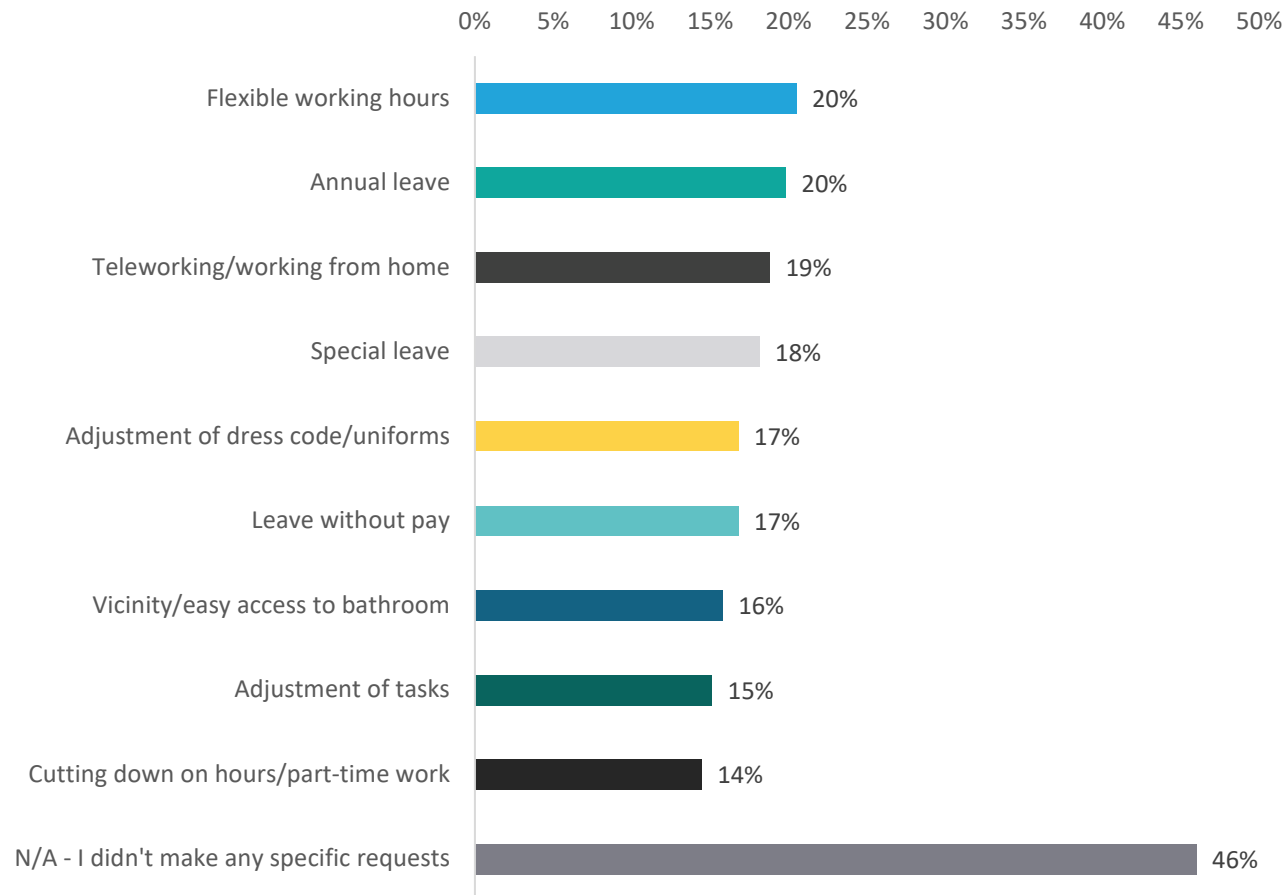
# Support at work

**Of those who were employed whilst going through the menopause (n=298):**

- 39% say their **colleagues were supportive** when they were / are going through menopause
- With 36% experiencing **support from their employers**
- 5% say they were not supportive, even though they knew
- While 37% were not supportive, but only because they did not know
  
- 22% had **colleagues make unkind comments** due to experiencing the menopause
  - A further 22% had their boss make unkind comments
  - And 20% were treated differently by the boss
  
- 35% say their **ability to work** during menopause was **affected by tiredness**
- **This was followed by:**
  - Inability to focus (27%)
  - Poor concentration (26%)
  - More difficulty coping with tasks (23%)

## Question:

# Did you make any specific requests, such as below, to your employer due to menopause symptoms?



## Insight

Of those who were employed whilst going through the menopause (n=298):

- 20% **flexible working hours** due to menopause symptoms
  - While 20% requested annual leave
- 46% made no specific requests



# Taboos

- Half (50%) have come across **campaigns about the menopause** which put a spotlight on the symptoms
  - With 40% saying these campaigns were **helpful**
- 46% think that menopause is a **taboo subject**
  - With 10% feeling it is very taboo

## **Of those who think menopause is a taboo subject (n=228):**

- 45% say this is because people don't like to talk about a 'deterioration' of their body
- **This was followed by:**
  - Embarrassment at disclosing personal problems (41%)
  - People don't understand it (41%)
  - The fact it is associated with old people (39%)
  - The fact it is so different for everyone (36%)





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Any questions?

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