



## Menopause 2 - Sweden

EE E 1801 M2

<b>Client:</b>	Essity
<b>Date:</b>	27 <sup>th</sup> January to 7 <sup>th</sup> February 2023
<b>Sample:</b>	500
<b>Demographic:</b>	Swedish women who are in/post menopause
<b>Client contact:</b>	elvina.bergue@essity.com
<b>Summary author:</b>	harry.gove@onepoll.com

hello@onepoll.com | 020 7138 3053





# Method

## Quantitative online survey

### Samples:

1. Online research was conducted on behalf of Essity by OnePoll between 27<sup>th</sup> January to 7<sup>th</sup> February 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 48.33 years old**, and experienced an average of **3.58 signs/symptoms** with the most common ones being **hot flushes** (60%) and night sweats (54%).
- Over half (53%) **feel informed** about the menopause, and the impact it has on their body, with 25% saying they feel **clueless** about this.
- Among those who have experienced signs/symptoms of menopause, 23% have tried taking **vitamin D** as a supplement to mitigate these, and 33% have actually **been to a doctor or GP** for these. Of those who have been to a doctor or GP 46% have been through **HRT** to relieve their symptoms.
- 46% had a **personal support network** while going through the menopause, with 11% having a **professional** support network. However, 49% felt they **didn't have any support network**. 18% **avoided talking** about their experience of menopause, with 26% actively speaking about this.
- 86% were **employed** whilst going through menopause, with 5% of these respondents being **entitled to take time off** specifically for menopause. 11% have actually **taken days off** for the menopause. Half (50%) think that women **should get paid time off for the menopause**.
- 28% of those who were employed during menopause **received support from their colleagues**, with 8% getting support from their **employers**. 5% **requested to cut down on hours / work part-time due to menopause symptoms**.
- 51% think that the menopause is a **taboo** subject, with 59% of those respondents saying this is because people don't like to **talk about a 'deterioration' of their body**.

# Symptoms

- On **average**, respondents started **experiencing symptoms** of menopause when they were **48.33 years old**
- They experienced an **average** of **3.58 signs/ symptoms** which they believed were linked to menopause

## Of those who experienced any signs/symptoms of menopause (n=463):

- 60% experienced **hot flashes**
  - While 54% had night sweats
  - And 42% experienced sleep difficulties

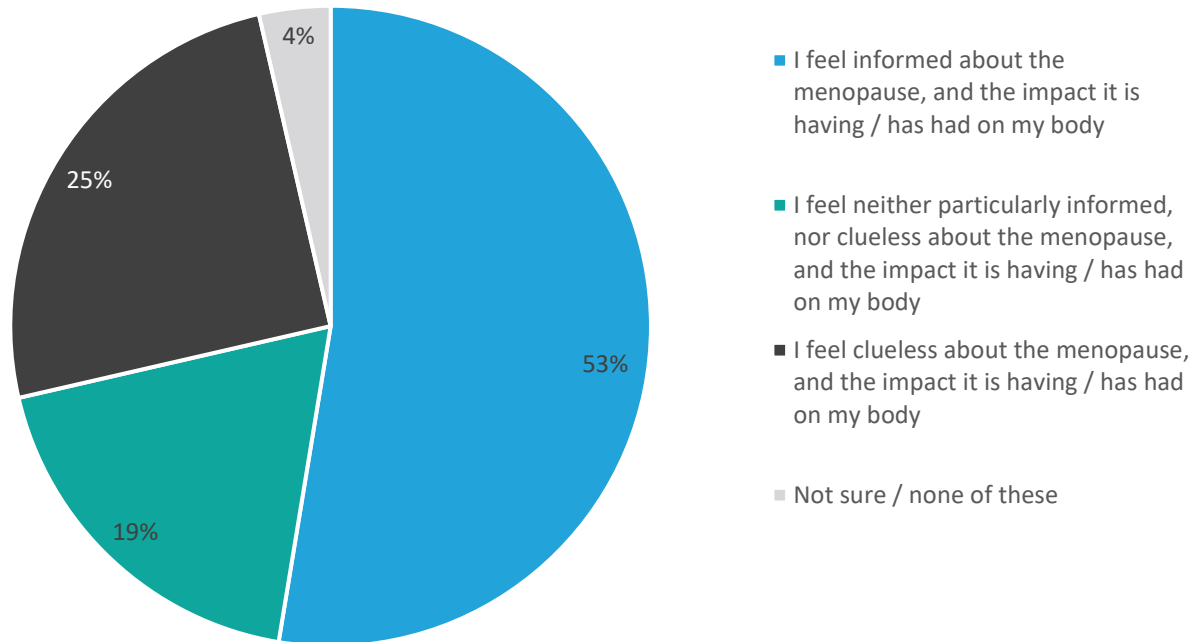
## Of those who experienced any of the given symptoms in the prior question (n=457):

- 53% were **previously aware** they may **experience hot flashes**, before they had them
  - While 39% were aware they may get night sweats
  - And 22% previously knew they would 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

- Over half (53%) **felt informed** about the menopause, and the **impact it is having / has had on their body**
  - With 15% feeling **very informed** about this
- 25% 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=463):

- 23% have tried taking **vitamin D** to **mitigate some of the symptoms** they experienced
- **This was followed by:**
  - Calcium (11%)
  - St. John's Wort (6%)
  - Flaxseed (4%)
- 60% **didn't use any products or supplements** for this
  
- A third (33%) went to a **doctor or GP** to try and mitigate these symptoms
  - While 14% have not yet, but plan to
- 46% have no plans to see a doctor or GP to mitigate their menopausal symptoms

## Of those who have seen a doctor or GP (n=151):

- 46% went through **hormone replacement therapy** (HRT) to relieve symptoms of menopause

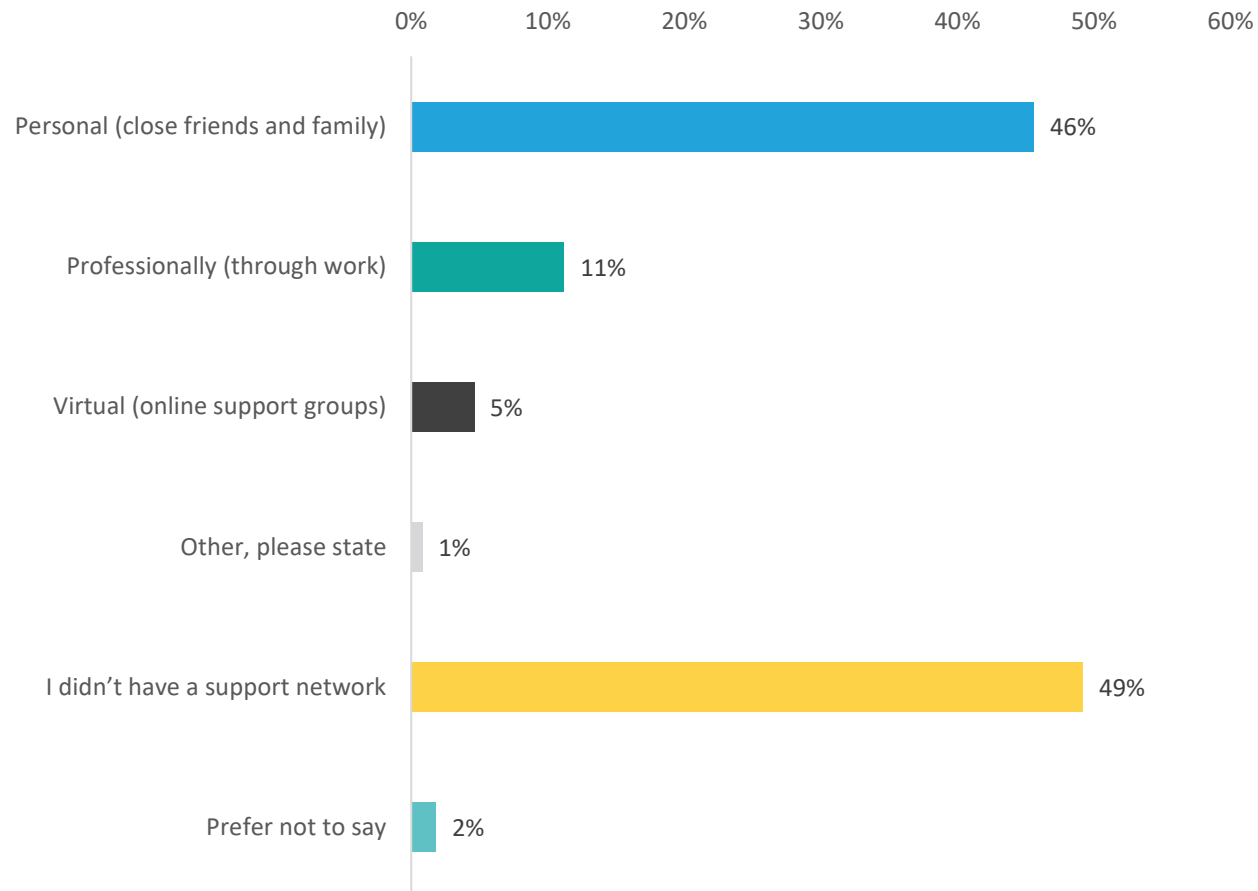
# Effect of menopause

- Almost half (49%) **agree** with the statement “**I was / am constantly surprised by what the menopause threw / throws at me**”
  - With 14% **strongly agreeing**
- 27% **disagree** this is the case for them
  
- 36% **agree** the menopause has made them **want less sex**
  - While 29% feel less attractive or sexy as result of the menopause
  - 3% felt their partner seemed to go off them and want/s less sex when they started the menopause
  
- 15% found that going through the menopause **improved their confidence**
  - With 49% saying it made no difference
  - And for 27% their confidence was **worsened** by going through menopause



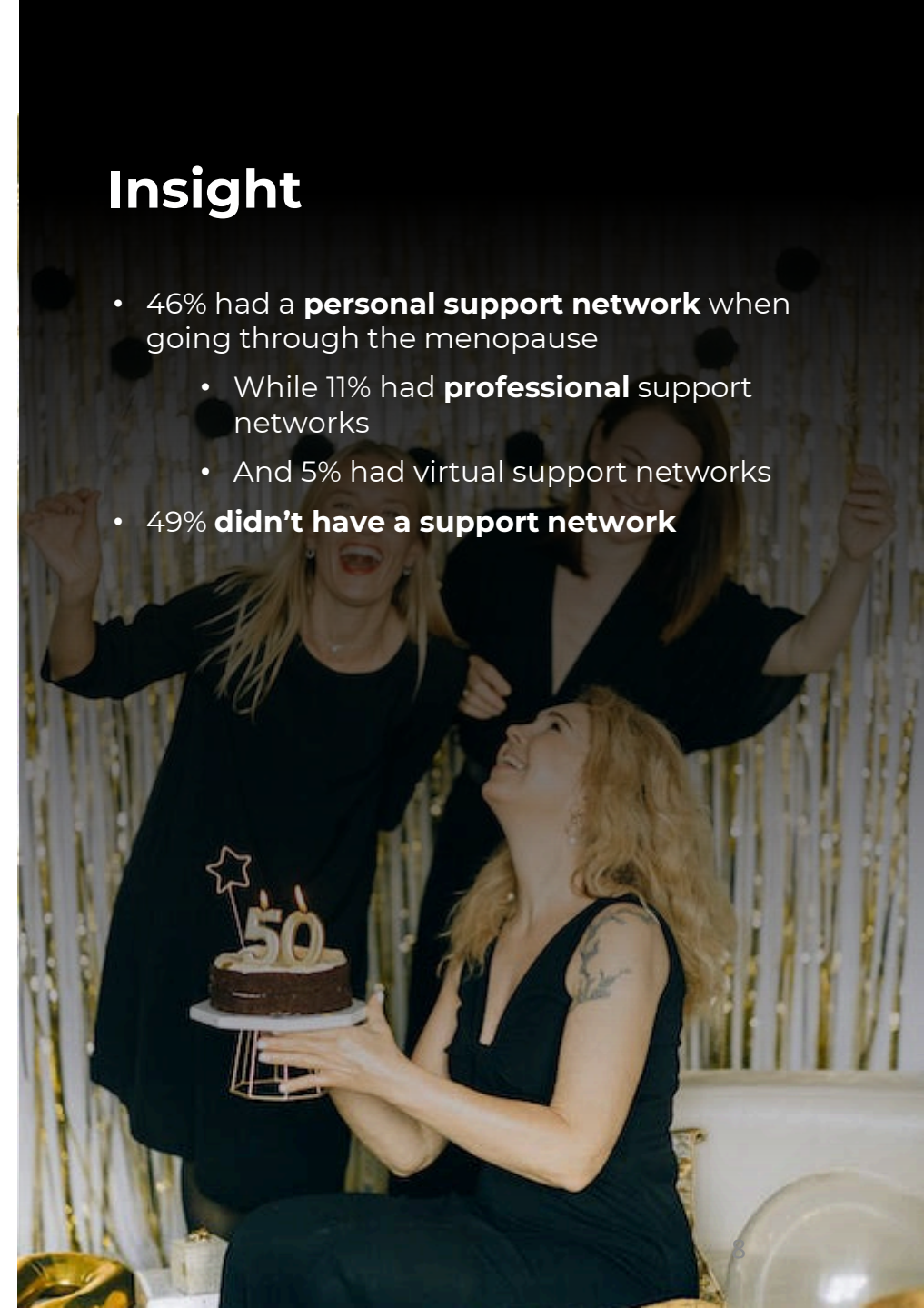
## Question:

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



## Insight

- 46% had a **personal support network** when going through the menopause
  - While 11% had **professional** support networks
  - And 5% had virtual support networks
- 49% **didn't have a support network**







# Speaking up

- 26% **actively spoke** about their **experience of menopause**
- While 43% would only speak about this **if others brought it up**
- And 18% **avoided** talking about their experience of menopause

## **Of those who avoided talking about their experience (n=92\*):**

- 61% **avoided** talking about their experience of menopause with their **employer**
  - While 53% avoided talking about menopause with their **colleagues**
  - 52% avoided this with their friends
  - 50% avoided discussing menopause with their children
- 26% would avoid this as they don't / didn't want people to **think of them as old**
- **This was followed by:**
  - Feeling embarrassed (23%)
  - Worry they aren't interested (21%)
  - Don't / didn't want to embarrass them (18%)

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

# Time off

- When going through the menopause, a two thirds (66%) were **employed full time**
- With 19% being employed on a **part time basis**

## **Of those who were employed whilst going through the menopause (n=428):**

- 5% were **entitled to time off specifically for menopause**
  - With 3% having entitlement to paid time off
- 11% have actually **taken days off** due to the menopause
  - With 2% doing so many times

## **Of those who have taken days off due to the menopause (n=49\*):**

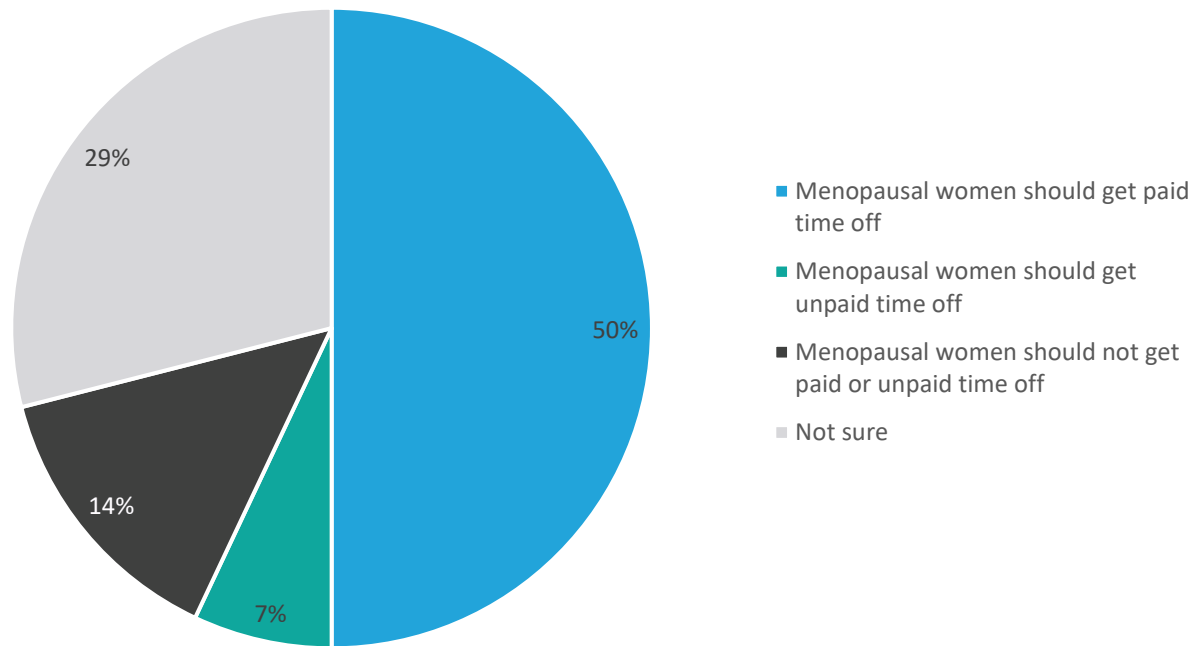
- 14% **told their employer** every time why they were taking the day off
  - 41% only told their employer on some occasions they were taking a day off due to the menopause

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



## 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=428):**

- Half (50%) feel that menopausal women should **get paid time off**
  - With 7% saying they should only get **unpaid** time off
- 14% think menopausal women should not get paid or unpaid time off



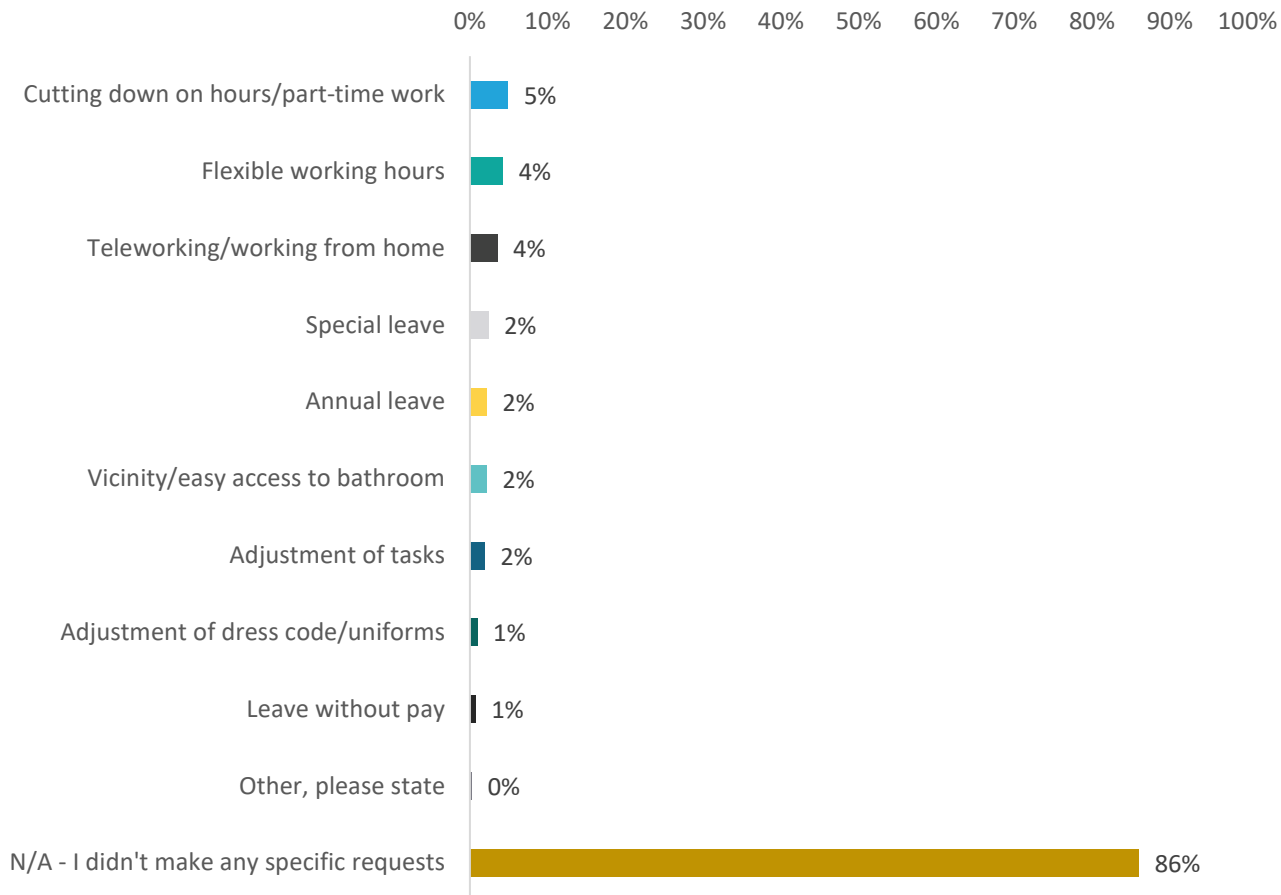
# Support at work

**Of those who were employed whilst going through the menopause (n=428):**

- 28% say their **colleagues were supportive** when they were / are going through menopause
- With 8% experiencing **support from their employers**
- 9% say they were not supportive, even though they knew
- While 61% were not supportive, but only because they did not know
  
- 5% had their **opinion disregarded** due to experiencing the menopause
  - 3% were overlooked for a pay rise
  - With another 3% treated differently by the boss
  
- 43% say their **ability to work** during menopause was **affected by tiredness**
- **This was followed by:**
  - Poor concentration (22%)
  - Inability to focus (22%)
  - Poor memory (17%)

## 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=428):

- 5% requested **cutting down on hours / part-time work** due to menopause symptoms
  - While 4% requested flexible working hours
- 86% made no specific requests

# Taboos

- Just over a third (34%) have come across **campaigns about the menopause** which put a spotlight on the symptoms
  - With 15% saying these campaigns were **helpful**
- Over half (51%) think that menopause is a **taboo subject**
  - With 10% feeling it is very taboo

## Of those who think menopause is a taboo subject (n=253):

- 59% 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 (53%)
  - A lack of information about it (43%)
  - The fact it is so different for everyone (41%)
  - The fact it is associated with old people (40%)





**ESOMAR<sup>23</sup>**  
**Corporate**

**OnePoll**

Any questions?

[elvina.bergue@essity.com](mailto:elvina.bergue@essity.com)

[harry.gove@onepoll.com](mailto:harry.gove@onepoll.com)

[hello@onepoll.com](mailto:hello@onepoll.com) | 020 7138 3053

# OnePoll

## The Trusted Voice of Market Research

Conducting around 5 million interviews annually, in over  
40 countries, for more than 550 client organisations

**The experts at OnePoll provide an unrivalled experience, working closely with clients to deliver the data and insights that power decision-making.**

Our specialists are on hand throughout the research journey, consulting from questionnaire design to data analysis and interpretation, helping you tell the data stories that matter.

Established in 2003, we are pioneers of online research across a broad range of topics. Whether quantitative or qualitative, single or multi-country, our bespoke packages maximise the value of your research and insights.

For further information about our best-in-class research services, please contact Russ Budden: [russ.budden@onepoll.com](mailto:russ.budden@onepoll.com)  
07793048843

