

GLOBAL VIEWS ON MENOPAUSE

A Global Advisor survey

19 October, 2022

For more information: <https://www.ipsos.com/en/global-advisor-menopause-2022>

GAME CHANGERS



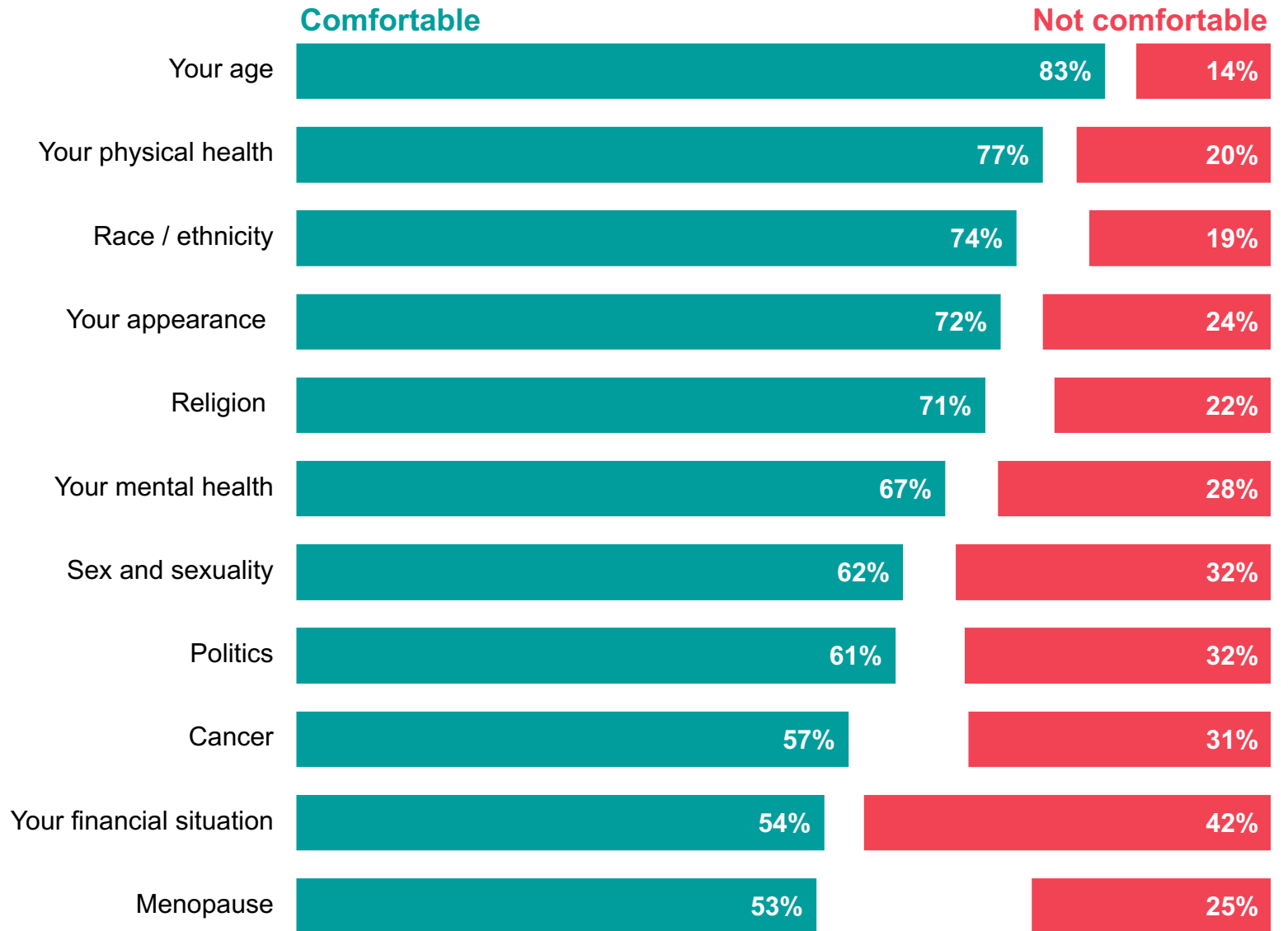
COMFORT IN TALKING TO FRIENDS

1

COMFORT IN TALKING TO FRIENDS

GLOBAL COUNTRY AVERAGE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

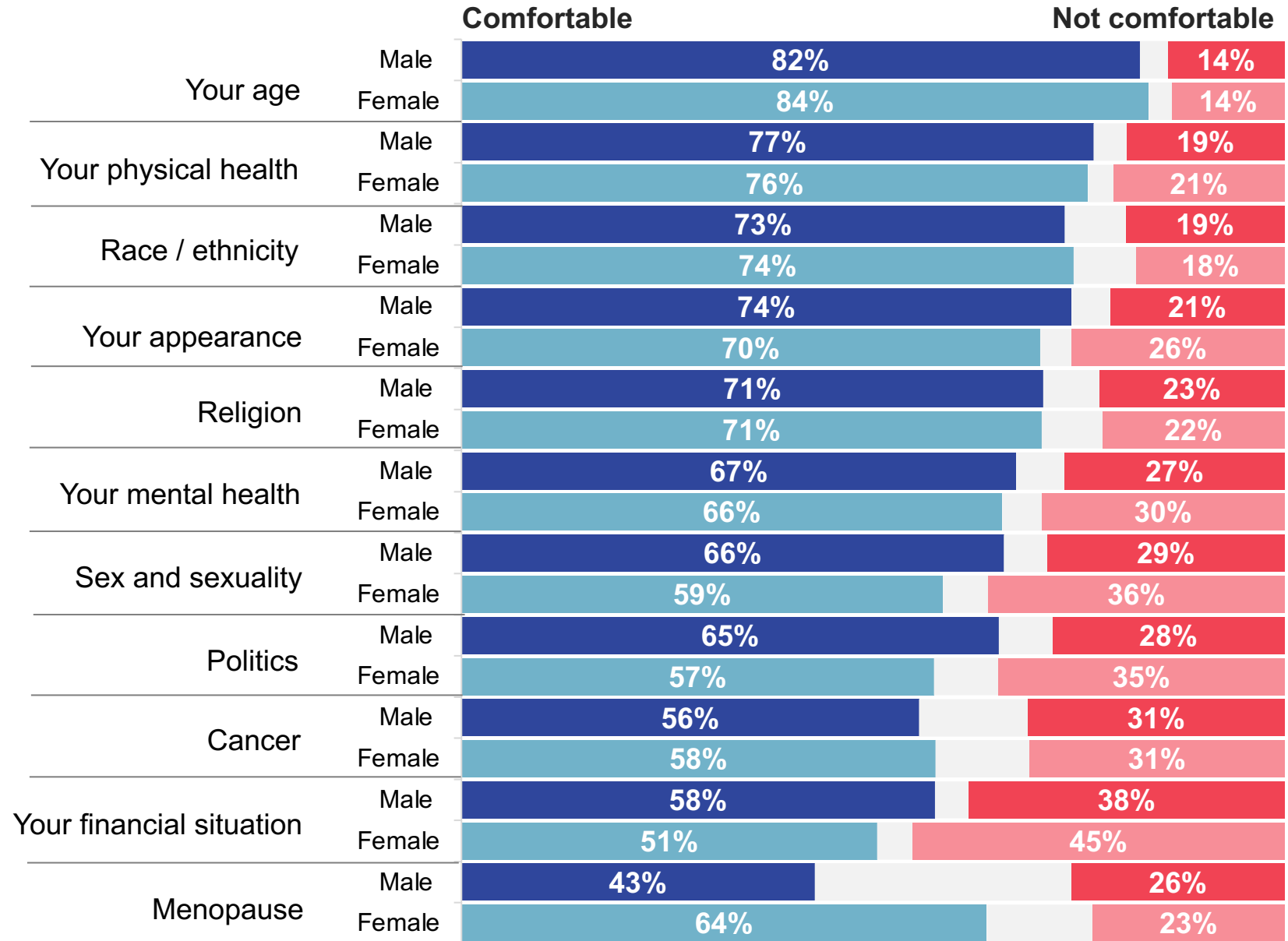


Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS BY GENDER

Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022, including 11,312 males and 11,696 females

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

This “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS

GLOBAL COUNTRY AVERAGE RANKED

■ More than 2 ranks lower than global average
■ More than 2 ranks higher than global average

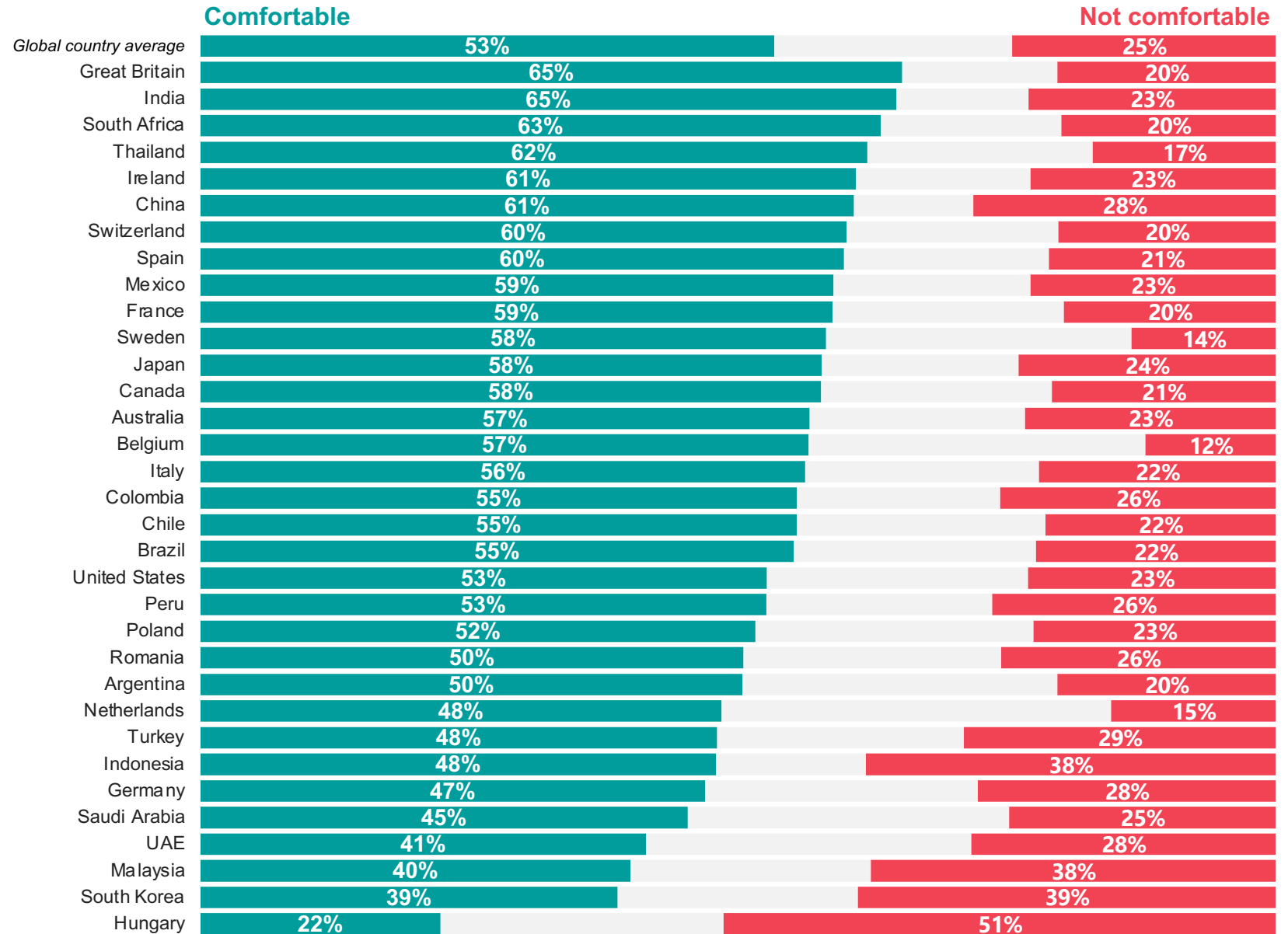
Q. How comfortable, if at all, do you feel talking to friends about the following topics?

	G AVG	UAE	ARG	AUS	BEL	BRA	CAN	CHE	CHL	CHN	COL	GER	SPA	FRA	GB	HUN	IDN	IRE	IND	ITA	JAP	KOR	MEX	MYS	NDL	PER	POL	ROM	SA U	SWE	THA	TUK	USA	RSA
Your age	1	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	1	1	4	1	4	1	1	1
Your physical health	2	3	2	3	2	2	3	2	3	2	2	3	3	3	3	2	2	3	2	4	2	1	2	4	2	2	3	3	3	2	6	4	3	4
Race / ethnicity	3	7	3	2	3	3	2	3	2	1	3	2	2	2	2	4	7	2	6	2	5	4	3	3	3	2	4	7	3	2	2	2	2	2
Your appearance	4	2	5	5	5	5	4	4	5	4	4	5	4	4	4	5	4	6	3	5	3	3	5	5	4	4	4	5	2	7	5	5	4	5
Religion	5	4	7	6	4	4	5	6	7	8	5	7	5	5	5	6	3	4	5	3	10	6	7	1	5	5	5	2	1	4	3	3	5	3
Your mental health	6	5	6	8	7	7	7	5	6	5	6	4	7	7	8	7	5	8	4	7	6	5	6	6	6	7	7	6	5	9	7	6	6	9
Sex and sexuality	7	-	4	9	9	6	9	7	4	10	7	9	6	9	9	8	8	9	9	8	11	9	4	10	10	6	8	7	-	8	1	8	8	6
Politics	8	9	10	7	6	10	8	8	9	6	8	6	8	6	6	3	6	5	8	6	7	11	9	7	8	8	6	8	9	6	11	7	9	8
Cancer	9	8	9	4	8	8	6	10	8	11	9	11	10	8	7	9	11	7	11	11	9	7	10	8	7	9	10	11	10	5	10	10	7	7
Your financial situation	10	6	8	10	10	9	11	11	11	7	11	8	11	10	11	10	9	11	7	9	8	10	11	9	9	11	9	9	6	10	9	11	10	11
Menopause	11	10	11	11	11	11	10	9	10	9	10	10	9	11	10	11	10	10	10	10	4	8	8	11	11	10	11	10	8	11	8	9	11	10

COMFORT IN TALKING TO FRIENDS ABOUT MENOPAUSE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Menopause



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

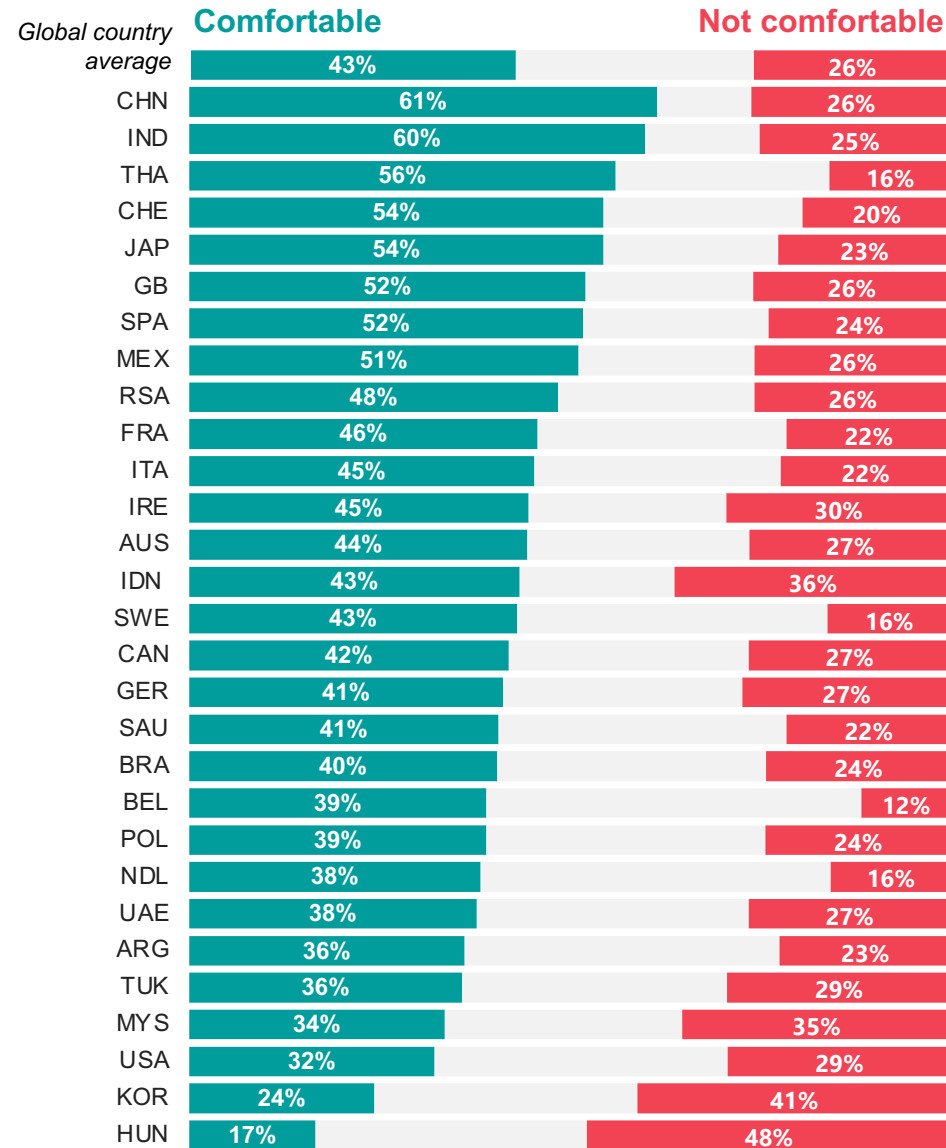
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COMFORT IN TALKING TO FRIENDS ABOUT MENOPAUSE BY GENDER

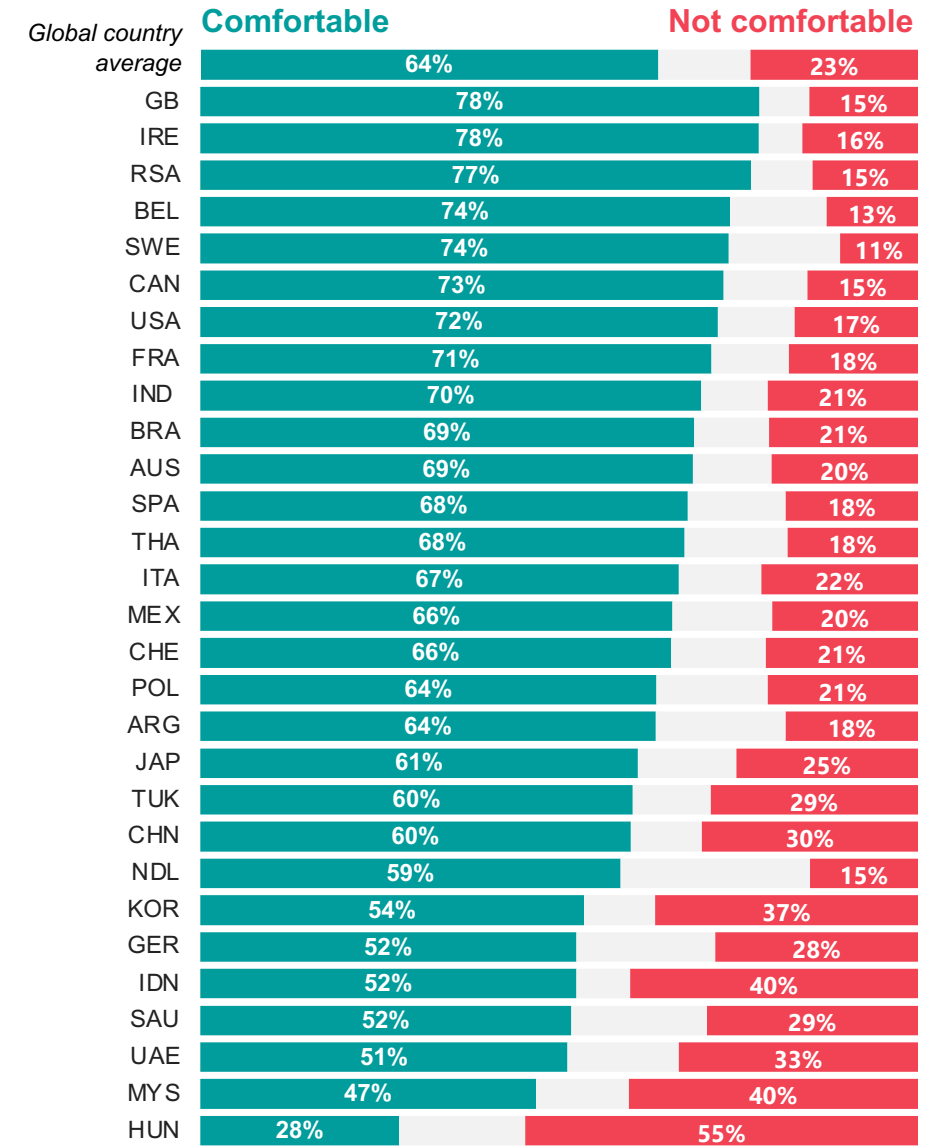
Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Menopause

MALE

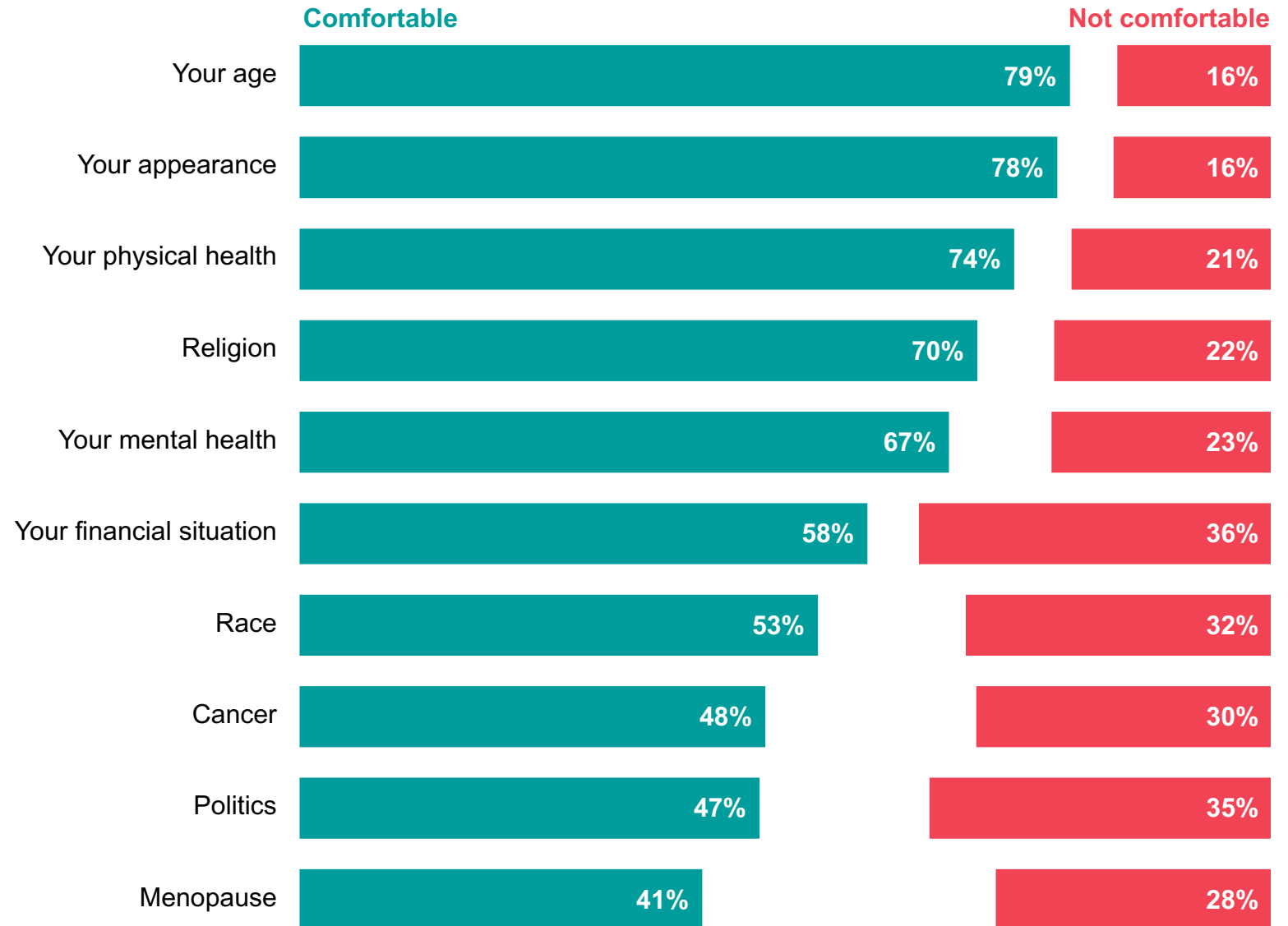


FEMALE



COMFORT IN TALKING TO FRIENDS UAE

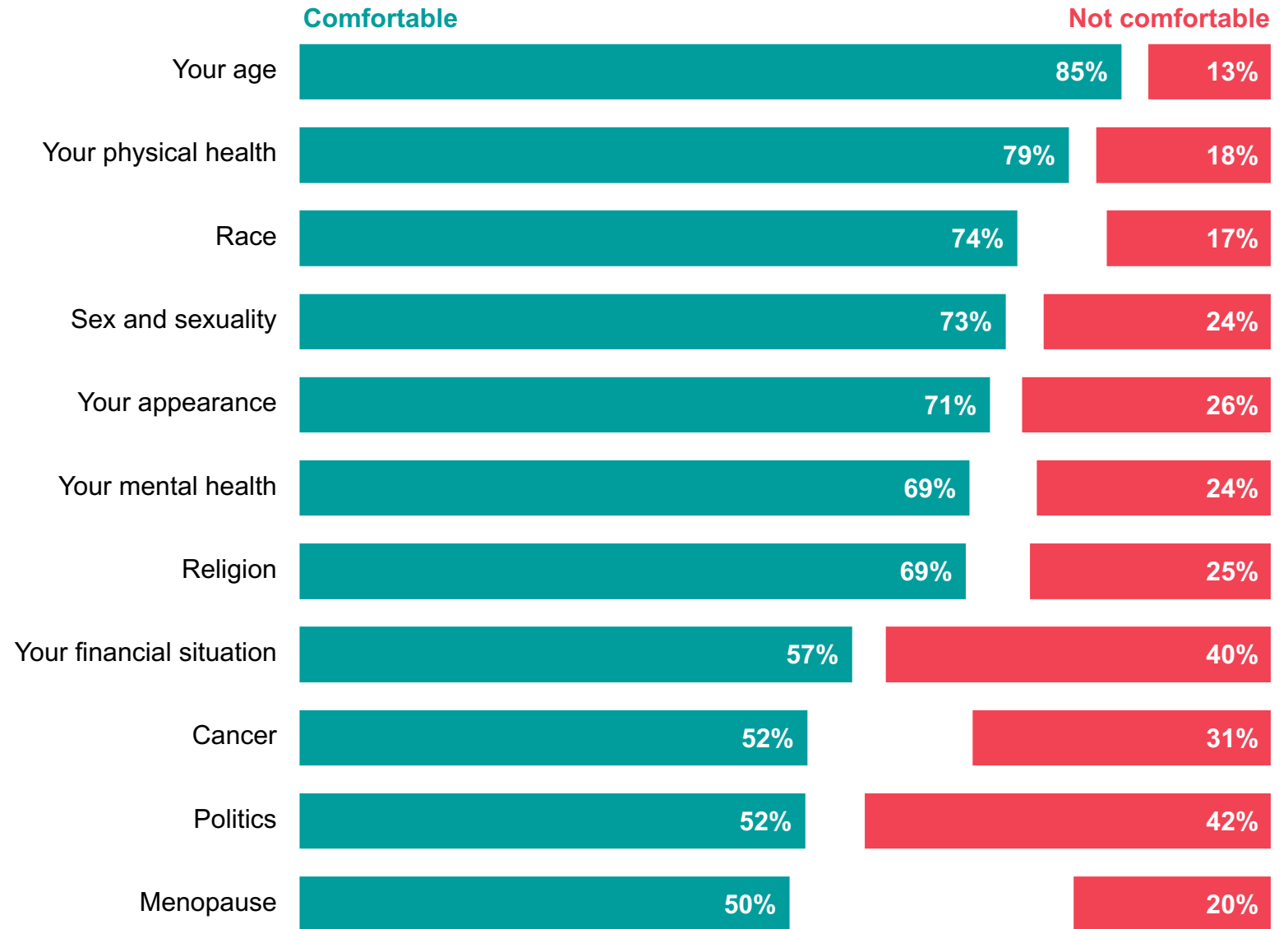
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Emirati participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS ARGENTINA

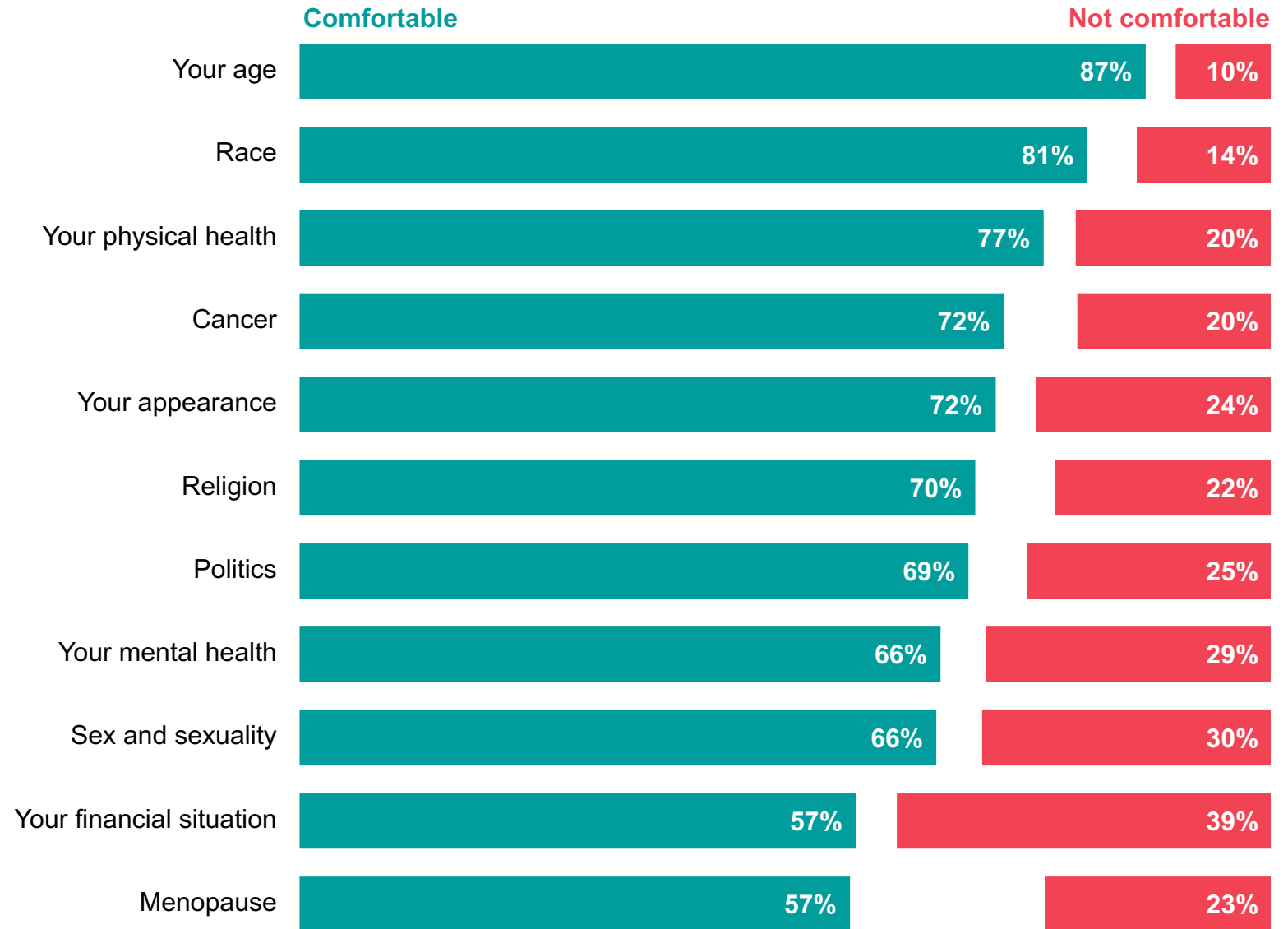
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Argentinian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS AUSTRALIA

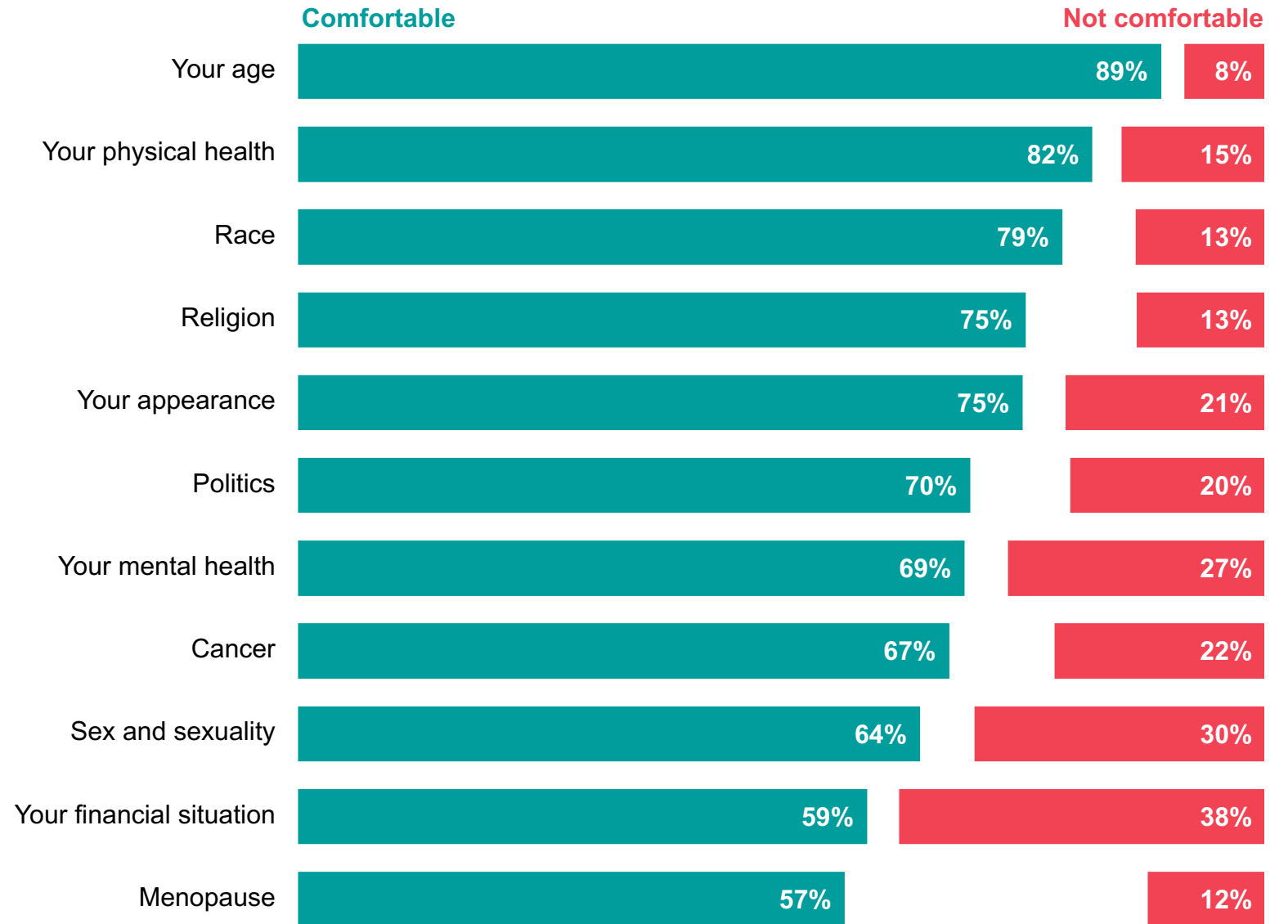
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Australian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS BELGIUM

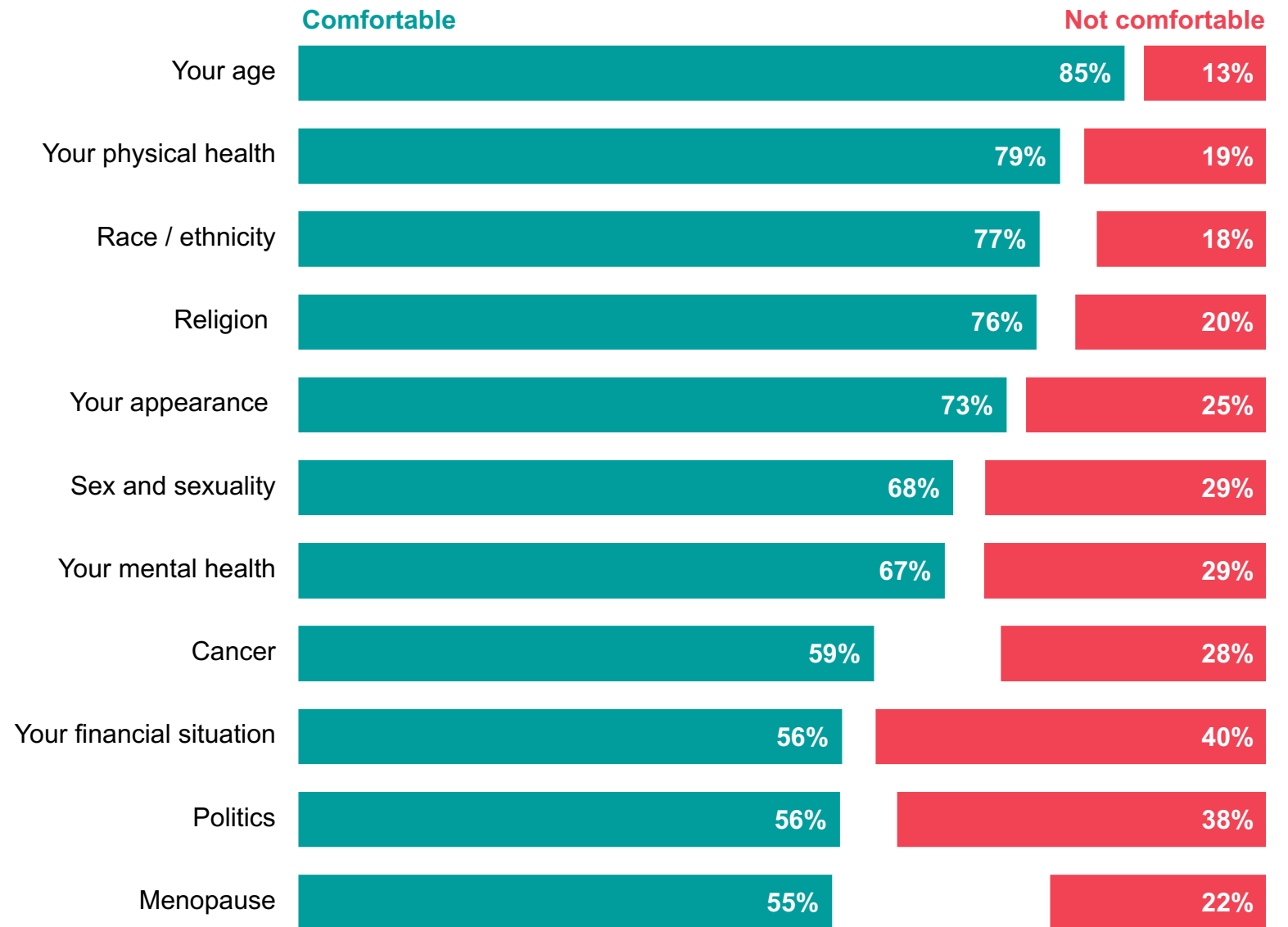
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Belgian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS BRAZIL

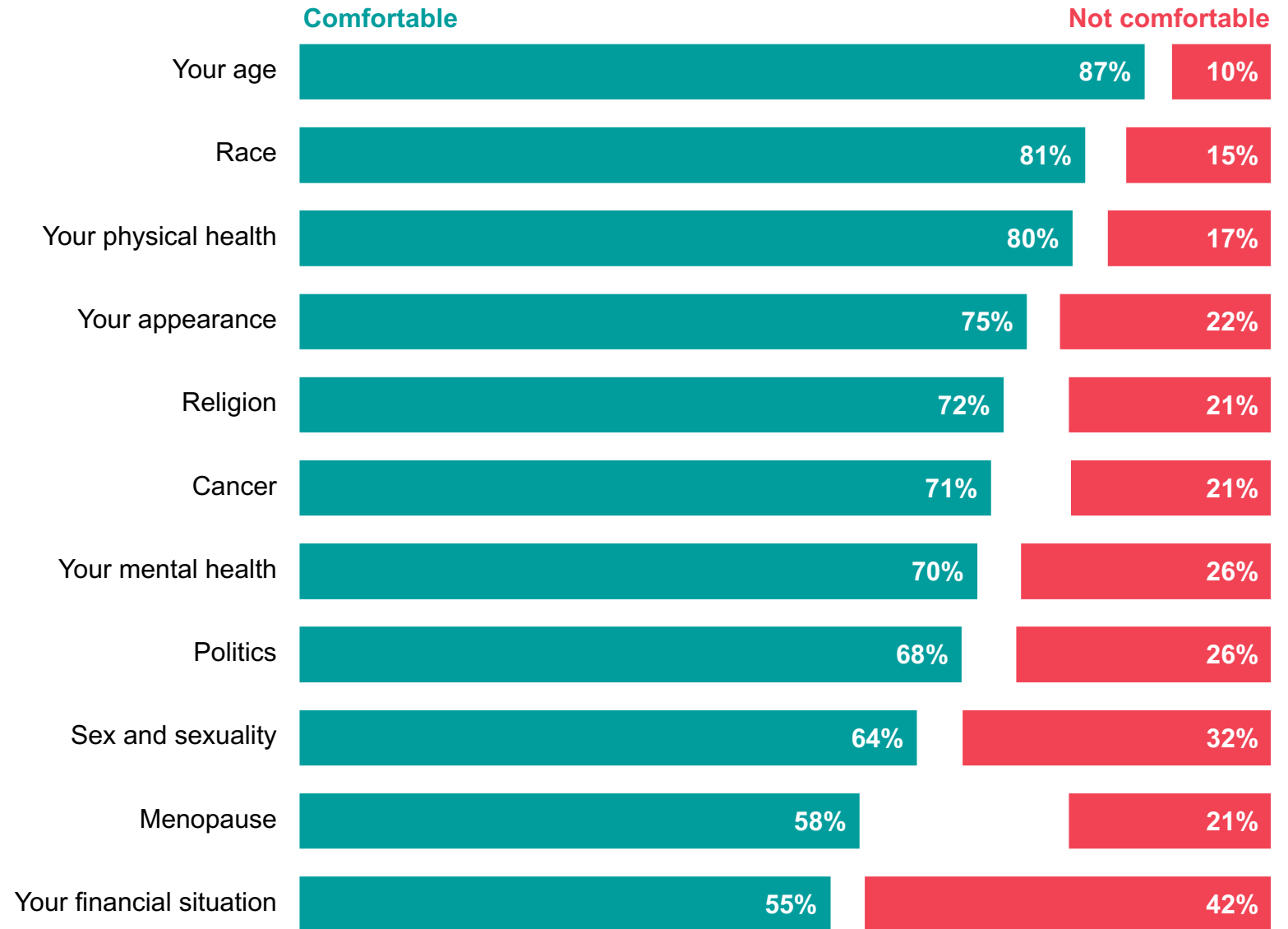
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Brazilian participants aged 16-74 interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS CANADA

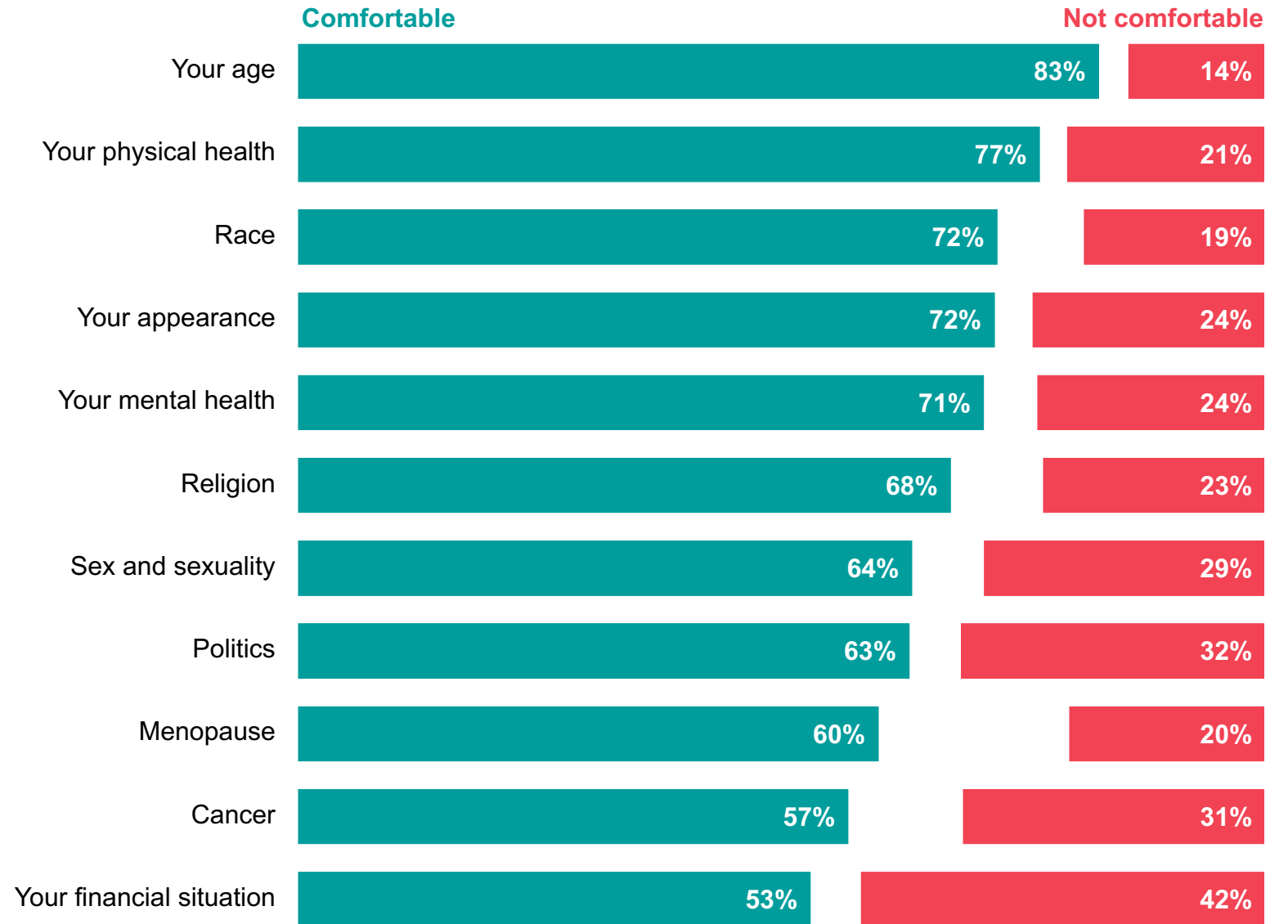
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Canadian participants aged 18-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS SWITZERLAND

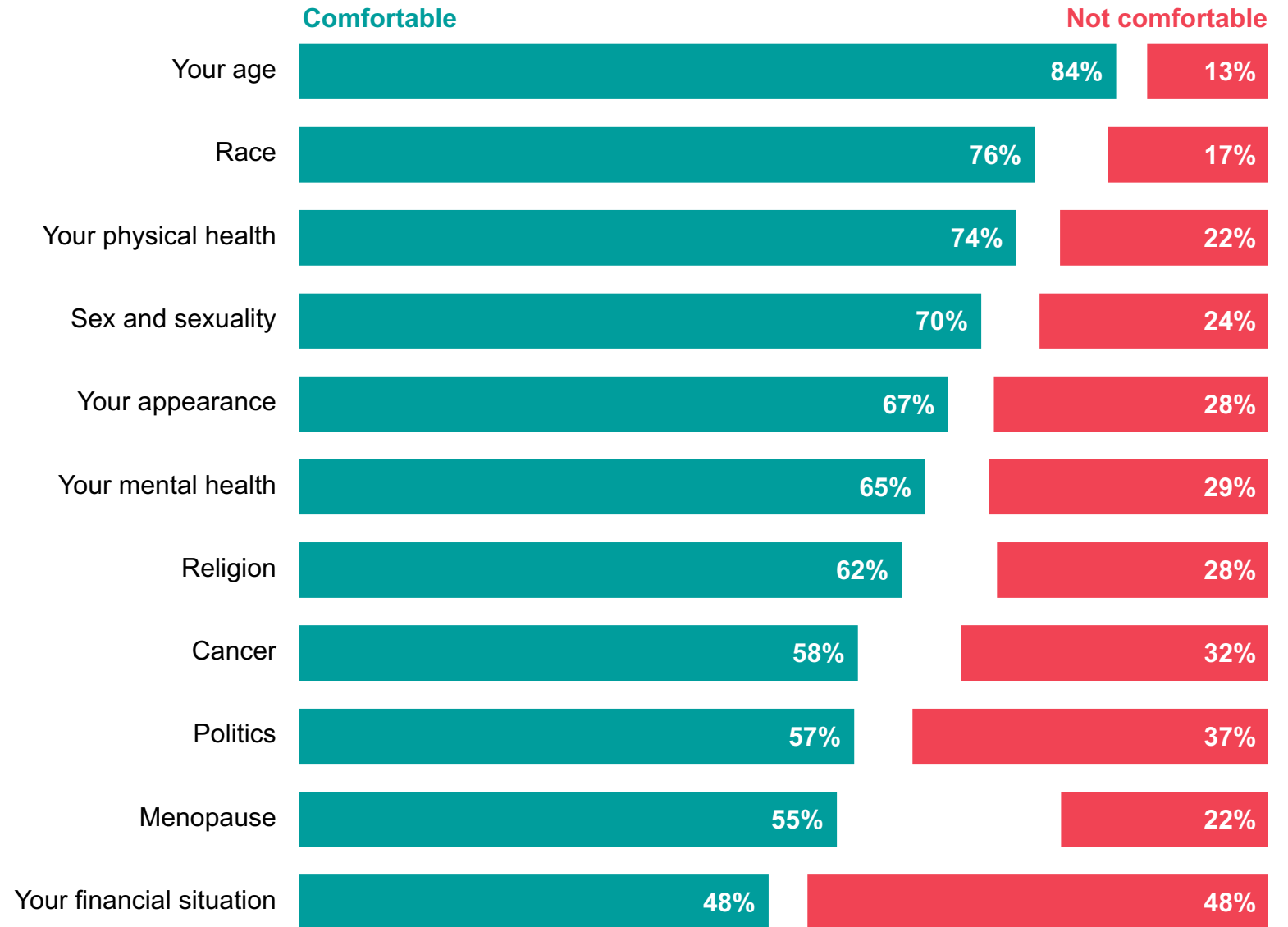
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Swiss participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS CHILE

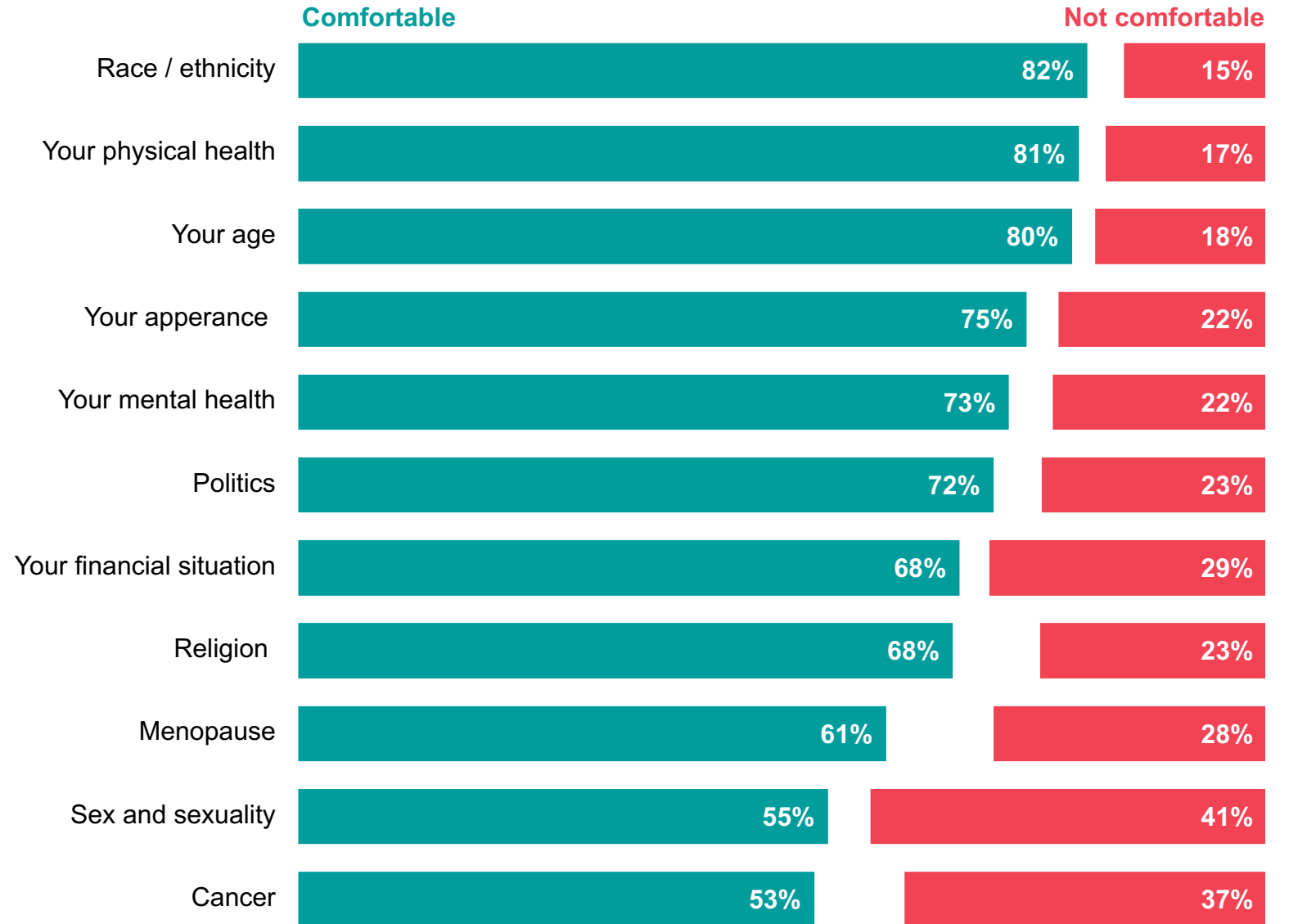
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 501 Chilean participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS CHINA

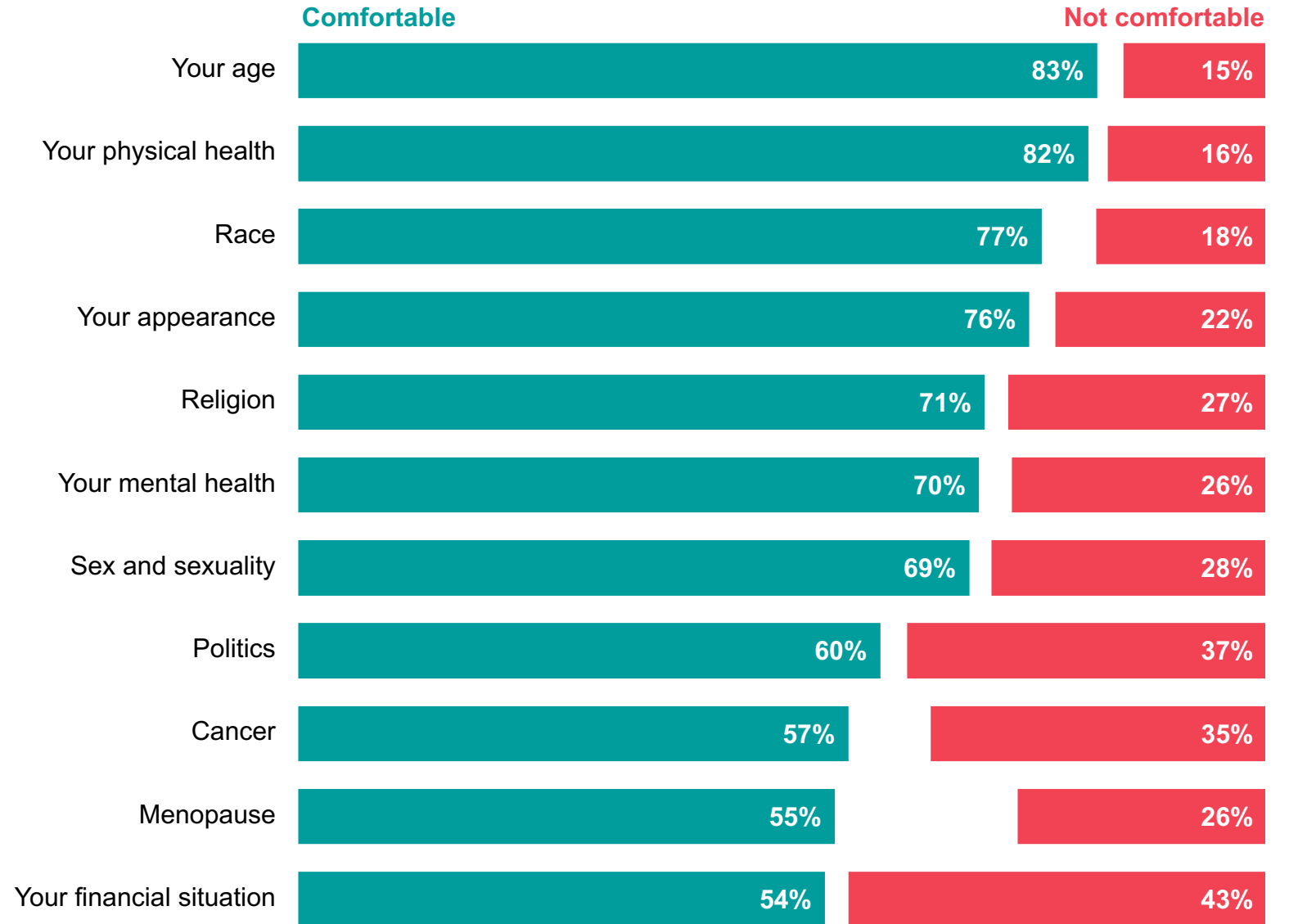
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Chinese participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS COLUMBIA

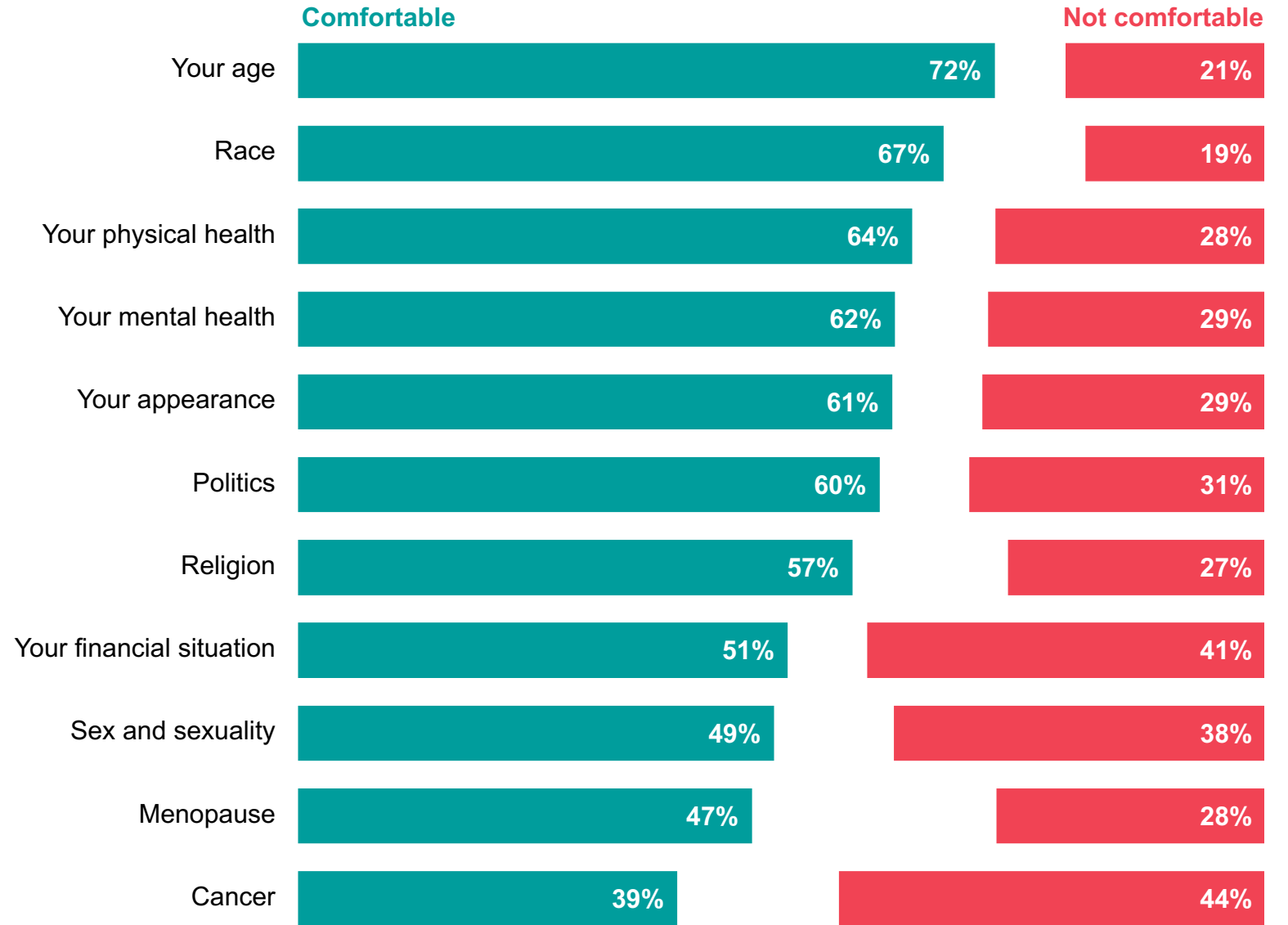
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Columbian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS GERMANY

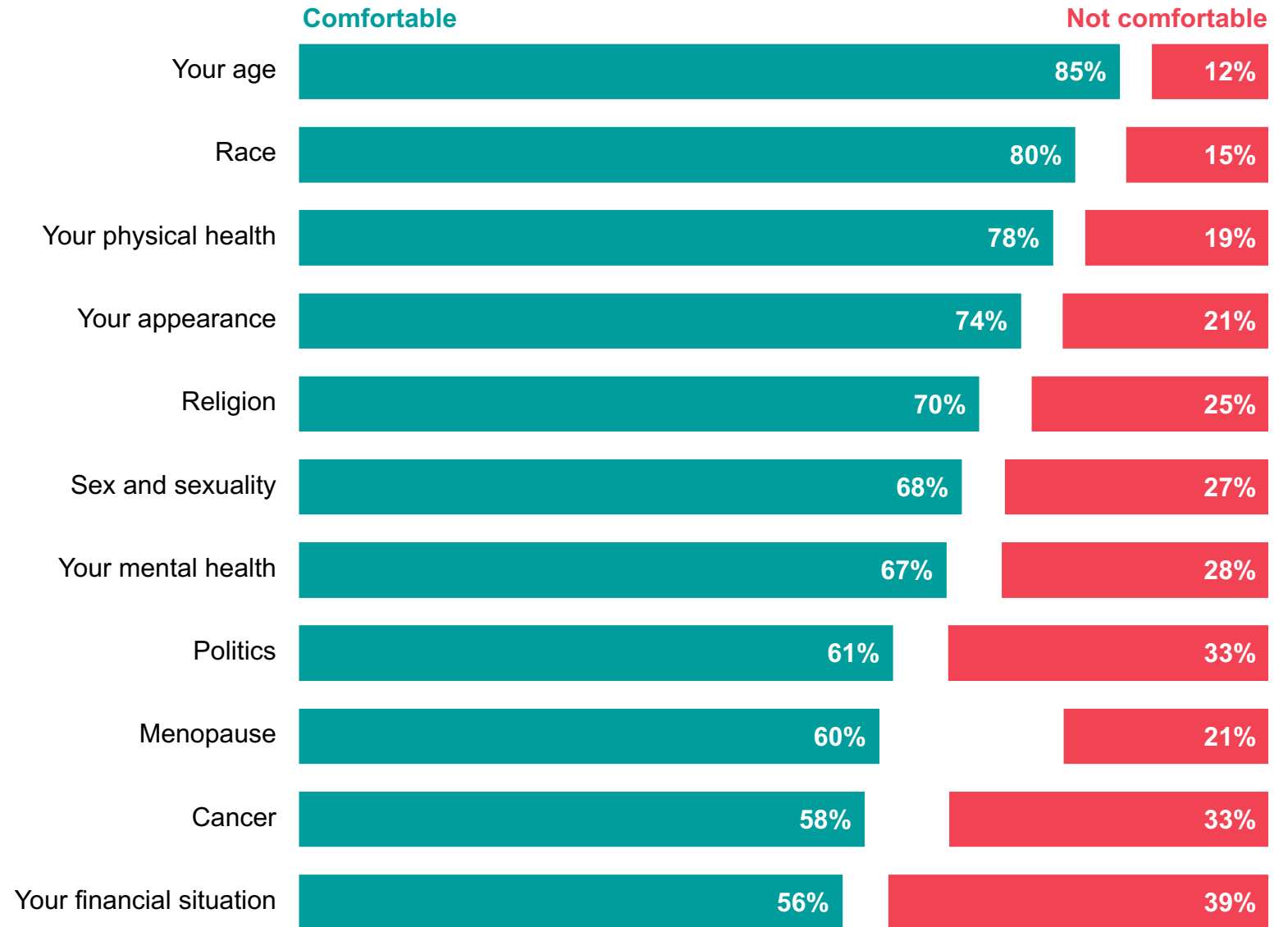
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 German participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS SPAIN

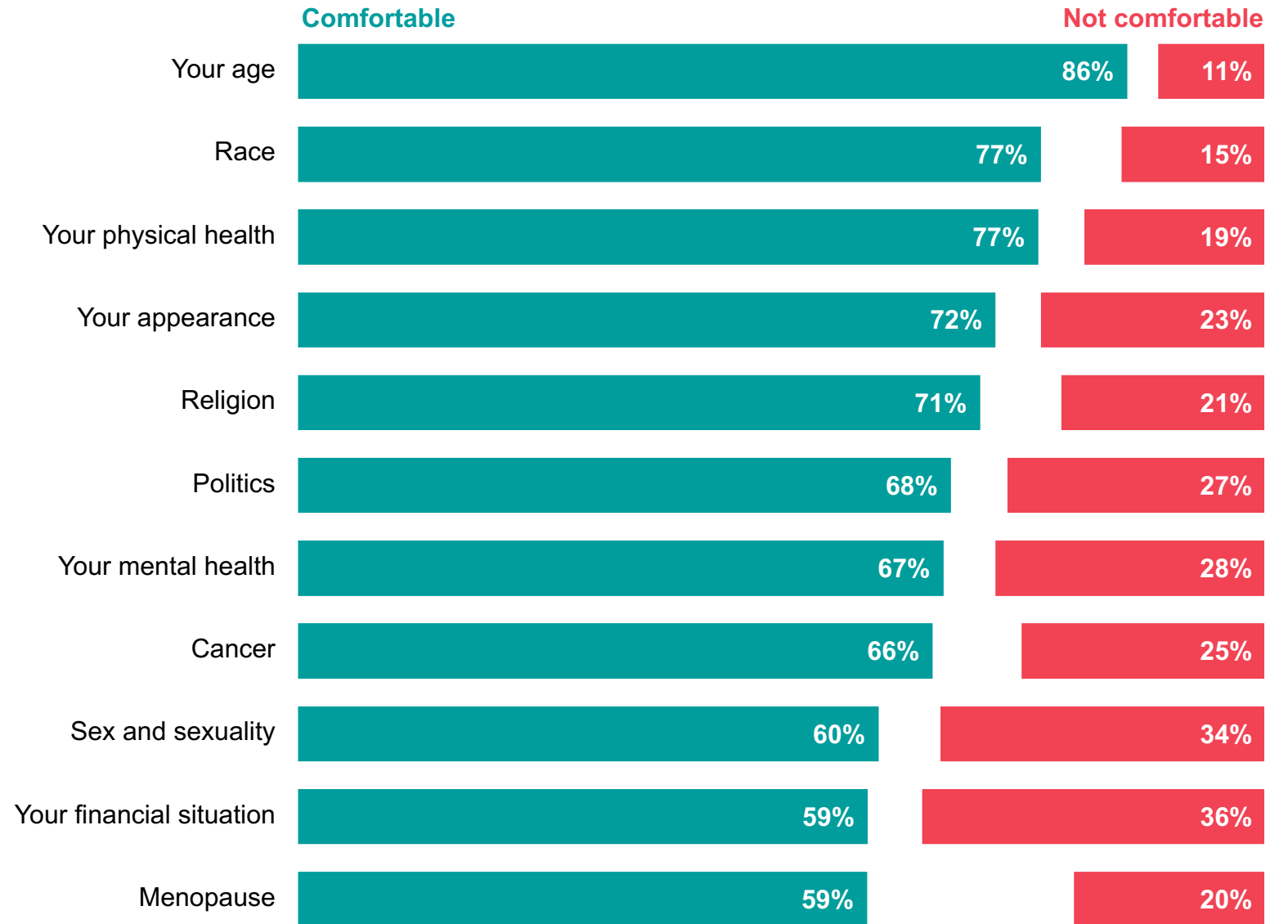
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Spanish participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS FRANCE

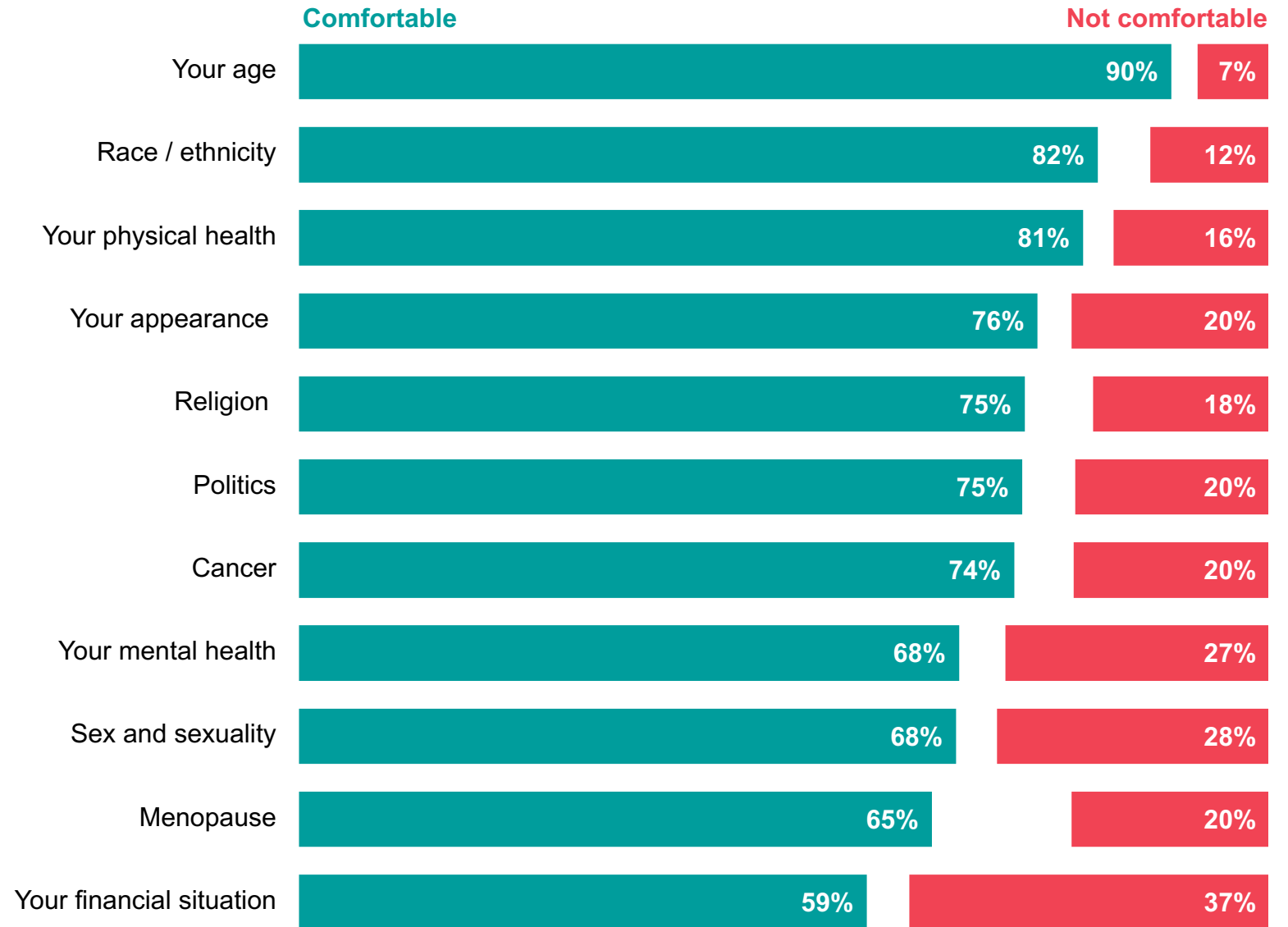
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 French participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS GREAT BRITAIN

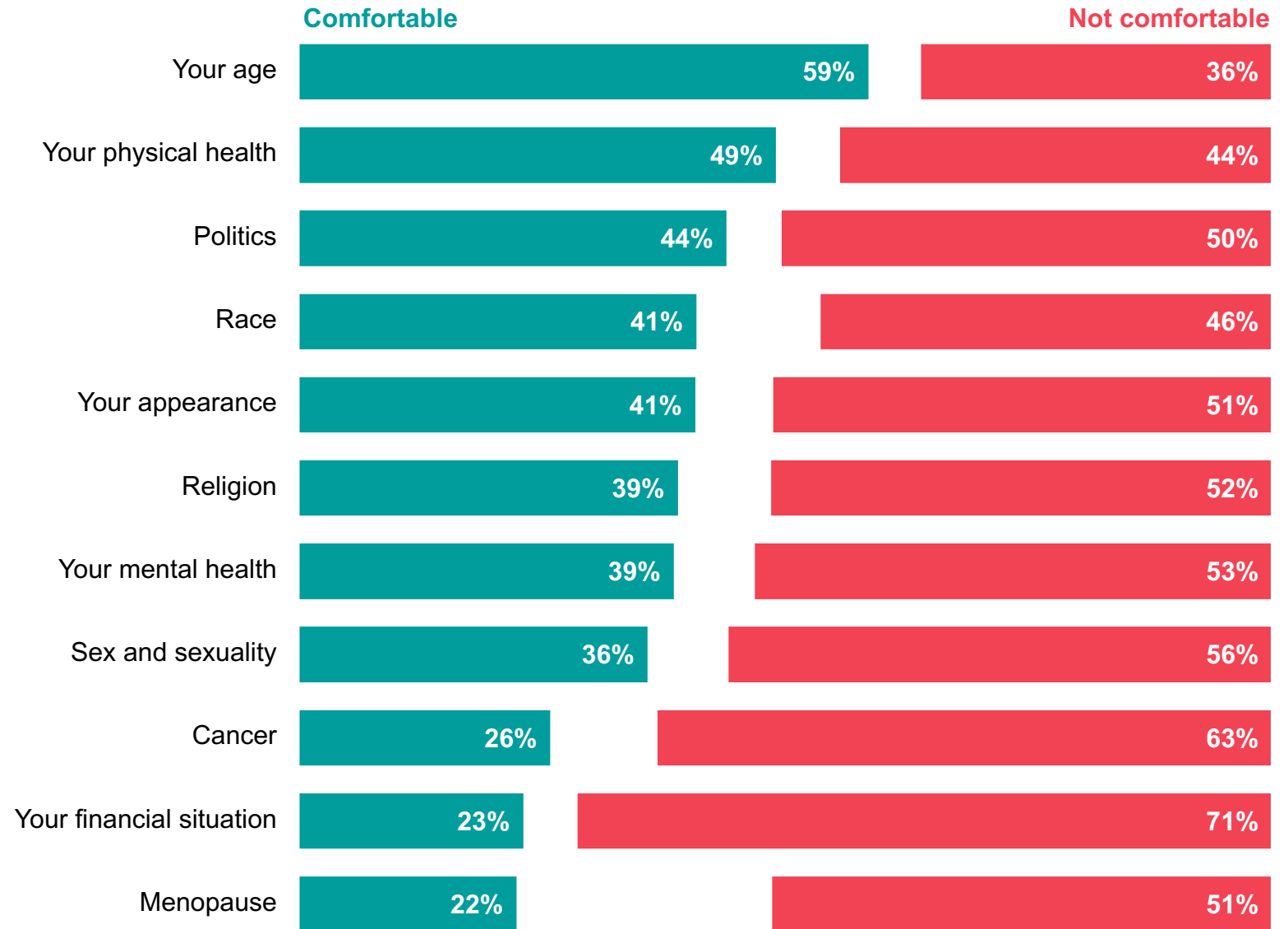
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 British participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS HUNGARY

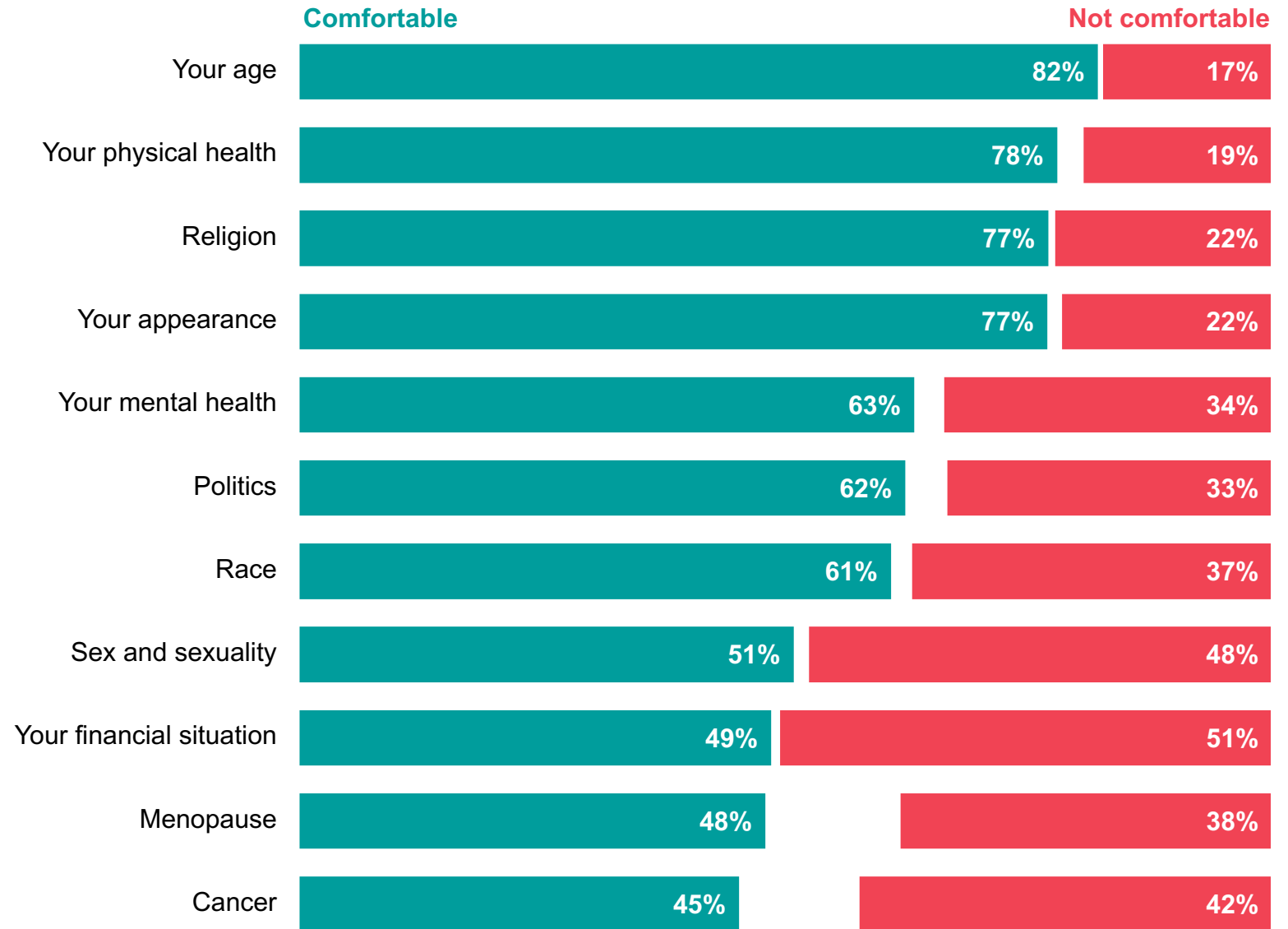
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 501 Hungarian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS INDONESIA

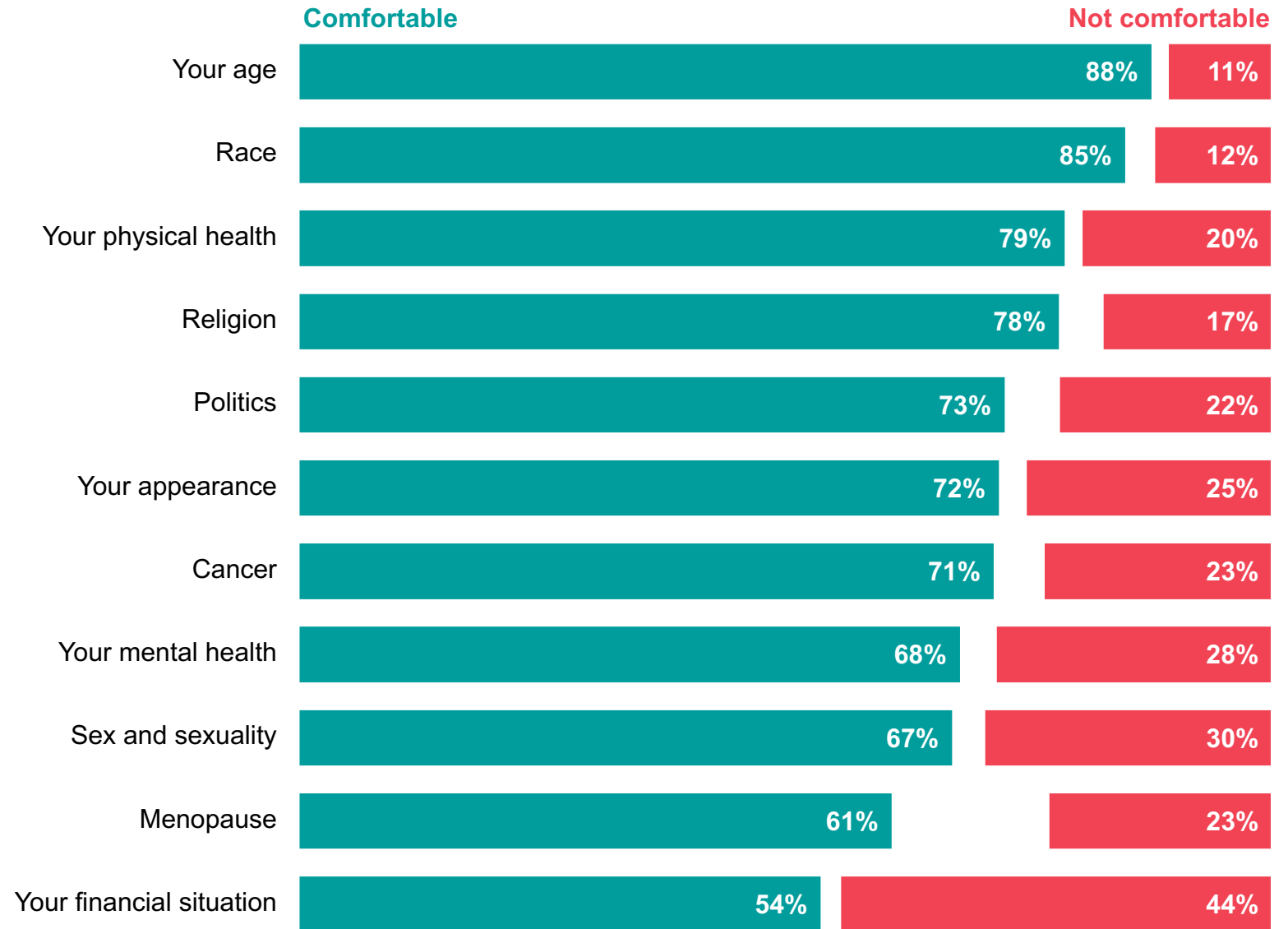
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Indonesian participants aged 21-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS IRELAND

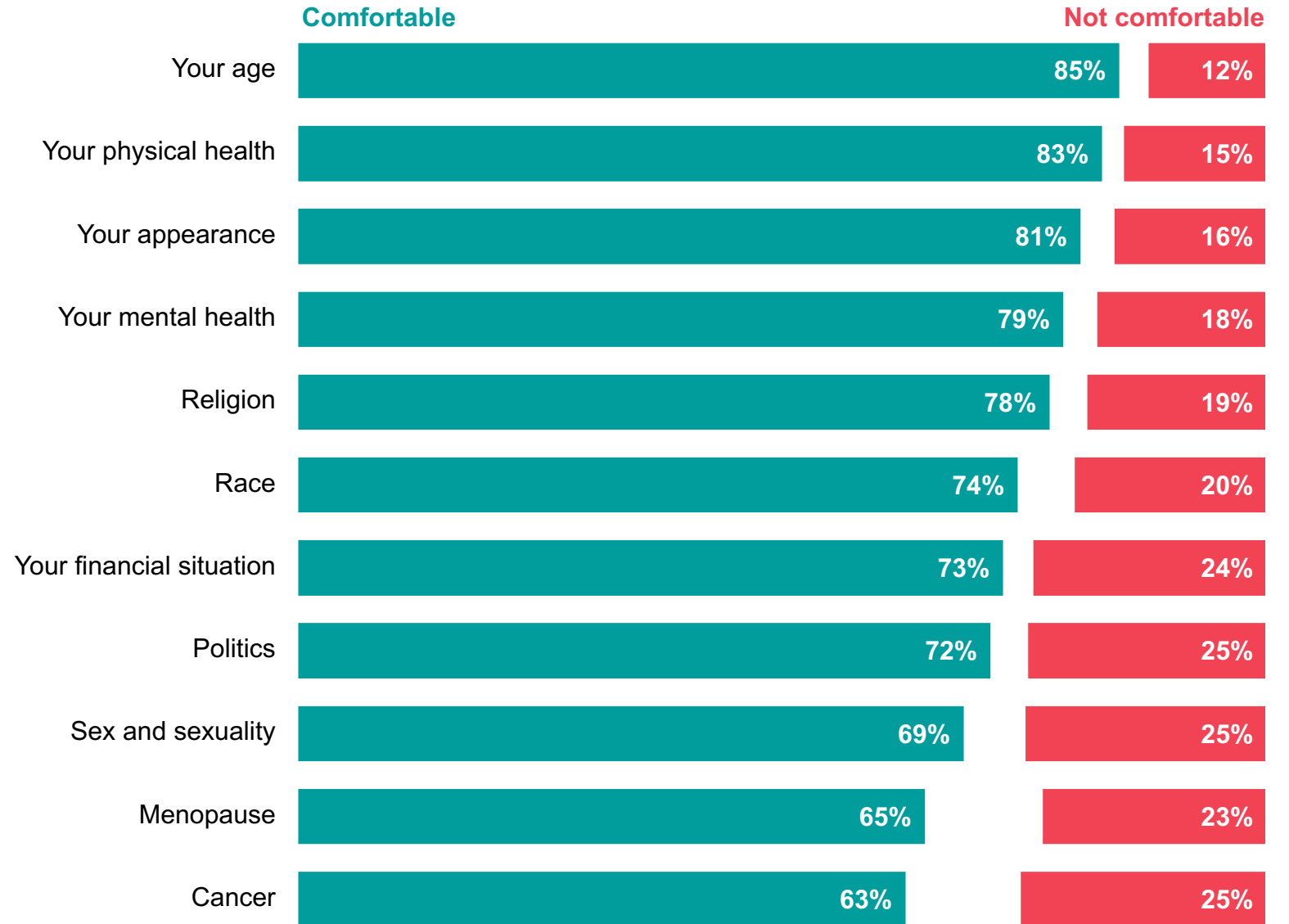
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 501 Irish participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS INDIA

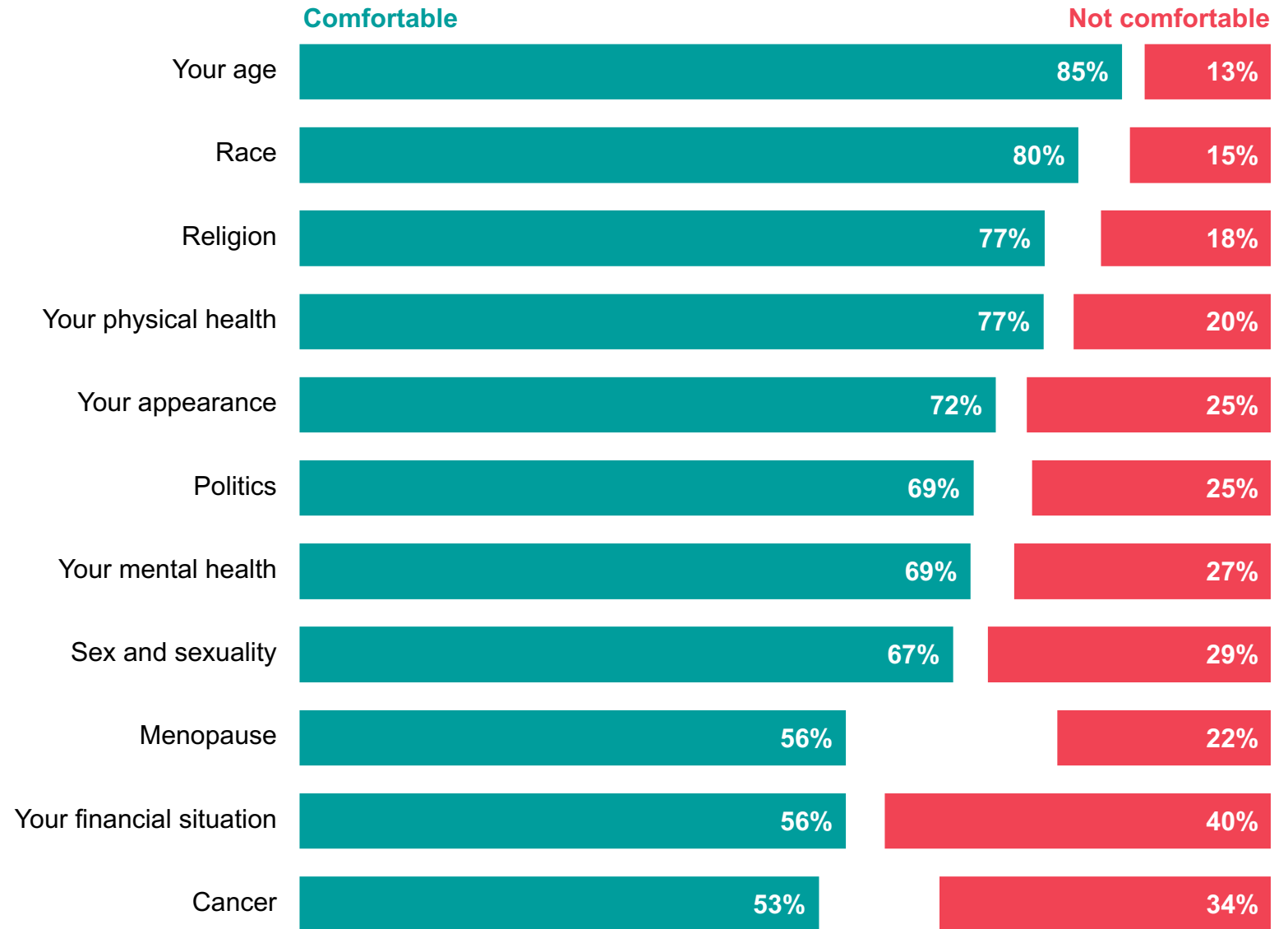
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Indian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS ITALY

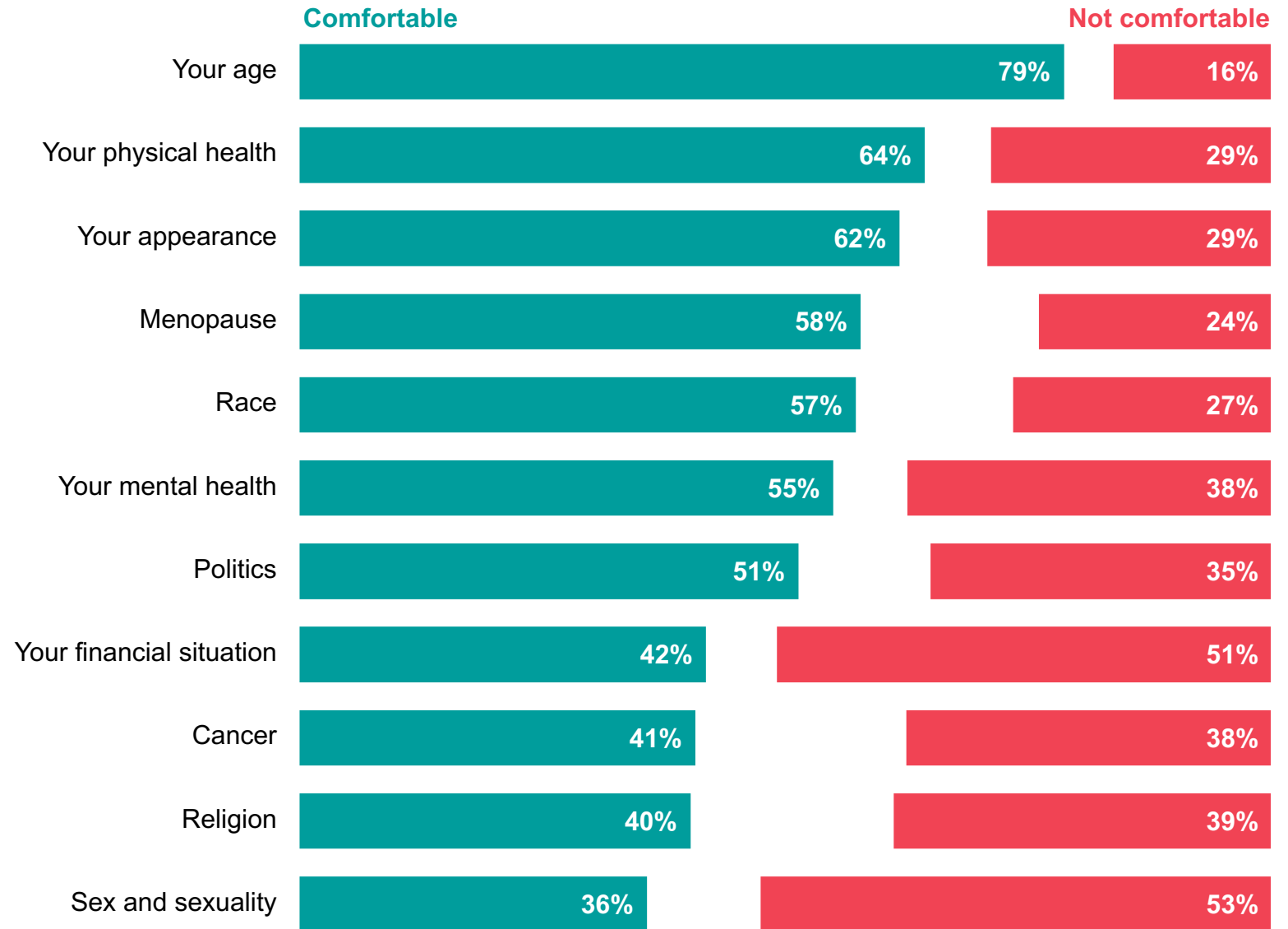
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Italian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS JAPAN

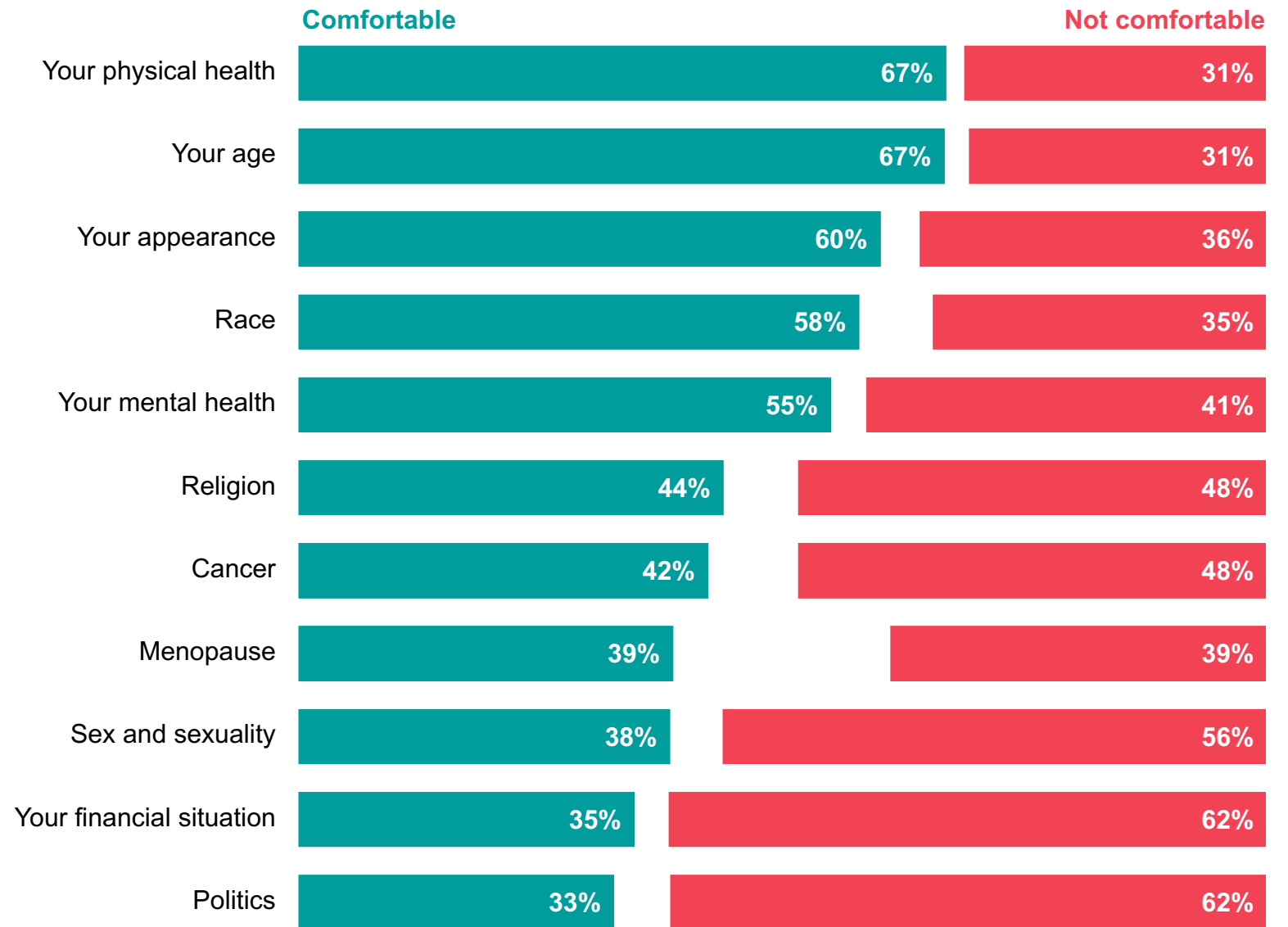
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,000 Japanese participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS SOUTH KOREA

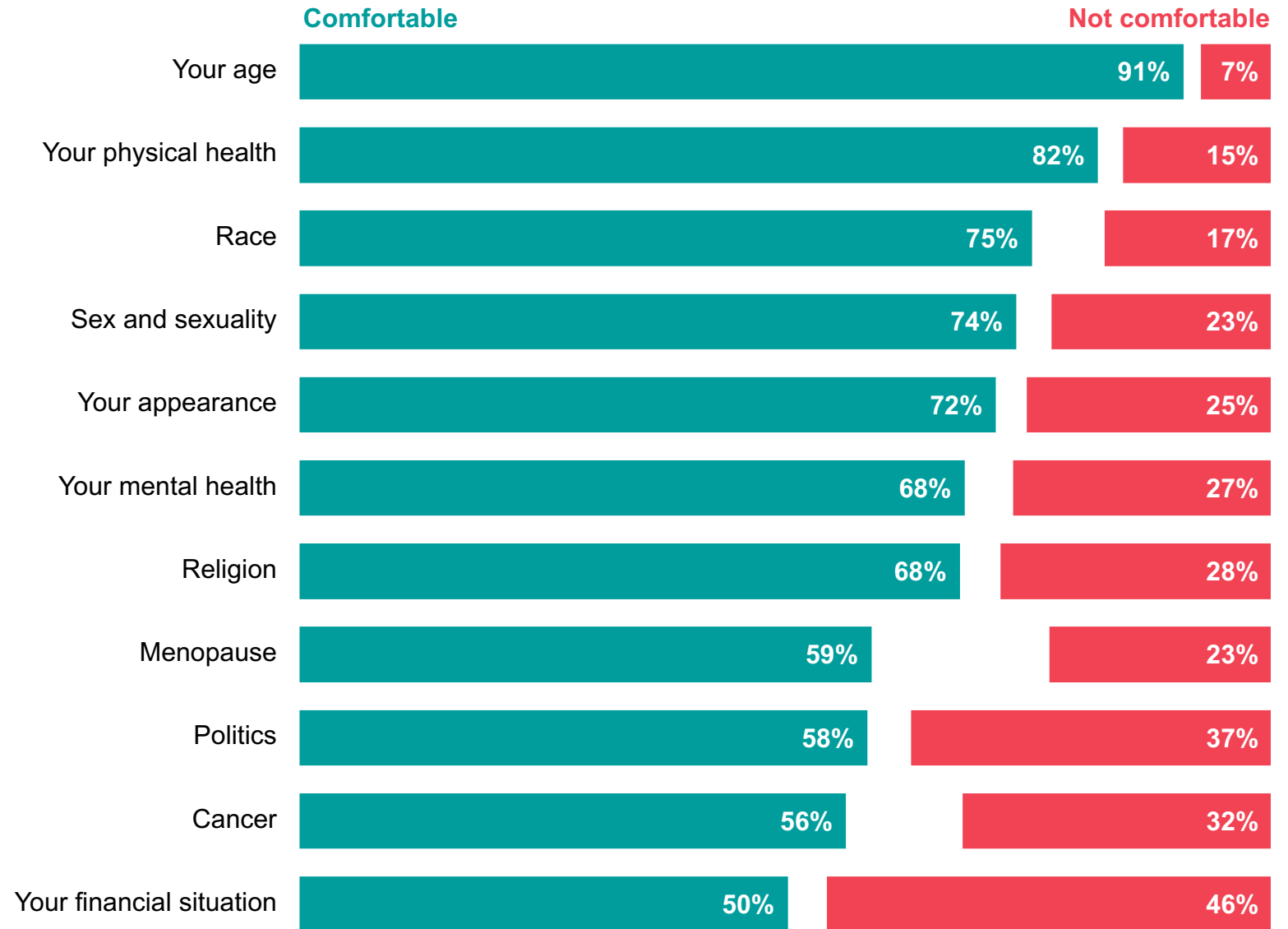
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 501 South Korean participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS MEXICO

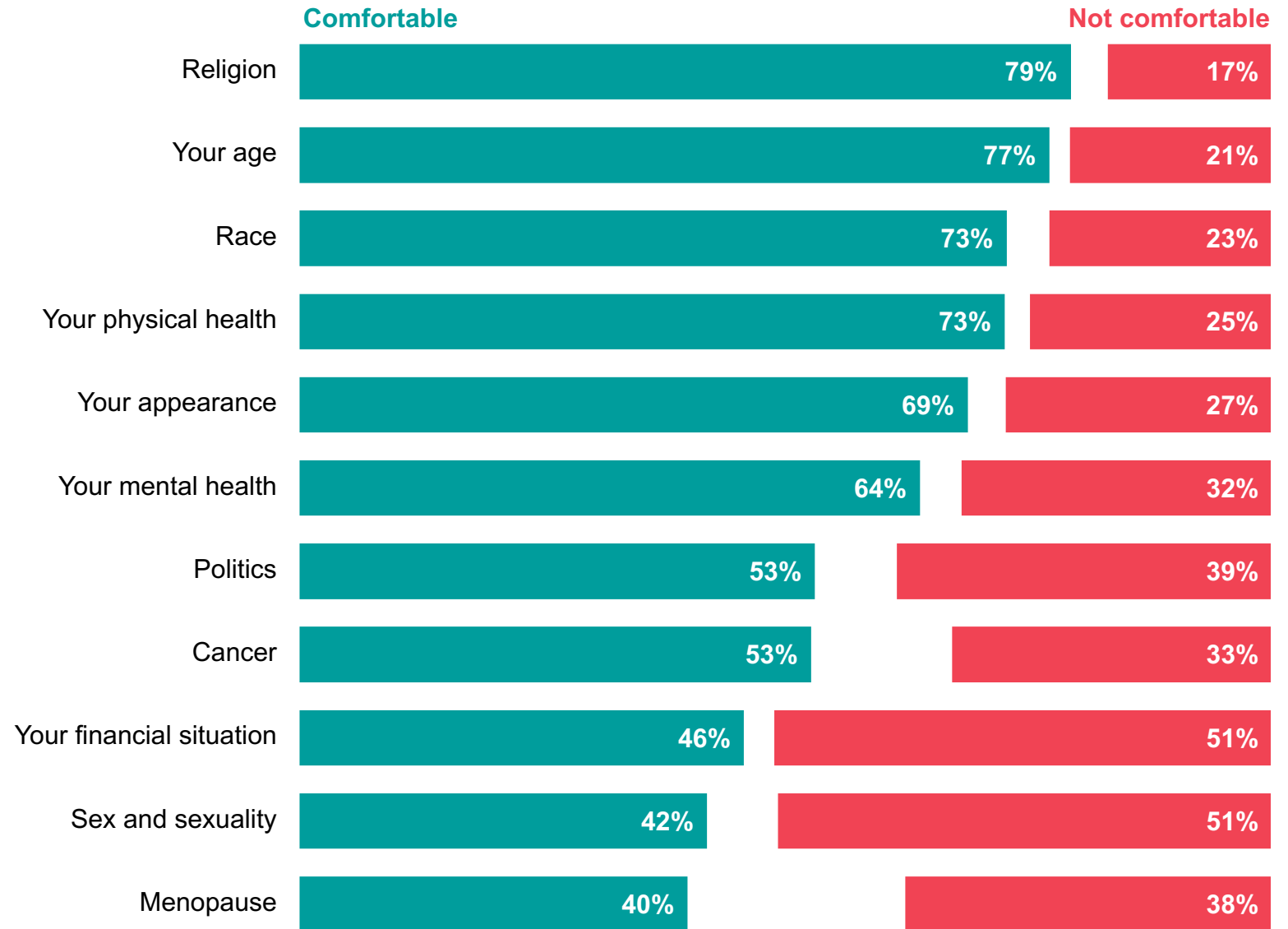
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,001 Mexican participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS MALAYSIA

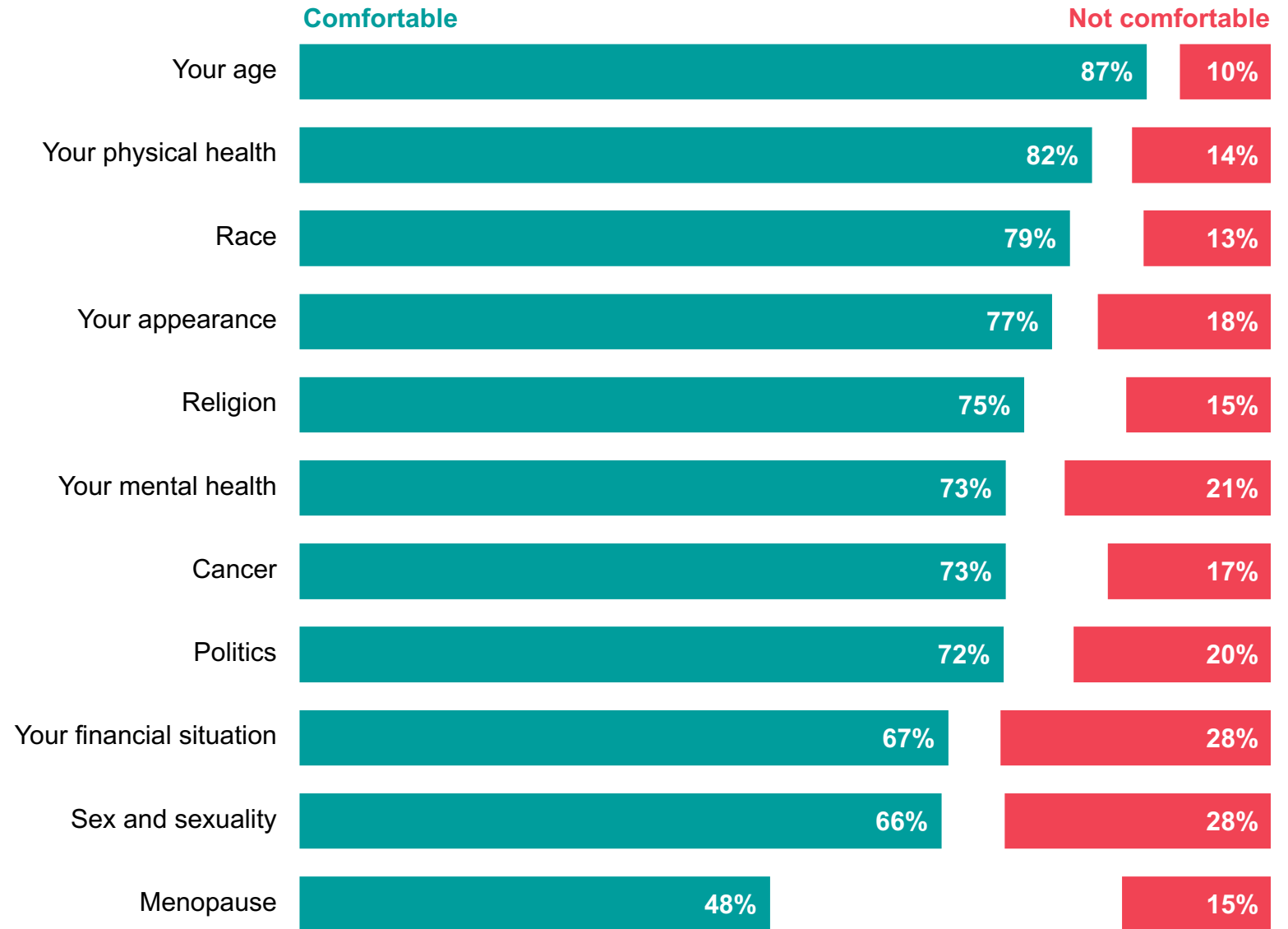
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Malaysian participants aged 18-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS NETHERLANDS

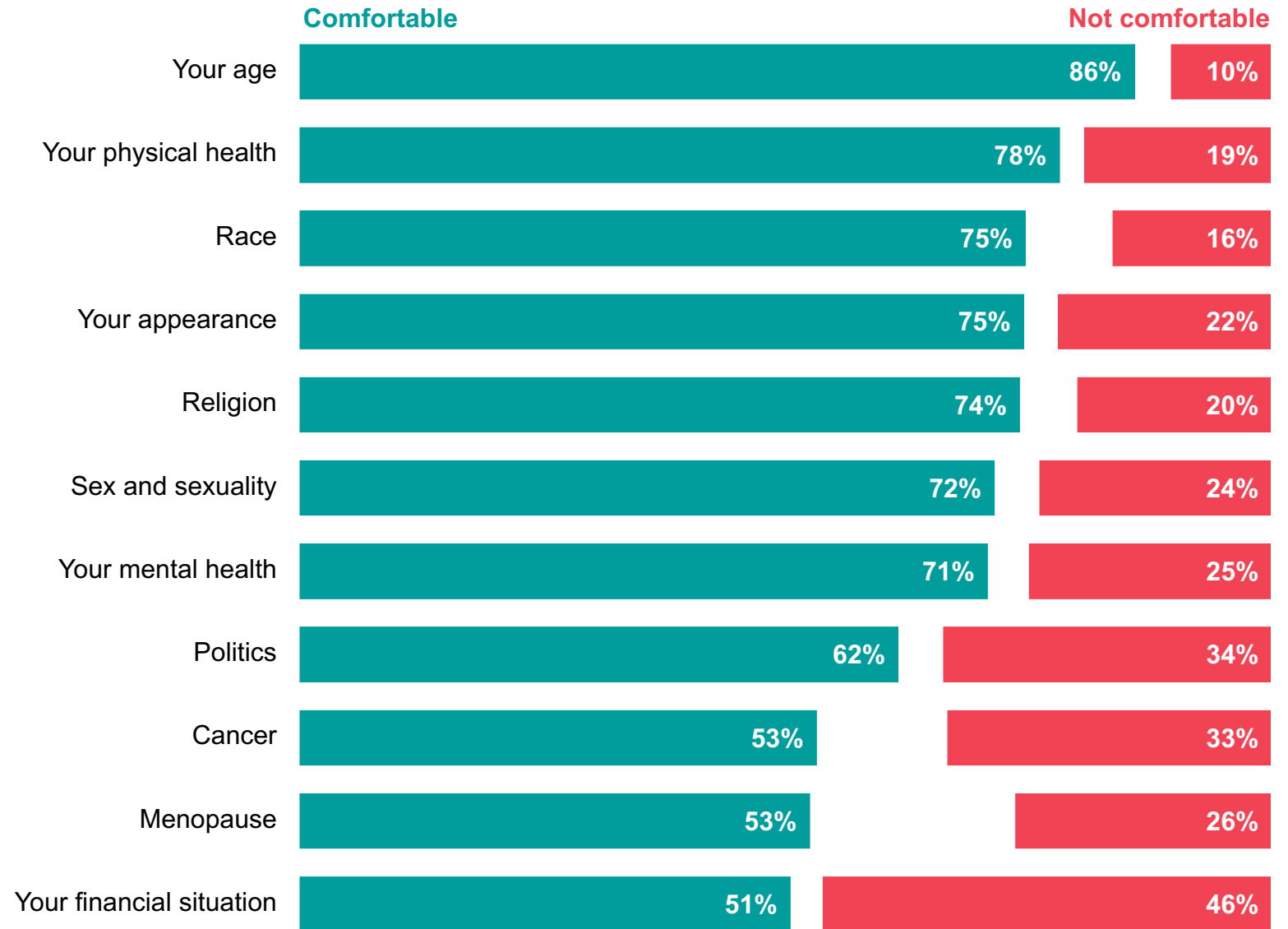
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Dutch participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS PERU

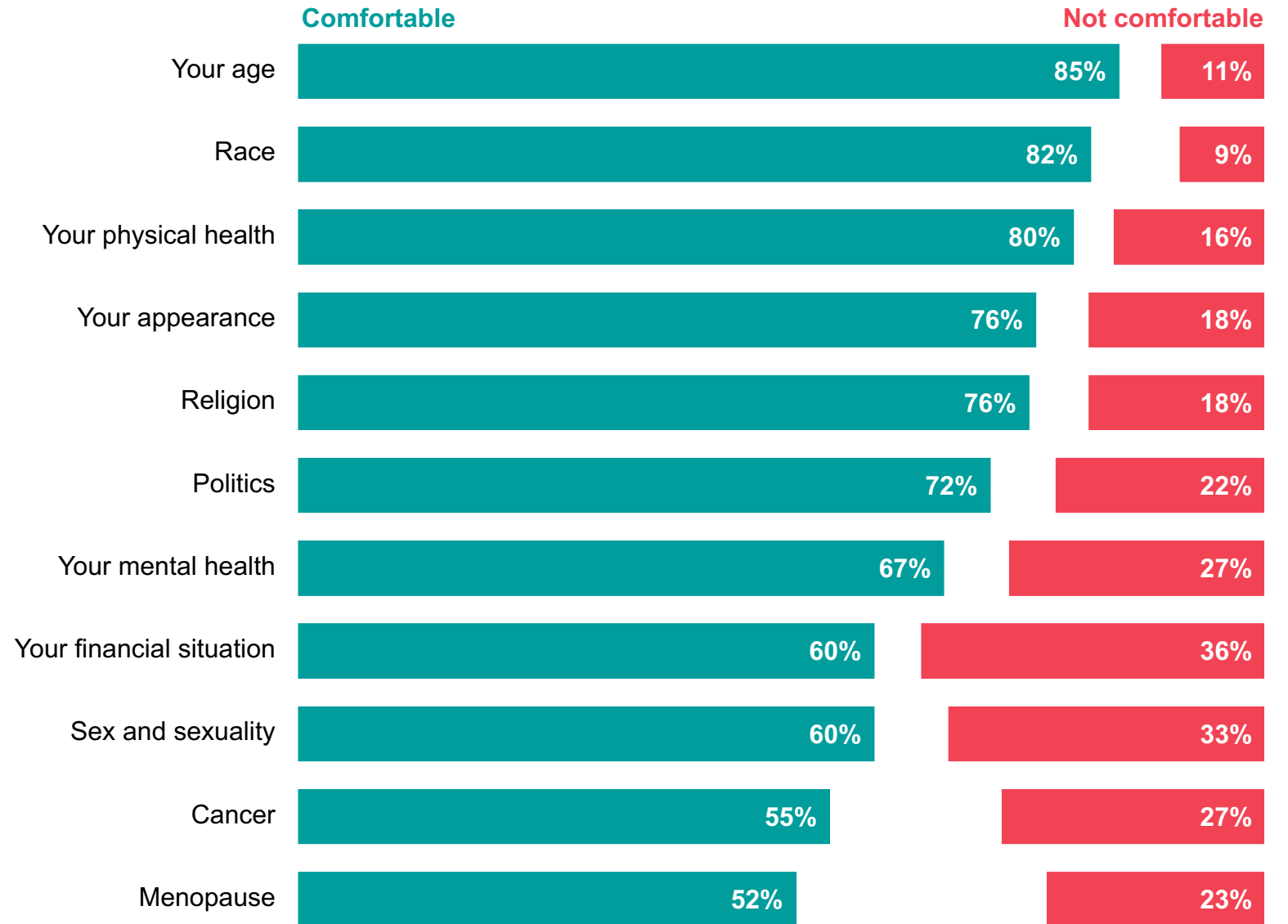
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 501 Peruvian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS POLAND

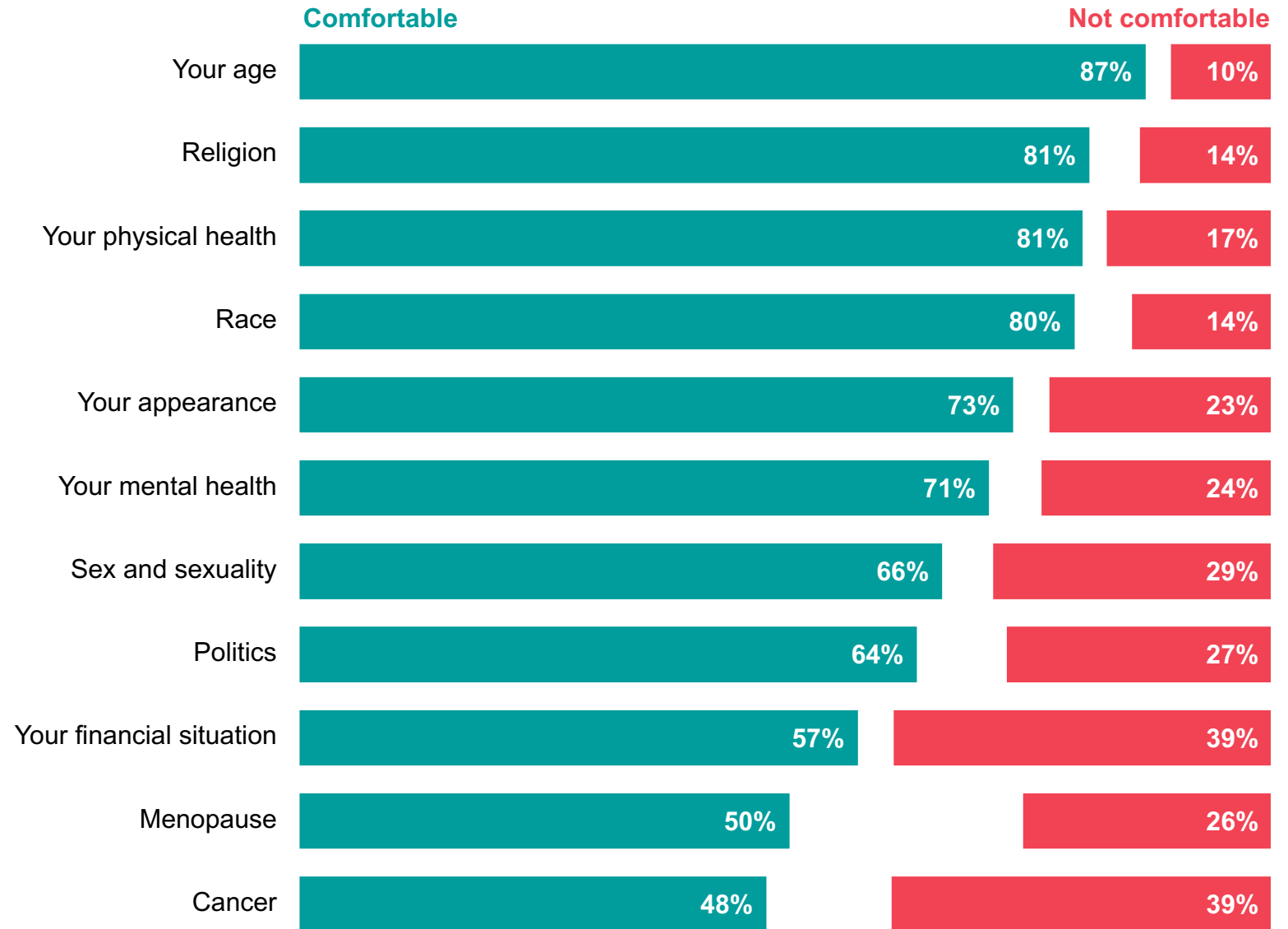
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Polish participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS ROMANIA

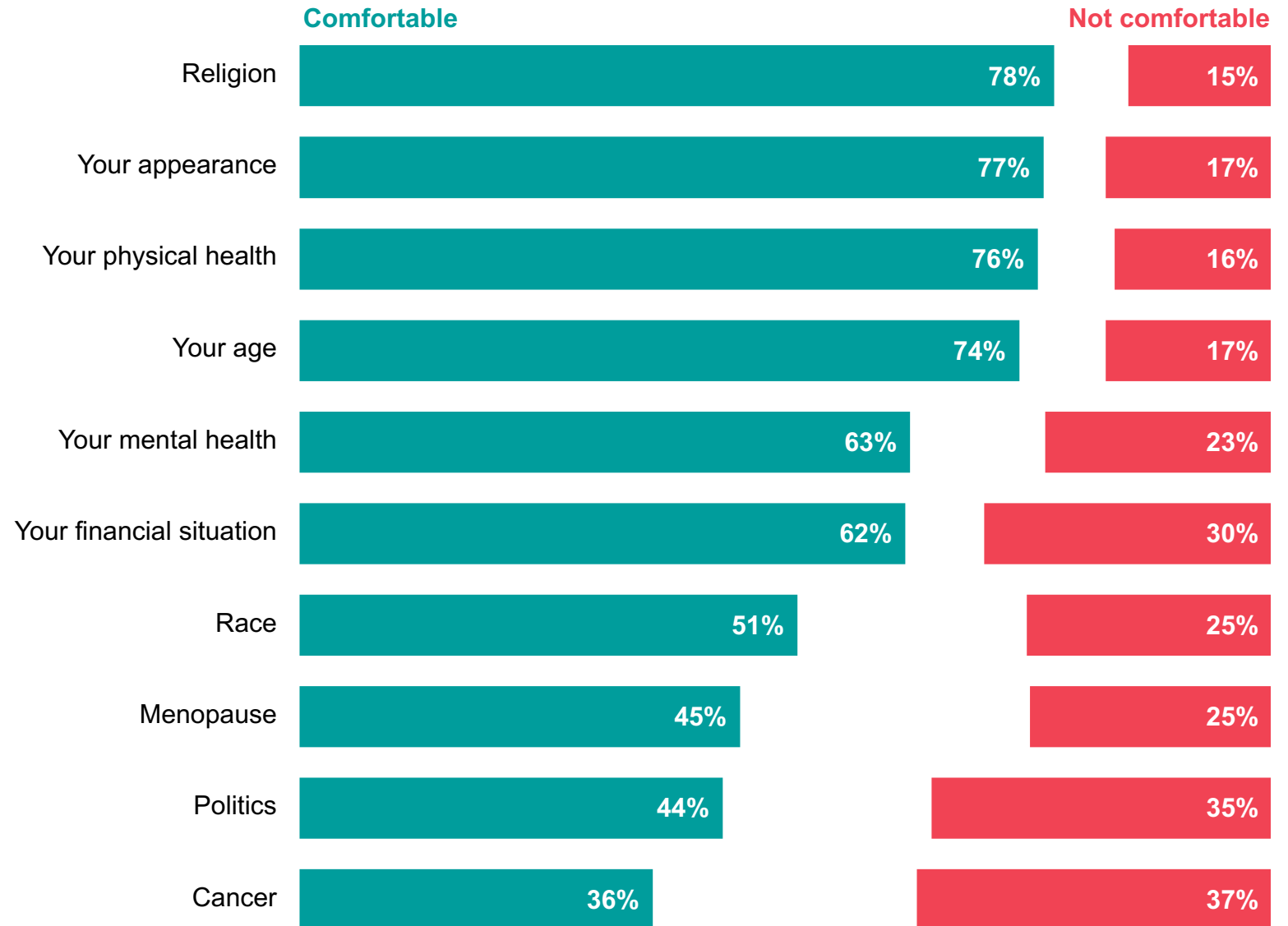
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Romanian participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS SAUDI ARABIA

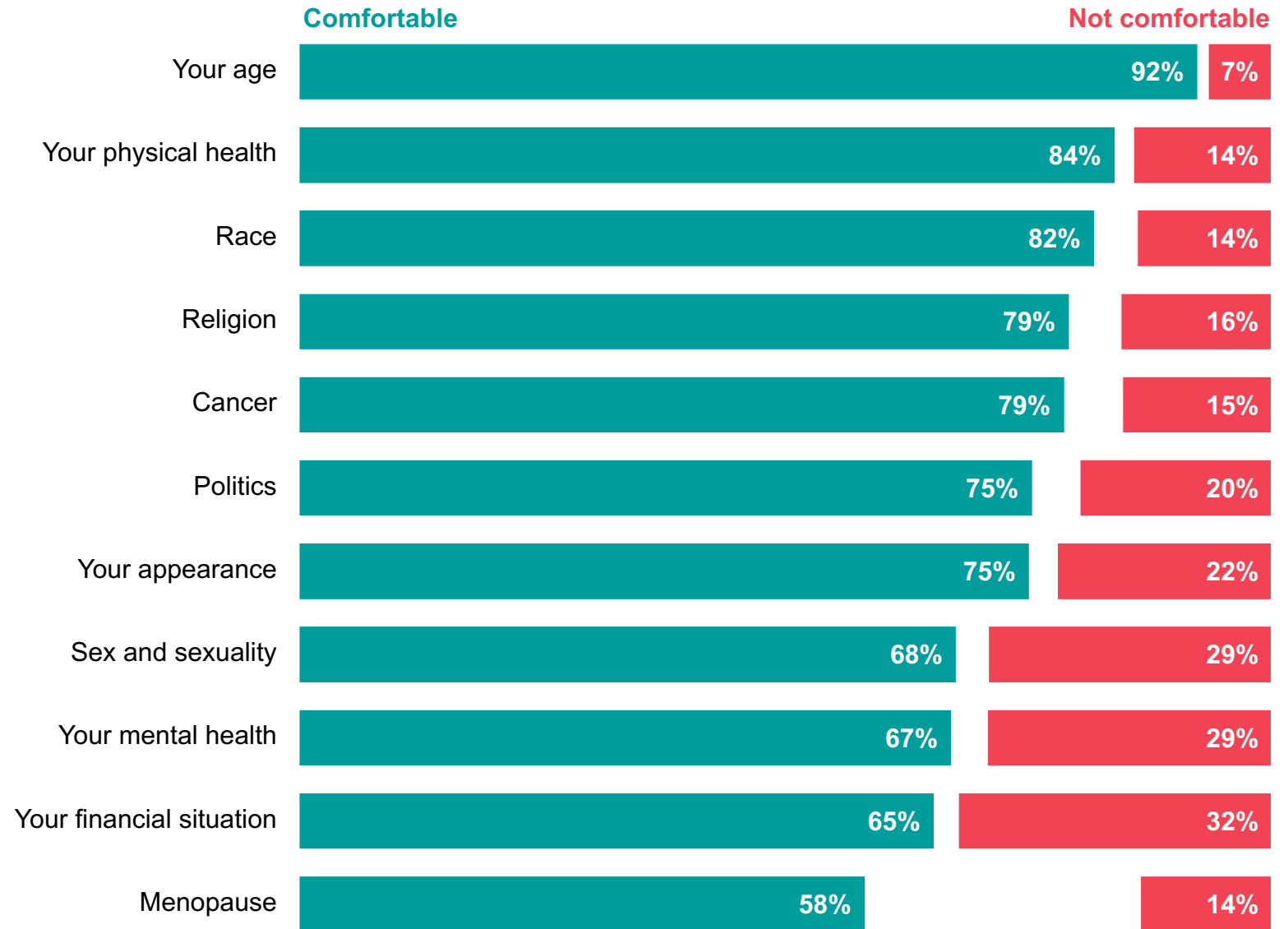
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Saudi participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS SWEDEN

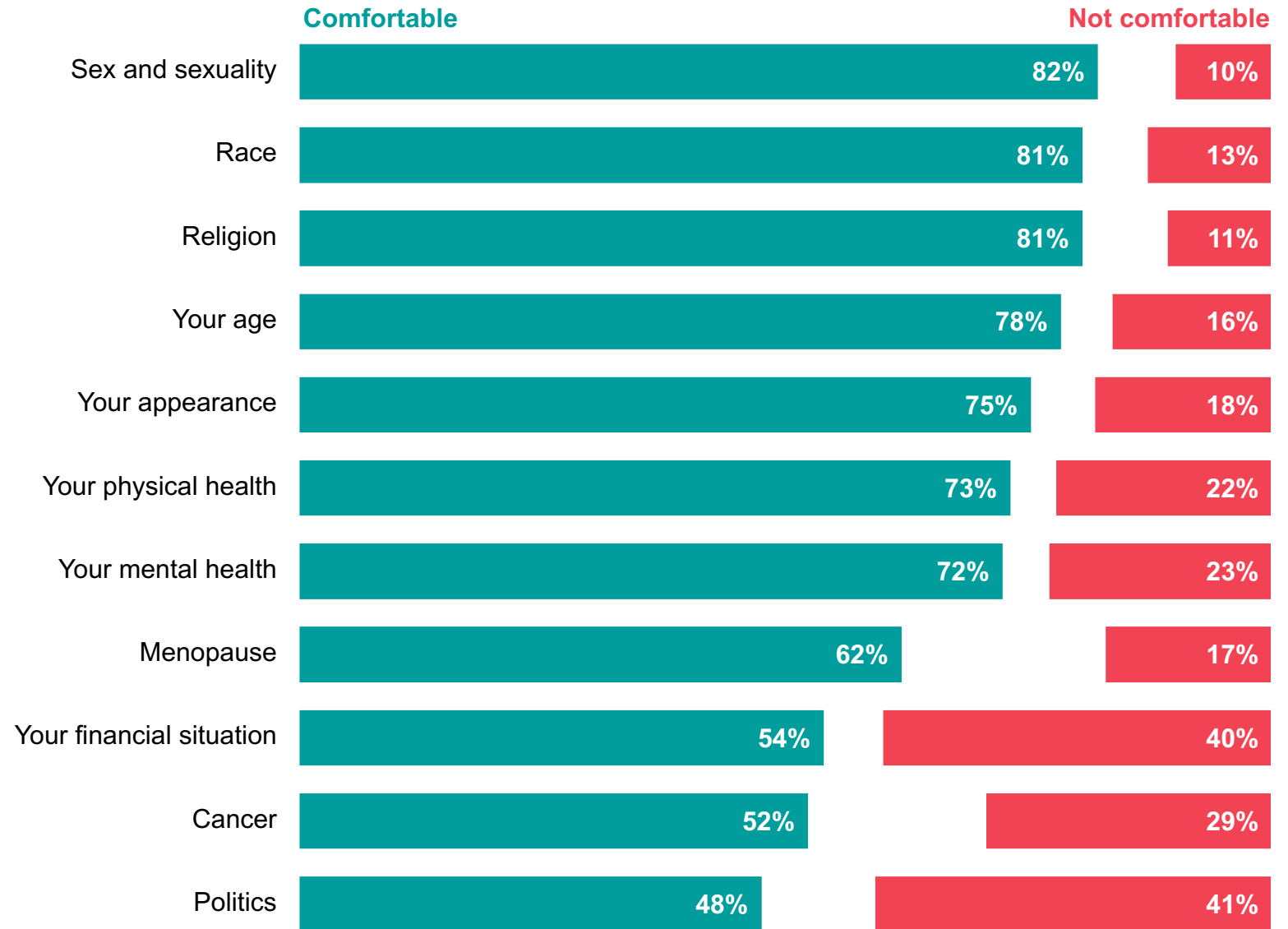
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Swedish participants aged 16-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS THAILAND

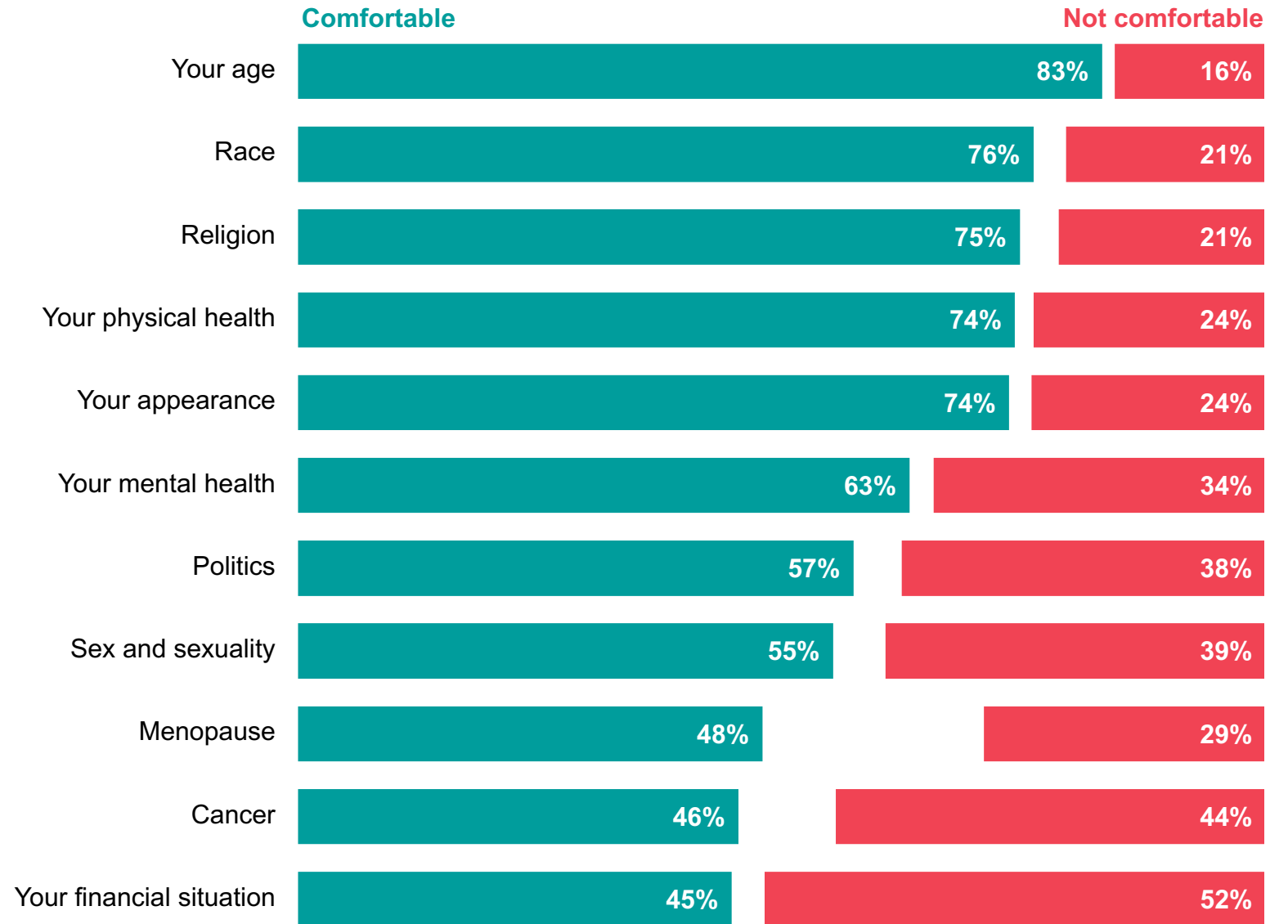
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 Thai participants aged 20-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS TURKEY

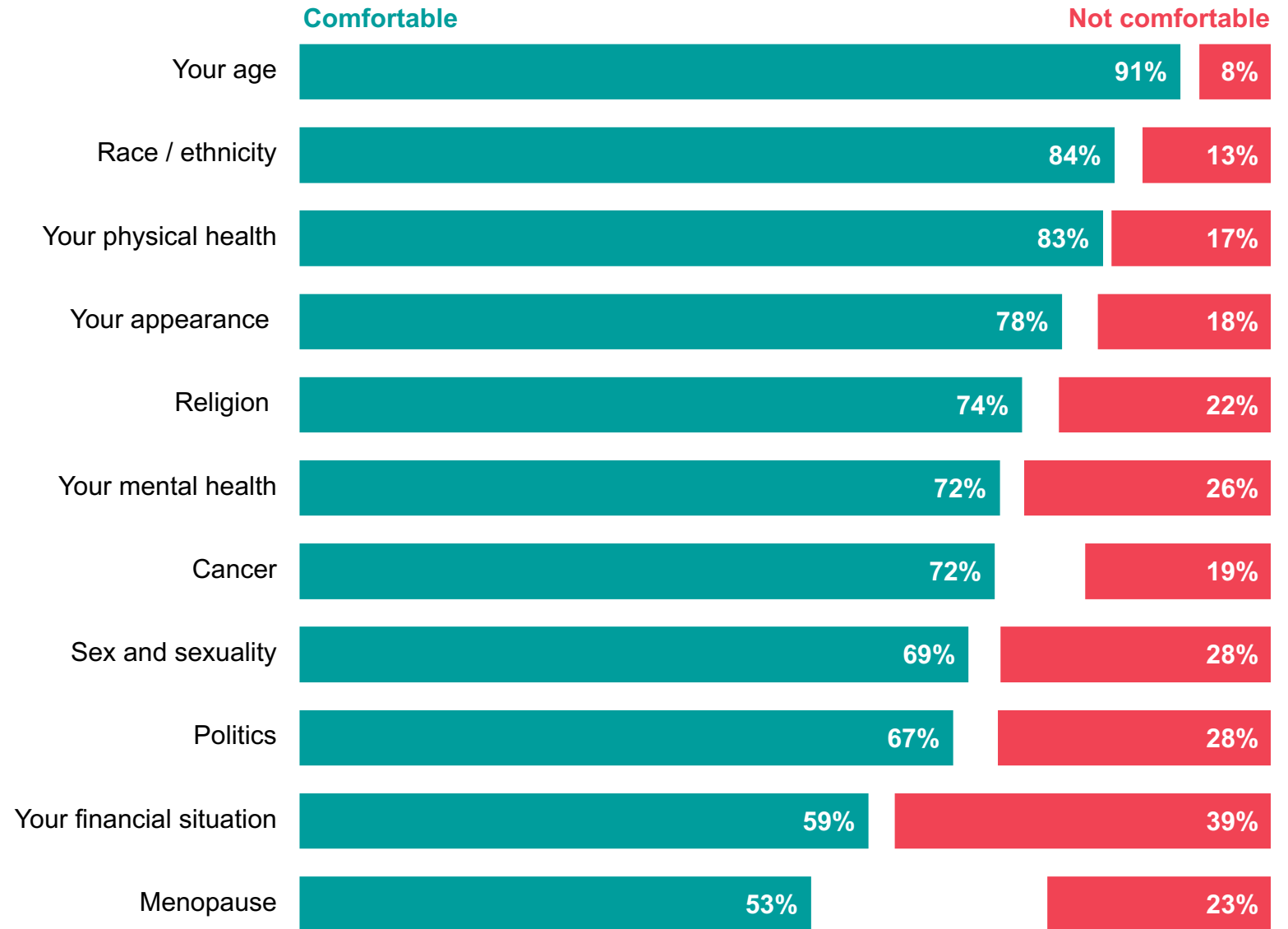
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 501 Turkish participants aged 18-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS US

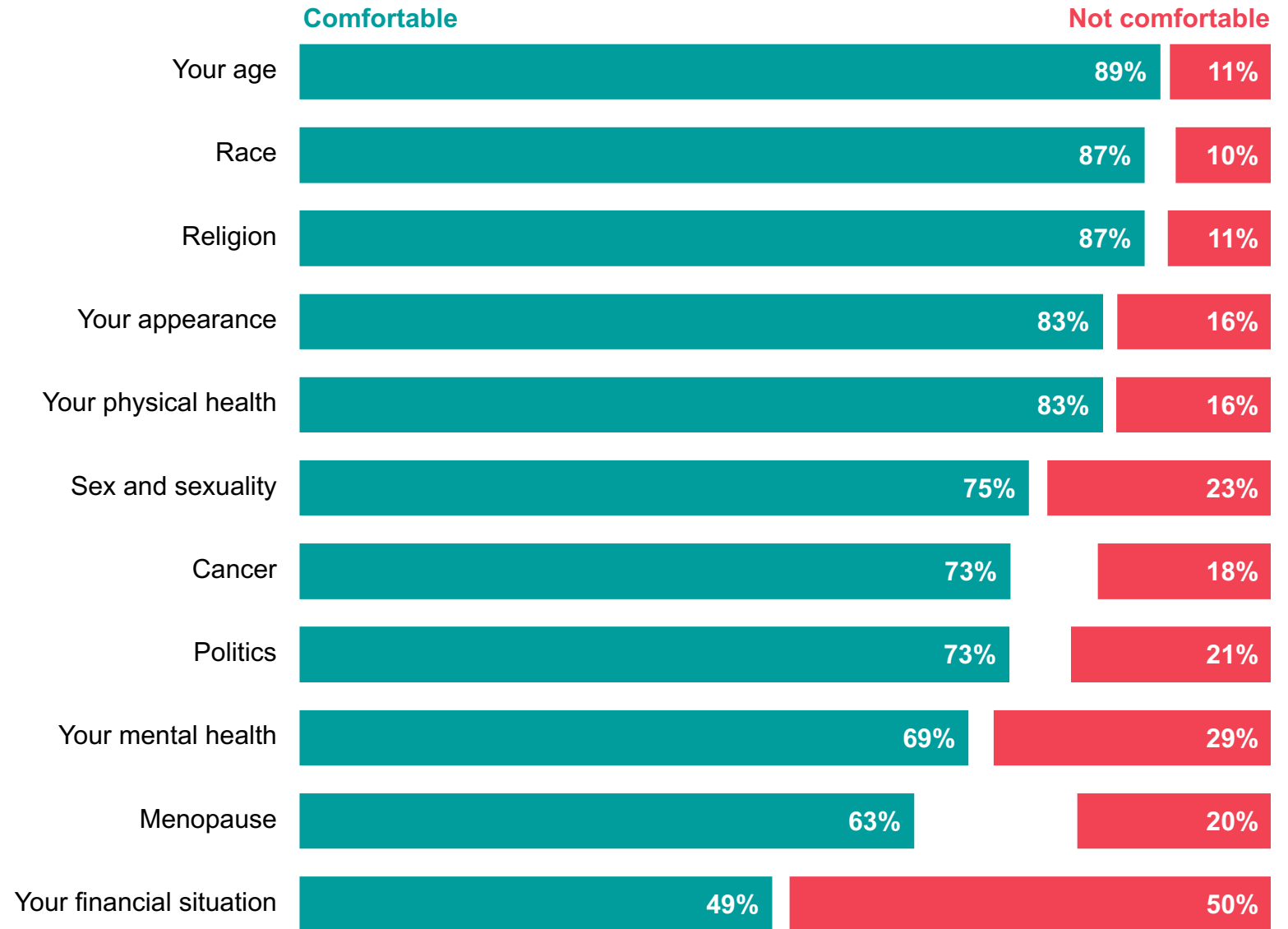
Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 1,001 American participants aged 18-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS SOUTH AFRICA

Q. How comfortable, if at all, do you feel talking to friends about the following topics?



Base – 500 South African participants aged 18-74, interviewed online 22 July – 5 August 2022

COMFORT IN TALKING TO FRIENDS ABOUT MENOPAUSE

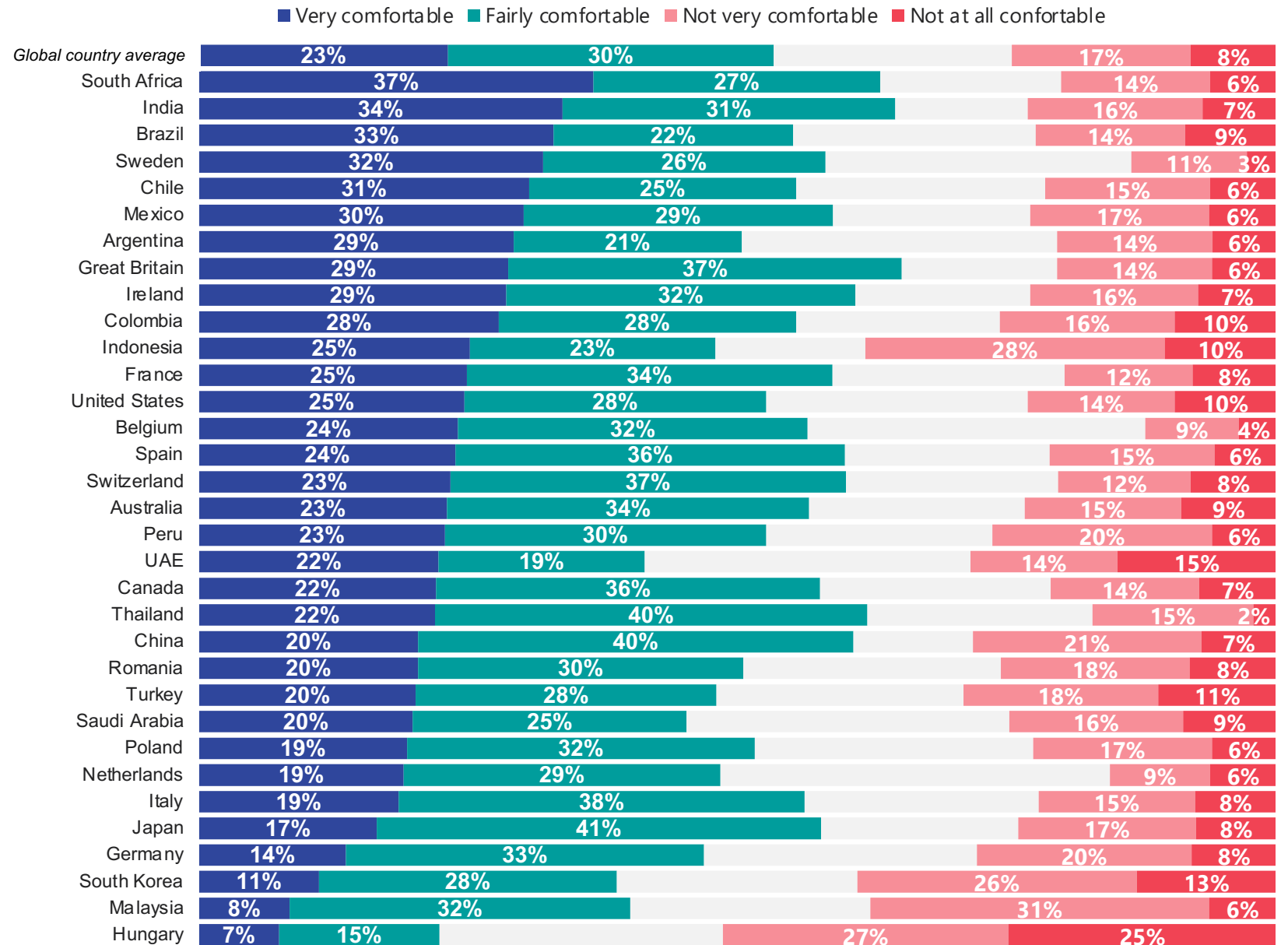
Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Menopause

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

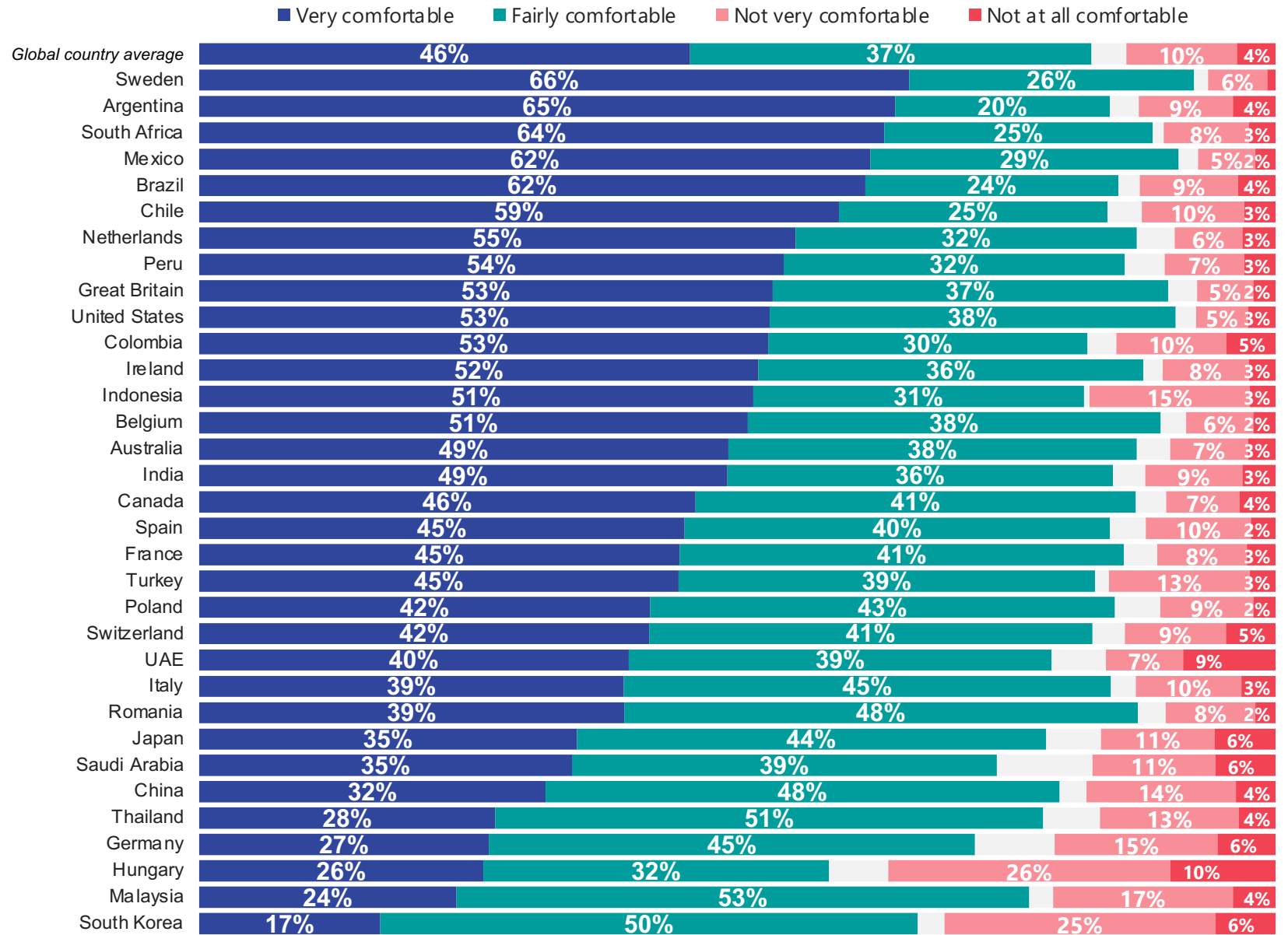
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COMFORT IN TALKING TO FRIENDS ABOUT YOUR AGE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your age



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

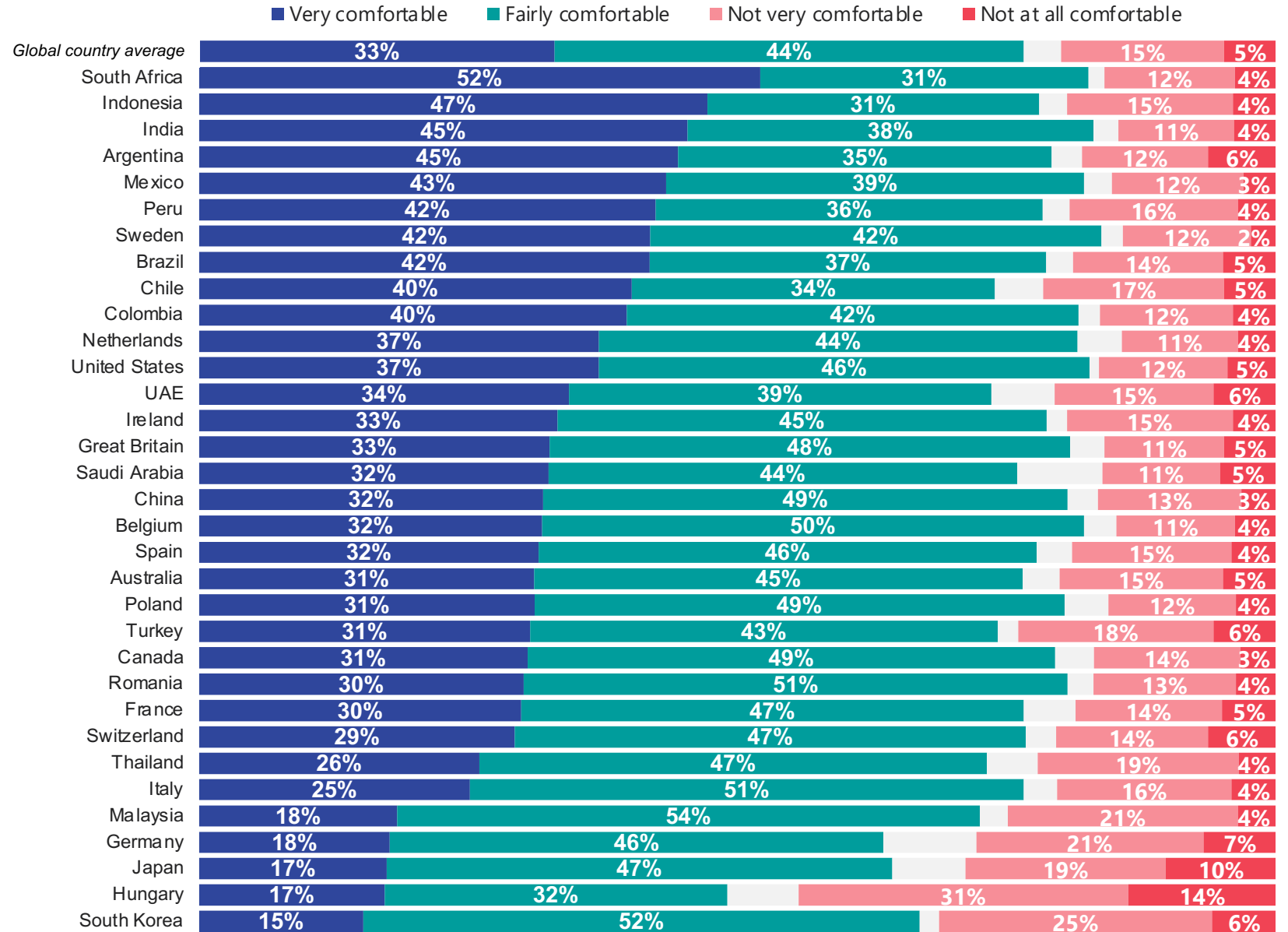
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS ABOUT YOUR PHYSICAL HEALTH

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your physical health



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

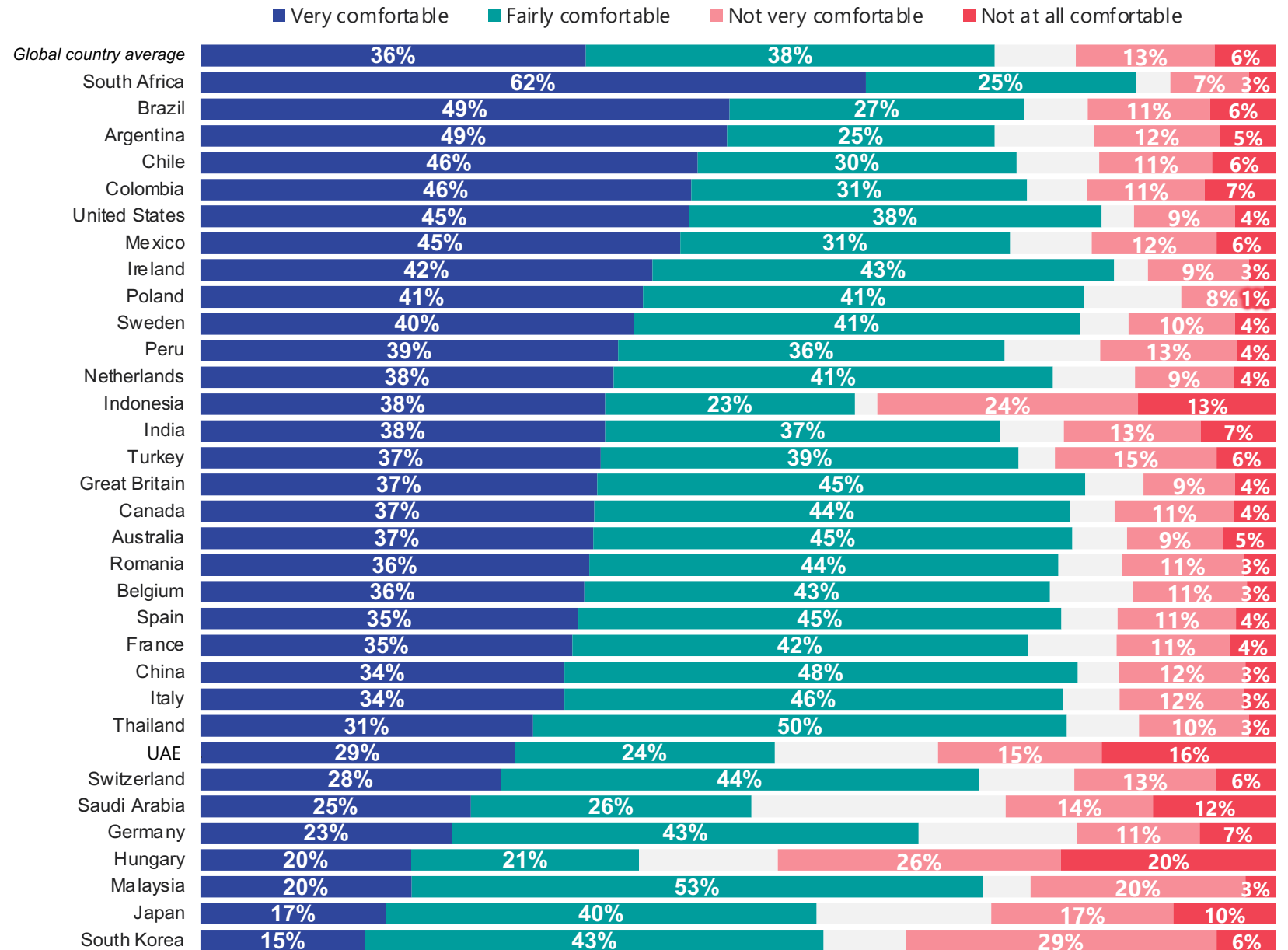
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS ABOUT RACE / ETHNICITY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Race / ethnicity



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

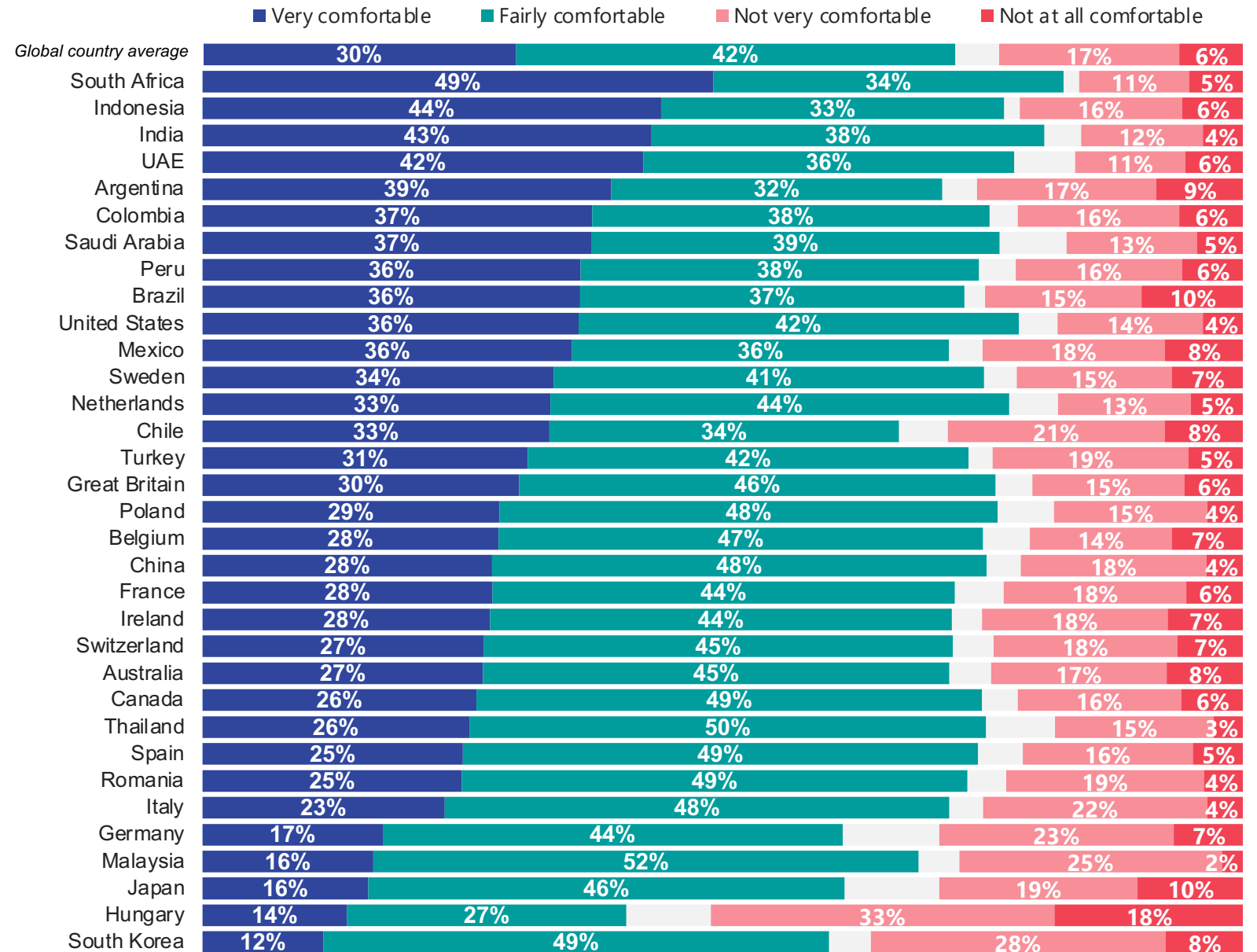
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS ABOUT YOUR APPEARANCE

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your appearance



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

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COMFORT IN TALKING TO FRIENDS ABOUT RELIGION

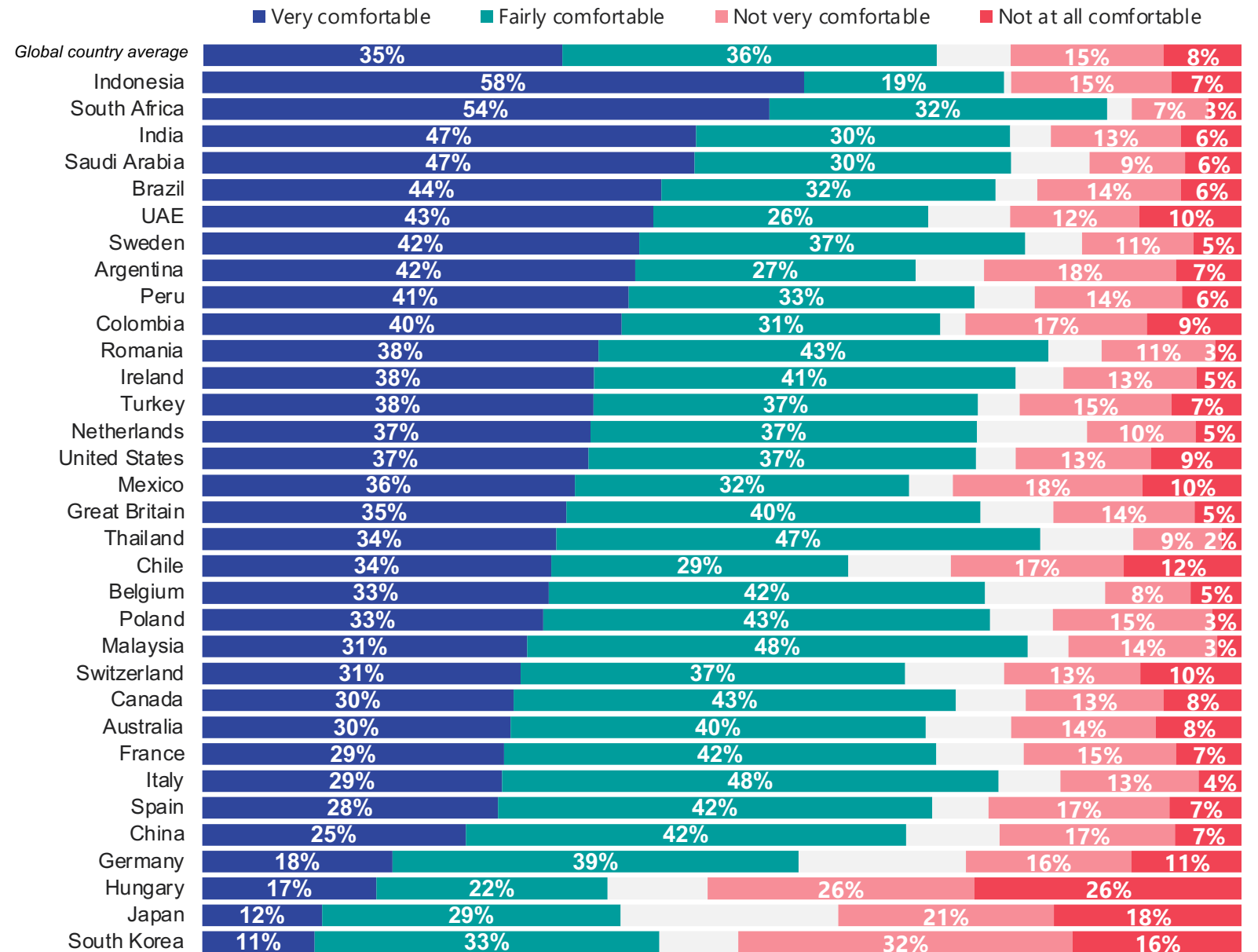
Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Religion

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

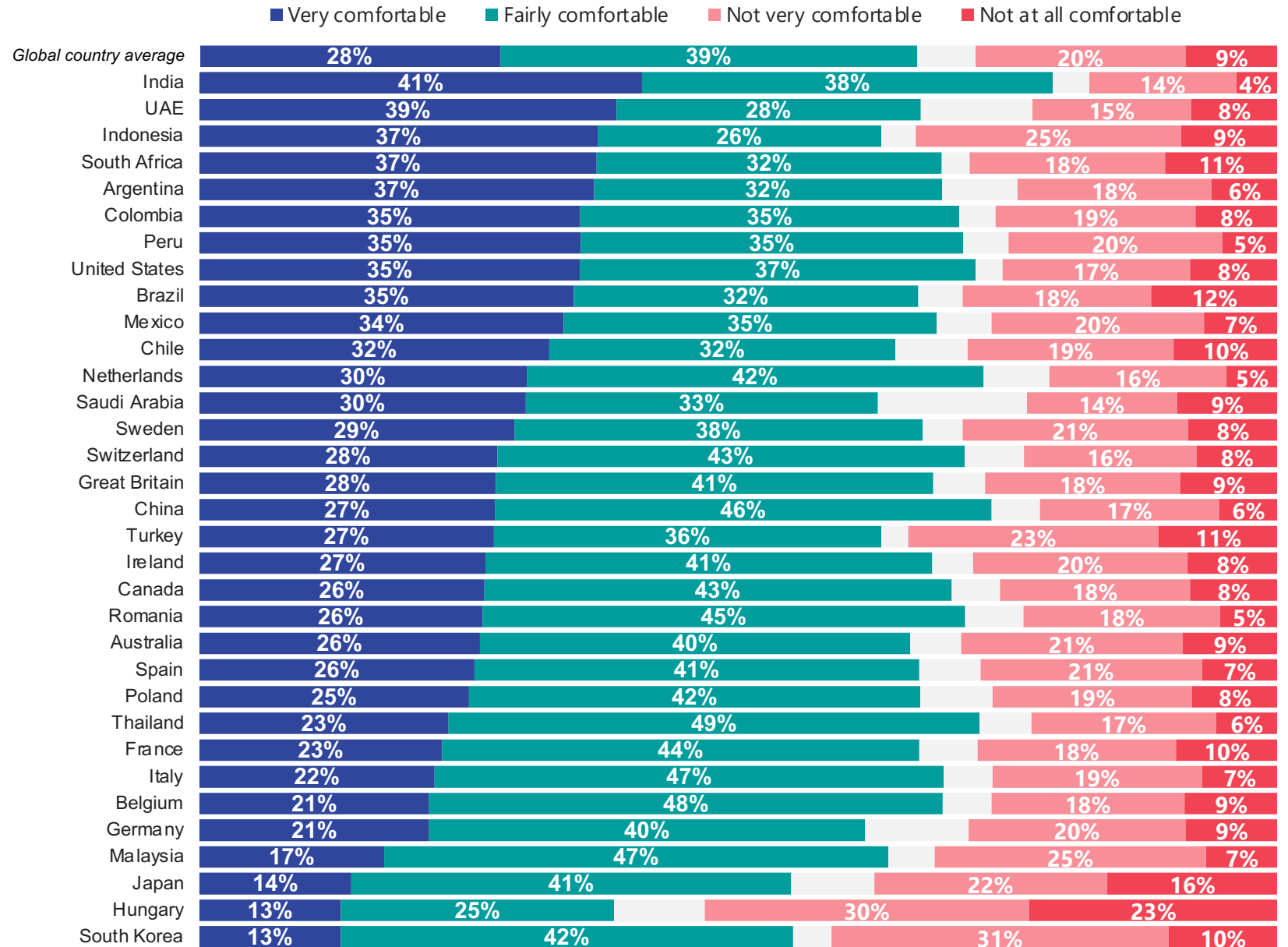
This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted



COMFORT IN TALKING TO FRIENDS ABOUT YOUR MENTAL HEALTH

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your mental health



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

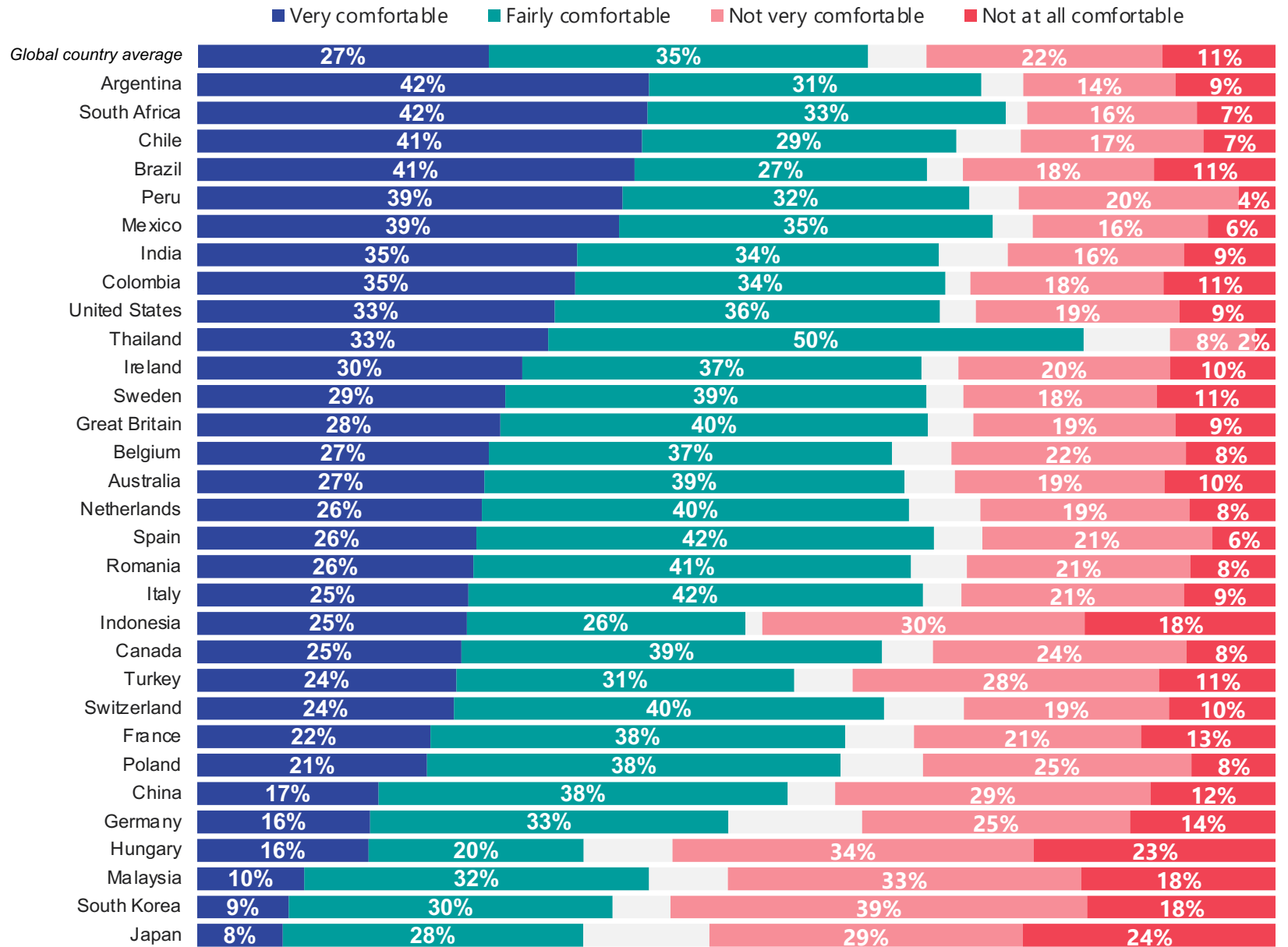
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

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COMFORT IN TALKING TO FRIENDS ABOUT SEX AND SEXUALITY

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Sex and sexuality



Base – 22,008 participants across 31 countries, interviewed online 22 July – 5 August 2022

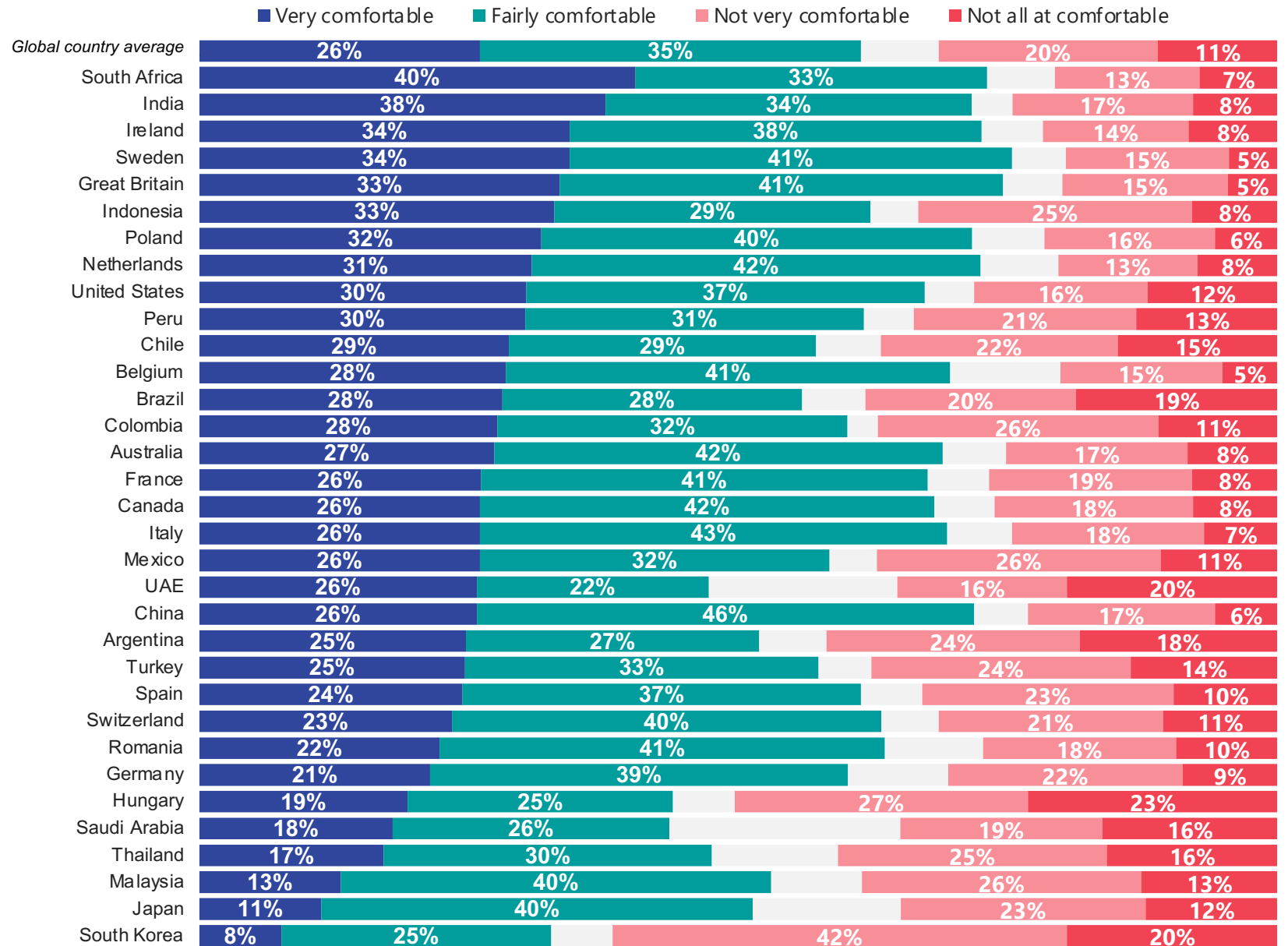
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS ABOUT POLITICS

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Politics



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

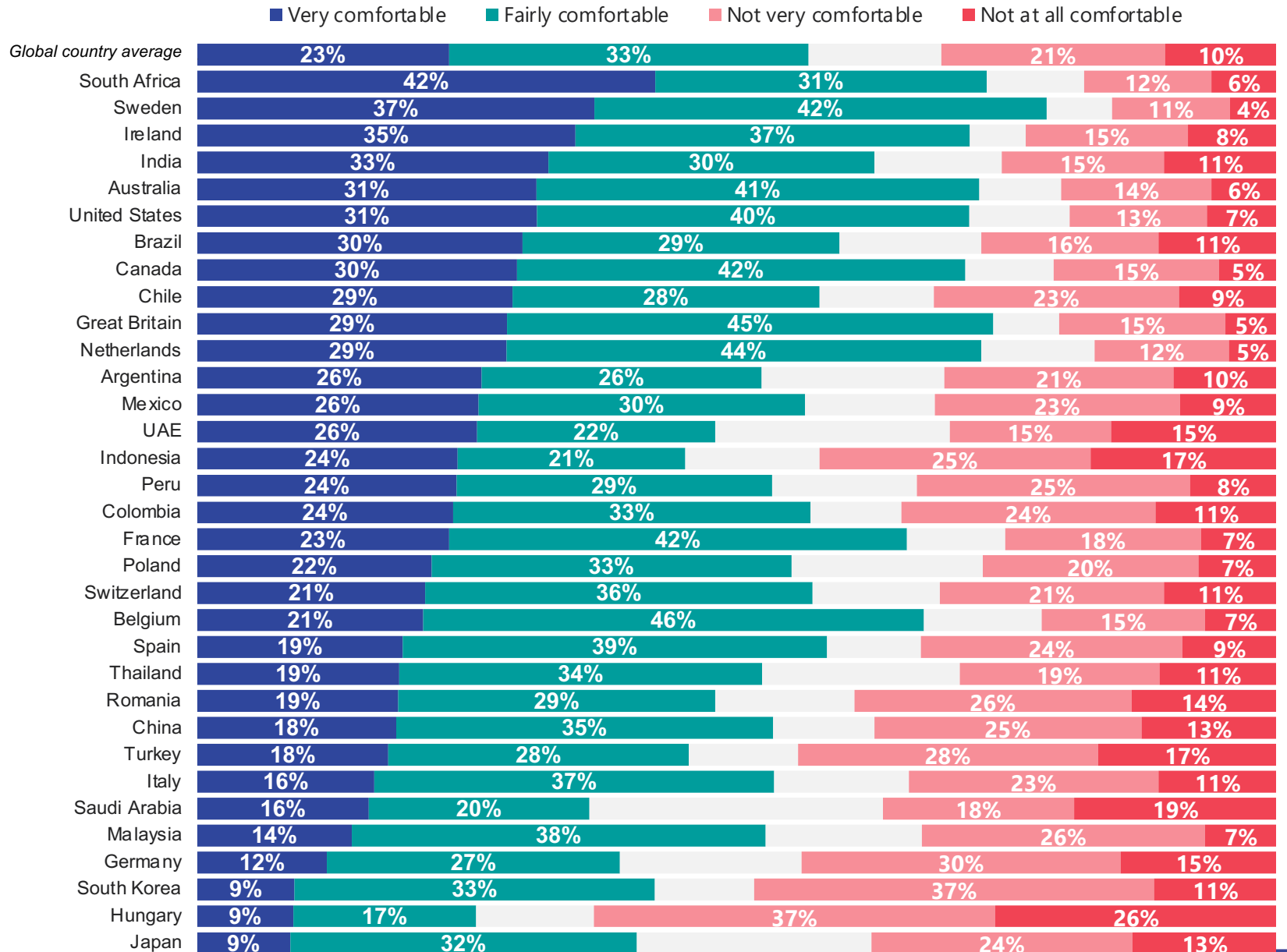
The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

COMFORT IN TALKING TO FRIENDS ABOUT CANCER

Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Cancer



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

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COMFORT IN TALKING TO FRIENDS ABOUT YOUR FINANCIAL SITUATION

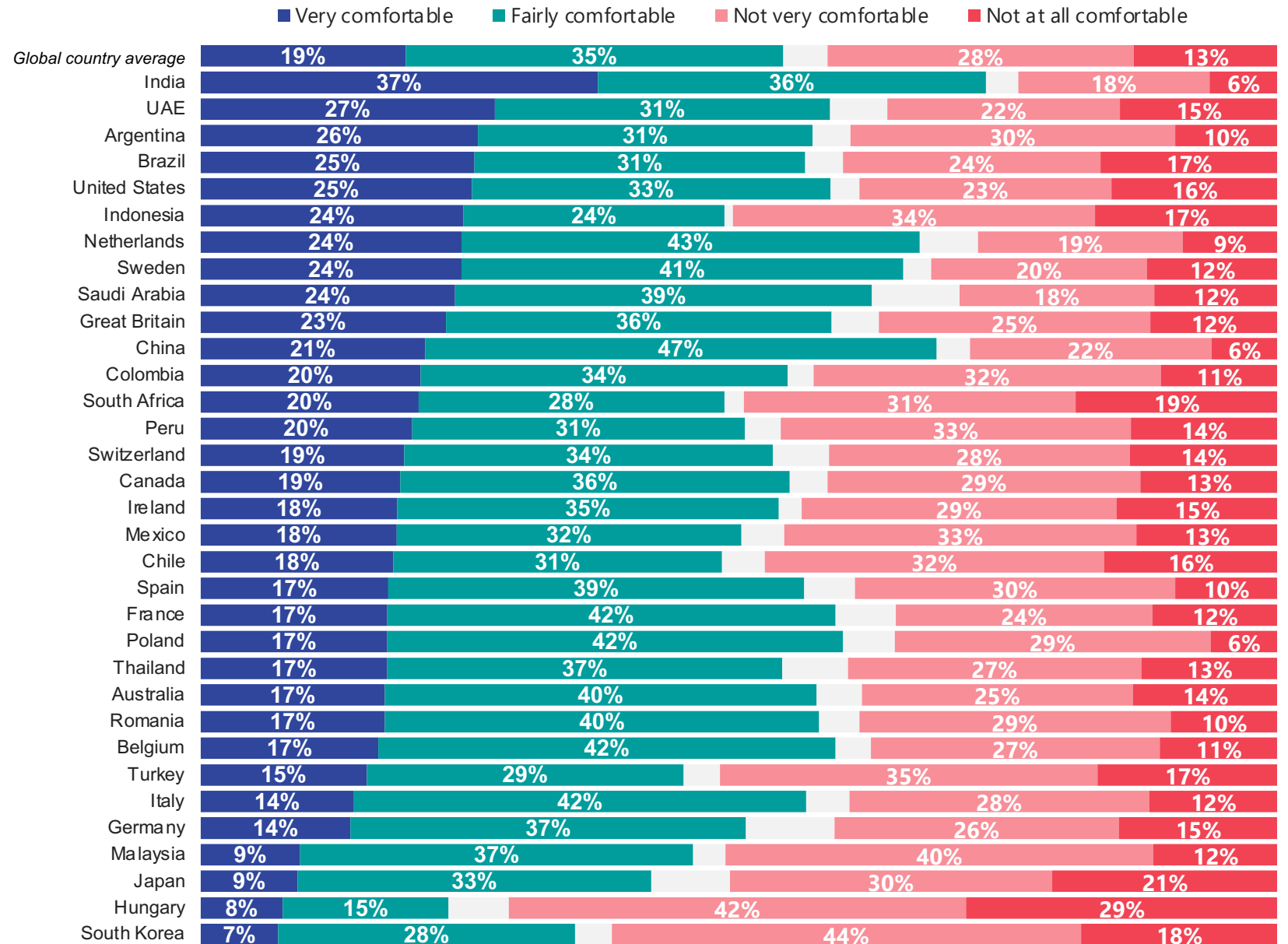
Q. How comfortable, if at all, do you feel talking to friends about the following topics?

Your financial situation

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

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PERCEIVED VALUE OF UNDER AND OVER 50s TO DIFFERENT GROUPS

2

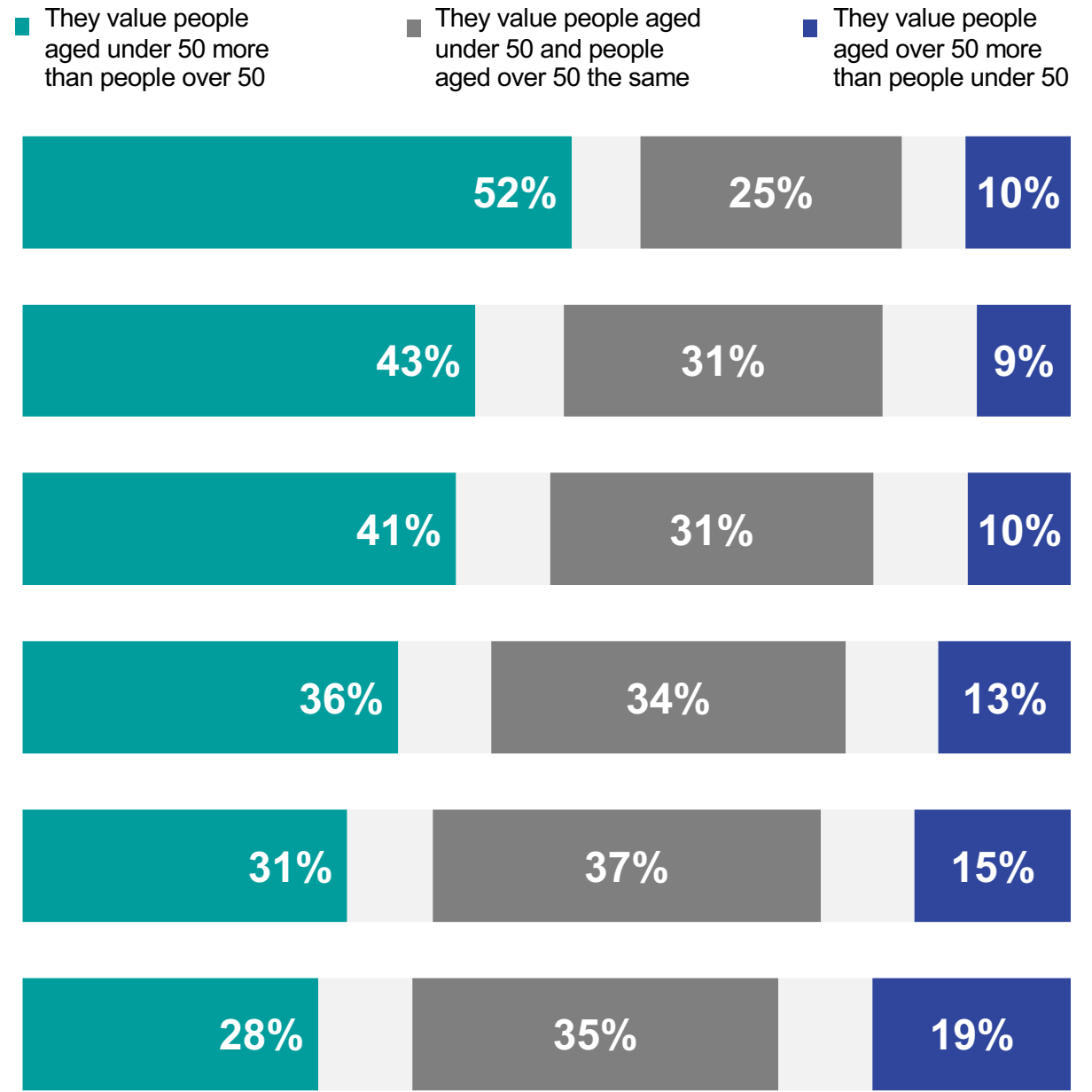
PERCEIVED VALUE OF UNDER AND OVER 50S TO DIFFERENT GROUPS GLOBAL COUNTRY AVERAGE

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50?

Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population

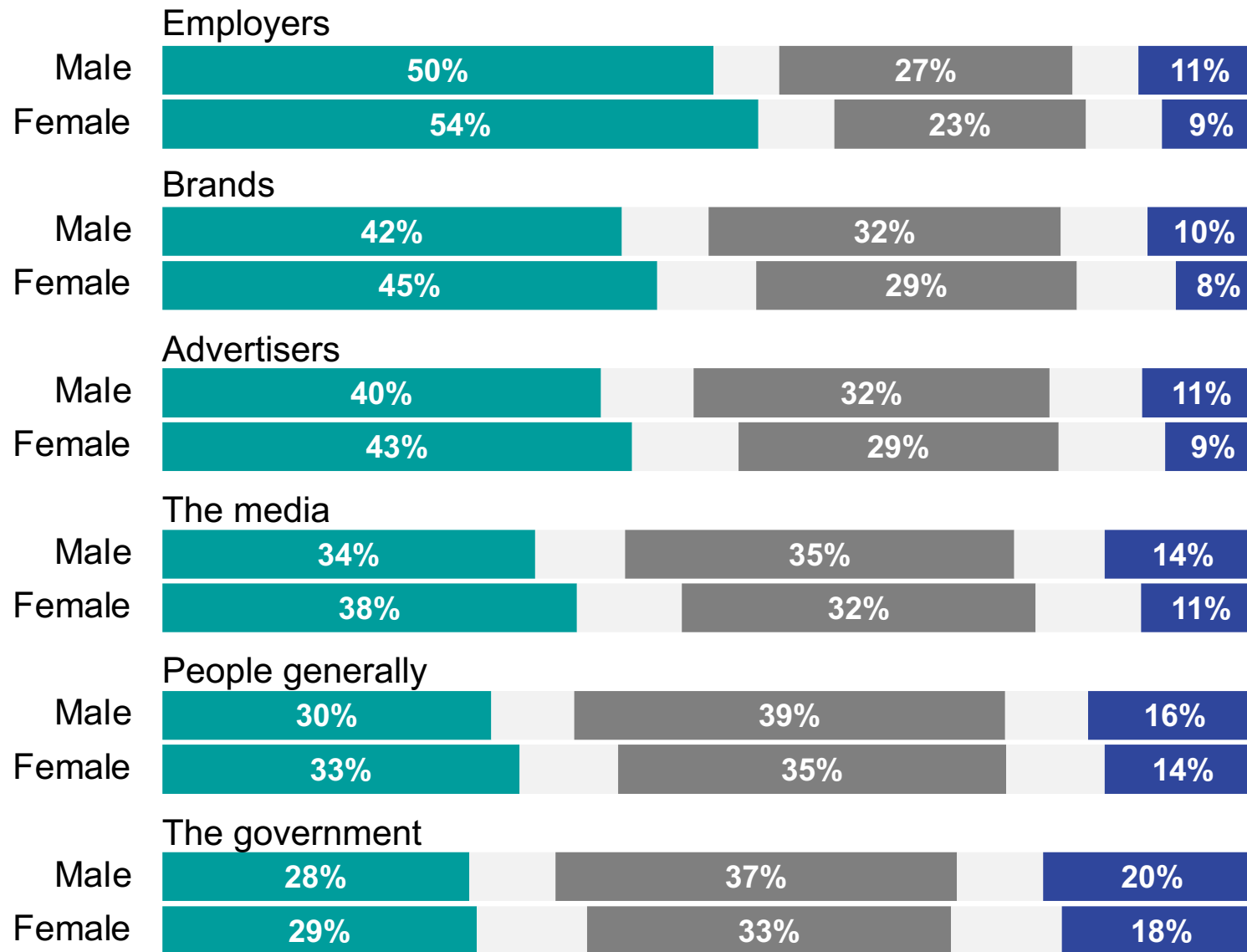
This “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted



PERCEIVED VALUE OF UNDER AND OVER 50S TO DIFFERENT GROUPS BY GENDER

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50?

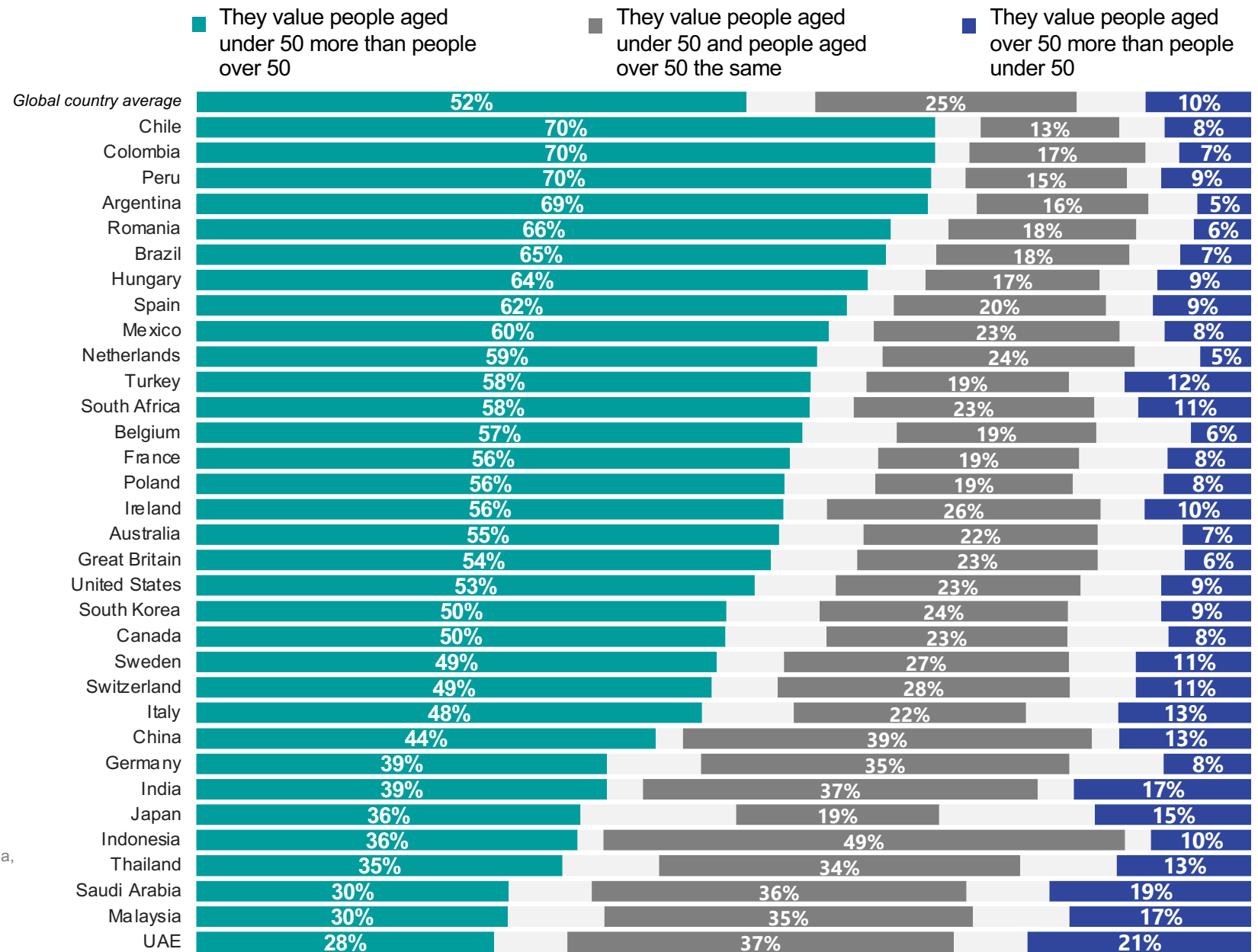
- They value people aged under 50 more than people over 50
- They value people aged under 50 and people aged over 50 the same
- They value people aged over 50 more than people under 50



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022, including 11,312 males and 11,696 females
 The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates are more urban, more educated, and/or more affluent than the general population
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VALUE OF UNDER AND OVER 50s TO EMPLOYERS

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? - Employers



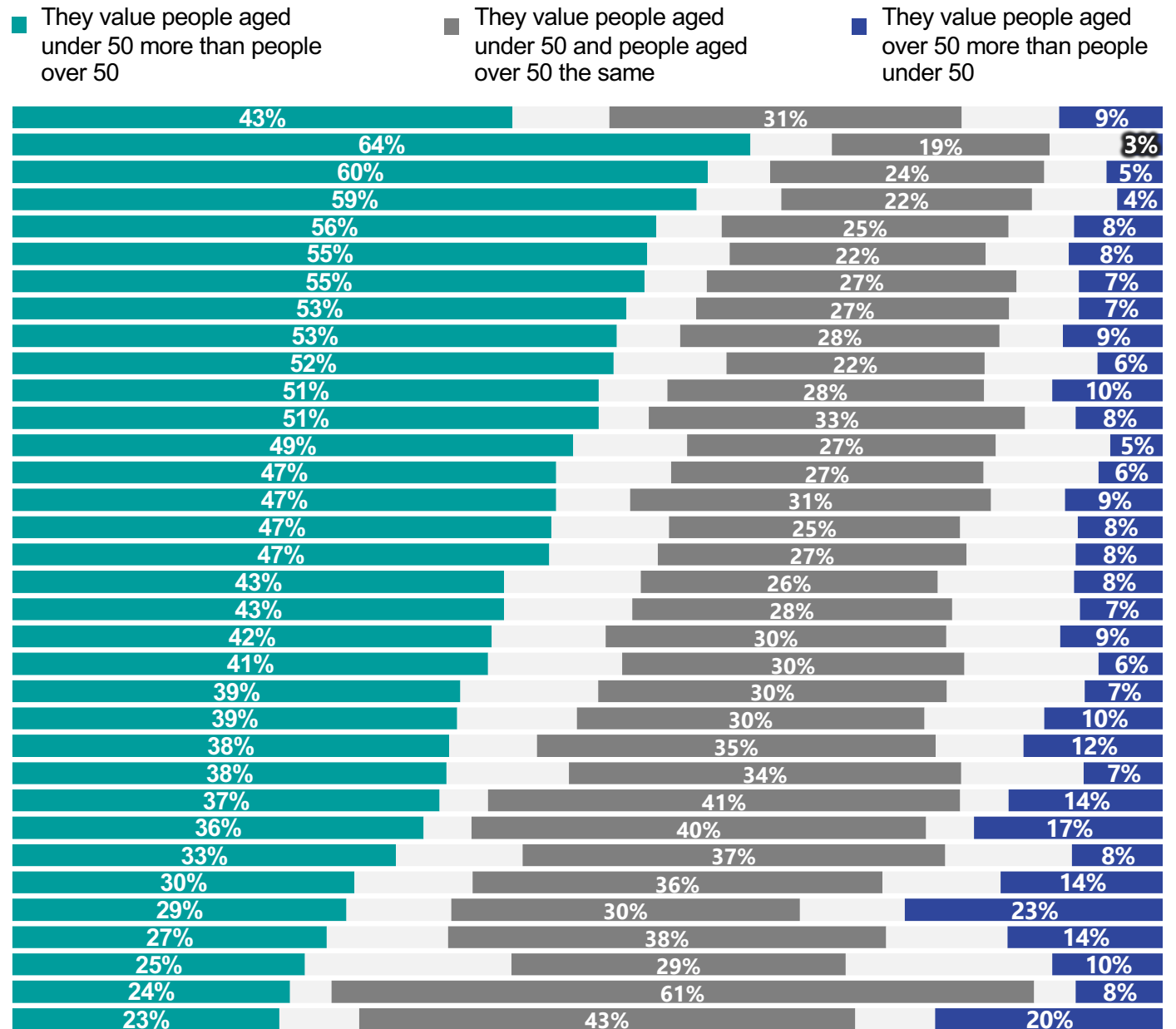
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This "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted

VALUE OF UNDER AND OVER 50s TO BRANDS

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? - Brands



Base – 23,008 participants across 33 countries, interviewed online 22 July – 5 August 2022

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VALUE OF UNDER AND OVER 50s TO ADVERTISERS

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? - Advertisers

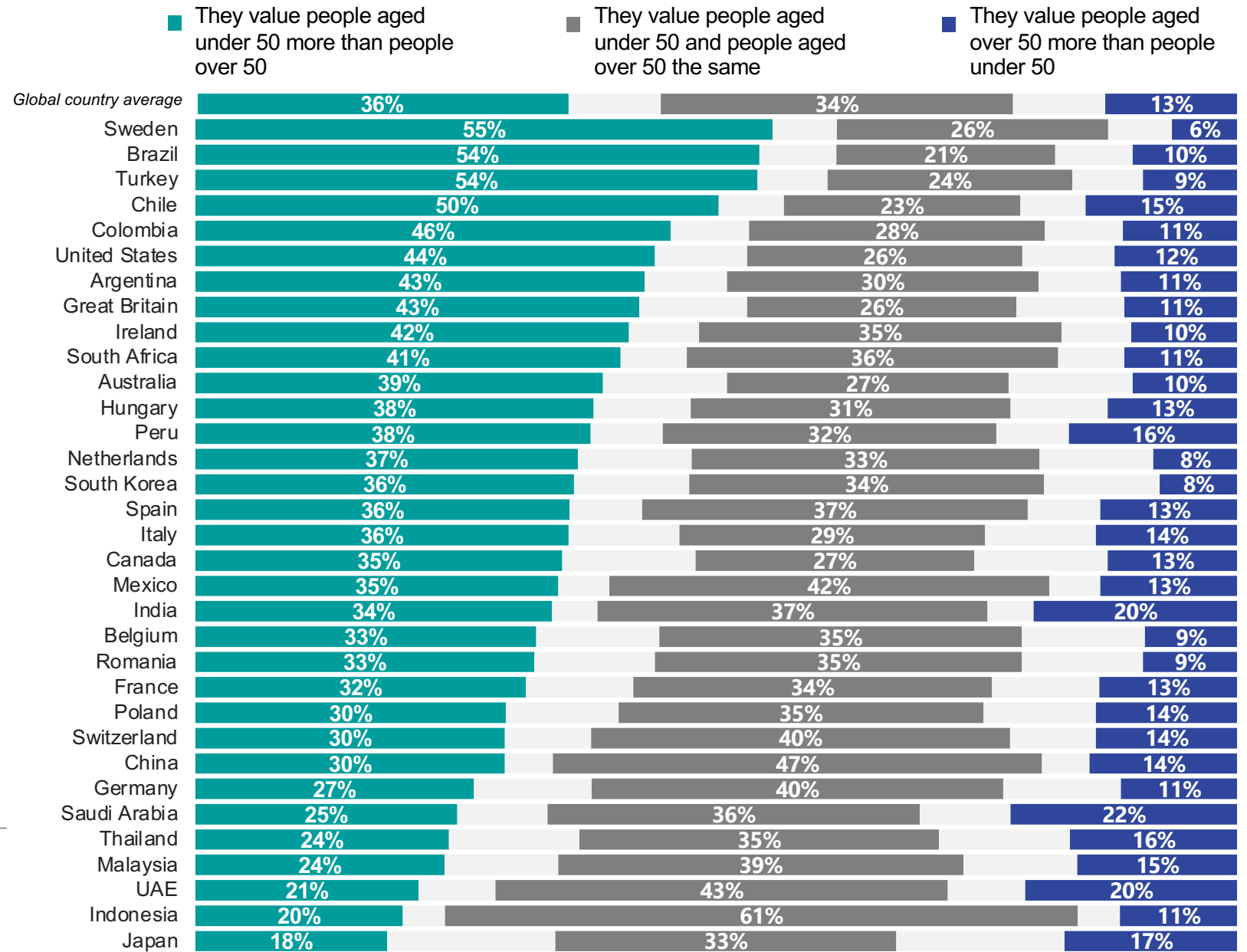
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VALUE OF UNDER AND OVER 50s TO THE MEDIA

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? – The media



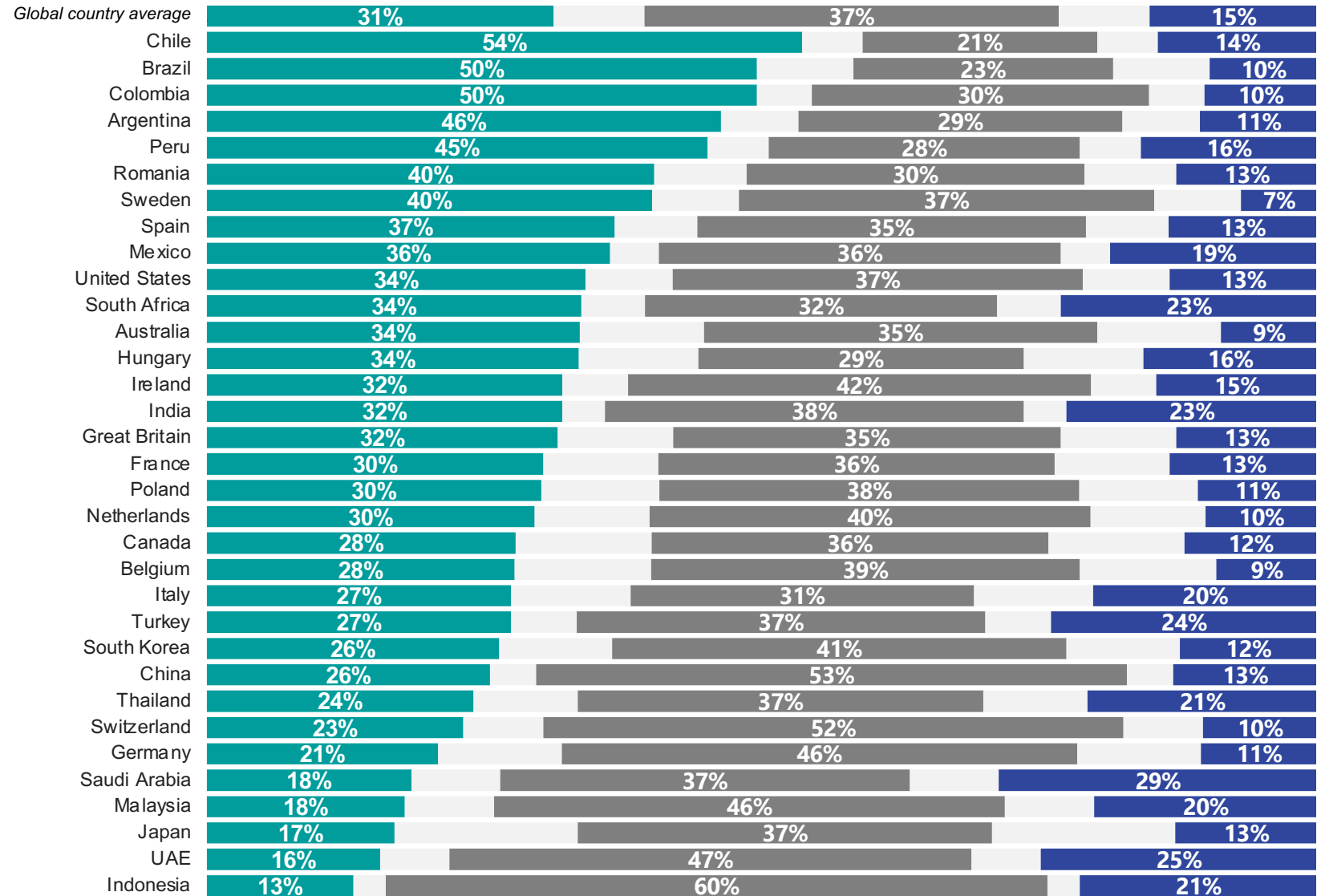
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VALUE OF UNDER AND OVER 50s TO PEOPLE GENERALLY

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? – People generally

■ They value people aged under 50 more than people over 50
 ■ They value people aged under 50 and people aged over 50 the same
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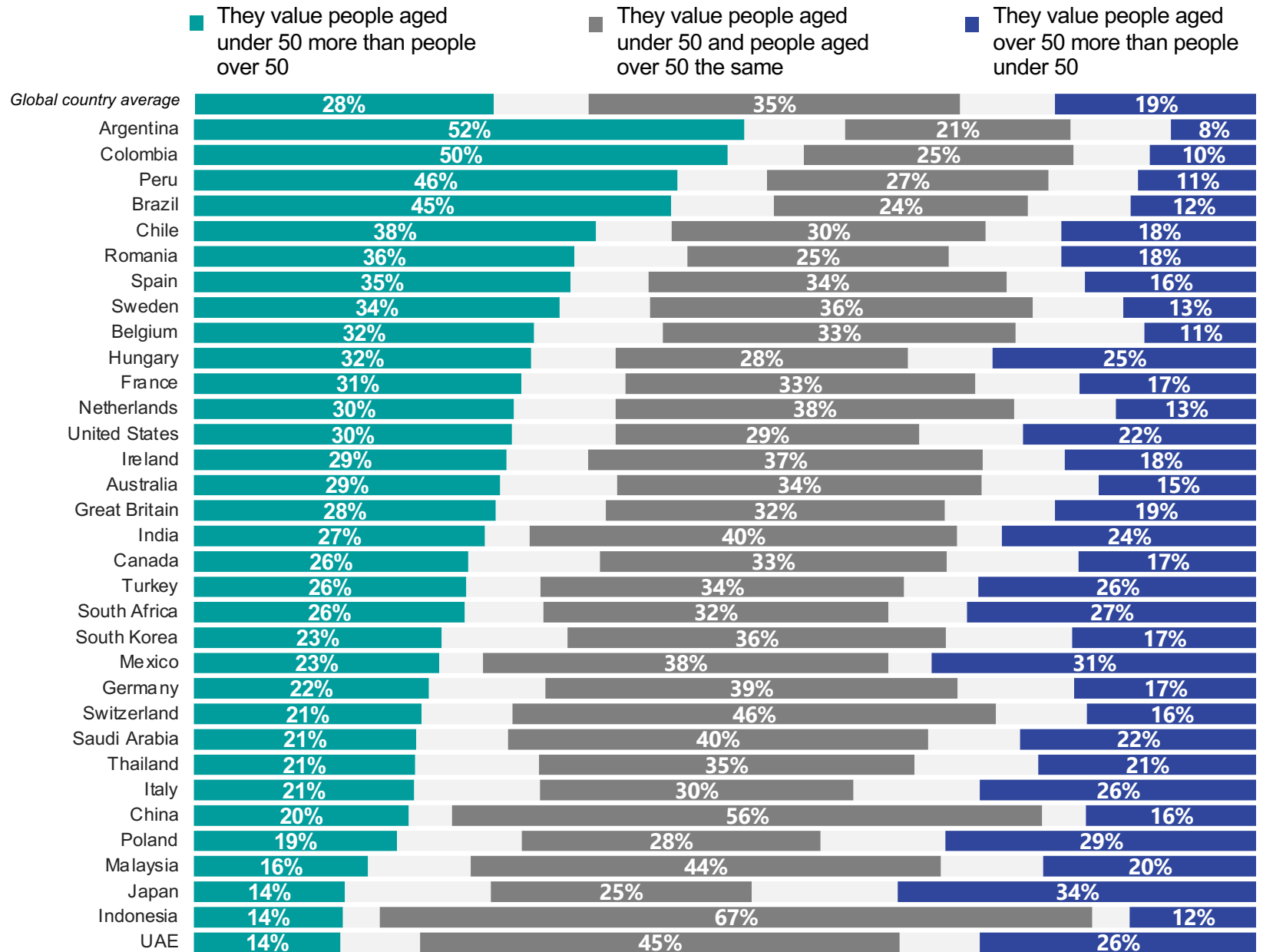
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VALUE OF UNDER AND OVER 50s TO THE GOVERNMENT

Q. Please think about how different groups in ... value people under the age of 50 and people over the age of 50. Which of the following statements, if any, is closest to how you think each of the following views people aged under 50 and people over 50? – The Government



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PERCEIVED VALUE OF MEN AND WOMEN OVER 50 TO DIFFERENT GROUPS

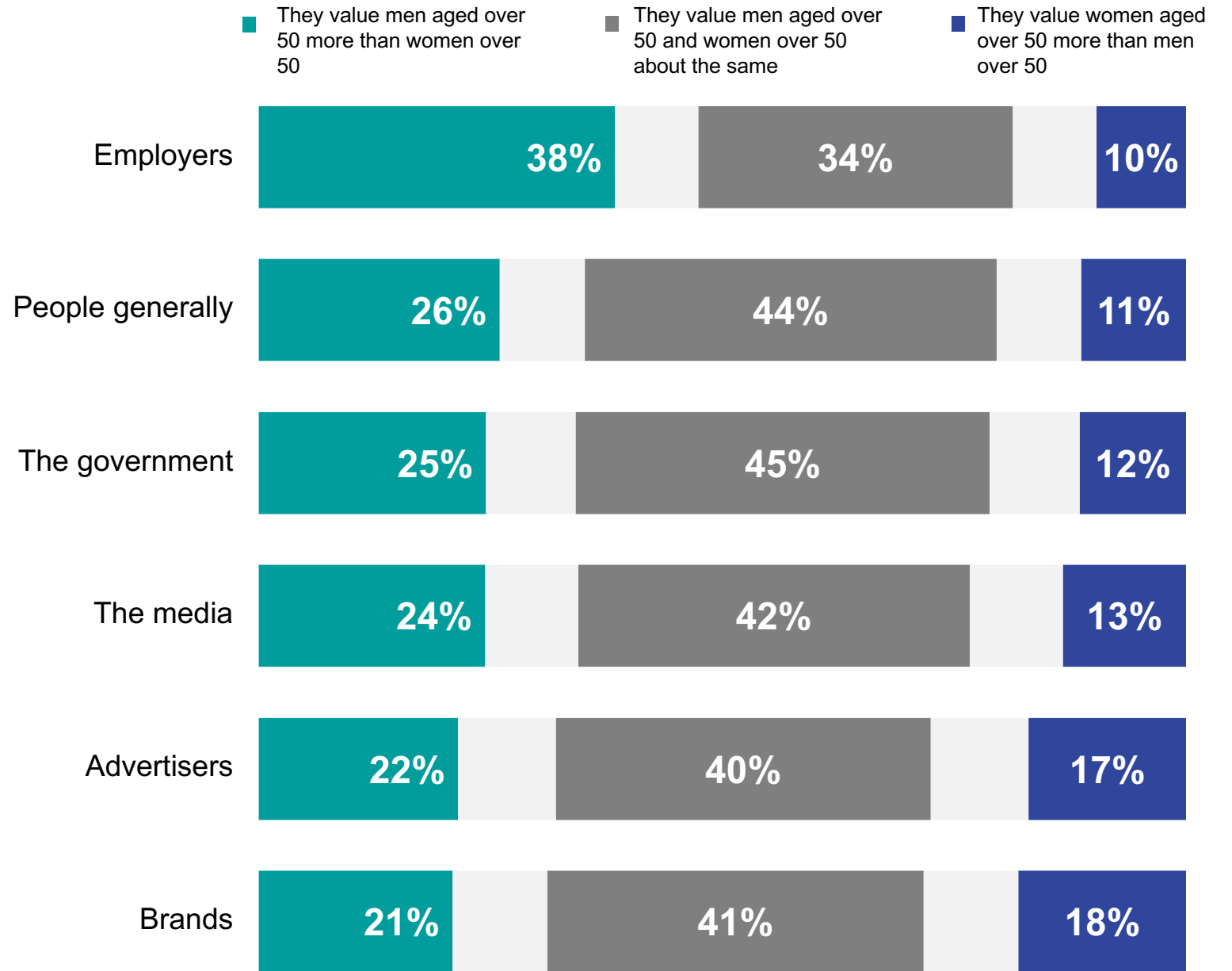
3

PERCEIVED VALUE OF MEN AND WOMEN OVER 50 TO DIFFERENT GROUPS

GLOBAL COUNTRY AVERAGE

Q. Now think about how different groups in ... value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50?

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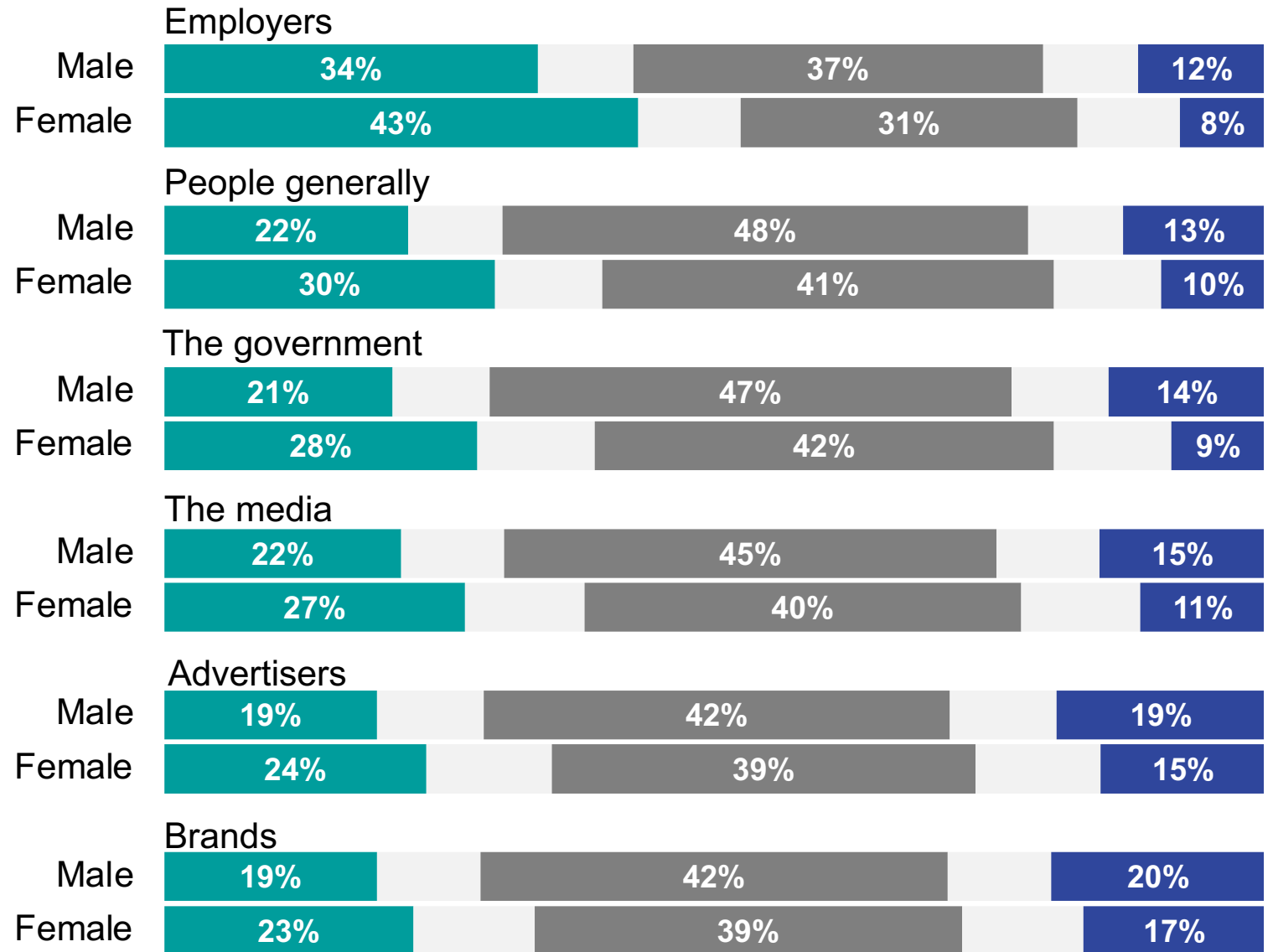


PERCEIVED VALUE OF MEN AND WOMEN OVER 50 TO DIFFERENT GROUPS BY GENDER

Q. Now think about how different groups in ... value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50?

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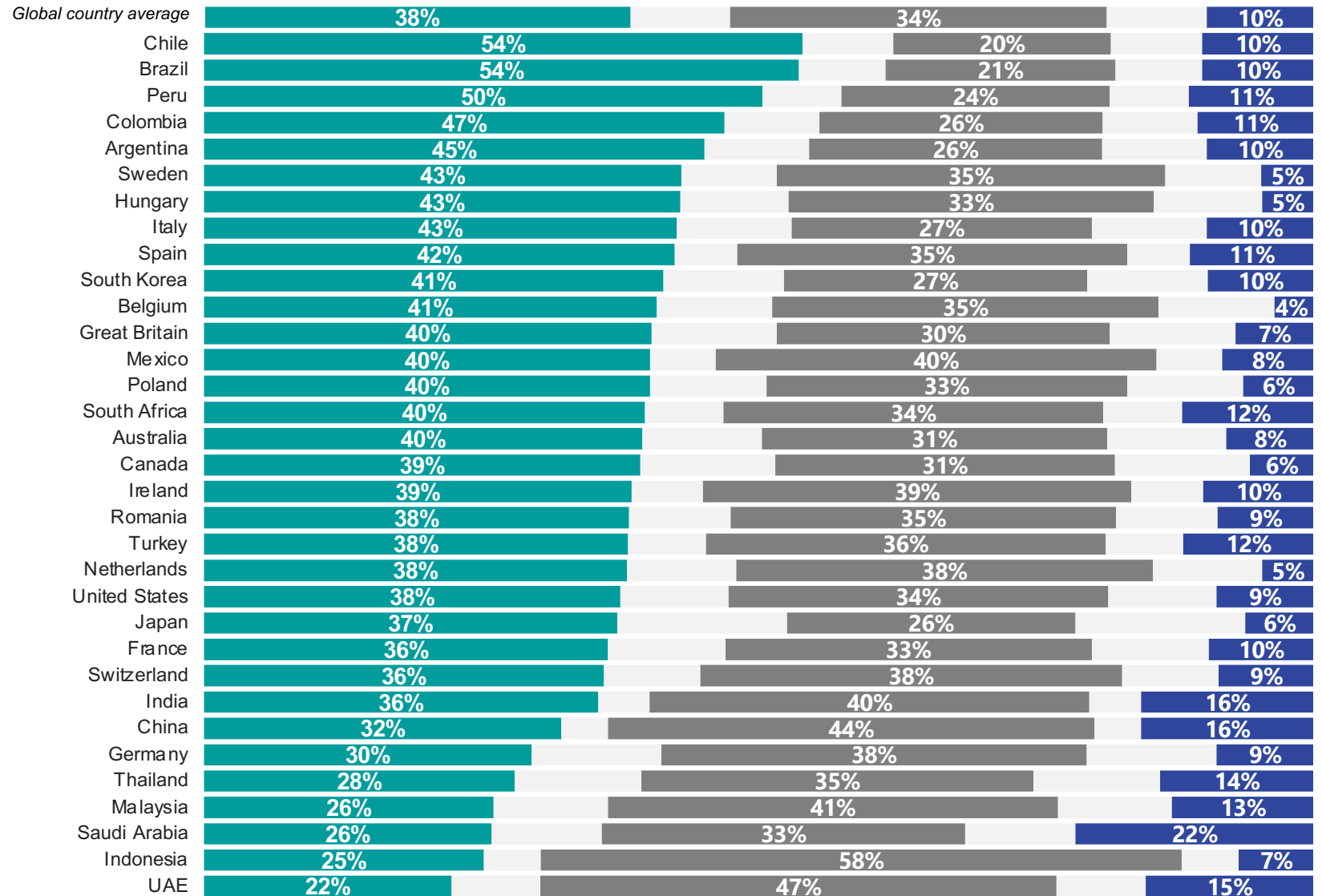
■ They value men aged over 50 more than women over 50
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VALUE OF MEN AND WOMEN OVER 50 TO EMPLOYERS

Q. Now think about how different groups in ... value men aged over 50 and women aged over 50. Which of the following statements, if any, is closest to how you think each of the following views men and women aged over 50? – Employers

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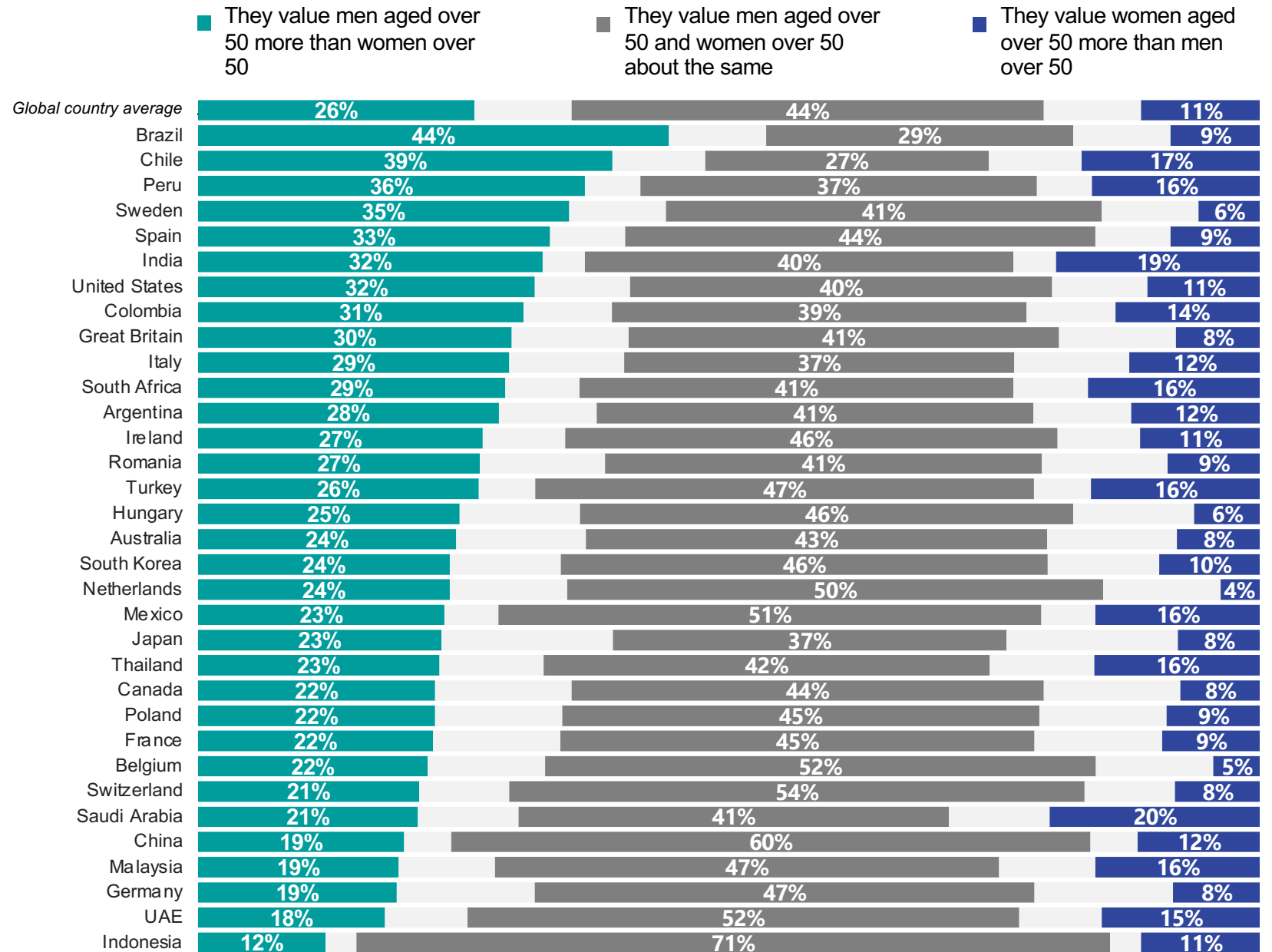
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VALUE OF MEN AND WOMEN OVER 50 TO PEOPLE GENERALLY

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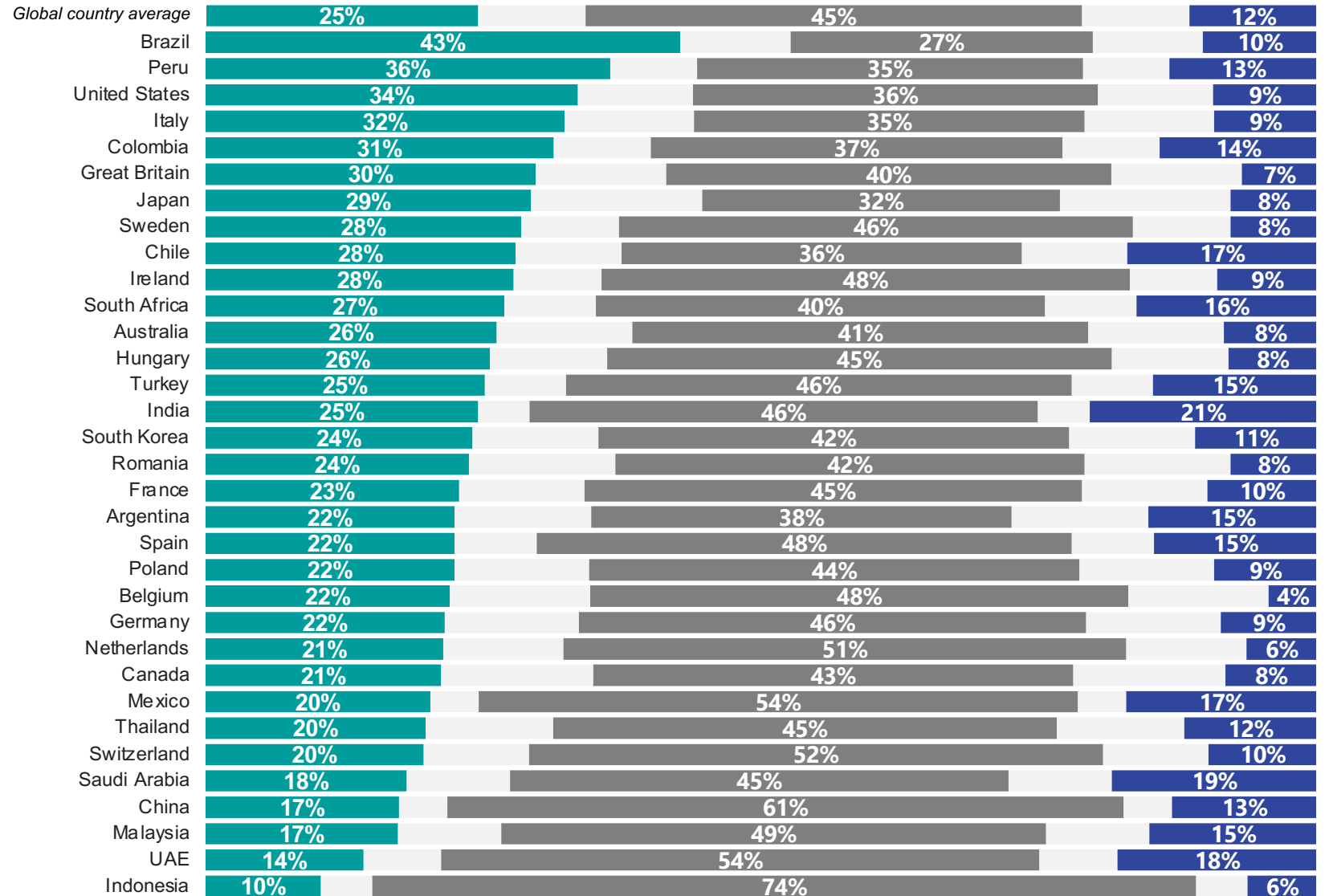
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VALUE OF MEN AND WOMEN OVER 50 TO THE GOVERNMENT

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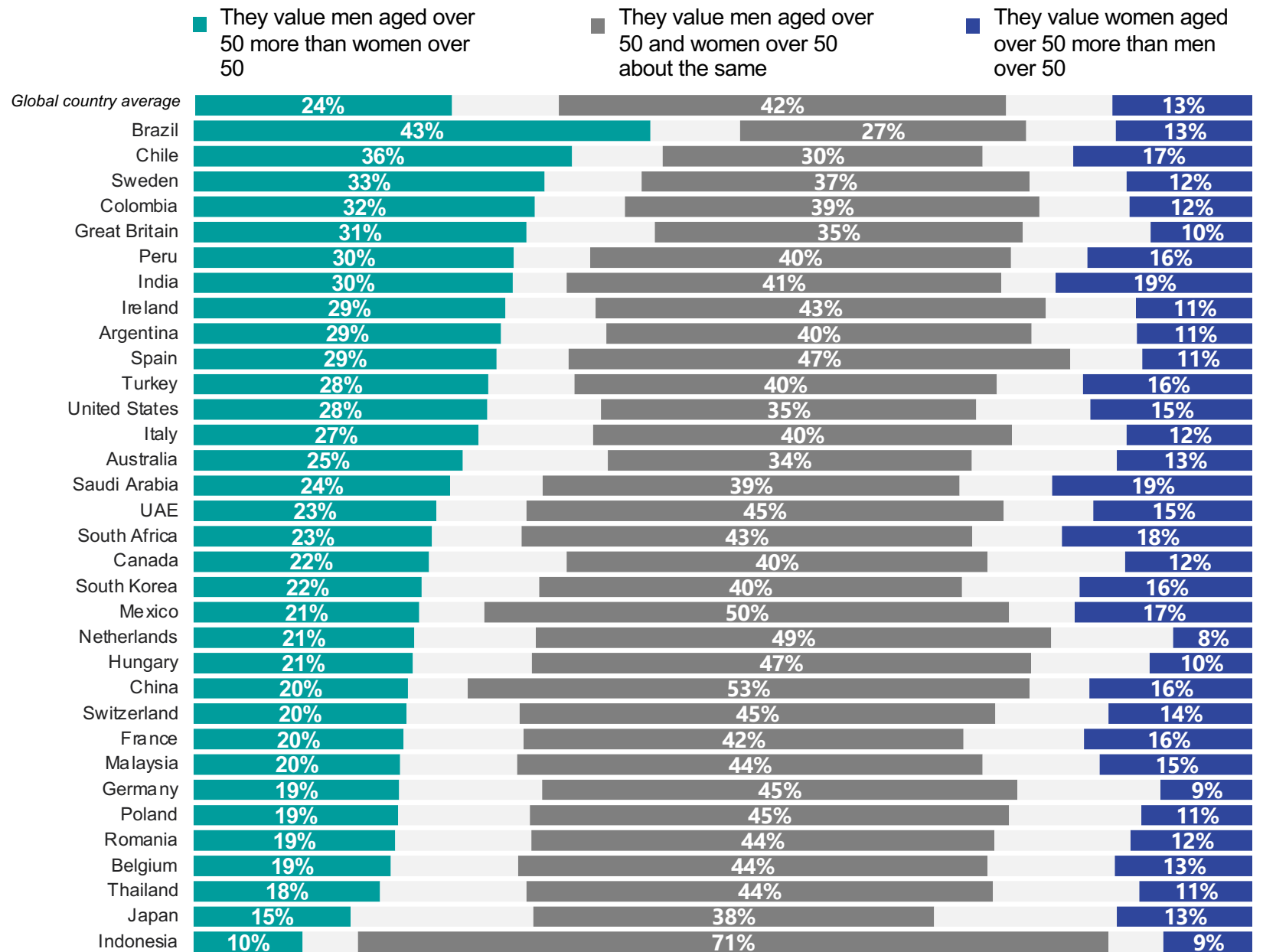
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VALUE OF MEN AND WOMEN OVER 50 TO THE MEDIA

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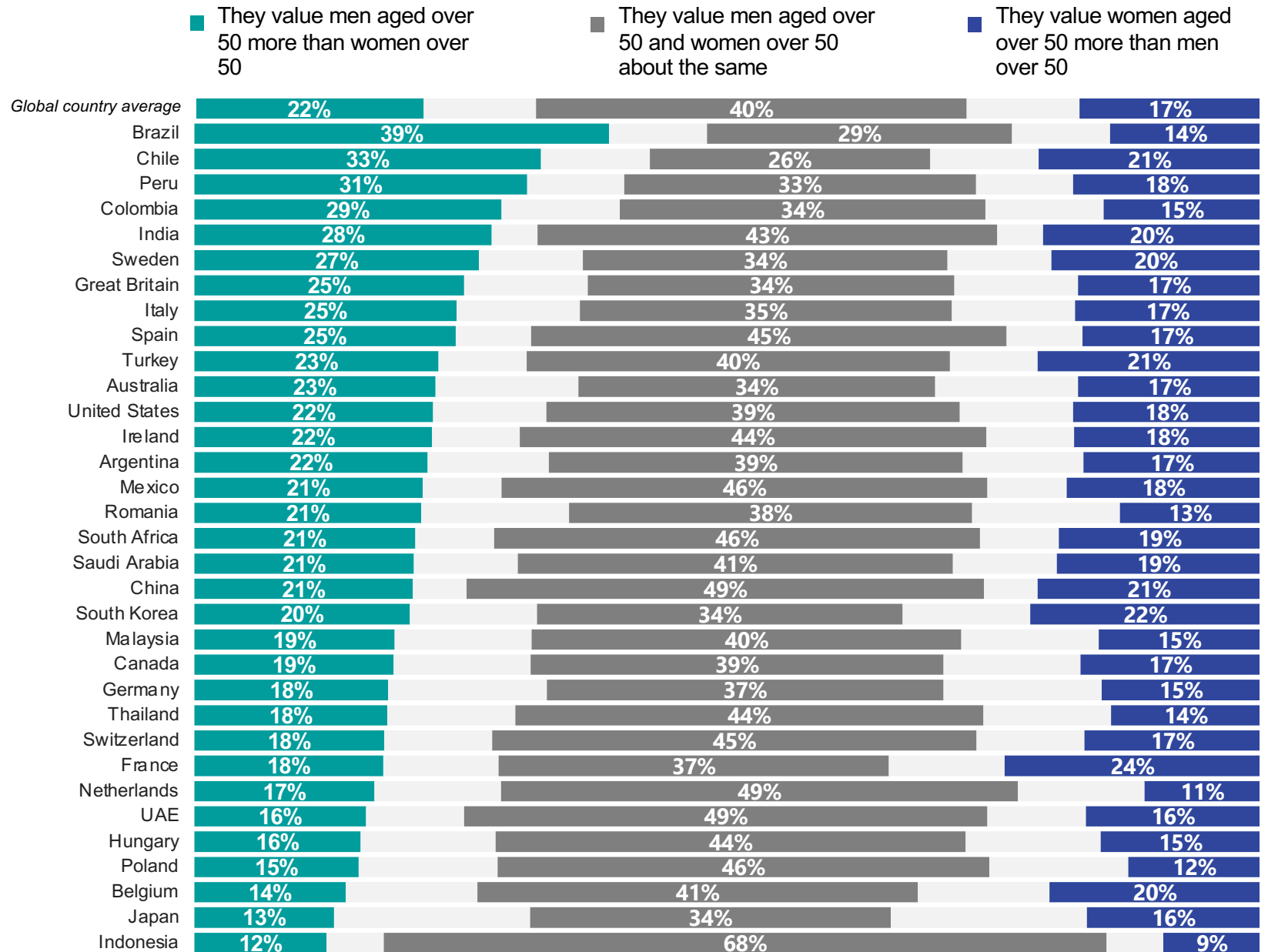
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VALUE OF MEN AND WOMEN OVER 50 TO ADVERTISERS

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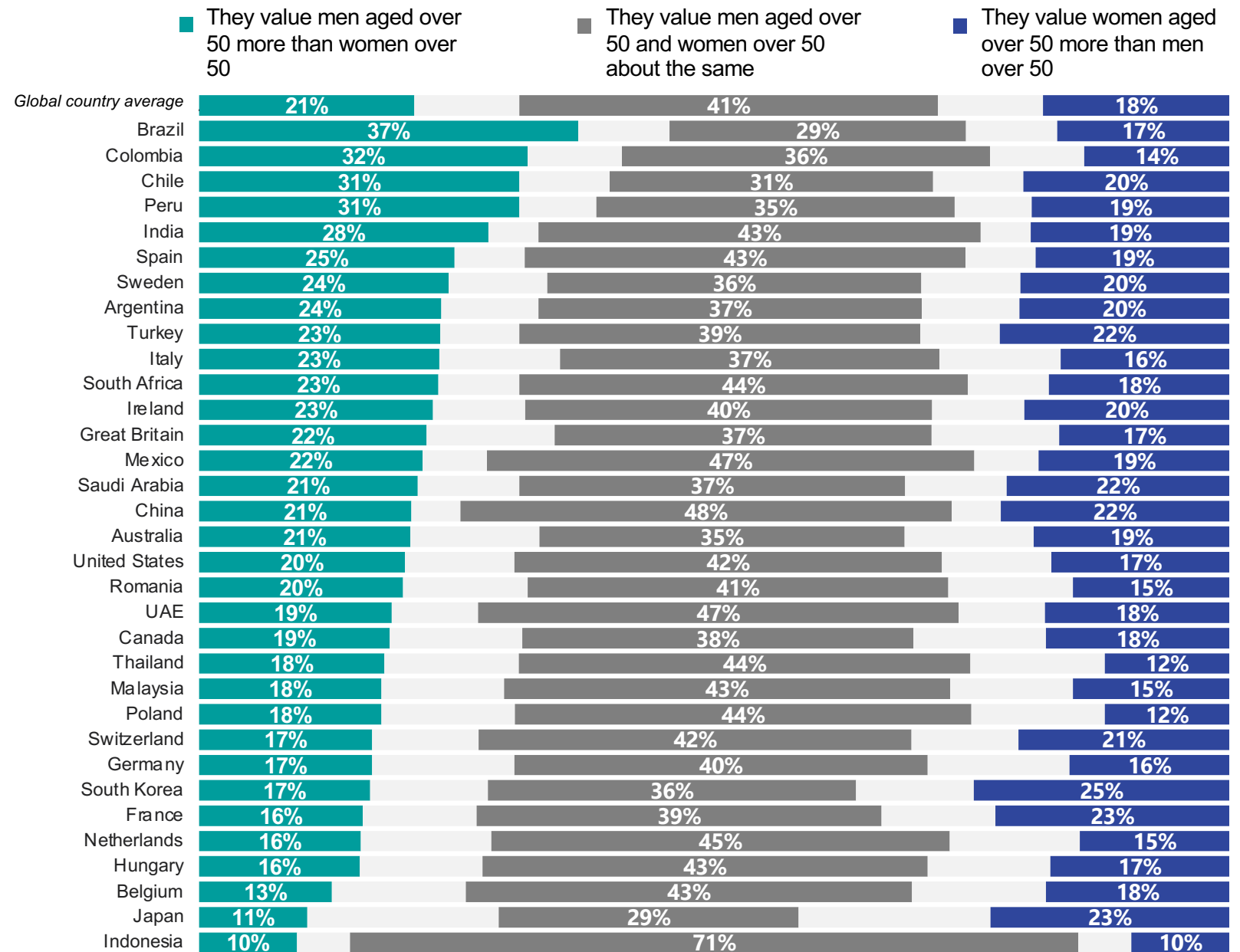
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VALUE OF MEN AND WOMEN OVER 50 TO BRANDS

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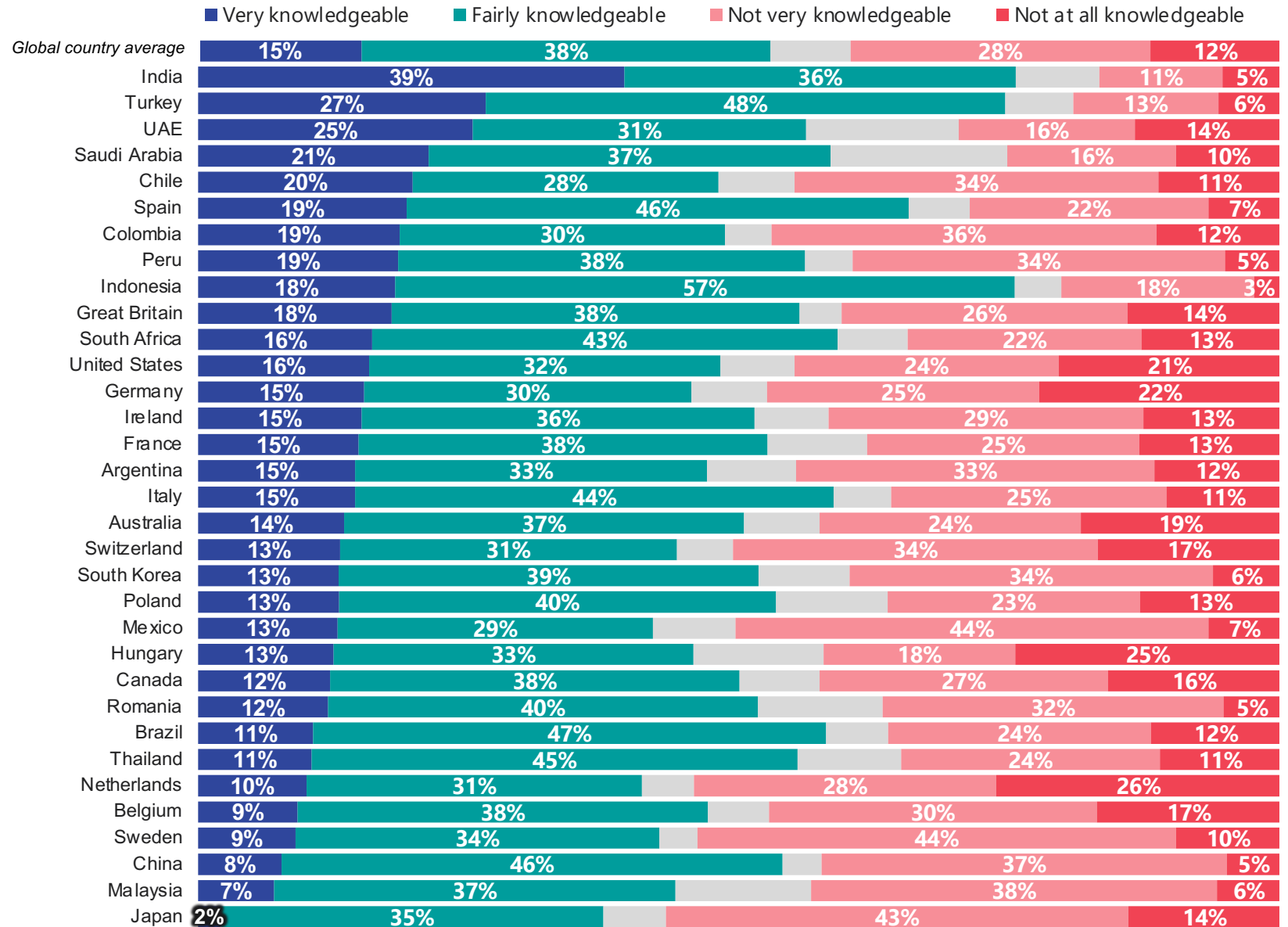
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KNOWLEDGE OF MENOPAUSE

4

KNOWLEDGE OF MENOPAUSE

Q. How knowledgeable, if at all, would you say you are about menopause?



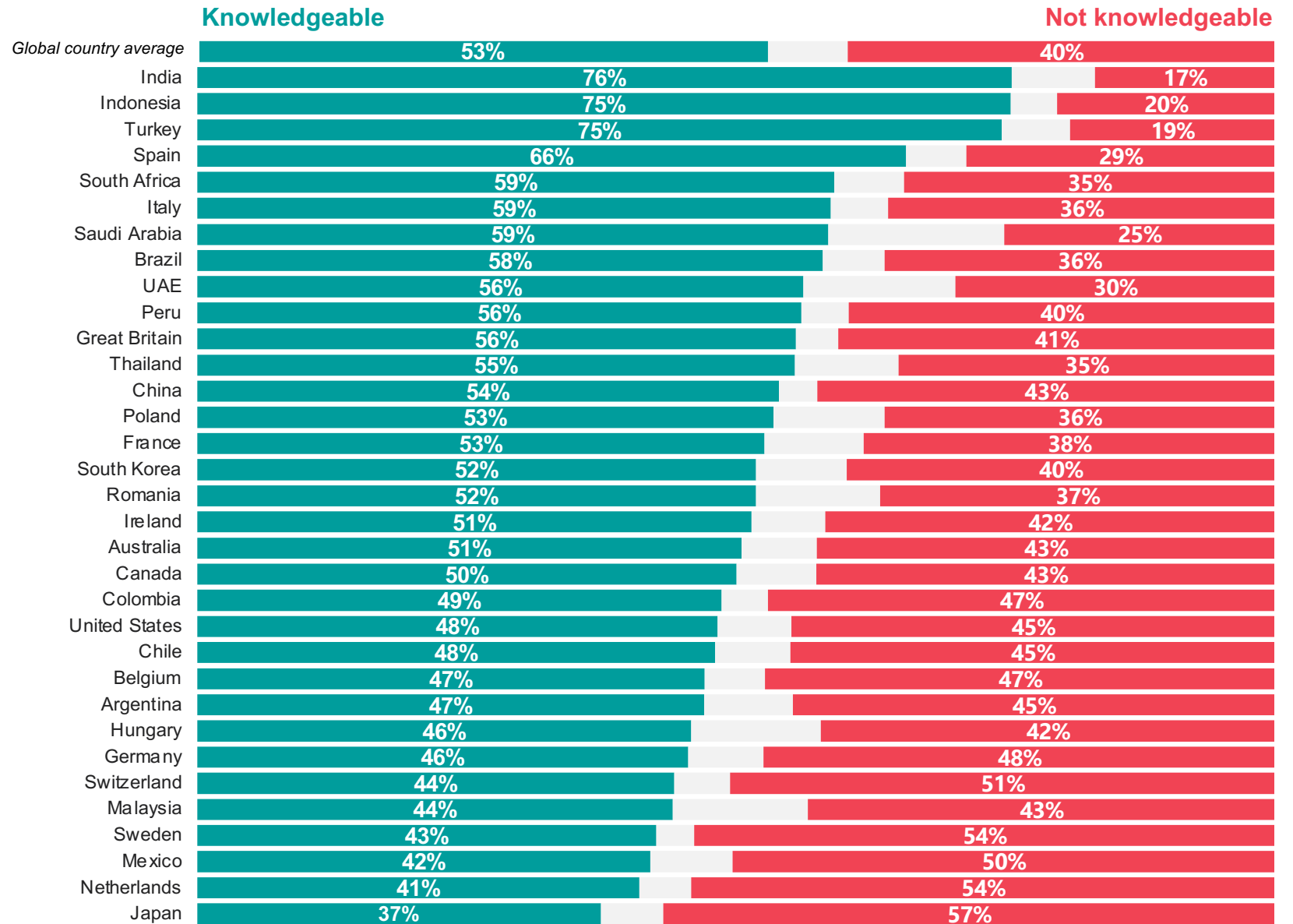
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KNOWLEDGE OF MENOPAUSE

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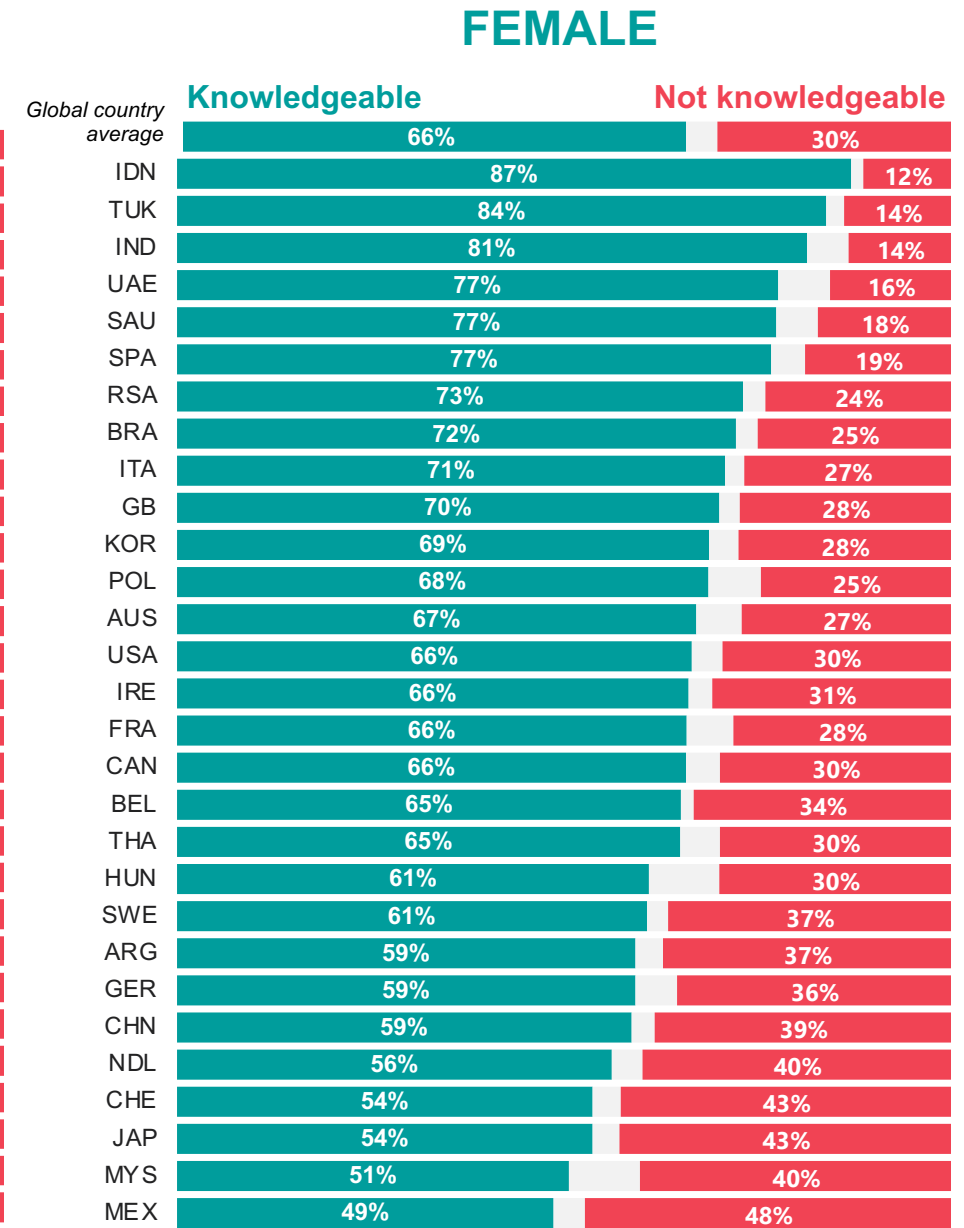
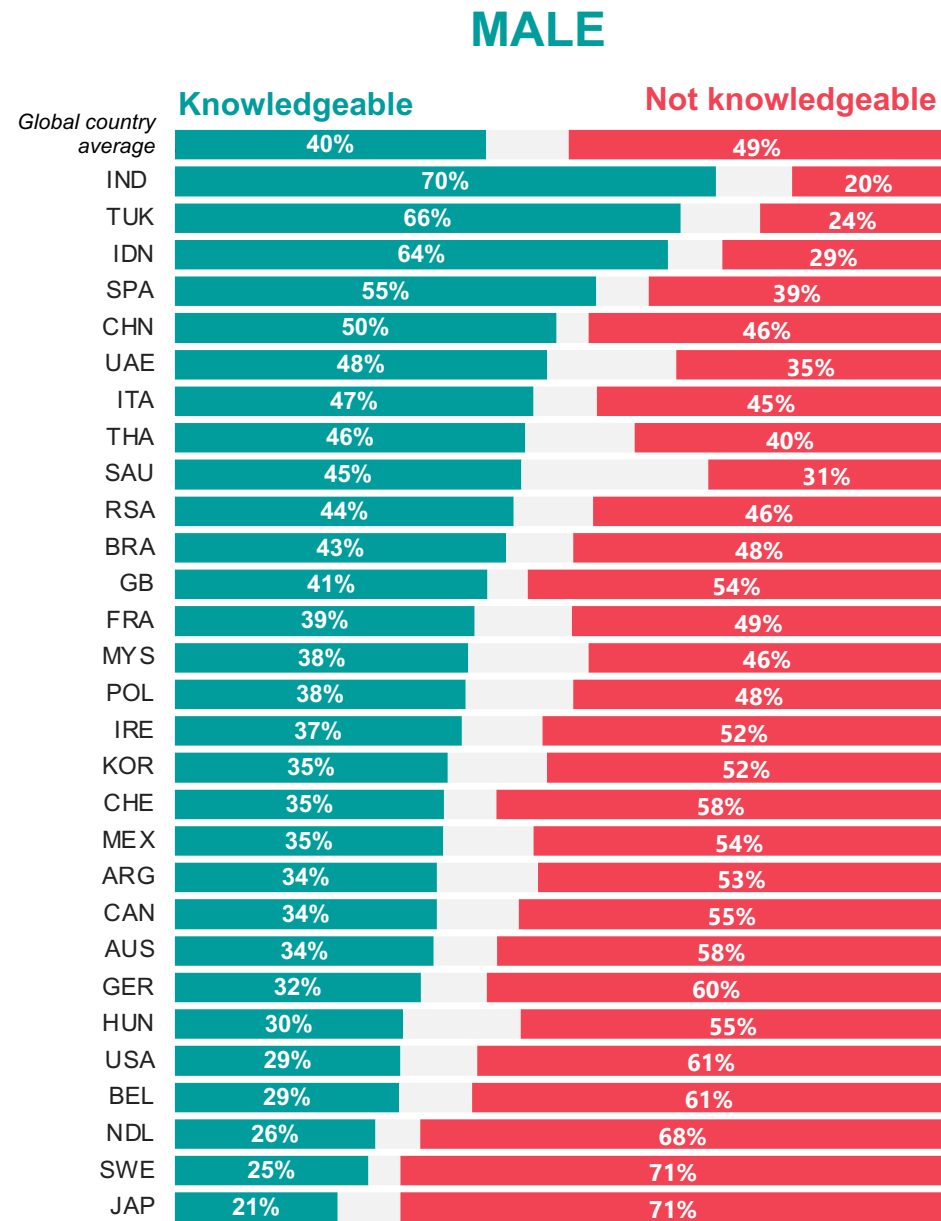
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KNOWLEDGE OF MENOPAUSE BY GENDER

Q. How knowledgeable, if at all, would you say you are about menopause?



METHODOLOGY

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,008 adults aged 18-74 in the United States, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia, and 16-74 in 26 other markets between Friday, July 22 and Friday, August 5, 2022.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland, Thailand, Turkey and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of their general adult population under the age of 75.

Online samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey and the United Arab Emirates tend to be more urban, educated, and/or affluent than the general population. They survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the difference appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate +/- 5.0 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

**BE
SURE.
ACT
SMARTER.**

GAME CHANGERS

