

# Although Half (46%) of Canadian Women Ages 45-60 are Concerned About Menopause's Effects on Their Health, Most are Optimistic About Keeping Their Vitality

Public Release Date: Wednesday, October 16<sup>th</sup>, 2013, 8:00 AM EST



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## **Although Half (46%) of Canadian Women Ages 45-60 are Concerned About Menopause's Effects on Their Health, Most are Optimistic About Keeping Their Vitality**

**Toronto, ON** – According to the results of a new survey of Canadian women between the ages of 45 and 60 conducted by Ipsos Reid on behalf of Pfizer, many menopausal are concerned about the effects of menopause on their health, but confident they'll maintain their vitality throughout their menopausal state.

Half (46%) of Canadian women in this age range 'agree' (11% strongly/36% somewhat) that 'they are concerned about menopause and its effects on their health', while the remaining half (54%) 'disagree' (23% strongly/31% somewhat).

Although many are concerned, most are feeling little to no effects and those who anticipate menopause feel the same. Seven in ten (70%) menopausal respondents 'agree' (34% strongly/36% somewhat) that 'they feel just as vital as they did before menopause', while three in ten (30%) 'disagree' (8% strongly/21% somewhat). .

With health concerns in the minds of many, a sizeable portion are seeking the advice of their medical professionals with regards to menopause. In fact, nearly two in three (63%) 'agree' (32% strongly/31% somewhat) that 'they have talked to their doctor about menopause', with two in five (37%) 'disagreeing' (18% strongly/19% somewhat).

Canadian women in this age group have a variety of opinions when it comes to menopause and its potential effects, while some harbour inaccurate assumptions. One in three (32%) 'agree' (7% strongly/25% somewhat) that 'most postmenopausal women aren't very

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interested in or satisfied by sex', although two in three (68%) 'disagree' (27% strongly/42% somewhat).

One in five (19%) 'agree' (2% strongly/16% somewhat) that 'menopause will negatively affect their mental abilities, with four in five (81%) 'disagreeing' (50% strongly/31% somewhat). Even one in ten (12%) 'agree' (4% strongly/8% somewhat) that 'menopause is a disease or medical condition), while nine in ten (88%) 'disagree' (70% strongly/18% somewhat).

Not all changes are seen as negative, as nine in ten (90%) menopausal women 'agree' (60% strongly/30% somewhat) that 'it's a relief not to think about periods and contraception anymore', while just one in ten (10%) 'disagree' (4% strongly/6% somewhat) with this relief.

*These are some of the findings of an Ipsos Reid poll conducted between August 24<sup>th</sup> to 29<sup>th</sup>, 2013, on behalf of Pfizer. For this survey, a sample of 1,065 Canadian women between the ages of 45 and 60, including 457 who identified as being employed and menopausal, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.8 percentage points had all Canadians women between the ages of 45 and 60 been polled, and within +/- 5.2 percentage points had all Canadian women who identify as both employed and menopausal been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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