

Talking (or not) about the menopause in the Netherlands

affect lab x Opinium

Who we spoke to

Nationally representative survey

Sample size | **1,000 people**

Audience | **Adults aged 18+ living in the Netherlands**

Sample source | **Online research panel**

Fieldwork | **28th June - 18th July 2024**

Gender

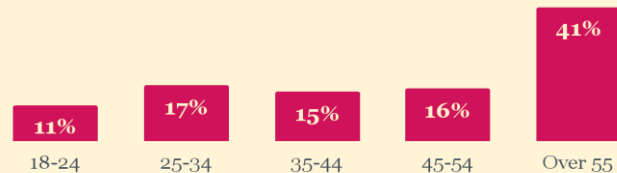


Male
49%



Female
50%

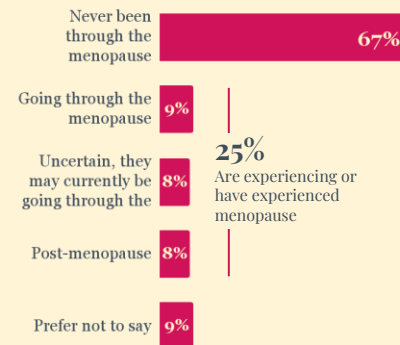
Age



Region



Menopause

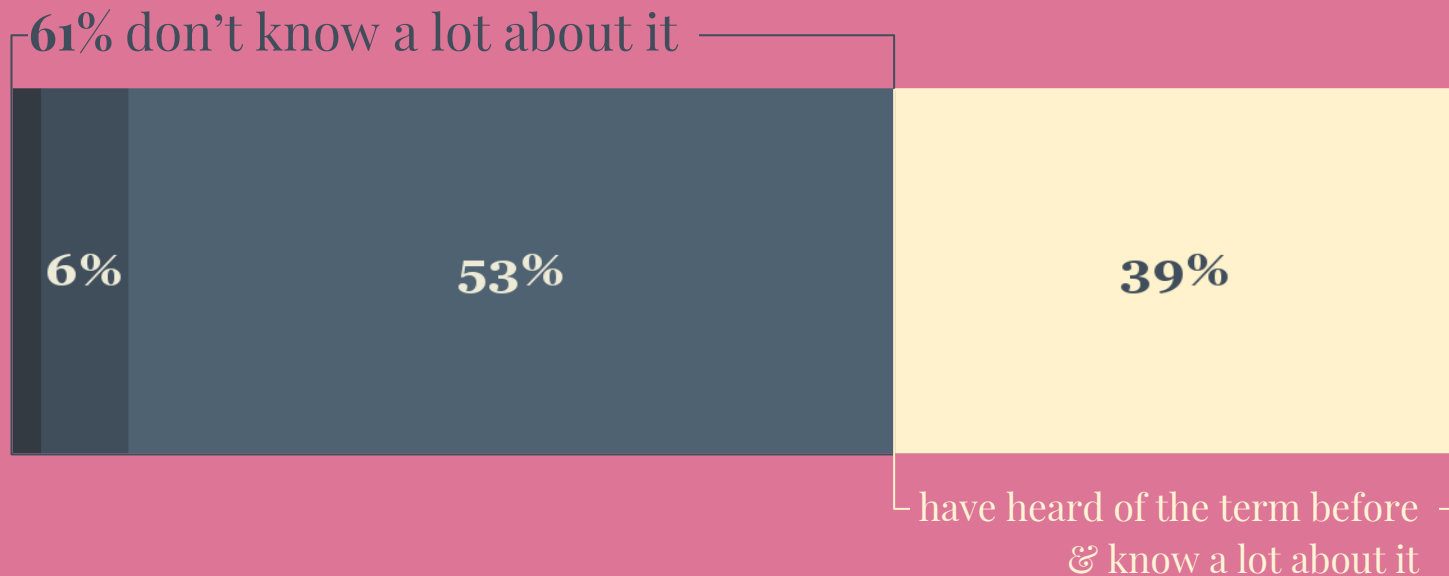




- Who they are _____
- Knowledge and awareness _____
- Portrayals and influence _____
- Impact and action _____
- Workplace perceptions _____

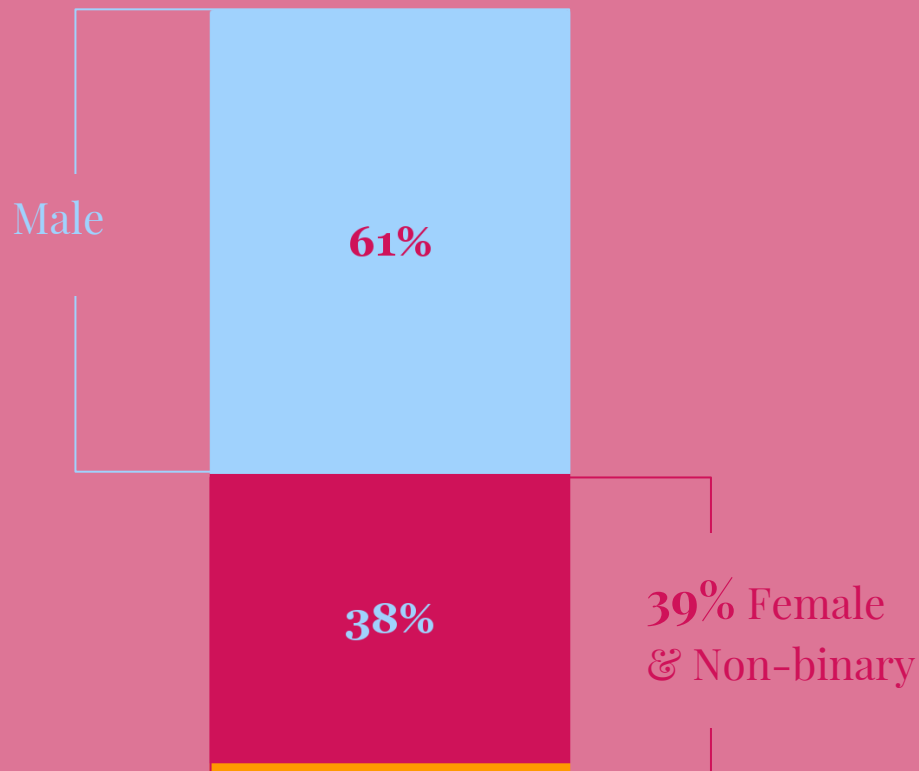


Menopause, *say what?*





You don't know a lot about it?
You're not alone.

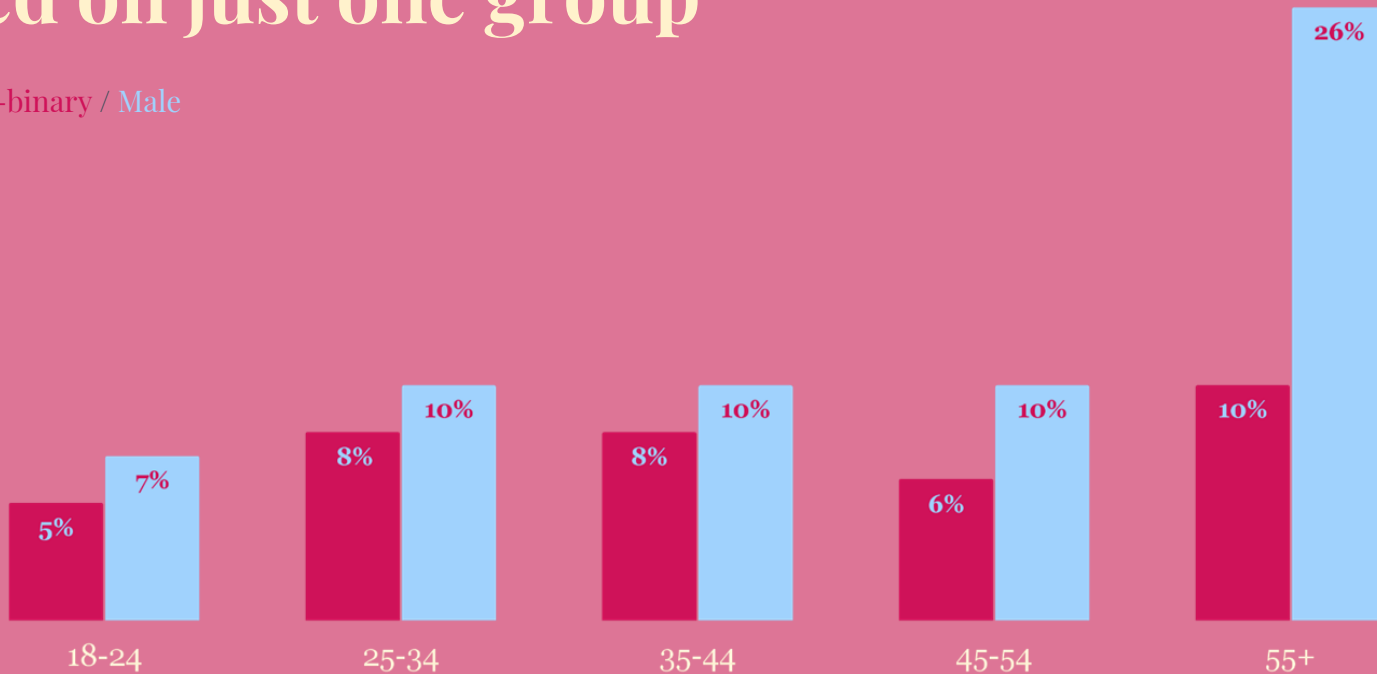


Your assumptions
might be wrong...

...Two fifths of women
have little to no
knowledge about
menopause.

A lack of knowledge can't be pinned on just one group

Female & Non-binary / Male



And that's kind of
unsurprising when
you think about it.

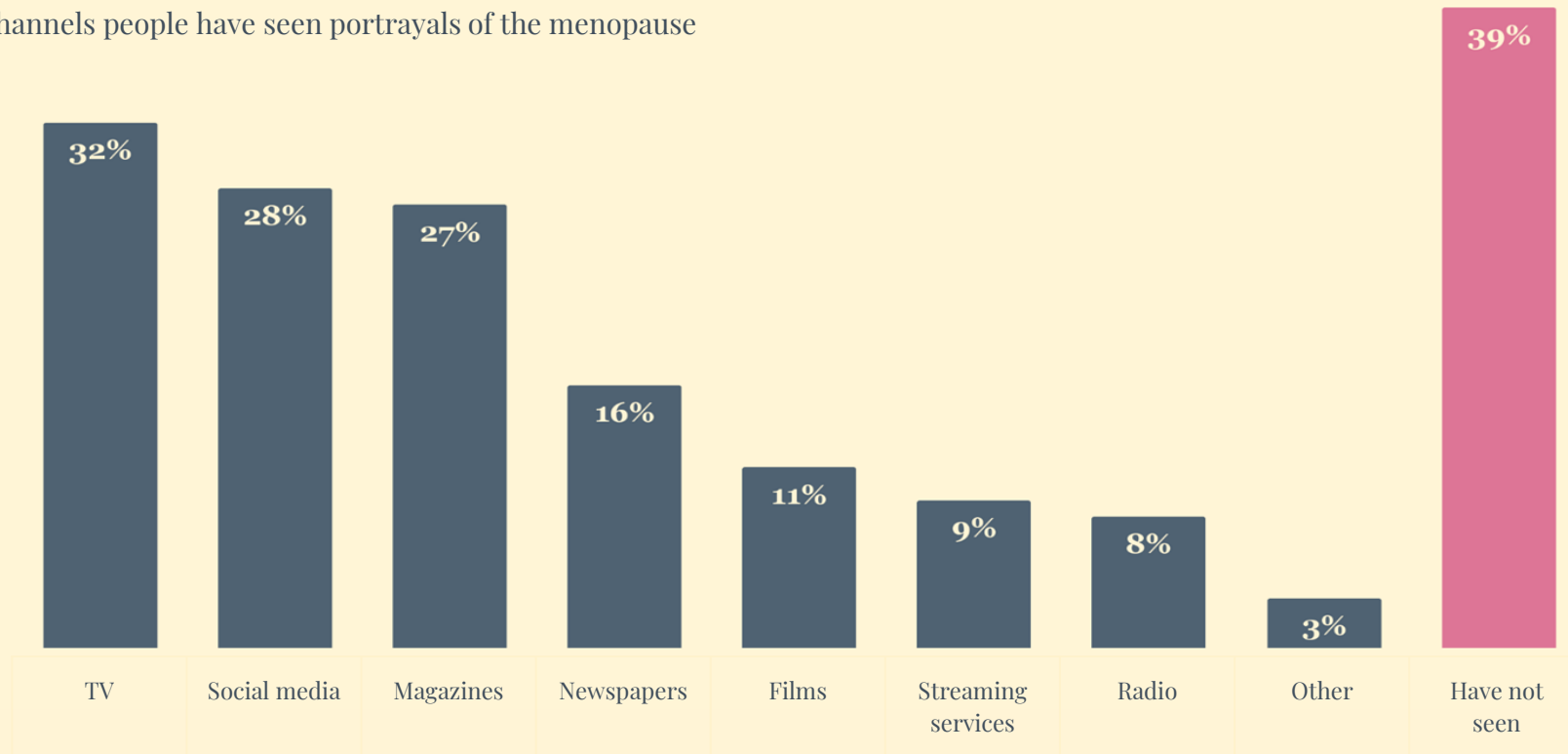
Two in five (39%)



people in the Netherlands
have not seen the menopause
portrayed in the media.
(~roughly equates to 5.7 million adults)

Sorry, wait, you want *air time*?

Channels people have seen portrayals of the menopause



How we view portrayals of the menopause in the media does differ

“

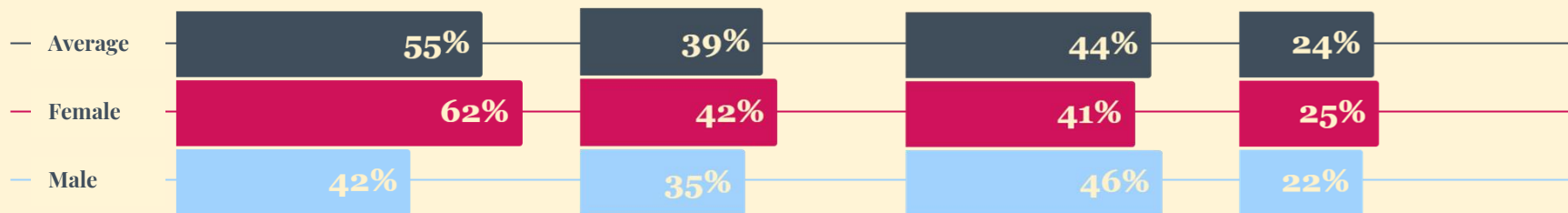
Media representations of menopause often focus solely on physical symptoms and ignore the emotional and psychological aspects

Depictions of menopausal people in the media reinforce negative stereotypes

Menopause is often portrayed as a time of loss or decline in the media

I often see empowering representations of people in menopause in the media

”





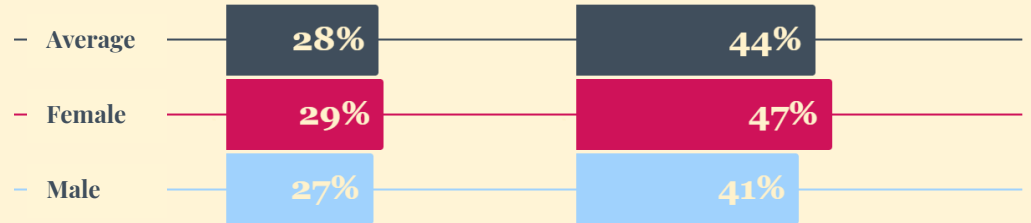
Our experiences shape our perceptions

“

I often see portrayals of menopausal people in the media that I can relate to

I feel that media depictions of menopause contribute to stigmatisation of the topic

”



+6% higher for those going through menopause

Higher amongst women who have never been through the menopause than those that have

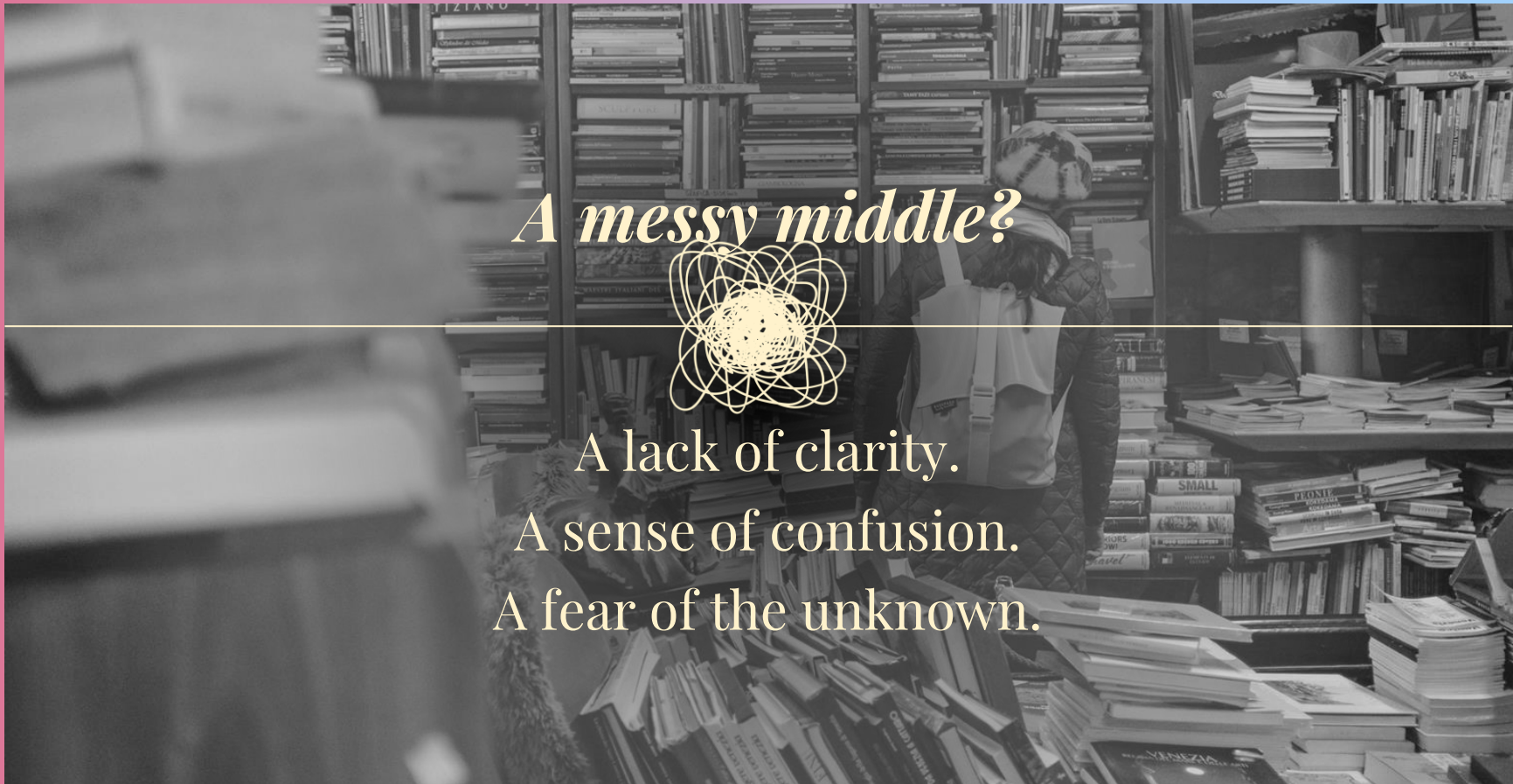
A messy middle?



A lack of clarity.

A sense of confusion.

A fear of the unknown.

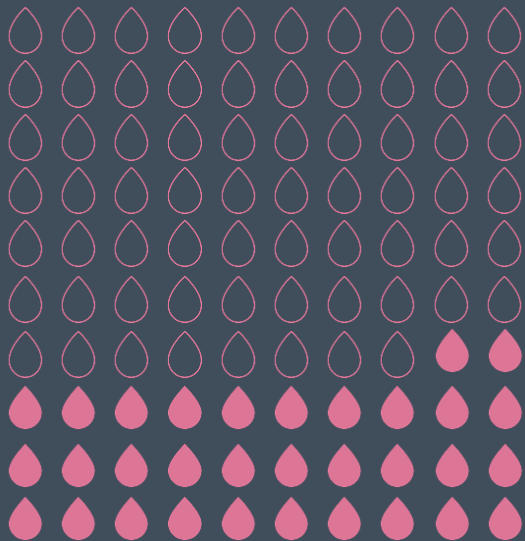


The workplace

It's estimated that the average person spends a third of their lives at work.

That's the equivalent of 90,000 hours.



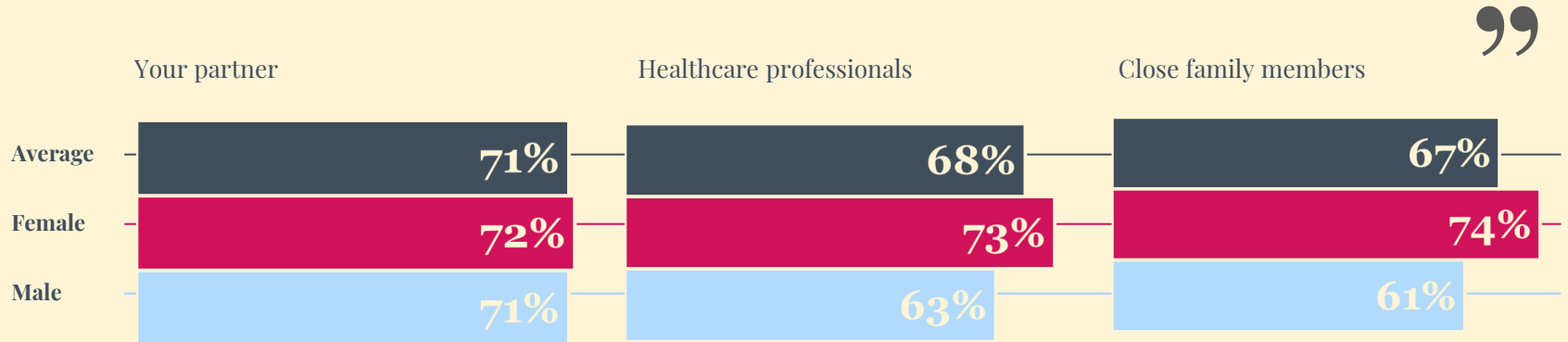


**Just under a third are concerned
about managing their symptoms at
work or in social situations.**

The workplace is seen as a safe(r) space for discussion

“ How comfortable would you be discussing the menopause with the following people...

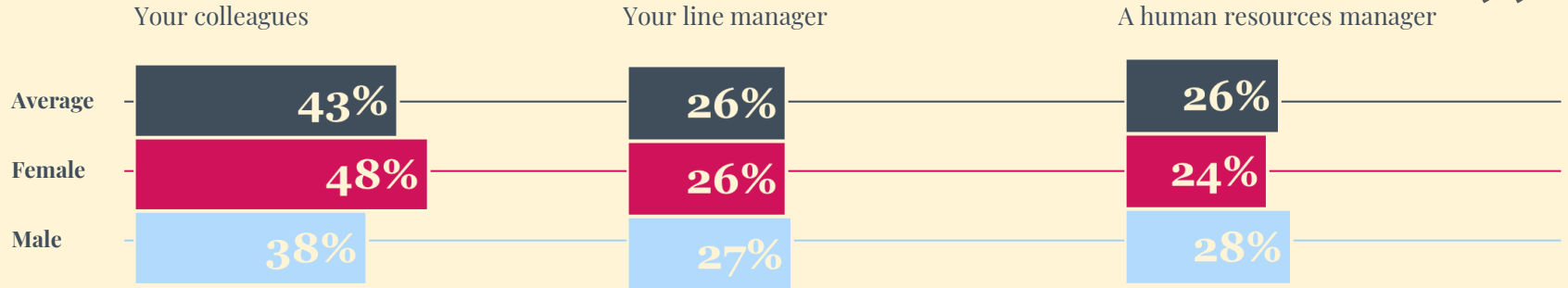
NET: *uncomfortable*



The workplace is seen as a safe(r) space for discussion

“ How comfortable would you be discussing the menopause with the following people...

NET: *uncomfortable*



But are those discussions actually happening?

Spoiler: not so much



And lived experiences don't always measure up

NET: *agree* - Dutch workers

“

their workplace provides adequate support and resources for employees experiencing the menopause

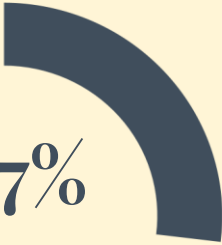


27%

-7% lower amongst women

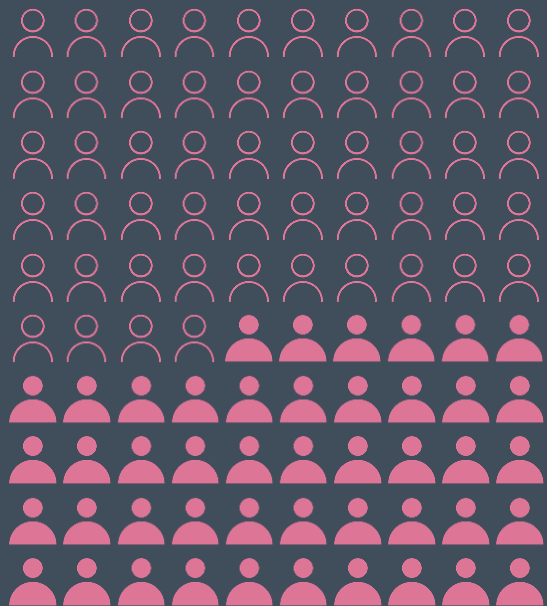
the menopause is considered a valid reason for making adjustments to workload or schedules in my workplace

”



27%

-8% lower amongst women & -9% lower amongst those going through the menopause




Nearly half of all employees say that their workplace could benefit from **more awareness and education about menopause** and its effects on employees

+9% higher amongst those aged 18-24



We need to talk about
the menopause **more.**



8 out of 10 people (*80% of the population*) think menopause should be discussed openly without shame.

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