

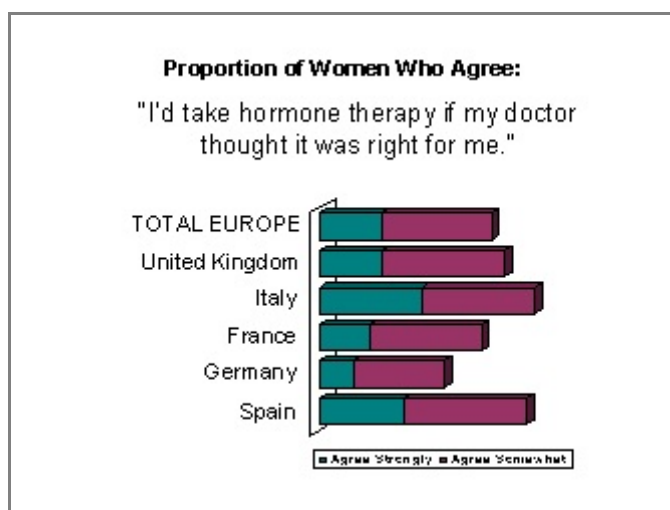
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MULTI-SPONSOR SURVEYS INTERNATIONAL **2012 EUROPEAN Study of**  
**Menopause Management**

~ France ~ Germany ~ Italy ~ Spain ~ U.K. ~

European women on the whole believe the benefits of hormone therapy exceed the risks. However, Germany is noteworthy as the only one of the five European countries surveyed that expresses a contrary opinion. Attitude statements confirm majorities of women in all countries except Germany agree they would take hormone therapy if their doctor thought it was right for them. But despite the concerns of German women, their HT use is similar to that of the other four countries measured. These and other findings are further examined as described below . . .

- ~ **Experience with Menopause** – current status, hysterectomy prevalence, current symptoms, frequency and severity of symptoms, etc.
- ~ **Awareness & Knowledge of Hormone Therapy** – awareness of HT forms, perception of benefits vs. risks, relative safety of various forms, etc.
- ~ **Current HT Users** – user profiles, reasons for use, duration of use, form currently using, symptoms relieved, overall satisfaction, etc.
- ~ **Former HT Users** – former user profiles, duration of use, reasons for discontinuation, return of symptoms after discontinuing therapy, etc.
- ~ **Non-Users** – non-user profiles, discussion HT with physician, primary reasons for not using, experience managing menopause symptoms, etc.
- ~ **Vaginal Dryness** – prevalence, physician consultation, product use/recommendations received, etc.
- ~ **Attitudes Toward Menopause**
- ~ **Dietary Supplement Use for Menopause**



**COST**            **\$33,650.** (prices subject to New Jersey or New York sales tax where applicable)

**METHODOLOGY**    Online interviews among a total of 1,591 women ages 40 - 64 in **France, Germany, Italy, Spain and the U.K.** conducted during October and November of 2012.

**ELECTRONIC DELIVERABLES**    **Summary Report and Top-Line Tables** volumes detailing results for total Europe and for each individual country in PowerPoint format  
**Detailed Tabular Analysis** in six volumes (*comparative total Europe and country-by-country results plus a separate volume detailing results in each country*) cross-tabulated by key demographic, behavioral and attitudinal variables in PDF format  
Optional bound, hard-copy volumes are available for \$75 per Summary Volume or \$100 for each full set of report volumes (*Summary, Top-Line Tables, Tabular Analysis*)

For additional information, including full **TABLE OF CONTENTS**, please contact:  
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