



About the Survey

UCB together with Harris Interactive Ltd. conducted a survey of women aged 60 and over. The survey was conducted in August-September 2018 as part of an initiative to investigate awareness, attitudes and perceived risk of osteoporosis and fragility fractures in ten major industrialized countries: Belgium, Denmark, France, Germany, Italy, Japan, Spain, Sweden, the United Kingdom, and the United States.

4,504 women aged 60 and over were interviewed online about osteoporosis and fragility fractures. There was a sample size of n=500 in most countries, except for Belgium, Denmark and Sweden where the sample size was n=333.

What are the key findings from the survey globally?

- 61% of those surveyed have little or no knowledge of osteoporosis
- 55% of those surveyed thought that fragility fractures in older age are often a result of an unlucky fall or accident
- 37% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 69% believe their fragile bones are an inevitable part of getting older and 70% thought it inevitable that their risk of fragility fracture will increase
- Almost one in five people (17%) commented that they felt there is very little that can be done to avoid osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 54% of those surveyed said that they trust that their healthcare professional will talk to them about the topics that they feel are most important to them, yet 32% would like their healthcare professional to offer them more information on keeping well without them having to ask, and worryingly 18% of those surveyed said that they felt most of their complaints were part of getting older
- 47% often take holidays and travel the world
- 85% of those surveyed said that compared to their parents' generation they are more interested in being proactive about managing their health and wellbeing: 84% expect to live longer and healthier lives while 82% expect more from their later years

What are the key findings from the survey in the USA?

- Almost half (46%) of people surveyed said their knowledge of osteoporosis was low or very low
- 52% of those surveyed thought that fragility fractures in older age are often a result of an unlucky fall or accident
- Almost half (49%) said that their healthcare professional brings up osteoporosis and / or fragility fractures when they see them
- 70% of respondents think fragile bones are an inevitable part of getting older, while nearly three quarters (72%) believe that their risk of experiencing a fragility fracture will increase
- Three quarters (75%) said that they trust their healthcare professional to bring up the topics that are the most important to them, while 32% said they would like their healthcare professional to offer them more

advice without them having to ask. 17% of those surveyed said that they felt most of their complaints were part of getting older

- 40% often take holidays and travel the world
- 91% of those surveyed said that compared to their parents' generation they are more interested in being proactive about managing their health and wellbeing: 88% expect to live longer and healthier lives while 89% expect more from their later years

What are the key findings from the survey in Germany?

- 68% said they have little or no knowledge of osteoporosis
- 69% agree or strongly agree that fragility fractures in older age are often a result of an unlucky fall or accident
- 35% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 58% believe their fragile bones are an inevitable part of getting older and 64% thought it inevitable that their risk of fragility fracture will increase
- 28% commented that they felt there is very little that can be done to prevent osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 46% said they trust their healthcare professional will talk to them about the topics that they feel are most important for them to be concerned about but worryingly 27% feel that most of their complaints are a natural part of growing older, so don't mention them to their healthcare professional
- 43% often take holidays and travel the world
- Compared to their parents' generation, 89% expect to live longer and healthier lives, and 81% expect more from their later lives. 84% are more interested in being proactive about managing their health and wellbeing

What are the key findings from the survey in the UK?

- 73% said they have little or no knowledge of osteoporosis
- 66% of those surveyed thought fragility fractures in older age are often a result of an unlucky fall or accident
- 81% said their healthcare professional had never discussed the risk of fragility fractures with them
- 64% believe fragile bones are an inevitable part of aging and 66% think that their risk of suffering a fragility fracture will increase
- Almost one in five people (19%) commented that there is very little that can be done to prevent a fragility fracture as a result of osteoporosis
- 45% said that they felt their healthcare professional would raise the topics they feel are most important to them and almost a third (32%) feel that most of their complaints are part of getting older so fail to mention them. 29% would like their healthcare professional to offer them more information on keeping well without them having to ask
- 53% often take holidays and travel the world
- Only 1 in 5 (20%) said that post osteoporosis diagnosis or fragility fracture they sought advice on how to reduce their future fragility fracture risk. Only 36% of healthcare professionals provided them with information on osteoporosis

- 60% report that if they were to experience a fragility fracture they would know it was a warning sign of osteoporosis, but 16% would think it was a normal part of getting older

What are the key findings from the survey in Spain?

- 50% of people surveyed said their knowledge of osteoporosis was low or very low
- 45% believe that fragility fractures in older age are often a result of an unlucky fall or accident
- 38% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 76% of respondents agree or strongly agree that their bones becoming more fragile is an inevitable part of getting older, while 74% believe that their risk of experiencing a fragility fracture will increase
- 25% believe that there is very little that can be done to avoid osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 57% said that they trust their healthcare professional to bring up the topics that are the most important to them, while 40% said they would like their HCP to offer them more advice without them having to ask
- More than half (52%) often take holidays and travel the world
- Compared to their parents' generation, 83% of people believe that women aged 60+ are more interested in being proactive about managing their health and wellbeing, while 85% expect to live longer and 82% expect more from their later years

What are the key findings from the survey in Japan?

- 60% said they have little or no knowledge of osteoporosis
- 50% agree or strongly agree that fragility fractures in older age are often a result of an unlucky fall or accident
- 60% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 77% agree or strongly agree that as they get older, it is inevitable that their risk of suffering a fragility fracture will increase and 79% agree that as they get older, it is inevitable that their bones will become more fragile
- 26% commented that they felt there is very little that can be done to avoid osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 35% of those surveyed said that they trust that their healthcare professional will talk to them about the topics that they feel are most important to them, and 32% would like their healthcare professional to offer them more information on keeping well without them having to ask. 7% of those surveyed said that they felt most of their complaints were part of getting older
- 48% often take holidays and travel the world
- 45% said their healthcare professional has discussed their bone health with them
- Compared to their parents' generation, 69% agree or strongly agree that they are more interested in being proactive and managing their health and wellbeing, with 51% expecting to live longer and healthier lives. 47% expect more from their later years

What are the key findings from the survey in France?

- 61% said they have low to no knowledge of osteoporosis
- 55% of those surveyed thought that fragility fractures in older age are often a result of an unlucky fall or accident
- 28% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 67% think it is inevitable that their bones will become more fragile as they get older and 68% feel their risk of suffering a fragility fracture will increase over time
- Almost one in five people (15%) commented that they felt there is very little that can be done to avoid osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 65% of those surveyed said that they trust that their healthcare professional will talk to them about the topics that they feel are most important to them, yet 30% would like their healthcare professional to offer them more information on keeping well without them having to ask and worryingly 18% of those surveyed said that they felt most of their complaints were part of getting older
- 46% often take holidays and travel the world
- 85% expect to live longer and healthier lives than their parents' generation and 90% expect more from their later years. 89% are more interested in being proactive about managing their health and wellbeing

What are the key findings from the survey in Italy?

- 42% said they have little or no knowledge of osteoporosis
- 41% of those surveyed thought that fragility fractures in older age are often a result of an unlucky fall or accident
- 30% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 78% believe their fragile bones are an inevitable part of getting older and 75% thought it inevitable that their risk of fragility fracture will increase
- 17% commented that they felt there is very little that can be done to prevent osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 49% of those surveyed said that they trust that their healthcare professional will talk to them about the topics that they feel are most important to them, yet 39% would like their healthcare professional to offer them more information on keeping well without them having to ask and worryingly 19% of those surveyed said that they felt most of their complaints were part of getting older
- 46% often take holidays and travel the world
- Compared to their parents' generation, 85% agree or strongly agree that they are more interested in being proactive about managing their health and wellbeing and 88% expect to live longer and healthier lives. 81% expect more from their later years

What are the key findings from the survey in Denmark?

- 77% of those surveyed said they have little or no knowledge of osteoporosis
- 51% thought that fragility fractures in older age are often a result of an unlucky fall or accident

- 27% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- As they get older, 59% agree or strongly agree that it is inevitable that as they get older, their risk of suffering a fragility fracture will increase and their bones will become more fragile
- 11% commented that they felt there is very little that can be done to prevent osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 53% said they trust that their healthcare professional will talk to them about the topics they feel are most important for them to be concerned about, but 30% would like their healthcare professional to offer them more information on keeping well without them having to ask. 19% of those surveyed said that they felt most of their complaints were part of getting older
- 53% often take holidays and travel the world
- Compared to their parents' generation. 87% agree or strongly agree that they are more interested in being proactive about managing their health and wellbeing, with 91% agreeing they expect to live longer and healthier lives. 89% expect more from their later years

What are the key findings from the survey in Belgium?

- 63% of those surveyed have little or no knowledge of osteoporosis
- 62% of those surveyed thought that fragility fractures in older age are often a result of an unlucky fall or accident
- 24% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures
- 67% believe their fragile bones are an inevitable part of getting older and 68% thought it inevitable that their risk of fragility fracture will increase
- 13% commented that they felt there is very little that can be done to avoid osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 33% said their healthcare professional has discussed fragility fracture risk with them
- 65% of those surveyed said that they trust that their healthcare professional will talk to them about the topics that they feel are most important to them, yet 30% would like their healthcare professional to offer them more information on keeping well without them having to ask. 15% of those surveyed said that they felt most of their complaints were part of getting older
- 38% often take holiday/travel the world
- 83% of those surveyed said that compared to their parents' generation they are more interested in being proactive about managing their health and wellbeing: 86% expect to live longer and healthier lives while 88% expect more from their later years

What are the key findings from the survey in Sweden?

- 78% of those surveyed have little or no knowledge of osteoporosis
- 63% of those surveyed thought that fragility fractures in older age are often a result of an unlucky fall or accident
- 48% of respondents said that their healthcare professional had never spoken to them about osteoporosis and fragility fractures

- 72% believe it is inevitable that their risk of suffering a fragility fracture will increase as they get older and 74% thought it inevitable that their bones will become more fragile
- 17% commented that they felt there is very little that can be done to prevent osteoporosis, despite there being several ways to prevent bone loss and maintain bone strength
- 47% trust their healthcare professional will talk to them about the topics they feel are most important for them to be concerned about but a quarter (25%) would like their healthcare professional to offer them more information on keeping well without them having to ask. 14% feel most of their complaints are part of growing older so they don't mention them
- 50% often take holidays and travel the world
- Compared to their parents' generation, 88% are more interested in being proactive about managing their health and wellbeing, and 89% expect more from their later years. 87% expect to live longer and healthier lives