



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 industrialised 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, with Belgium, Denmark and Sweden having a sample size of 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 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