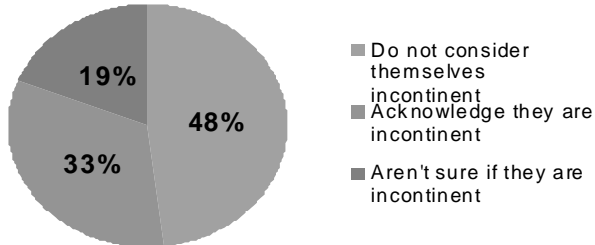


TENA[®] Bladder Talk Survey

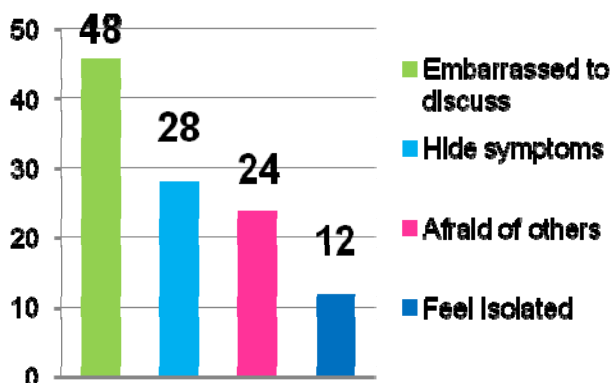
Key Findings

Bladder Talk: “**Bladder Weakness**” is a term used here to describe the uncontrollable loss of urine from the bladder as experienced by women.

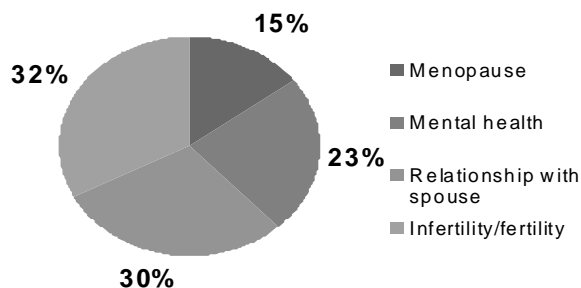
Women are in denial of their bladder weakness



Women who acknowledge their bladder weakness feel the stigma of the condition



Women would rather discuss other taboo topics than bladder weakness



Low Knowledge of Bladder Weakness Among Sufferers

- 73% of women with bladder weakness symptoms only feel somewhat or not at all knowledgeable about the causes.
- Only 33% of women say they are knowledgeable about how to manage bladder weakness in their daily lives.

Women Who Acknowledge Condition More Apt to Talk About Bladder Weakness

- Nearly 40% of women with bladder weakness symptoms have never discussed the condition with anyone, but 46% are talking about it with friends and family.
- 87% of women who have symptoms are talking about bladder weakness one-on-one, 53% seek advice during these discussions and 40% confide about distress.
- 71% of women who have discussed bladder weakness with friends describe the conversations as joking, humorous discussions.

Bladder Weakness Has Strong Impact on Daily Life

- 51% of women who have symptoms of bladder weakness feel the condition impacts their daily lives at least a little and 16% have avoided an activity completely.
- 29% women who acknowledge their bladder weakness condition say they do not know how to deal with it, and 20% say they think constantly about their problem and it almost controls their lives.
- 63% of women who acknowledge their bladder weakness condition say avoiding leaks is a big concern, and 37% would live differently without bladder weakness.

Symptoms of Bladder Weakness Go Untreated

- 43% of women with symptoms of bladder weakness have never done anything about their symptoms.
- 33% of women with symptoms of bladder weakness have consulted their doctor or pharmacist, and only 17% have researched the condition for more information.
- 28% of women who acknowledge their bladder weakness condition have planned trips around bathroom locations and 18% of women have changed the way they dress.

HarrisInteractive



This survey was conducted online within North America by Harris Interactive on behalf of TENA between March 31st and April 13th, 2009 among 780 women ages 35 and older who have ever experienced one or more symptoms of bladder weakness, including 512 women in the United States and 268 women in Canada. Data are weighted to be representative of the total populations of women ages 35 and older in the U.S. and Canada. A full methodology statement is available upon request.

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