



Women's Health Report

Insights from 18-24 year old females in the UK

OnePoll

Report introduction

During June and July 2023, OnePoll undertook online women's health research with **more than 5,000 females** across the UK. The aim was to understand their experiences with a variety of health related topics.

This report identifies the insights from the **1,505 respondents who were within the 18–24 year old demographic** and highlights key differences in their women's health experience, in comparison to older generations.

The insights were revealing, clearly demonstrating that females age 18–24 years, **find it harder to have a positive experience with a healthcare professional**. Their story is driven by a lack of education, experience and confidence, which results in poorer understanding and personal advocacy.



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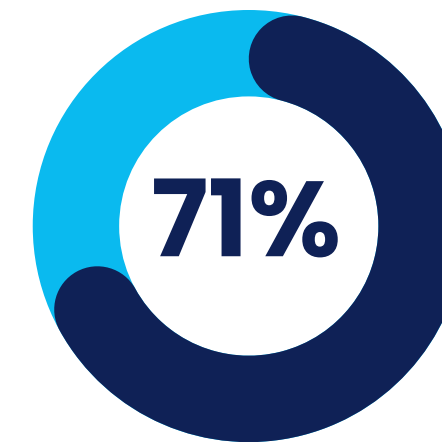
Experiences with medical professionals

Females aged 18 – 24 find it harder to access the right medical professional for their women's health issue.

- Just **55%** said they find this easy compared to the average which was **63%**.
- One in four (**26%**) find it difficult compared to the average of 19%.

This younger demographic are also less likely to understand the advice given to them and the implications of that advice, with **75%** stating they fully/mostly understand the advice, compared to the average of **87%**.

70% stated they are likely/very likely to do personal research on a general health issue before seeking professional/medical advice, compared to the average of **62%**.



of 18-24 year old women are confident discussing women's health issues with medical professionals, 9% below the average for all ages.

Sources of information

18-24 year old females are significantly more likely to educate themselves using social media, on various health topics including:

- Mental health – **58% vs the average of 29%**
- Skincare – **56% vs the average of 24%**
- Sexual health – **48% vs the average of 17%**
- Women's health – **46% vs the average of 27%**

18-24 year old females are also more likely to think information from more social sources is accurate.

- **32%** health/wellbeing social media accounts compared to the average of **19%**.
- **40%** health/wellbeing blogs compared to the average of **26%**.

18-24 year olds are more likely to think mainstream media is supportive when it comes to women's health

51%

18-24

42%

Average

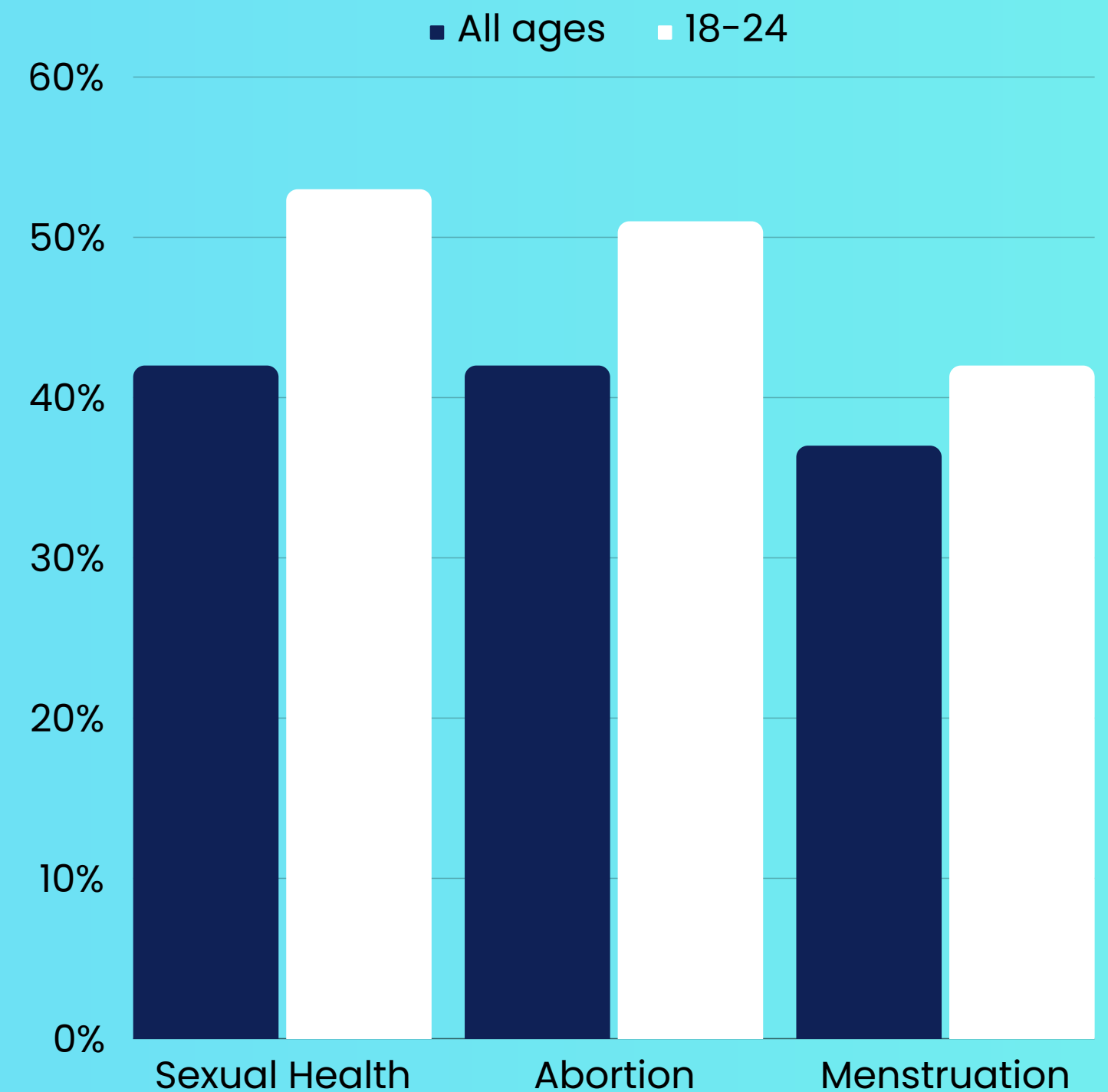
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Taboo Topics

Our research graph shows that 18-24 year old females are more likely to think most women's health issues remain taboo in general society.

They also state that they feel less confident when discussing certain health issues with medical professionals:

- Just **71%** of 18 - 24's are confident discussing women's health issue, compared to the average of **80%**.
- **79%** of 18 - 24's are confident discussing general physical health issues, compared to the average of **87%**.
- Alarming, females aged 18 - 24 are **15%** less confident discussing mental health issues (**54%**) compared to the average of **69%**.



Taking Action

At **65%**, the 18-24 year old demographic is **10%** more likely to say not enough focus is given by the government to address women's health issues on a societal level, compared to the average of **55%**.

59% of females aged 18 - 24 think ending censorship of terms related to women's health on social media is a solution for breaking down taboo topics. This is **13%** higher than the average of **46%**.

Of the females aged 18-24 who have made life changes in relation to women's health over the last 5 years, they are more likely to involve sources of external advice and support.

- **47%** will involve close friends, compared to the average of **34%**.
- **37%** will involve immediate family, compared to the average of **28%**.
- **18%** will turn to social media influencers, compared to the average of **11%**.



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