

# Incontinence in Middle Age Women

## A SCORECARD



Results from a 2020 survey highlight the **prevalence of incontinence in women aged 40-64** while also indicating a lack of education and resources available.

### Prevalence

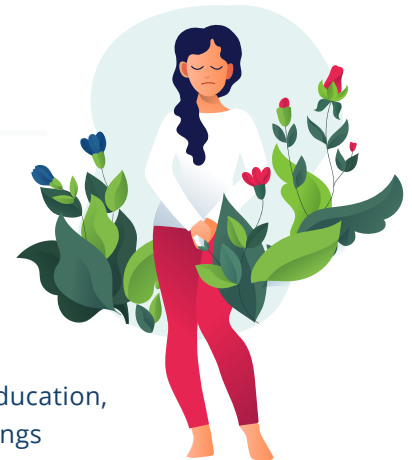
**72%** of women age 40-64 have experienced incontinence

- 65% of women in this age group say they experience bladder leakage at least once a month and for 25%, it is a daily occurrence
- 74% of women first experienced incontinence between those same ages

### Stigma

**52%** of middle age women have tried to hide loss of bladder control after experiencing it in public

- 42% of these women are embarrassed to discuss issues with bladder leakage and loss of bladder control with family or friends
- For 53% of women, incontinence affects their daily activities, including work, career, education, ability to exercise, ability to run errands, and even their ability to attend social gatherings



### Barriers to treatment and education

**56%** of women aged 40-64 did not visit a doctor after experiencing loss of bladder control with 37% citing they did not seek treatment because they did not think it was a big deal, indicating a lack of education on the subject



Survey polled 1010 adult women aged 40 to 64 living in the United States and was completed on March 16, 2020



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