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Attitudes and Awareness of Menstrual Equity and Period Poverty Among Canadians

Report

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Canada 

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March 2023

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Executive summary

Environics Research (Environics) is pleased to present this report to Women and Gender Equality Canada with findings from the Attitudes and Awareness of Menstrual Equity and Period Poverty among Canadians survey.

A. Background and objectives

This research is intended to inform upcoming efforts to raise awareness about period poverty and shift attitudes within Canada that contribute to gendered inequalities surrounding menstruation. It is also intended to provide a measure of awareness, attitudes, and behaviours to monitor the impact of change efforts over time.

The research gathered data on:

- General knowledge, familiarity, and information sources regarding menstruation;
- Level of comfort discussing menstruation with others;
- Personal experience of menstruators, including the effect that menstruation has on someone's ability to function at work, at school, or in other public settings;
- Access and affordability of menstrual products;
- Stigmas and misconceptions of menstruation;
- Definitions of period poverty and social implications of menstrual equity; and,
- Perceptions of ways to alleviate period poverty.

B. Methodology

Environics Research conducted an online survey with 2,083 Canadians aged 13 and older from March 6 to March 19, 2023. Survey respondents were selected from registered members of an opt-in online panel. Respondents aged 13-17 were reached through their parents/guardians who provided parental consent to complete the survey. Since a sample drawn from an online panel is not a random probability sample, no formal estimates of sampling error can be calculated.

Quotas for the general population were set by age, gender, and region. The final data were then weighted to ensure the sample is representative of the Canadian population, according to the most recent Census. More information about the methodology for research is included in Appendix A of the full report.

C. Key findings

The survey results reveal that Canadians believe our society is generally open to the topic of menstruation. However, stated attitudes and individuals' own comfort levels, as well as the experiences and behaviours of menstruators themselves, demonstrate this is not necessarily the case. There continue to be misperceptions of and negative perceptions towards menstruation, and this stigma continues to influence the general preference menstruators express for keeping their periods private, as well as (for example) their lack of comfort asking others for help when they find themselves away from home without period products.

Knowledge and attitudes

- **Canadians express a moderate level of comfort with and knowledge about the topic of menstruation, although there is an evident gender gap.** Overall, three-quarters (73%) of Canadians are at least somewhat comfortable discussing menstruation, but this is much higher among women (87%) than men (59%), who are relatively more comfortable discussing sexual orientation, money or politics. Similarly, eight in ten (82%) Canadians say they have a good understanding of menstruation, which also skews to women (99%) over men (65%).
- **Mothers are by far the main source of information about menstruation, for both genders, but particularly for teenage girls (95%) and teenage boys (79%).** Notably, teachers are the second most used source of menstruation information for teenage boys (59% vs 28% for teenage girls). Other relatively popular sources of menstruation information include health care professionals, friends and peers, and the Internet.
- **Menstruation is not a particularly frequent topic of conversation, reducing the opportunity to build comfort with and knowledge of the subject.** Nearly half of Canadians say they typically find themselves talking about menstruation with someone less than once a year. Discussions are more frequent for women (27% at least monthly) than men (13%). It would be interesting to see if the frequency of such discussions changes over time.
- **Beyond their own personal level of comfort, the public believes that Canadian society holds largely neutral-to-positive attitudes towards menstruation and is increasingly open to discussing the topic.** Belief that Canadians hold mostly positive (29%) or neutral (49%) opinions about menstruation outstrips belief that such impressions are mostly negative (10%). Moreover, more than half (58%) of Canadians – including two-thirds of women (65%) - believe people have become more comfortable discussing menstruation over the past decade. If the public does not recognize there to be a substantial problem, they may be less inclined to support investing resources and effort into solutions.
- **The data clearly reveals there are still widely held misconceptions about menstruation, as well as negative attitudes held by a minority of the population.** For instance, almost half of Canadians agree that periods make people physically weaker (45%) and less able to control their emotions (49%). Moreover, one in four agree periods are dirty and unclean, and about one in five agree menstruation should not be publicly discussed (22%) and menstrual products should be kept out of sight (22%).

Personal experience

- **Half of Canadians identify as someone who currently menstruates or has previously menstruated.** Among those who do not menstruate themselves (mainly those who identify as men), most (68%) have someone close to them who does menstruate.
- **Personal experience with how menstruation impacts daily life varies for each menstruator, but majorities often or sometimes experience pain, worry about leakage, and try to be discreet with menstrual products.** Fewer, but still substantial minorities of menstruators, worry that others can tell

they have their period (34%), miss sports (31%), school (25%) or social events (24%), or ration period products (25%).

- **Given that menstruators can find themselves away from home without period products when they get their period, it is notable that relatively few are very comfortable asking others – including friends or other people they know – for period products.** For instance, four in ten (42%) are very comfortable asking a friend; fewer are very comfortable asking a woman outside their friend or family group (22%) or a stranger (11%) for period products or getting products from a public dispenser (35%).
- **Although they consider Canadian society to be increasingly open to discussing menstruation, individuals themselves express a relatively limited degree of comfort interacting with others about menstruation.** Half are very comfortable buying period products at a store and fewer are very comfortable talking to menstruators (39%) and non-menstruators (24%) about periods.
- **Ultimately, most menstruators prefer to remain private or use discretion about discussing their periods.** Only one-quarter (25%) say they are completely open with others about their periods, although this is more common for women aged 18-29 (41%), suggesting such attitudes may be evolving over time.

Period poverty, affordability, and access

- **A small proportion of Canadians have either direct or indirect experience with the inability to afford menstrual products.** More than one in four (28%) know someone who could not afford to buy menstrual products at some point in their lives. Seven per cent of menstruators say it is very likely they'll find themselves in that position in the coming year (another 12 per cent is somewhat likely); the majority of this group say rising inflation has been a contributing factor.
- **However, the general public has limited familiarity with and understanding about the term period poverty.** While six in ten (63%) have heard of the term, fewer than four in ten (38%) are familiar with what it means. Thus, the term needs to be clearly explained if being used in public-facing communications. One in six (17%) menstruators say they have personally experienced period poverty (based on the definition provided in the survey).
- **There is a moderate but not overwhelming sense that period poverty is a problem in Canada today, and a limited understanding about who stands to be most affected.** Six in ten Canadians say period poverty (defined in the survey as not being able to afford or access menstrual products, thereby limiting their full participation in society) is at least somewhat serious, including only one-quarter (24%) who say it is very serious. The public best understands how period poverty could affect low-income households or those on social assistance; there is less awareness that racialized people and those with different gender identities or sexual orientations are also vulnerable to period poverty. This suggests the public more easily recognizes the challenge of affordability rather than the problem of unequal access to menstrual products.
- **If period poverty is seen primarily as a problem of lack of affordability to period products, it is not surprising the public identifies free menstrual supplies as the main solution.** Fewer Canadians recognize how other initiatives, such as better menstrual health education or more inclusive language,

will help alleviate period poverty in Canada. Nor are Canadians sure who is responsible for fixing the problem, although they tend to place greater responsibility on governments (at all levels) than on the health care or educational systems.

- One potential solution to period poverty is promoting the use of reusable period products over disposable ones. **The challenge is not lack of awareness (awareness levels are quite high among menstruators, and thus will be hard to grow further), but driving uptake (use) among menstruators who are aware of them.** For instance, only one in five menstruators have used reusable pads, compared to nine in ten who have used disposable pads. There is modest interest in reusable products: three in ten current and future menstruators are very likely to use them in the future. Those who are not as interested say the main barriers are hygiene concerns and the effort involved in cleaning reusable products (i.e., inconvenience).

D. Political neutrality statement and contact information

I hereby certify as senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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Introduction

Environics Research (Environics) is pleased to present this report to Women and Gender Equality Canada with findings from the survey on Attitudes and Awareness of Menstrual Equity and Period Poverty among Canadians.

Objectives

This research is intended to inform upcoming efforts to raise awareness about period poverty and shift attitudes within Canada that contribute to gendered inequalities surrounding menstruation. It is also intended to provide a measure of awareness, attitudes, and behaviours to monitor the impact of change efforts over time.

The POR gathered data on the awareness, attitudes, and behaviours of Canadians towards:

- The definition of period poverty;
- The definition of menstrual equity;
- Level of comfort in discussing menstruation;
 - This should explore comfort discussing menstruation within different dynamics (i.e., father-daughter, partner-to-partner, etc.)
- Embarrassment when purchasing or carrying menstrual products;
- The effect that menstruation has on someone's ability to function at work, at school, or in other public settings; and,
- Whether only women or both women and men should be educated on menstruation.

In addition, it was important to gain public opinion on topics pertaining to menstruation that go beyond the aforementioned. These topics included:

- Stigma
 - The menstruating body as “gross” or “dirty”
 - Perceptions around having sex (from perspectives of various sexual orientations) during menstruation.
 - The menstruating body as “unable”
 - The menstruating person as “irrational”
 - Menstruation as a process needing to be hidden
 - Menstruation as a shameful time
- A deeper dive into period poverty and perceptions around this
 - Whether the public believes this issue can impact everyone (i.e., the economy because of lower participation in the workforce, education because some menstruators are forced to drop off if period products are unavailable, etc.)
- Social implications of menstrual equity
 - Pain management and how this may limit full participation in society
 - Having free period products in public spaces (this would get at the sudden onset of menstruation and how this impacts the menstruating person when there are no products readily available)

- A GBA Plus and intersectional-centred understanding of perceptions of menstruation
 - Are there some groups more likely to see menstruation as shameful, gross, etc.?
 - Are there some groups that celebrate menstruation?
 - Does the public accept the fact that menstruation is a broader issue that impacts women, non-binary, and trans people?

About the report

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of results. A detailed set of “banner tables” is provided under a separate cover; this presents results for all survey questions by demographic variables such as age, gender, region, education, ethnicity, indigeneity, language, as well as other factors related to menstruation.

The results are expressed as percentages unless otherwise noted. Results may not add up to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

The findings in this report are based on an online survey of 2,083 Canadians aged 13 and older, conducted from March 6 to March 19, 2023. Results are based on the total sample of 2,083, except where indicated. The two main exceptions are:

- Certain survey questions were asked only of survey respondents who self-identified as menstruators, including women, men, and non-binary individuals. Based on what is known about the population of transgender men in Canada, we believe the survey results may overstate the true level of menstruation among individuals who self-identified as men. However, as we wanted to capture the experience of all people who menstruate, regardless of gender, the full data on menstruators (including those who self-identified as men) was kept in the final data set.
- Sub-group comparisons for gender, age, and region are based on the total sample of 2,083. However, there was a clear interaction in the data between teenagers (13-17) and other demographic variables such as education, employment, and ethnicity, meaning that any differences in those variables were in fact due to age. To avoid this problem and so the effects of education, employment, and ethnicity could be understood, subgroup analysis for variables other than gender, age, and region was limited to adults 18 and older.

Additional details about the methodology can be found in the Methodology section at the end of this report (Appendix A).

II. Detailed findings

1. Knowledge and attitudes

Comfort level discussing menstruation

Most women say they are comfortable discussing menstruation; however, this level of comfort does not extend to men, who are relatively more comfortable discussing financial issues or politics.

Canadians were asked about their comfort level discussing topics that some people may prefer to keep private such as sexual orientation, financial issues, politics, and menstruation. Majorities say they are at least somewhat comfortable speaking openly about each of these topics, including speaking about menstruation (73%, including 38% very comfortable).

Level of comfort discussing different topics

Topic	NET: comfortable	Very comfortable	Somewhat comfortable	Not very comfortable	Not at all comfortable	NET: Not comfortable
Sexual orientation	87%	51%	36%	10%	3%	13%
Money and financial issues	83%	37%	46%	14%	2%	17%
Politics	78%	37%	41%	17%	5%	22%
Menstruation (also known as periods)	73%	38%	35%	18%	8%	27%

Q1. How comfortable are you having conversations or talking openly about the following topics?

However, this overall level of comfort about discussing menstruation obscures a substantial gender gap.¹ Women are twice as likely as men to be very comfortable talking openly about menstruation (52% versus 23%). Women are also more comfortable than men discussing sexual orientation, although the gap is smaller (54% very comfortable, versus 48% among men), while men are relatively more likely to be comfortable discussing money and politics.

Level of comfort discussing different topics – By gender (n=1,004 Men, n=1,057 Women)

Topic	NET: comfortable		Very comfortable		NET: Not comfortable	
	Women	Men	Women	Men	Women	Men
Sexual orientation	88%	86%	54%	48%	12%	14%
Money and financial issues	80%	86%	32%	42%	20%	14%
Politics	74%	83%	30%	44%	26%	17%
Menstruation (also known as periods)	87%	59%	52%	23%	13%	41%

Q1. How comfortable are you having conversations or talking openly about the following topics?

¹ The survey included a small number of individuals who self-identified as a gender other than woman or man (n=28). This subsample size is too small for analysis and thus, while these individuals are included in the total sample, the survey responses for this group are not presented separately in this report

Strong comfort (i.e., very comfortable) talking about menstruation is lowest among teenagers (17% aged 13-17) and highest among Canadians aged 18-29 (51%), and then falls again among older age groups (to 42% among those aged 30-59 and 30% among those aged 60+). The gender gap exists for all age groups.

Self-rated understanding of menstruation

Eight in ten Canadians feel they have a good understanding of menstruation, including half who say they understand the topic very well, although this skews strongly to women over men.

When asked to rate their understanding of menstruation, most Canadians (82%) say they have either a really good (50%) or a pretty good (32%) understanding of the topic.

Once again, there is a substantial gender difference: women are four times as likely as men to say they have a really good understanding of menstruation (79%, versus 19%). This gender gap exists for all age groups. Among women, teenagers (65%) are less likely than adult women (80%) to say they have a really good understanding.

Self-rated understanding of menstruation

Level of understanding	Total	Women	Men
NET: Good understanding	82%	99%	65%
A really good understanding	50%	79%	19%
A pretty good understanding	32%	19%	46%
Limited understanding	15%	1%	30%
Don't know anything about it.	3%	<1%	6%

Q2. In this survey, the term menstruation refers to having periods. Thinking about menstruation, would you say you have...? Select one response.

General knowledge about menstruation

Consistent with their perceptions of being relatively well-informed about menstruation, most respondents accurately identified which statements about periods are true or false.

Respondents were presented with a list of statements about various aspects of menstruation and asked whether each statement is true or false. Most Canadians know that periods cause mood swings (94%), reflect a hormonal cycle (86%), can be a challenging and painful experience for some (86%), and typically last 28 days but can vary (84%). Roughly three-quarters of Canadians know it is false that “the menstrual cycle is always regular and predictable” (77%), and “period pain is not debilitating” (78%).

Statements about menstruation

Statements	True	False	Not Sure
Periods can cause significant mood swings. (True)	94%	2%	4%
Menstruation refers to a monthly hormone cycle. (True)	86%	7%	8%
For some, menstruation can be associated with challenging and painful health conditions. (True)	86%	5%	9%
The typical menstrual cycle is 28 days long but can vary. (True)	84%	9%	7%
The menstrual cycle is always regular and predictable. (False)	16%	77%	6%
Period pain is not debilitating and cannot interfere with daily life. (False)	14%	78%	8%

Q3. Using your own knowledge, please indicate whether each of the following statements is true or false.

There are some differences by gender and age groups:

- Men were more likely to incorrectly believe false statements. For example, one in five (21%) men said it was true the menstrual cycle is always regular and predictable compared to one in ten (11%) women.
- Younger people under age 30 are less likely to know that periods can be associated with health conditions and that the cycle varies. Teenagers are also less likely than adults to know that periods can cause mood swings.

Main sources of information about menstruation

Moms/stepmoms/woman guardians are the primary source of information about menstruation, followed by healthcare professionals, peers, and online searches.

When asked about their main sources of information about menstruation, the top source - by a large margin - are moms/stepmoms/woman guardians (61%). The next most widely used sources are doctors or healthcare professionals (41%), friends/peers (38%), followed by the Internet (28%), teachers (27%), and other family members (26%).

There are some interesting variations by gender and age:

- Moms/stepmoms/woman guardians are the main sources of menstruation information across the board, but particularly for teenage boys (79%) and teenage girls (95%). Subsequently, use of moms/stepmoms/woman guardians as a source of information declines with age.
- Teachers are the second most used source of menstruation information for teenage boys (59%), after their moms/stepmoms/woman guardians, and they are more likely to consult teachers than teenage girls (28%)
- Women are relatively more likely than men to turn to health professionals, friends, and the packaging or period products; men are relatively more likely than women to turn to their teachers, other family members, television, or their fathers.

Top sources of information about menstruation

Sources	Rank 1-3 Total (N=2,083)	Rank 1-3 Women (n=1,057)	Rank 1-3 Men (n=1,004)
Mom/stepmom/woman guardian	61%	70%	52%
Doctor, nurse, or healthcare professional	41%	52%	30%
Friends/peers	38%	40%	35%
Internet/online searches	28%	30%	27%
Teachers/school	27%	24%	29%
Other family member (sibling, grandparent, cousin, aunt/uncle)	26%	23%	30%
Period product packaging/informational pamphlet	13%	17%	8%
TV	11%	4%	18%
Non-fiction books	9%	10%	8%
Social media (TikTok, Instagram, YouTube, etc.)	8%	7%	8%
Dad/stepdad/man guardian	6%	4%	8%
Online forums (Reddit, Quora, etc.)	4%	3%	5%
Spouse/partner	4%	0%	8%
Experience	2%	3%	<1%
Coaches/other youth leaders	2%	1%	2%
Other	<1%	1%	<1%
None	7%	4%	10%

Q4. What are your main sources of information about menstruation? Please rank your top 3 sources with rank 1 being your most used source of information.

Frequency of discussions about menstruation

Menstruation is not a frequent topic of discussion, with nearly half of Canadians saying they typically find themselves talking about menstruation with someone less than once a year.

Canadians were asked how often they find themselves talking to someone about menstruation. For many, menstruation is not commonly discussed with nearly half (48%) saying they discuss menstruation less than once a year.

Discussions are more frequent among those who currently menstruate. Discussing menstruation at least once a month is more common among women (27%, versus 13% of men), particularly among younger women between the ages 18 to 44 (45% vs 13% among women aged 45+) and declines with age. Most women over 60 (77%) report discussing menstruation less often once a year, since they are less likely to still be menstruating.

Frequency of discussions about menstruation

Frequency	Total (N=2,083)	Women (n=1,057)	Men (n=1,004)
At least once a month	20%	27%	13%
Once every 2-3 months	17%	18%	14%
Once every 4-6 months	9%	9%	8%
Once every 7-12 months	7%	7%	7%
Less often than once a year	48%	39%	57%

Q5. How often do you find yourself talking to someone about menstruation?

Perceived views of menstruation in Canada

Canadians believe their fellow citizens hold neutral or even positive attitudes towards menstruation. Moreover, they believe people have become more comfortable talking about menstruation over the past decade.

Overall views. Canadians believe that people hold either positive (29%) or neutral (49%) opinions of menstruation. Few (10%) believe perceptions are mostly negative.

Teenagers are less likely than others to think menstruation is viewed positively (22%), and more likely to be unsure about existing perceptions (17%). Otherwise, views are remarkably consistent across population segments, including by gender.

Perceived views of menstruation in Canada

Perception	Total	Women	Men
Mostly positive	29%	31%	27%
Neutral	49%	49%	49%
Mostly negative	10%	11%	9%
Not sure	12%	9%	15%

Q25. In general, do you believe Canadians hold mostly positive perceptions of menstruation, mostly negative perceptions, or neutral perceptions? Select one response.

Shift in comfort talking about menstruation. Canadians are optimistic that there has been a positive shift towards talking about menstruation over the past decade. A majority (58%) say Canadians have become more comfortable with such discussions. Most of the remainder (29%) see no change; only two per cent think we have become less open to conversations about menstruation.

Perceived shift in comfort talking about menstruation

Perception	Total	Women	Men
More comfortable	58%	65%	52%
No change	29%	26%	33%
Less comfortable	2%	1%	3%
Not sure	10%	8%	12%

Q26. Over the past 10 years, do you think Canadians have become more comfortable talking about menstruation, less comfortable, or has there been no change? Select one response.

The belief that society has become more comfortable talking about menstruation is higher among women (65%) than men (52%), particularly among women aged 18-44 (64%).

Extent of period-related beliefs

Although most believe Canadians hold a neutral-to-positive outlook towards menstruation, there is nonetheless evidence of continued misperceptions (about the impact of periods on emotions or physical strength) as well as more negative attitudes (such as that periods are dirty or should not be discussed publicly).

Respondents were asked their level of agreement with nine statements about menstruation, to gauge the extent to which those beliefs are held within the Canadian population.

Belief is most widespread that “periods are a normal, healthy process for people who menstruate” (90% agree), although only two in three (65%) strongly agree. A majority (77%) also agree that “menstruating can affect people’s ability to carry out daily tasks like going to school or work or taking care of their families”.

There are mixed views about two common misperceptions about periods: that they make people less able to control their emotions (49% agree versus 42% disagree) or make people physically weaker than usual (45% agree versus 37% disagree). In both cases, there is also an inflated degree of uncertainty (10% and 18% unsure, respectively).

Agreement is considerably lower for other statements that reflect period-related stigmas. Nonetheless, minorities of between 20 to 25 per cent of Canadians each agree that periods are dirty and unclean (25%), menstruation should not be discussed (22%), menstrual products should be kept out of sight (22%) and making jokes about menstruation is harmless fun (21%).

Agreement with statements about period-related beliefs

Stigma	NET: Agree	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	NET: Disagree	Not sure
Periods are a normal, healthy process for people who menstruate	90%	65%	26%	4%	2%	6%	4%
Menstruating can affect people’s ability to carry out daily tasks	77%	29%	48%	12%	5%	17%	6%
People are unable to control their emotions while menstruating	49%	10%	39%	30%	12%	42%	10%

People are physically weaker than usual while menstruating	45%	11%	35%	22%	15%	37%	18%
Periods are dirty and unclean	25%	6%	18%	24%	46%	70%	6%
Menstruation should be kept private and not discussed	22%	5%	18%	35%	37%	72%	6%
Menstrual products should be kept out of sight	22%	5%	17%	28%	45%	73%	5%
Making jokes about menstruation is harmless fun	21%	6%	16%	28%	43%	71%	8%
People who don't menstruate don't need to learn about it	15%	4%	10%	31%	48%	79%	6%

Q24. To what extent do you agree or disagree with the following statements?

2. Personal Experience

Personal experience with menstruation

Half of Canadians (51%) identify as someone who currently menstruates or has previously menstruated. Among those who do not menstruate themselves, two-thirds say there is someone close to them who does menstruate.

All respondents were asked to indicate whether they menstruate or not. This approach was purposely chosen as people of all genders menstruate.

Nine in ten (90%) women identify as menstruators, meaning they have menstruated at some point in their life. This includes women who currently menstruate (49%) as well as those who have temporarily (5%) or permanently (35%) stopped menstruating. Fewer than one per cent have not yet started menstruating but expect to do so; 10 per cent do not menstruate.

Among respondents who identify as men, one in 10 (10%) say they menstruate or have done so. This is higher than expected based on what is known about the population size of transgender men in Canada, and thus overstates the true level of menstruation among men. This is not unusual for survey research. We recommend future surveys include introductory text explaining why men are being asked about their ability to menstruate and request as honest an answer as possible.

Since the intention of the question was to reflect that people of all genders can menstruate, and to ensure the experiences of any transgender men participating in the research² are not discounted, the decision was made at the analysis stage to keep the data on men menstruators within the final data set. Thus, the subsequent questions asked of menstruators include this subset of respondents, in addition to women and non-binary menstruators.

² The survey did not include a question where transgender individuals could identify themselves.

Personal experience with menstruation

	Total (n=2,083)	Women (n=1,057)	Men (n=1,004)
Net: Menstruator	51%	90%	10%
You menstruate/have periods	28%	49%	5%
You used to menstruate in the past, and have permanently stopped	19%	35%	3%
You have stopped menstruating for now, but may again in the future	4%	5%	2%
Net: Non-menstruator	49%	10%	90%
You will menstruate in the future, but have not yet started	1%	<1%	1%
You do not menstruate	48%	10%	89%

Q6. Which of the following applies to you?

Those who do not menstruate (49% of the total sample) were asked if there is anyone close to them who has periods. Nearly seven in ten (68%) Canadians who do not have periods (which represents mainly men) said there is someone else in their life who does. That is, even if they do not themselves menstruate, most have someone in their lives with direct experience.

Experience with someone else who menstruates – Among non-menstruators

	Non-menstruators (n=1,014)	Women (n=107)	Men (n=903)
Yes	68%	54%	69%
No	24%	35%	23%
Not sure	8%	11%	7%

Q7. To the best of your knowledge, is there anyone close to you who menstruates (that is, has periods)? (BASE: Non-menstruators, n=1,014)

Impact of menstruation on daily life

Personal experience with how menstruation impacts daily life varies for each menstruator, but experiencing pain (61%), worrying about leakage (58%), and trying to be discreet with menstrual products (56%) are the most widely experienced impacts.

Menstruators were asked about the frequency of different ways that menstruation can impact their daily lives. Experiencing pain (61%), worrying about leakage (58%), and trying to be discreet with menstrual products (56%) are the most commonly occurring ways menstruation impacts daily life. Fewer, but still substantial minorities, report worrying that others can tell they have their period (34% at least sometimes); worry about missing sports (31%), school (25%) or social events (24%); and worry about having to ration period products (25%). Feeling shamed (11%), being unable to afford menstrual products (11%), and feeling uncomfortable at a store (18%) are the least common experiences.

Current menstruators are more likely than those who have stopped menstruating to say most of these situations happen at least sometimes (likely due in part to recall of these occasions fading over time).

Using the same list of potential impacts, non-menstruators were asked to indicate how often they believe each one impacts the daily lives of menstruators. In fact, non-menstruators tend to overestimate how often menstruators experience most of these impacts. The exception is worrying about leakage, which is underestimated by non-menstruators (51% say it happens at least sometimes, versus 58% of menstruators).

Actual/perceived impact of menstruation on daily life

Impact	Actual impact - Menstruators (n=1,069)			Perceived impact - non-menstruators (n=1,014)
	Often	Sometimes	NET: Often/sometimes	NET: Often/sometimes
Experience pain or cramps from your period	42%	19%	61%	66%
Worry about leakage from your period products	31%	27%	58%	51%
Try to be discreet when bringing period products to the washroom	32%	24%	56%	52%
Feel positive about the fact that you get periods	15%	21%	36%	N/A
Worry that others can tell you have your period	13%	21%	34%	38%
Miss sports activities/going to the gym due to your period	11%	20%	31%	46%
Miss school or work due to your period	9%	16%	25%	35%
Ration period products (using them longer than you should) to make your supply last longer	8%	17%	25%	28%
Find yourself away from home, without period products when you get your period	6%	19%	25%	37%
Miss social events or get-togethers due to your period	8%	16%	24%	36%
Feel uncomfortable asking a parent, guardian, or someone else to purchase period products for you	8%	13%	21%	N/A
Feel uncomfortable buying period products at a store	7%	11%	18%	30%
You/your family cannot afford to buy period products	4%	7%	11%	26%
Teased or shamed about your period	3%	8%	11%	24%

Q16. How often does/did the following happen to you? (Base: Menstruators n=1,069)

Q17. How often do you believe each of the following happens for people who menstruate? (Base: Non-menstruators n=1,014)

Comfort level asking others for menstrual products

Given that menstruators can find themselves away from home without period products when they get their period, it is notable that relatively few are very comfortable asking others – including friends or other people they know – for period products.

Menstruators express a modest level of comfort in asking others for menstrual products, providing evidence of stigma associated with menstruation despite other responses throughout the survey indicating they are comfortable having conversations about this topic.

Menstruators are most comfortable asking a friend for period products, yet only two in five (42%) are very comfortable in this situation (another 42 per cent are somewhat comfortable). Comfort levels then decline for accessing products from a public dispenser (35% very comfortable) or a woman outside their family or friend group (22%). Very few would be comfortable asking a stranger (11%) or a man outside their family or friend group (9%).

Feeling very comfortable getting period products from all five of these sources is lower among teenage girl menstruators than among adult women menstruators.

Comfort level asking others for menstrual products – Among menstruators

	NET: Comfortable	Very comfortable	Somewhat comfortable	Not very comfortable	Not at all comfortable	NET: Not Comfortable
Asking a friend for period products	84%	42%	42%	13%	3%	16%
Accessing period products from a dispenser in a public space, such as the bathroom in a school, workplace, community centre, etc.	78%	35%	43%	18%	4%	22%
Asking a woman outside of your family or friend group for period products, such as a teacher, school administrator, coach, or community leader	62%	22%	40%	29%	9%	38%
Asking a stranger for period products, for example, in a public bathroom	34%	11%	23%	34%	32%	66%
Asking a man outside of your family or friend group for period products, such as a teacher, school administrator, coach, or community leader	25%	9%	17%	32%	43%	75%

Q21. How comfortable do/would you feel doing each of the following? (BASE: Menstruators n=1,069)

Comfort level with menstruation in social situations

Canadians also express a relatively limited degree of comfort interacting with others about menstruation, such as buying period products at a store, or talking to both menstruators and non-menstruators about periods.

Canadians were asked about their comfort level in social situations involving menstruation. Once again, the survey findings suggest a suppressed degree of comfort with such interactions. Half (49%) are very comfortable buying menstrual products at a store. Fewer are very comfortable talking about menstruation with someone who has periods (39%), with someone who does not have periods (24%) or asking someone making a menstruation joke to stop (34%).

Menstruators are more likely than non-menstruators to be very comfortable buying period products and talking to (other) menstruators about periods.

Comfort level with menstruation in social situations

	NET: Comfortable	Very comfortable	Somewhat comfortable	Not very comfortable	Not at all comfortable	NET: Not Comfortable
Buying period products from a store for a friend or family member	83%	49%	34%	12%	5%	17%
Talking to someone who does menstruate about periods	79%	39%	40%	15%	6%	21%
Telling someone who is making a joke about menstruation to stop	71%	34%	38%	21%	8%	29%
Talking to someone who doesn't menstruate about periods	65%	24%	41%	26%	9%	35%

Q22. How comfortable would you feel doing each of the following?

Openness about menstruation

One in four menstruators say they are open with others when they have their period, while most prefer to use discretion or remain private about this topic.

Menstruators have different approaches to sharing with others about their periods. One-quarter of menstruators (25%) say they are open with others when they have their period, while two in five (41%) say they are selective with whom they discuss their periods. Another quarter (24%) don't hide their periods but also don't feel the need to share this information while ten per cent prefer to keep their period entirely to themselves.

Openness about menstruation – Among menstruators

Level of openness	Menstruators (n=1,069)
Net: Fairly Open	66%
I am/was open with others when I have/had my period	25%
I am/was selective with whom I discuss(ed) my period	41%
Net: Fairly Private	34%
I don't/didn't hide my periods but also don't/didn't feel the need to share with others	24%
I prefer(red) to keep my periods to myself and hidden from others	10%

Q23. Which of the following best describes you? (Base: Menstruators n=1,069)

The data suggests these attitudes are evolving over time. The proportion who keep (or kept) their period mostly private is highest among women aged 60 and older (59%) and lowest among women aged 18 to 29 (14%), who in turn are most likely to be completely open with others (41%). Teenage girls fall in the middle, being most likely to be selective about who they share with (48%), but not as open as their 18–29-year-old counterparts (18%).

Openness about menstruation – Among women menstruators by age group

Level of openness	Women Menstruators				
	13-17 (n=55)	18-29 (n=182)	30-44 (n=248)	45-59 (n=222)	60+ (n=243)
Net: Fairly Open	66%	86%	74%	64%	41%
I am/was open with others when I have/had my period	18%	41%	30%	22%	14%
I am/was selective with whom I discuss(ed) my period	48%	45%	44%	42%	27%
Net: Fairly Private	34%	14%	26%	36%	59%
I don't/didn't hide my periods but also don't/didn't feel the need to share with others	24%	11%	21%	26%	40%
I prefer(red) to keep my periods to myself and hidden from others	9%	3%	6%	10%	19%

Q23. Which of the following best describes you? (Base: Women menstruators n=950)

3. Period poverty, affordability, and access

Affordability

A substantial minority of one in four Canadians know someone who could not afford menstrual products at some point in their lives. Seven per cent of menstruators say it is very likely they will find themselves in that position in the coming year, many of whom consider rising inflation to be a contributing factor.

One in four (28%) Canadians say they have known someone who could not afford period products at least once in their lives. This proportion is higher among women (34%) than men (20%), reaching half (49%) of women aged 18-29. It is also higher among Indigenous people (49%) and Canadians with lower household incomes (36% under \$40,000).

Personal connection to others who could not afford menstrual products

	Total (N=2,083)	Women (n=1,057)	Men (n=1,004)
Yes	28%	34%	20%
No	59%	53%	66%
Not sure	14%	13%	14%

Q20. Have you ever known someone who, at least once in their lives, could not afford period products for themselves or their family?

One in five (20%) menstruators foresee being unable to afford period products at some point in the next 12 months, including seven per cent who say it is very likely. The likelihood of being unable to afford period products is higher among Indigenous menstruators (41%). It does not vary by income level.

Likelihood of being unable to afford menstrual products – Among menstruators

Perceived likelihood	Menstruators (n=1,069)
NET: Likely	20%
Very Likely	7%
Somewhat likely	12%
NET: Not likely	77%
Not very likely	18%
Not likely at all	59%
Not Sure	3%

Q18. How likely is it that you or your family will be unable to afford period products at some point in the next 12 months? Select one response.
(BASE: Menstruators n=1,069)

Those who think there is a possibility they will experience period poverty in the next twelve months (20% of menstruators) were asked if the rising cost of living is a contributing factor. Six in ten agreed that recent inflation increased their likelihood of not being able to afford period products.

Impact of inflation on menstrual product affordability – Among menstruators who say it is likely they will be unable to afford period products at some point in the next year

	Total (N=208)
Yes	61%
No	34%
Not sure	5%

Q19. Has the likelihood of being unable to afford period products increased over the past year due to the rising cost of living? BASE: Very/Somewhat Likely in Q18 n=208)

Access to menstrual products

Three in four menstruators find it very easy to access the menstrual products they want and need in their neighbourhood. Most menstruators typically purchase menstrual products themselves, except for teenage menstruators, who tend to use products purchased by their mothers/stepmothers/woman guardians. Pharmacies and big box stores are the most widely used places to get menstrual products.

Perceived ease of access. To what extent do menstruators perceive their geographic location (neighbourhood) to be a potential barrier to accessing the menstrual products they want and need?

Most menstruators (73%) say it is very easy to find the menstrual products of their choice in their local neighbourhoods, but one in four say it is (only) somewhat easy (23%) or difficult (3%). Notably, the view that it is very easy to find menstrual products in their local stores is higher among white menstruators (76%) compared to racialized (67%) or Indigenous (64%) menstruators who, in turn, are relatively more likely to say it is somewhat easy. Otherwise, these views are consistent across region, age, and income level.

Ease of accessing menstrual products locally – Among menstruators

	Menstruators (n=1,069)
NET: Easy	95%
Very easy	73%
Somewhat easy	23%
NET: Difficult	3%
Somewhat difficult	2%
Very difficult	<1%

Q14. In your local neighbourhood, how easy or difficult is it to find stores that sell the menstrual products you want and need? Select one response. (BASE: Menstruators n=1,069)

Who is buying the menstrual products. Nearly nine in ten (86%) menstruators say they most often purchase their menstrual products for themselves. However, there is a substantial age skew: teenage

menstruators are most likely to have their mothers/stepmothers/woman guardian buy their period products (70%) rather than buy them themselves (25%).

Purchaser of menstrual products – Among menstruators

Purchasers	Menstruators (n=1,069)
I purchase(d) them for myself	86%
Mother/stepmother/guardian who is a woman	10%
Sister, or other family member who is a woman	2%
Spouse or partner	2%
Father/stepfather/guardian who is a man	1%
Brother, or other family member who is a man	<1%
Other	<1%

Q12. Who usually buys/bought the period products you use/used? Select one response. If more than one applies, select the one who most commonly does/did. (BASE: Menstruators n=1,069)

Where menstrual products are purchased. Menstruators are most likely to get their period products at either a pharmacy (50%) or a big box store like Walmart or Costco (40%). Very few report getting period products in other locations such as convenience stores, grocery stores, or from their school or a community organization.

Where people get menstrual products – Among menstruators

Places	Menstruators (n=1,069)
Pharmacy/drug store (e.g., Shoppers Drug Mart, Rexall)	50%
Big box store (e.g., Walmart, Costco)	40%
Convenience store	6%
Grocery store	1%
Online subscription service	1%
From your school	<1%
Through a community organization	<1%
Other	<1%
DK/NA	<1%

Q13. From where do/did you most often get your period products? Select one response. If more than one applies, select the most common place. (BASE: Menstruators n=1,069)

Purchasing at a pharmacy is more common in Quebec (68%) than in other regions, and more common among older menstruators over the age of 60 (66%). Purchasing at a big box store is relatively more common in the Prairie provinces (58%) than in other regions.

Perceived control over menstrual health decisions

Menstruators generally believe they can choose menstrual products that best suit their needs, make decisions that feel culturally acceptable, and access their preferred products when they need them – but are comparatively less certain about their ability to access menstrual health education.

Respondents were shown four statements about their sense of control and access to menstrual health resources or products. Three in four menstruators strongly agree they are able to choose menstrual products that best suit their needs (76%), make decisions that feel culturally acceptable to them (74%), and access menstrual products (75%) when they need them. Fewer (63%) strongly agree they have access to education about menstrual health. For all statements, a strong agreement is generally higher among white menstruators compared to racialized and Indigenous menstruators and increases with age among women menstruators.

Perceived control over menstrual health decisions – Among menstruators

Statement	NET: Agree	Strongly Agree	Somewhat Agree	NET: Disagree
I am able to choose the menstrual products that best suit my needs if and when I need them	97%	76%	21%	3%
I have access to the type of menstrual products I need if and when I need them	97%	75%	22%	3%
I can make decisions about my menstrual health that are culturally acceptable to me if and when I need to	97%	74%	23%	3%
I have access to education about menstrual health	94%	63%	31%	6%

Q15. To what extent do you agree or disagree with the following statements: (BASE: Menstruators n=1,069)

Familiarity with terms

There is limited familiarity with the terms “period poverty” and “menstrual equity”, which means they would need to be explained if used in public-facing communications.

A majority of Canadians have heard of the terms “period poverty” (63%) and “menstrual equity” (59%), but only about one in three are at least somewhat familiar with what they mean (38% and 33%, respectively).

Familiarity with both terms is higher among women (period poverty – 48%, menstrual equity – 39%), particularly among women aged 18-44. Among men, familiarity with both terms is higher in the 18–29-year-old age bracket.

Familiarity with terms

Terms	NET: Familiar	Very Familiar	Somewhat Familiar	Not very familiar	Never heard of	NET: Not familiar
Period poverty	38%	13%	25%	25%	37%	62%
Menstrual equity	33%	9%	24%	26%	41%	67%

Q27. How familiar are you with the following terms and what they mean?

Perceived seriousness of and personal experience with period poverty

There is a moderate but not overwhelming sense that period poverty is a problem in Canada today: three in five say it is at least somewhat serious. Almost one in five say they have personally experienced period poverty, and this skews to households with lower income.

Period poverty was defined in the survey as not being able to afford or access menstrual products, which can limit someone’s ability to fully participate in school, work, and other aspects of their life.

Perceived seriousness of the problem. Three in five Canadians think period poverty is a very (24%) or somewhat (38%) serious problem in Canada. One-quarter (26%) do not believe it is a serious problem, and the remaining one in ten (13%) are unsure.

The view that period poverty is at least a somewhat serious problem is more widespread among women (66%) than men (56%). This view is highest among Canadians aged 18-29 (78%), including both women (81%) and men (73%) in this age bracket. The view that period poverty is a very serious problem is higher among racialized Canadians (28% versus 22% white Canadians) and among households earning less than \$40,000 a year (29%).

Perception that period poverty is a problem in Canada – By gender

	Total (N=2,083)	Women (n=1,057)	Men (n=1,004)
NET: Serious	61%	66%	56%
Very serious problem	24%	27%	19%
Somewhat serious problem	38%	39%	37%
NET: Not serious	26%	24%	27%
Minor problem	23%	21%	24%
Not a problem	3%	3%	3%
Not sure	13%	10%	17%

Q28. Period poverty is defined as not being able to afford or access menstrual products. It can limit someone’s ability to fully participate in school, work, and other aspects of their life. How serious of a problem do you think period poverty is in Canada? Select one response.

Perception that period poverty is a problem in Canada – By age group

	Total (N=2,083)	13 – 17 (n=132)	18 – 29 (n=361)	30 – 44 (n=493)	45 – 59 (n=486)	60+ (n = 611)
NET: Serious	61%	62%	78%	61%	58%	55%
Very serious problem	24%	23%	38%	24%	21%	17%
Somewhat serious problem	38%	39%	40%	36%	37%	38%
NET: Not serious	26%	27%	17%	27%	26%	29%
Minor problem	23%	25%	14%	22%	22%	27%
Not a problem	3%	2%	3%	4%	4%	2%
Not sure	13%	11%	5%	13%	16%	16%

Q28. Period poverty is defined as not being able to afford or access menstrual products. It can limit someone’s ability to fully participate in school, work, and other aspects of their life. How serious of a problem do you think period poverty is in Canada? Select one response.

Personal experience. One in six (17%) menstruators say they have personally experienced period poverty. This skews higher among households with lower income (25% of households earning less than \$40,000 a year).

Self-reported experience with period poverty – Among self-reported menstruators

	Total (n=1,069)	Women (n=950)	Men (n=101)
Yes	17%	15%	32%
Not	78%	81%	57%
Not sure	5%	4%	11%

Q29. Have you, yourself ever experienced period poverty? Select one response. (BASE: Menstruators n=1,069)

Who is vulnerable to period poverty

The public best understands how period poverty could affect people who are economically vulnerable, such as households with low-income or those on social assistance. They are least likely to identify racialized people and those with different gender identities or sexual orientations as vulnerable to period poverty.

Canadians identify (from a list) a wide range of groups who they perceive to be potentially vulnerable to period poverty. Respondents most easily make the connection between period poverty and people who are financially or economically vulnerable, such as people with low incomes (70%) and those on social assistance (51%).

Others perceive women and girls (43%) to be particularly vulnerable to period poverty, as well as other marginalized groups such as people with disabilities (35%), people with mental health disorders (33%), newcomers to Canada (32%), and Indigenous people.

Notably, fewer make a connection between period poverty and racialized people (18%), trans, gender-diverse and non-binary people (13%), or the 2SLGBTQI+ population (10%).

Populations perceived as vulnerable to period poverty

Populations	Total (N=2,083)	Women (n=1,057)	Men (n=1,004)
People with low incomes	70%	75%	64%
People on social assistance	51%	54%	48%
Women or girls	43%	40%	46%
People with disabilities	35%	37%	32%
People negatively impacted by their mental health	33%	34%	31%
Newcomers to Canada	32%	36%	27%
First Nations people	30%	29%	30%
People living in rural or remote areas	29%	32%	25%
Inuit	23%	22%	23%
Métis people	20%	20%	21%

Racialized people	18%	20%	16%
Trans, gender-diverse and non-binary people	13%	13%	11%
People who identify as gay, lesbian, bisexual or queer	10%	11%	8%
Intersex people	10%	10%	9%
Men or boys	4%	3%	5%
Other	1%	1%	1%
Not sure/prefer not to answer	11%	10%	11%

Q30. Which people do you think are most likely to be affected by period poverty in Canada? Choose all that apply.

Overall, women are more likely than men to associate period poverty with multiple vulnerable groups. Nonetheless, the same general perceptions of potential vulnerability exist for both women and men: in both cases, there is greater awareness of the vulnerability for low-income groups and less awareness for groups with different gender identities or sexual orientations.

Top three solutions to period poverty

Canadians see how providing free menstrual supplies would help alleviate period poverty; they are less likely to believe or understand how other initiatives – such as better menstrual health education or more inclusive language – would solve the problem.

Respondents were asked which three solutions (from a list provided) would, *in their opinion*, make the most difference in alleviating period poverty in Canada. Canadians are most likely to grasp the benefit of providing universal access to free menstrual supplies (80%). Majorities also believe it would be beneficial to provide free menstrual supplies specifically to underserved populations (e.g., people in jails, people with disabilities, households with low-income; 65%), or to offer them for free in public dispensers (59%).

Considerably fewer understand how other initiatives could alleviate period poverty, such as better menstrual health education (33%), greater use of reusable menstrual supplies (27%), greater social acceptance of menstruation (19%), paid menstrual leave (12%), or more inclusive language around menstruation (5%). Responses are broadly consistent across population segments, with no subgroup demonstrating a substantially different perspective on potential solutions to period poverty.

Top three solutions to period poverty

Solution/Initiative	Total (N=2,083)	Women (n=1,057)	Men (n=1,004)
Free menstrual supplies for those who need them	80%	83%	78%
Free menstrual supplies for underserved populations	65%	66%	63%
Making menstrual products available for free in public dispensers	59%	63%	56%
Better menstrual health education	33%	30%	36%
Encouraging greater use of reusable menstrual supplies	27%	25%	28%
Encouraging social acceptance of menstruation through more open discussions	19%	16%	22%
Paid menstrual leave from workplaces	12%	13%	11%

Using gender-neutral or inclusive language when talking about menstruation	5%	5%	6%
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Q31. In your opinion, which of the following would make the most difference in alleviating period poverty in Canada? Select the top 3.

Awareness and use of menstrual products

Nearly all Canadians are aware of tampons, disposable pads, and panty liners, which are also the most used products by menstruators. Between three-quarters and nine in ten menstruators are aware of reusable menstrual products, but few report using these products.

One potential solution to alleviating period poverty is promoting the use of reusable period products over disposable ones. A series of questions were asked to measure awareness and use of different period products.

Awareness. All survey respondents, including both menstruators and non-menstruators, were asked if they had heard of various menstrual products. Awareness is highest for tampons (97%) and disposable pads (96%), closely followed by panty liners (90%). There is less awareness of period underwear (76%), reusable cups (64%), and reusable pads (61%). Awareness of each product is higher among menstruators than non-menstruators, especially with reusable products.

Awareness of menstrual products

Products	Total (N=2,083)	Menstruators (n=1,069)	Non-menstruators (n=1,014)
Tampons	97%	98%	96%
Disposable pads	96%	98%	93%
Panty liners	90%	97%	82%
Period underwear (leak-free reusable underwear)	76%	88%	64%
Reusable menstrual cups	64%	89%	39%
Reusable pads	61%	75%	45%

Q8. Which of the following products have you used or are aware of? (BASE: Menstruators n=1,069)

Q9. Which of the following products are you aware of? (BASE: Non-menstruators n=1,014)

Use. Among menstruators, disposable pads are most widely used (91%, including 63% used often). Although awareness of reusable products is approaching the level of awareness of disposable products, the use of reusable products is comparatively much lower: less than one in five menstruators have used reusable pads (19%) or cups (15%).

Use of different menstrual products – Among menstruators

Products	NET: Aware	NET: Use(d)	Use(d) often	Use(d) sometimes	Use(d) occasionally	Heard of but never used them	Never heard of
Disposable pads	98%	91%	63%	16%	12%	7%	2%
Panty liners	97%	85%	45%	23%	16%	%	3%
Tampons	98%	76%	44%	14%	18%	22%	2%

Period underwear (leak-free reusable underwear)	88%	22%	8%	8%	6%	66%	12%
Reusable menstrual cups	89%	15%	5%	4%	5%	74%	11%
Reusable pads	75%	19%	8%	5%	6%	57%	25%

Q8. Which of the following products have you used or are aware of? (BASE: Menstruators n=1,069)

In terms of the products used (most) often, frequent use of disposable pads is more common among racialized (73%) than white (60%) and Indigenous (50%) menstruators. The latter two groups, in turn, are relatively more likely to often use tampons (51% and 43% respectively, versus 25% racialized). Tampons are also more often used by menstruators with household incomes over \$40,000 (48%). The main age-related difference is that adult women menstruators are more likely than teenage girl menstruators to often use panty liners and tampons.

Interest in reusable menstrual products

Three in ten menstruators are very interested in using reusable menstrual products in the future. More widespread interest is hindered by concerns about hygiene and the effort involved in cleaning reusable products.

Respondents who currently menstruate or will in the future were asked about their interest in reusable period products in the future. Three in ten (30%) say they are “very likely” to use these products in the future, which is the most accurate measure of future use (i.e., it is less likely that those who only say they are “somewhat interested” will convert to actual users). Menstruators aged 18 to 29 are more likely to express strong interest compared to younger and older individuals.

Interest in reusable menstrual products – Among current and future menstruators

Level of Interest	Current/Future Menstruators (n=673)
NET: Interested	66%
Very interested	30%
Somewhat interested	36%
NET: Not interested	29%
Not very interested	14%
Not at all interested	15%
Not sure	5%

Q10. How interested are you in using reusable period products in the future? (BASE: Current and future menstruators n=673)

Reasons for lack of interest. Those who are not “very interested” in reusable menstrual products were asked about their hesitations. The top concerns are hygiene (68%) and the hassle of cleaning reusable menstrual products (64%). Concerns about using reusable products in public spaces are a greater concern for teenage menstruators (47%) than adult menstruators 18 and older (35%).

Reasons for lack of interest in reusable period products – Among those who are not “very interested”

Reason	Total (n=481)	13-17 (n=63)	18+ (n=418)
Concerns about hygiene and cleanliness	68%	63%	68%
Hassle of washing/cleaning reusable period products	64%	71%	63%
Concerns about effectiveness (especially with heavy flow)	40%	38%	40%
Concerns about use in public spaces (i.e., public washrooms)	37%	47%	35%
Not familiar/don’t know much about it	36%	46%	34%
Initial cost to purchase reusable period products	19%	17%	19%
Not sure how to use reusable period products	15%	16%	15%
I cannot use these products because of a disability	1%	<1%	1%
Other	2%	0%	2%

Q11. Why are you not more interested in using reusable period products? Select all that apply. BASE: Menstruators who are not very interested in reusable period products n=481

Responsibility for alleviating period poverty

It is not clear to Canadians who is responsible for addressing period poverty, which is evident from the fact they place the onus on multiple entities.

There is no consensus among Canadians about who is responsible for alleviating period poverty (from the list provided). Close to one in three (36%) say it’s a combined responsibility and one in four (24%) say responsibility falls to the federal government. Fewer place responsibility on provincial/territorial governments (16%) or the health care system (14%). Very few (4% each) see the responsibility being with local governments or schools. These views are largely consistent across population segments, including by gender.

Responsibility to alleviate period poverty

Responsibility	Total (N=2,083)	Women (n=1,057)	Men (n=1,004)
Everyone’s responsibility	36%	37%	35%
Federal government	24%	26%	22%
Provincial/territorial governments	16%	15%	16%
Healthcare system/professionals	14%	12%	17%
Municipal/local governments	4%	5%	3%
Schools/universities/college	4%	3%	4%
Other	2%	2%	2%

Q32. In your view, who has the responsibility to alleviate period poverty in Canada? Select one only.

Appendix A: Methodology

Survey respondents Environics Research conducted an online survey with 2,083 Canadians aged 13 and older. Survey respondents were selected from registered members of an opt-in online panel. Respondents under the age of 18 received the consent of a parent or guardian before being permitted to complete the survey.

Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well designed, employ a large panel, and the inherent limitations of this methodology are taken into consideration. We used an online methodology mainly due to the sensitivity of the subject matter, to ensure respondents feel as comfortable as possible when answering questions. It also reduces or eliminates “social desirability” response bias, where people sometimes respond to live phone agents with the answers they think the interviewer wants to hear. In the more anonymous setting of an online survey, respondents can be more honest and sometimes express opinions that may be “unfashionable.”

Sample design, weighting, and respondent profile

Environics conducted a 15-minute online survey from March 6 to March 19, 2023. The sampling method was designed to attain interviews with at least 2,000 Canadians aged 13 and older.

Quotas for the general population were set by age, gender, and region. The final general population data were then weighted to ensure the sample is representative of the Canadian population, according to the most recent Census.

The survey achieved the following sample distribution:

Variable	% of population (2021 Census)	Target (quota)	% of sample	Actual Unweighted	Actual Weighted*
Jurisdiction					
Atlantic	7	140	8	147	146
Ontario	38	760	38	789	792
Quebec	23	460	23	455	479
Prairies/ NWT / Nunavut	19	380	19	401	387
British Columbia / Yukon	14	280	13	291	280
CANADA	100	2,000	100	2,083	2,083
Age					
13-17	6	129	6	132	134
18-29	17	341	17	361	355
30-44	23	467	23	493	486
45-59	23	460	23	486	479
60+	30	603	30	611	628
Gender¹					
Men/Boys	50	980	48	1,004	1,010

Women/Girls	49	1020	51	1,057	1,053
Other	1	n/a	1	28	27
Survey Language					
English	n/a	n/a	79	1,655	1,655
French	n/a	n/a	21	428	428

*Results are weighted by region, gender and age to 2021 Census data.

†Respondents who identified with a gender category other than men or women were weighted by age and region only.

Questionnaire design

Women and Gender Equality provided Environics with desired topic areas and resources on inclusive language. Environics then designed a questionnaire that incorporated these research topics, advising on best practices in question design, particularly for online surveys. Upon approval of the English questionnaire, Environics arranged for the questionnaire to be translated into French by professional translators.

Environics data analysts programmed the questionnaires, then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys’ basic logic. The data collection system handles sampling invitations, quotas, and questionnaire completion (skip patterns, branching, and valid ranges).

Prior to finalizing the survey for fieldwork, a pre-test (soft launch) was conducted in English and French. The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and survey length. Standard Government of Canada pre-testing questions were also asked. As no changes were required following the pre-test, the 41 responses (21 English, 20 French) have been included in the final data set.

The final survey questionnaire is included in Appendix B.

Fieldwork

The survey was conducted by Environics using a secure, fully-featured web-based survey environment. The average interview length was 15 minutes.

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and recognized industry standards, as well as applicable federal legislation (*Personal Information Protection and Electronic Documents Act*, or PIPEDA).

Completion results

The completion results are presented in the following table.

Contact disposition

Disposition	Total sample
Total invitations (c)	42000
Total completes (d)	2083
Qualified break-offs (e)	428
Disqualified (f)	715
Not responded (g)	36900
Quota filled (h)	1874
Contact rate = (d+e+f+h)/c	12%
Participation rate = (d+f+h)/c	11%

Non-response bias analysis

The table below presents a profile of the final general population (age 13 and older) sample (unweighted) by gender, compared to the actual population of Canada (age 13 and older) using 2021 Census information).

Non-response bias analysis

Sample type	Sample	Canada (2021 Census)
Gender		
Men	48	50
Women	51	49
Other	1	1

Study limitations

Caution is encouraged when reviewing the survey results for all self-identified menstruators. To ensure inclusivity, respondents of all genders were asked in the questionnaire whether they menstruate or not. Based on what is known about the population of transgender men in Canada, we believe the survey results overstate the true level of menstruation among individuals who self-identify as men. One hypothesis is that some respondents may have chosen to answer insincerely since they did not understand the reason they were asked the question. In future surveys that include this question, we recommend including language explaining to respondents why they are being asked the question *regardless of their gender*.

Appendix B: Questionnaire

Environics Research Group
March 2, 2023

Department for Women and Gender Equality
Menstrual Equity & Period Poverty
Questionnaire – FINAL

Invitation for parents with children aged 13 – 17

Dear Parent/Guardian,

As a parent of or legal guardian to a youth living in your household, we are requesting your permission for your teenager aged 13 to 17 to participate in an important survey being conducted for Women and Gender Equality Canada (WAGE), a department of the Government of Canada.

This survey aims to understand Canadians' experiences with and opinions about gender-based issues from all gender perspectives. The survey is being conducted by Environics, an independent research firm. The time required to take the survey may vary, but we encourage participants to set aside at least 15 minutes.

The Government of Canada is firmly committed to maintaining the privacy and confidentiality of individual respondents' data obtained through surveys. To ensure the anonymity of all participants, no identifiable information is needed to participate in the survey.

Participation in this research study is voluntary. Your child has the right to decline participation in any or all parts of the survey or quit at any time. Please note, if your child chooses to exit the survey early, the responses they have provided up to that point may be retained for data analysis. If you have any other questions about the research, please contact the Department for Women and Gender Equality at communications@swc-cfc.gc.ca

If you agree to allow your child to participate in this survey, please indicate your consent using the checkboxes below:

I have read and understand the description of this research and I want my child to participate **[GO TO PARTICIPANT CONSENT PAGE]** Please save or print a copy of the consent form to keep for personal records.

I do not want my child to participate. **[TERMINATE WITH THANKS]**

Thank you for your support of this important research. Your child will then be able to complete the survey on the same device or by pasting the following URL into their browser.

Introduction for respondents 13+

Please select your preferred language for completing the survey /
SVP choisissez votre langue préférée pour bien remplir

- 01- English / Anglais
- 02- Français / French

The information collected through the research is subject to the [Privacy Act](#) and [The Personal Information Protection and Electronic Documents Act](#), legislation of the Government of Canada, and to relevant provincial privacy legislation.

Programming note: links are to <https://laws-lois.justice.gc.ca/eng/acts/P-21/>
French: <https://laws-lois.justice.gc.ca/fra/lois/p-21/>

EN PIPEDA: <https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/FR> : <https://www.priv.gc.ca/fr/sujets-lies-a-la-protection-de-la-vie-privee/lois-sur-la-protection-des-renseignements-personnels-au-canada/la-loi-sur-la-protection-des-renseignements-personnels-et-les-documents-electroniques-lprpde/>

Environics Research, an independent research company, is conducting this survey on behalf of the Government of Canada to better understand what Canadians think about important issues facing Canada today.

You are free to complete the survey or not, and your answers will remain anonymous. The survey will take about 15 minutes to complete and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

Please note that this is a real survey, and the verification number is XXX. Find out more about the [Environics Privacy Policy](#).

The survey is best done on a computer or a tablet. If you are completing it on a smartphone, please turn the device to landscape (horizontal/sideways) mode so all questions are shown correctly.

If you want to make sure that this survey is conducted on behalf of the Government of Canada, you may contact a government representative at 1-855-969-9922 or FEGC.Communications.WAGE@fegc-wage.gc.ca

If you have any questions about the survey, please contact Environics Research at WAGESurvey@environics.ca

Please click on >> to continue.

A. In what year were you born?

RECORD YEAR

IF RESPONDENT DECLINES TO PROVIDE A PRECISE BIRTH YEAR: Would you be willing to indicate in which of the following age categories you belong?

DROP DOWN LIST: Select one response.

01 – Under 13 **TERMINATE**

02 – 13 to 17

03 – 18 to 21

04 – 22 to 24

05 – 25 to 34

06 – 35 to 44

07 – 45 to 54

08 – 55 to 64

09 – 65 and over

10 VOLUNTEERED

99 - REFUSED

ASK ALL

B. In which province or territory do you live?

DROP DOWN LIST: *Select one response.*

Newfoundland and Labrador 1

Prince Edward Island 2

Nova Scotia 3

New Brunswick 4

Quebec 5

Ontario 6

Manitoba 7

Saskatchewan 8

Alberta 9

British Columbia 10

Nunavut 11

Northwest Territories 12

Yukon 13

C. What term(s) do you use to describe your current gender identity and/or expression? *Select all that apply.*

01 – Girl/Woman

02 – Boy/Man

03 – Non-binary

04 – Two-Spirit

97 – A gender not listed above (please specify): _____

99 – Prefer not to answer

Section 1: General Knowledge, Familiarity & Information Sources

1. How comfortable are you having conversations or talking openly about the following topics:
RANDOMIZE...CAROUSEL

- a) Menstruation (also known as periods)
- b) Politics
- c) Money and financial issues
- d) Sexual orientation

Select one response

- 01 – Very comfortable
- 02 – Somewhat comfortable
- 03 – Not very comfortable
- 04 – Not at all comfortable

2. In this survey, the term menstruation refers to having periods. Thinking about menstruation, would you say you have...? *Select one response.*

- 01 – A really good understanding
- 02 – A pretty good understanding
- 03 – Limited understanding
- 04 – Don't know anything about it.

3. Using your own knowledge, please indicate whether each of the following statements is true or false: **RANDOMIZE - CAROUSEL**

- a. Menstruation refers to a monthly hormone cycle.
- b. The menstrual cycle is *always* regular and predictable.
- c. The typical menstrual cycle is 28 days long but can vary.
- d. For some, menstruation can be associated with challenging and painful health conditions.
- e. Period pain is not debilitating and cannot interfere with daily life.
- f. Periods can cause significant mood swings.

Select one response

- 01 – True
- 02 – False
- 99 – Not sure

4. What are your main sources of information about menstruation? **RANDOMIZE**
Please rank your top 3 sources.

- 01-Mom/stepmom/woman guardian
- 02-Dad/stepdad/man guardian
- 03-Other family member (sibling, grandparent, cousin, aunt/uncle)
- 04-Friends/peers
- 05-Teachers/school
- 06-Doctor, nurse, or healthcare professional
- 07-Coaches/other youth leaders
- 08-Non-fiction books
- 09-TV
- 10-Internet/online searches
- 11-Online forums (Reddit, Quora, etc.)
- 12-Social media (TikTok, Instagram, YouTube, etc.)
- 13-Period product packaging/informational pamphlet
- 14-None
- 98-Other (please specify): _____ [ANCHOR AT BOTTOM]

5. How often do you find yourself talking to someone about menstruation? *Select one response.*

- 01 – At least once a month
- 02 – Once every 2-3 months
- 03 – Once every 4-6 months
- 04 – Once every 7-12 months
- 05 – Less often than once a year

Section 2: Personal Experience

6. Which of the following applies to you?

Select one response

- 01 – You menstruate/have periods
- 02 – You used to menstruate in the past, and have permanently stopped
- 03 – You have stopped menstruating for now, but may again in the future
- 04 - You will menstruate in the future, but have not yet started
- 05 – You do not menstruate

7. **IF Q6=04 or 05:** To the best of your knowledge, is there anyone close to you who menstruates (that is, has periods)? *Select one response.*

- 01 – Yes
- 02 – No
- 99 – Not sure

8. **IF Q6=01,02,03:** Which of the following products have you used or are aware of? RANDOMIZE IN GRID

- a) Disposable pads
- b) Reusable pads
- c) Tampons

- d) Panty liners
- e) Reusable menstrual cups
- f) Period underwear (leak-free reusable underwear)

Select one response

- 01 – Use(d) often
- 02 – Use(d) sometimes
- 03 – Use(d) occasionally
- 04 – Heard of but never used them
- 05 – Never heard of

9. **NON-MENSTRUATORS ONLY (Q6=04,05):** Which of the following products are you aware of?
RANDOMIZE IN GRID

- a) Disposable pads
- b) Reusable pads
- c) Tampons
- d) Panty liners
- e) Reusable menstrual cups
- f) Period underwear (leak-free reusable underwear)

Select one response

- 01 – I have heard of this product
- 03 – I have never heard of this product

10. **ASK IF Q6=01,03,04:** How interested are you in using reusable period products in the future?
Select one response.

- 01-Very interested
- 02-Somewhat interested
- 03-Not very interested
- 04-Not at all interested
- 99-Not sure

11. **IF Q10=02,03,04,99:** Why are you not more interested in using reusable period products? *Select all that apply.*

- 01- Concerns about hygiene and cleanliness
- 02- Hassle of washing/cleaning reusable period products
- 03- Initial cost to purchase reusable period products
- 04 - Not familiar/ don't know much about it
- 05 - Concerns about use in public spaces (i.e., public washrooms)
- 06 - Concerns about effectiveness (especially with heavy flow)
- 07 – Not sure how to use reusable period products
- 08- I cannot use these products because of a disability

98-Other (Please specify): _____ [ANCHOR AT BOTTOM]

12. ASK IF Q6=01,02,03: Who usually buys/bought the period products you [IF Q6=01: use; IF Q6=02,03: used]? Select one response. If more than one applies, select the one who most commonly [IF Q6=01: does; IF Q6=02,03: did].

01- I buy them for myself

02- Mother/stepmother/guardian who is a woman

03- Sister, or other family member who is a woman

04- Father/stepfather/guardian who is a man

05- Brother, or other family member who is a man

06- Spouse or partner

98-Other (Please specify): _____ [ANCHOR AT BOTTOM]

13. ASK IF Q6=01,02,03: From where [IF Q6=01: do; IF Q6=02,03: did] you most often get your period products? Select one response. If more than one applies, select the most common place. [IF Q6=01: does; IF Q6=02,03: did].

01- Convenience store

02- Big box store (e.g., Walmart, Costco)

03- Pharmacy/drug store (e.g., Shoppers Drug Mart, Rexall)

04- Through a community organization

05- From your school

06- Online subscription service

98-Other (Please specify): _____ [ANCHOR AT BOTTOM]

14. ASK IF Q6=01,02,03: In your local neighbourhood, how easy or difficult is it to find stores that sell the menstrual products you want and need? Select one response.

01- Very easy

02- Somewhat easy

03- Somewhat difficult

04- Very difficult

99 – Not sure

15. ASK IF Q6=01,02,03: To what extent do you agree or disagree with the following statements:
RANDOMIZE - CAROUSEL

- a. I have access to the type of menstrual products I need if and when I need them
- b. I am able to choose the menstrual products that best suit my needs if and when I need them
- c. I can make decisions about my menstrual health that are culturally acceptable to me if and when I need to
- d. I have access to education about menstrual health

Select one response.

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

16. ASK IF Q6=01,02,03: How often [IF Q6=01: does; IF Q6=02,03: do] the following happen to you?

RANDOMIZE - CAROUSEL

- a. Miss school or work due to your period
- b. Miss sports activities/going to the gym due to your period
- c. Miss social events or get-togethers due to your period
- d. Teased or shamed about your period
- e. You/your family cannot afford to buy period products
- f. Experience pain or cramps from your period
- g. Find yourself away from home, without period products when you get your period
- h. Worry about leakage from your period products
- i. Worry that others can tell you have your period
- j. Feel uncomfortable buying period products at a store
- k. Ration period products (using them longer than you should) to make your supply last longer
- l. Feel uncomfortable asking a parent, guardian, or someone else to purchase period products for you
- m. Try to be discreet when bringing period products to the washroom
- n. Feel positive about the fact that you get periods

Select one response.

01 – Often

02 – Sometimes

03 – Occasionally

04 – Rarely

05 - Never

99 – Not applicable

17. IF Q6=04, 05: How often do you believe each of the following happens for people who menstruate? **RANDOMIZE - CAROUSEL**

- a. Missing school or work due to periods
- b. Missing sports activities or not going to the gym due to periods
- c. Missing social events or get-togethers due to periods
- d. Being teased or shamed about their period
- e. They or their family cannot afford to buy period products
- f. Experiencing pain or cramps from their period
- g. Finding themselves away from home, without period products when they get their period
- h. Worrying about leakage from period products
- i. Worrying that others can tell they're on their period
- j. Feeling uncomfortable buying period products at a store

- k. Rationing period products (using them longer than they should) to make their supply last longer
- l. Trying to be discreet when bringing period products to the washroom

Select one response.

- 01 – Often
- 02 – Sometimes
- 03 – Occasionally
- 04 – Rarely
- 05 – Never
- 06 – Not sure

18. **ASK IF Q6=01,02, or 03:** How likely is it that you or your family will be unable to afford period products at some point in the next 12 months? *Select one response.*

- 01 – Very likely
- 02 – Somewhat likely
- 03 – Not very likely (SKIP TO Q20)
- 04 – Not likely at all (SKIP TO Q20)
- 0-5 – Not sure (SKIP TO Q20)

19. **IF Q18=01,02:** Has that likelihood of being unable to afford period products increased over the past year due to the rising cost of living? *Select one response.*

- 01 – Yes
- 02 – No
- 99 – Not sure

20. Have you ever known someone who, at least once in their lives, could not afford period products for themselves or their family? *Select one response.*

- 01 – Yes
- 02 – No
- 99 – Not sure

21. **ASK IF Q6=01,02, or 03:** How comfortable [**IF Q6=01: do; IF Q6=02,03: would**] you feel doing each of the following? **RANDOMIZE - CAROUSEL**

- a. Asking a friend for period products
- b. Asking a man outside of your family or friend group for period products, such as a teacher, school administrator, coach, or community leader
- c. Asking a woman outside of your family or friend group for period products, such as a teacher, school administrator, coach, or community leader
- d. Asking a stranger for period products, for example, in a public bathroom
- e. Accessing period products from a dispenser in a public space, such as the bathroom in a school, workplace, community centre, etc.

Select one response.

- 01 – Very comfortable
- 02 – Somewhat comfortable
- 03 – Not very comfortable

04 – Not at all comfortable

22. How comfortable would you feel doing each of the following? RANDOMIZE - CAROUSEL

- a. Buying period products from a store for a friend or family member
- b. Talking to someone who **doesn't** menstruate about periods
- c. Talking to someone who **does** menstruate about periods
- d. Telling someone who is making a joke about menstruation to stop

Select one response.

- 01 – Very comfortable
- 02 – Somewhat comfortable
- 03 – Not very comfortable
- 04 – Not at all comfortable

23. ASK IF Q6=01,02,03: Which of the following best describes you? *Select one response.*

- 01 – I **[IF Q6=01: am IF Q6=02,03: was]** open with others when I **[IF Q6=01: have; IF Q6=02,03: had]** my period
- 02 – I **[IF Q6=01: am; IF Q6=02,03: was]** selective with whom I **[IF Q6=01: discuss; IF Q6=02,03: discussed]** my period
- 03 – I **[IF Q6=01: don't; IF Q6=02,03: didn't]** hide my periods but also **[IF Q6=01: don't; IF Q6=02,03: didn't]** feel the need to share with others
- 04 – I **[IF Q6=01: prefer; IF Q6=02,03: preferred]** to keep my periods to myself and hidden from others

Section 3: Stigmas

24. To what extent do you agree or disagree with the following statements? RANDOMIZE - CAROUSEL

- a. Periods are dirty and unclean.
- b. Periods are a normal, healthy process for people who menstruate.
- c. Menstruation should be kept private and not discussed.
- d. People are unable to control their emotions while menstruating.
- e. Menstruating can affect people's ability to carry out daily tasks like going to school, work, or taking care of their families.
- f. People are physically weaker than usual while menstruating.
- g. Menstrual products should be kept out of sight.
- h. Making jokes about menstruation is harmless fun.
- i. People who don't menstruate don't need to learn about it.

Select one response.

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree
- 99 – Not sure

25. In general, do you believe Canadians hold mostly positive perceptions of menstruation, mostly negative perceptions, or neutral perceptions? *Select one response.*

- 01-Mostly positive
- 02-Neutral
- 03-Mostly negative
- 99-Not sure

26. Over the past 10 years, do you think Canadians have become more comfortable talking about menstruation, less comfortable, or has there been no change? *Select one response.*

- 01 – More comfortable
- 02 – No change
- 03 – Less comfortable
- 99 - Not sure

27. How familiar are you with the following terms and what they mean? RANDOMIZE IN GRID

- a. Menstrual equity
- b. Period poverty

Select one response.

- 01 – Very familiar
- 02 – Somewhat familiar
- 03 – Not very familiar
- 04 – Never heard of

28. **Period poverty** is defined as the not being able to afford or access menstrual products. It can limit someone’s ability to fully participate in school, work, and other aspects of their life. How serious of a problem do you think period poverty is in Canada? *Select one response.*

- 01 – Very serious problem
- 02 – Somewhat serious problem
- 03 – Minor problem
- 04 – Not a problem
- 05 – Not sure

29. **ASK IF Q6=01,02,03:** Have you, yourself, ever experienced period poverty? *Select one response.*

- 01- Yes
- 02- No
- 03- Not sure

30. Which people do you think are most likely to be affected by period poverty in Canada?

RANDOMIZE LIST – Choose all that apply.

- 01 - Men or boys
- 02 - Women or girls
- 03 – Trans, gender-diverse and non-binary people
- 04 - Intersex people

- 05 - People who identify as gay, lesbian, bisexual, or queer
- 06 – First Nations people
- 07 – Métis people
- 08 – Inuit
- 09 - People who are newcomers to Canada
- 10 - People with low incomes
- 11 – People on social assistance
- 12 – People negatively impacted by their mental health
- 13 – Racialized people (e.g., people of colour)
- 14 – People living in rural or remote areas
- 15 – People with disabilities
- 98 - Other groups of people (specify) _____ [Anchor]
- 99 – Don't know/prefer not to answer [Anchor] [Exclusive]

31. In your opinion, which of the following would make the most difference in alleviating period poverty in Canada?

Select top 3.

- 01-Free menstrual supplies for those who need them
- 02-Free menstrual supplies for underserved populations e.g., people in jails, people with disabilities, low-income households, Indigenous communities
- 03-Encouraging greater use of reusable menstrual supplies
- 04-Making menstrual products available for free in dispensers in public spaces and workplaces
- 05-Encouraging social acceptance of menstruation through more open discussions
- 06-Better menstrual health education
- 07-Using gender-neutral or inclusive language when talking about menstruation
- 08-Paid menstrual leave from workplaces

32. In your view, who has the responsibility to alleviate period poverty in Canada? **RANDOMIZE**

Select one only.

- 01-Federal government
- 02-Provincial/territorial governments
- 03-Municipal/local governments
- 04-Health care system/professionals
- 05-Schools/universities/colleges
- 06-Everyone's responsibility
- 98-Other: Specify

Section 4: Respondent Demographics

Finally, here are some questions that will help us analyze the results of this survey. . .

D. Are you currently...?

- 01 - In school full-time
- 02 - In school part-time
- 03 - Not a student
- 99 - Prefer not to answer

E. Are you currently...?

- 01 - Working full-time
- 02 - Working part-time
- 03 - Not working
- 99 - Prefer not to answer

F. Which of the following is the highest level of education that you have **completed**?

Select one response

- 01- I am still in middle school or high school
- 02- High school diploma or equivalent
- 03- Trade certificate or diploma (apprenticeship, technical institute, trade or vocational school)
- 04- College, CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)
- 05- University (undergraduate degree such as BA or BSc, etc.)
- 06- University (post-graduate or professional degree such as MA, PhD, medical, law, teaching, engineering, etc.)
- 99 - Prefer not to answer

G. What language do you speak most often at home? *Select one response.*

- 01 - English
- 02 - French
- 03 – Another language (Specify)
- 99 - Prefer not to answer

H. Were you born in Canada or in another country?

- 01 – In Canada
- 02 – Another country
- 99 - Prefer not to answer

I. Do you identify as Indigenous, that is, First Nations, Métis or Inuit? First Nations includes Status and Non-Status Indians. *Select one response.*

- | | |
|----------------------------|---------------------|
| 01 Yes, First Nations | SKIP TO Q. K |
| 02 Yes, Métis | SKIP TO Q. K |
| 03 Yes, Inuit | SKIP TO Q. K |
| 04 No, I am not Indigenous | EXCLUSIVE |
| 99 - Prefer not to answer | EXCLUSIVE |

ASK ALL WHO ARE NOT INDIGENOUS IN Q. I

J. Which of the following best describes your ethnic background, race, or nationality?

Select up to 2 responses RANDOMIZE ORDER

- 01 – Black (African, Afro-Caribbean, Afro-Canadian, etc.)

02 – East/Southeast Asian (Chinese, Korean, Japanese, Filipino, Vietnamese, Thai, Malaysian, etc.)

03 – Latin American (Mexican, Central or South American)

04 – Middle Eastern/West Asian (Arab, North African, Iranian, Lebanese, Turkish, Kurdish, Afghan, etc.)

05 – South Asian (Indian, Pakistani, Bangladeshi, Sri Lankan, Indo-Caribbean)

06 – White (Caucasian, European)

98 - Other (SPECIFY) _____

99 - Prefer not to answer

ASK ALL

K. Which of the following best describes your sexual orientation? CHECK ALL THAT APPLY

01 – Two-Spirit

02 – Lesbian

03 – Gay

04 – Bisexual

05 – Queer

06 – Straight/heterosexual

98 – Other sexual orientation (SPECIFY) _____

100 – Prefer not to answer

L. Which of the following category best describes your total household income? That is, the total income of all persons in your household combined, before taxes.

01 - Under \$20,000

02 - \$20,000 to just under \$40,000

03 - \$40,000 to just under \$60,000

04 - \$60,000 to just under \$80,000

05 - \$80,000 to just under \$100,000

06 - \$100,000 to just under \$150,000

07 - \$150,000 and above

99 – Don't know/Prefer not to answer

This completes the survey. On behalf of the Government of Canada, thank you for your valuable input. Note that some statements about menstruation that appeared in this survey are not necessarily true and were used to help measure misconceptions.

In the coming months, the results of this survey will be available on the Library and Archives Canada website.