

14 December 2023

# Crampus Campaign Survey Results

November 2023 YouGov Survey Results for

**PERIOD.**  
THE MENSTRUAL MOVEMENT

**Public**

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# Project Overview

**This study has been independently designed & conducted without bias by YouGov**

Surveys were conducted online among a representative sample of Canadians and Americans aged 18+; results have been weighted and are representative of all US and Canadian adults aged 18+.

- **Canada**
  - Total n=1001
  - Field dates November 24-29, 2023
  - Margin of error  $\pm$  3.1%, 19 times out of 20
- **USA**
  - Total n=2,310
  - Field dates November 27-29, 2023
  - Margin of error  $\pm$  2.0%, 19 times out of 20

# ▶ 1 Canada Results



# Canada Results

**Three in ten Canadian adults who menstruate say they or their family have struggled to afford menstrual products**

**26%** of all adults and **44%** of adult women **menstruate**, with many facing challenges in accessing menstrual products

**47%**

Of Canadian adults who menstruate agree that the current economic climate causes them stress about their ability to afford period products

**79%**

Of Canadian adults who menstruate agree that **period products should be made available at no cost in all public washrooms**

**51%**

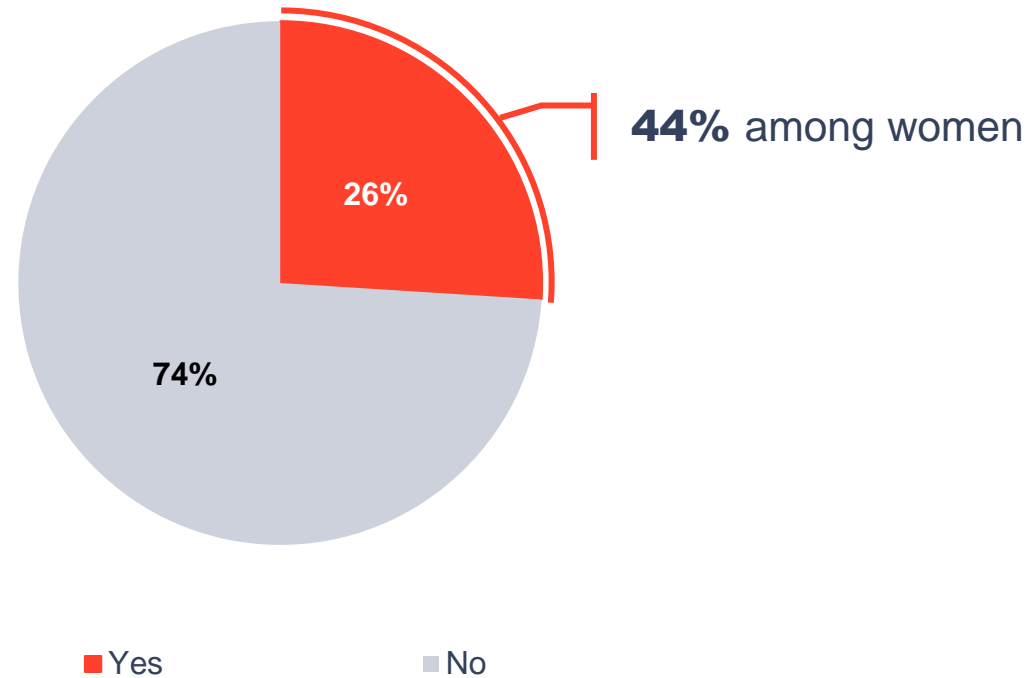
Of Canadian adults who menstruate agree that they **have had to change their purchase habits for other products due to the rising cost of period products**



## Over a quarter of Canadian adults and almost half of Canadian female adults menstruate

- On average, menstruating adults experience approximately 451.3 menstrual cycles throughout their lifetime, equating to approximately 34.7 years of menstrual activity\*

% of American adults who menstruate

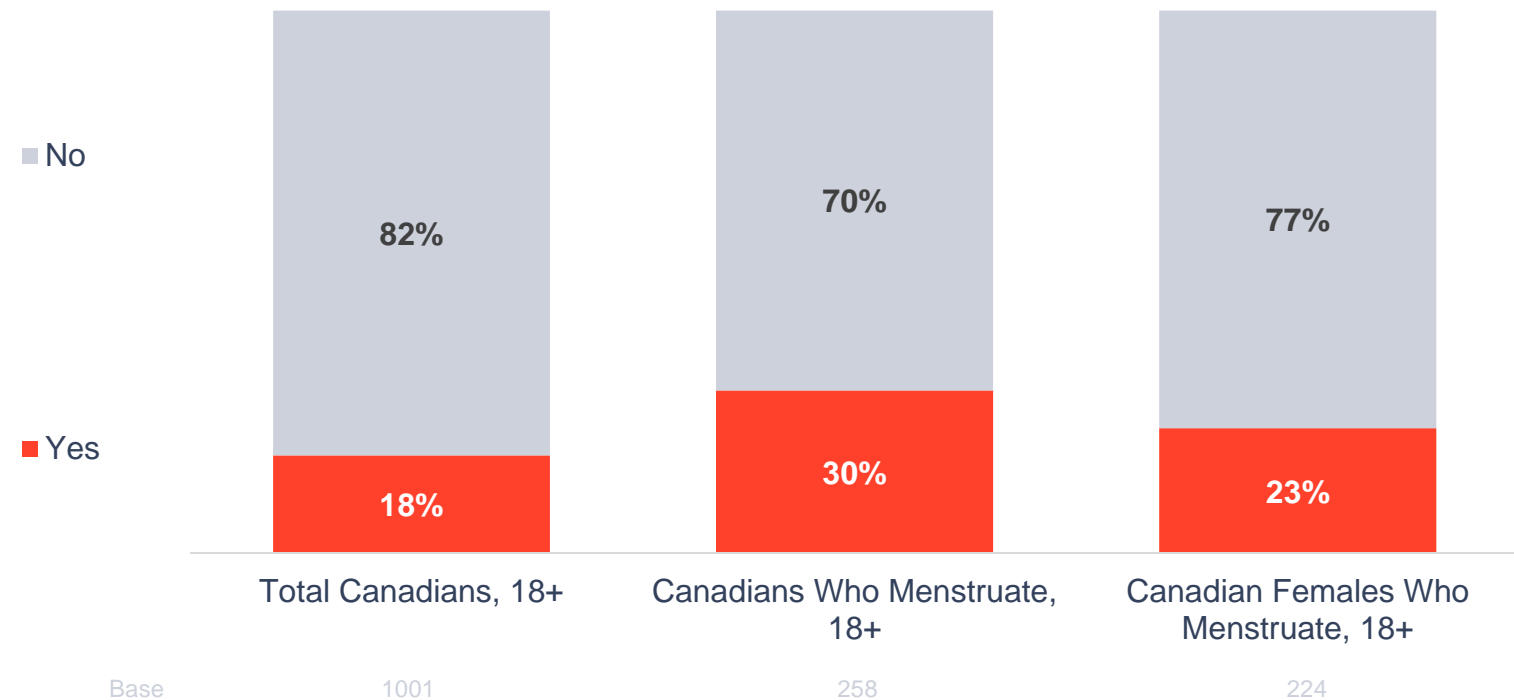


\*Source: [Springer. Breast Cancer Research and Treatment](#)

Q. Do you menstruate (or get your period)?  
Base: November 2023, Canadians 18+ (n=1001)

## One in four (23%) Canadian female adults who menstruate say they or their family have struggled to afford menstrual products

- This number increases to 30% when including all adults who menstruate
- Adults who menstruate may include members of the LGBTQIA2S+ community who may face additional financial challenges



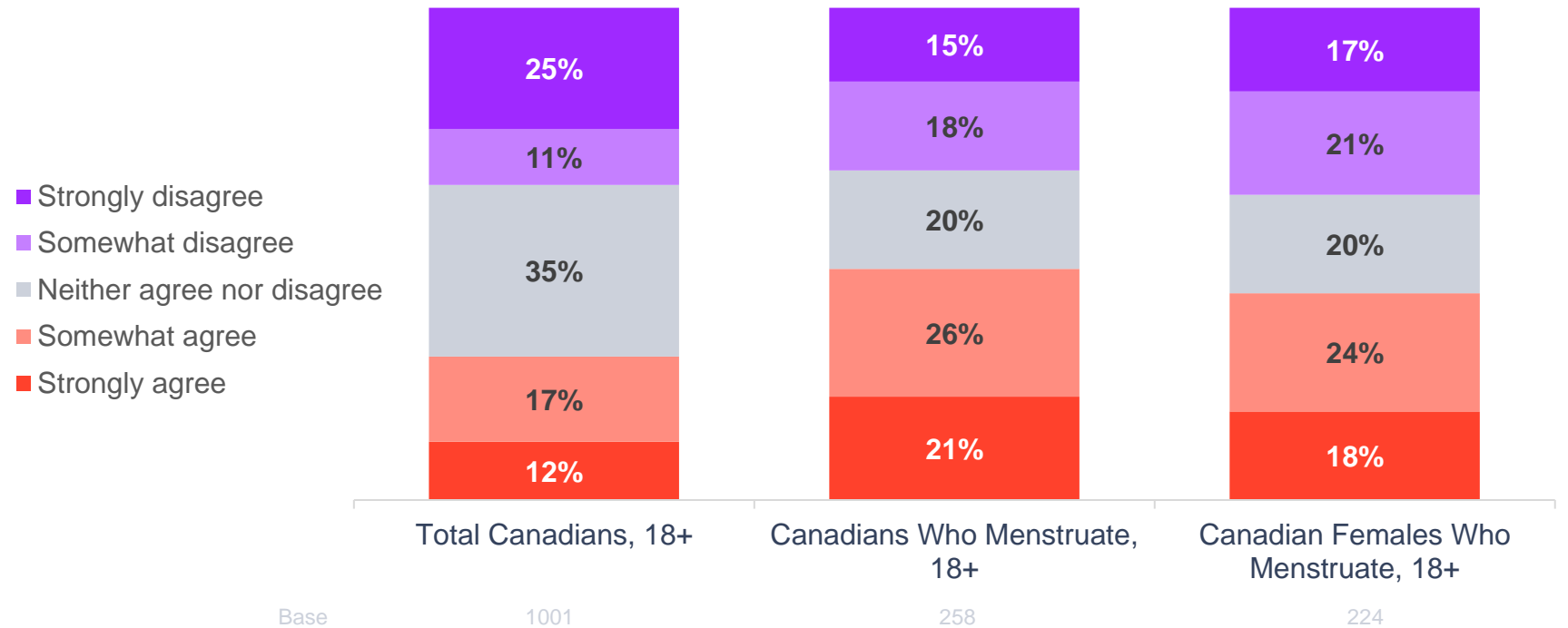
Q. Have you or your family ever struggled to afford period products (e.g., pads, tampons, menstrual cups, period underwear etc.) or were not able to afford them all?

Base: November 2023, Canadians 18+ (n=1001)

**Almost half (47%) of Canadian adults who menstruate agree that the current economic climate causes them stress about their (or their household's) ability to afford period product**

- When compared to the general population, menstruating adults are more aware of the economic challenges of menstruation

Strongly / Somewhat Agree	29%	47%	42%
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Q. Please tell us how much you agree or disagree with the following statements: The current economic climate makes me feel stressed about my (or my household's) ability to afford period products (e.g., pads, tampons, menstrual cups, period underwear etc.)

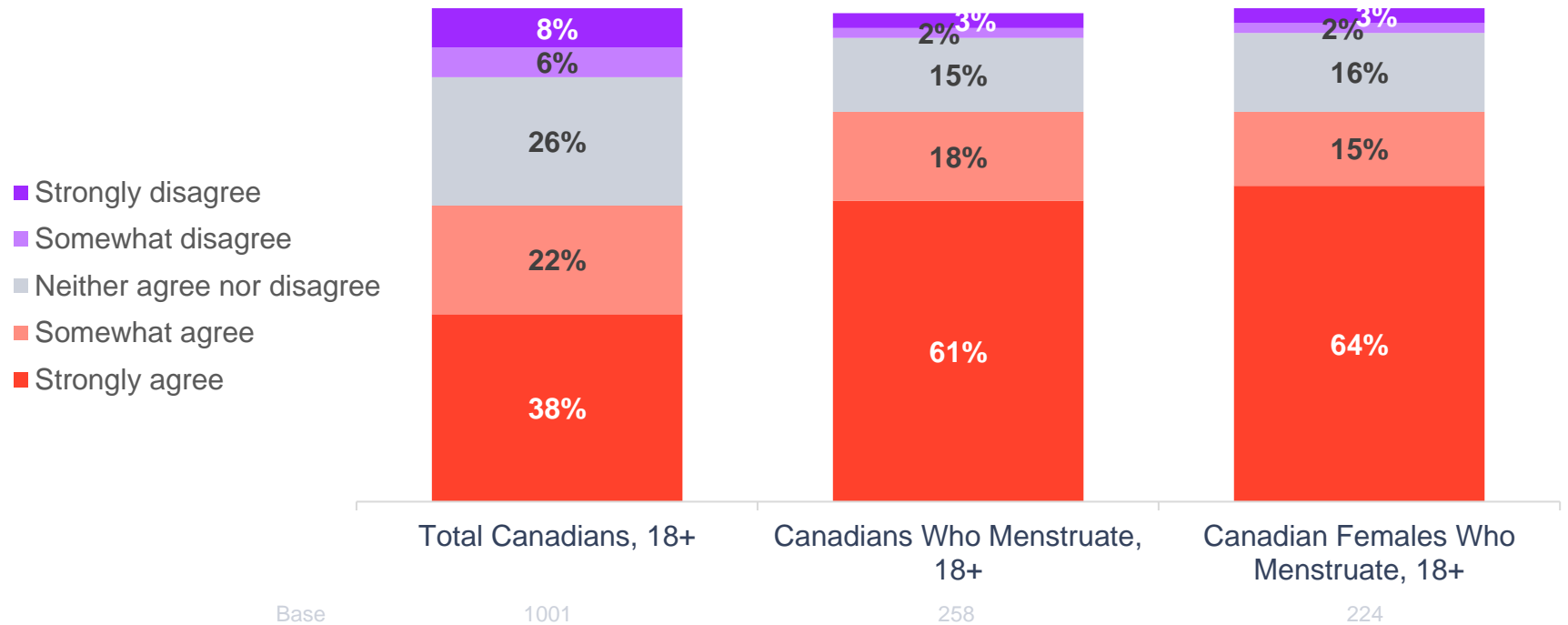
Base: November 2023, Canadians 18+ (n=1001)



**Over half of Canadian adults (60%) and over three quarters of those who menstruate (79%) agree that period products should be made available at no cost in all public washrooms**

- Canadian adults, in comparison to American adults, are more open to publicly funded menstrual equity (60% vs. 50%)

Strongly / Somewhat Agree	60%	79%	79%
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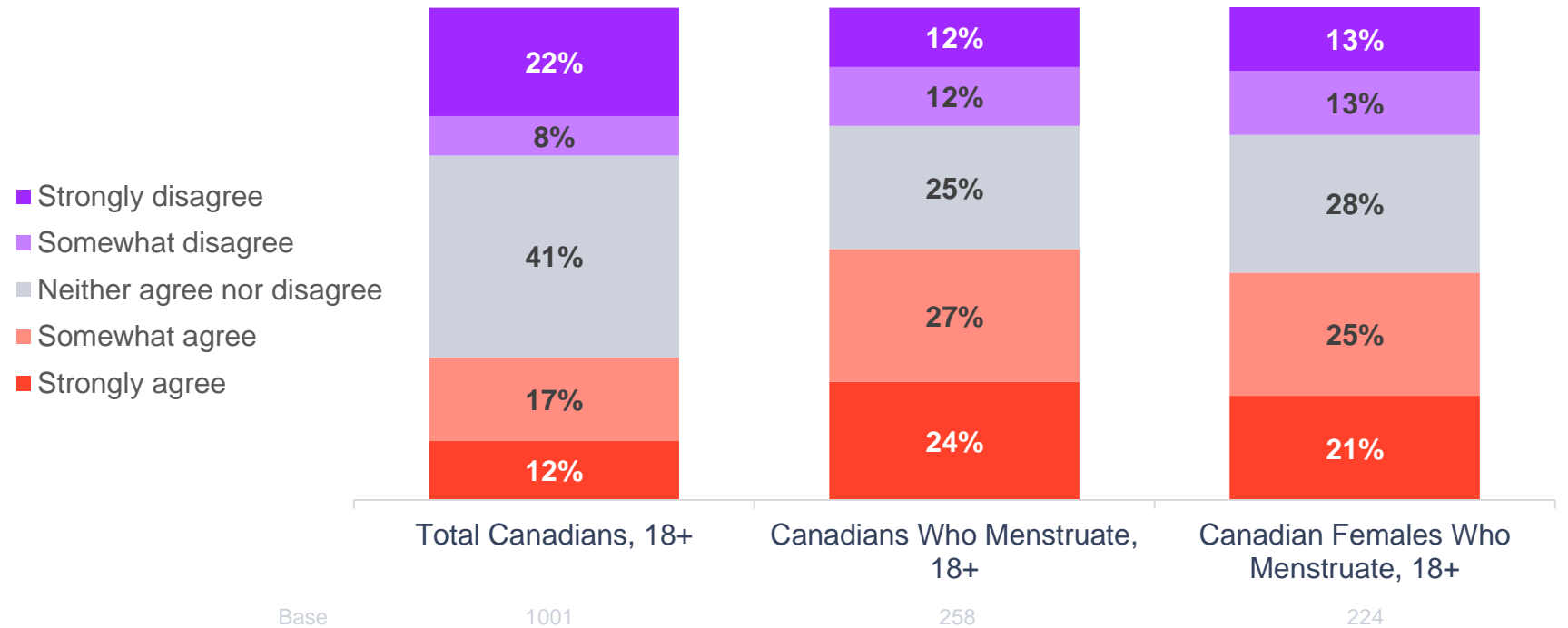
Q. Please tell us how much you agree or disagree with the following statements: Period products (e.g., pads, tampons etc.) should be made available at no cost in all public washrooms

Base: November 2023, Canadians 18+ (n=1001)



**Roughly half of Canadian adults who menstruate agree that they have had to change their purchase habits for other products due to the rising cost of period products**

Strongly / Somewhat Agree	29%	51%	46%
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Q. Please tell us how much you agree or disagree with the following statements: The rising cost of period products (e.g., pads, tampons, menstrual cups, period underwear etc.) has made me change my purchase habits for other products

Base: November 2023, Canadians 18+ (n=1001)

# ▶ 2 USA Results



# USA Results

**Over one in three (37%) American adults who menstruate say they or their family have struggled to afford menstrual products**

**27%** of all adults and **45%** of adult women **menstruate** yet many struggle with the **accessibility** of menstrual products

**47%**

Of American adults who menstruate agree that the current economic climate causes them **stress about their ability to afford period products**

**74%**

Of American adults who menstruate agree that **period products should be made available at no cost in all public washrooms**

**50%**

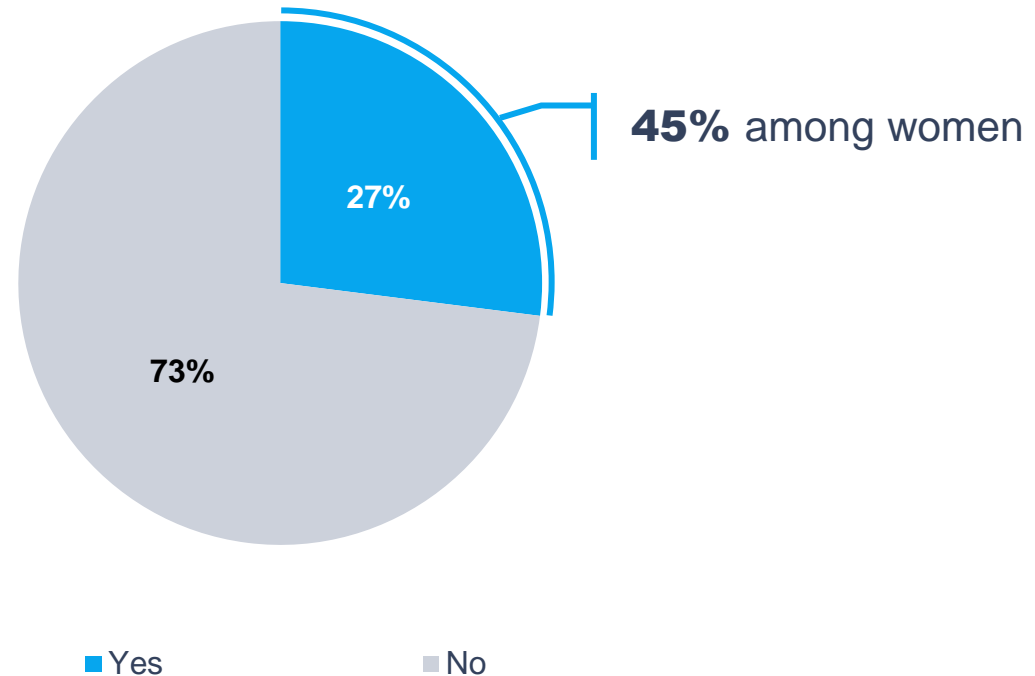
Of American adults who menstruate agree that they **have had to change their purchase habits for other products due to the rising cost of period products**



**Over a quarter (27%) of American adults and almost half (45%) of American female adults menstruate**

- On average, menstruating adults experience approximately 451.3 menstrual cycles throughout their lifetime, equating to approximately 34.7 years of menstrual activity\*

**% of American adults who menstruate**

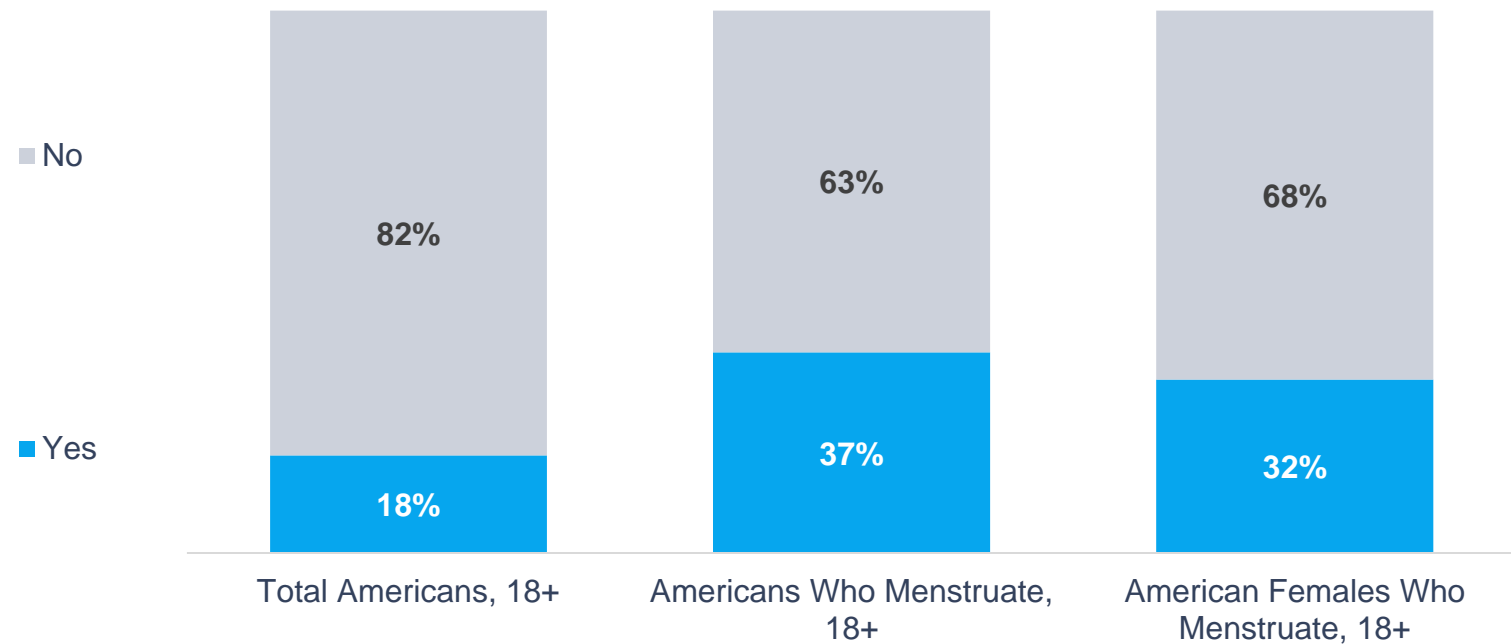


\*Source: [Springer. Breast Cancer Research and Treatment](#)

Q. Do you menstruate (or get your period)?  
Base: November 2023, Americans 18+ (n=2310)

## Roughly one in three (32%) American female adults who menstruate say they or their family have struggled to afford menstrual products

- This number increases to 37% when including all people who menstruate
- Adults who menstruate may include members of the LGBTQIA2S+ community who may face additional financial challenges

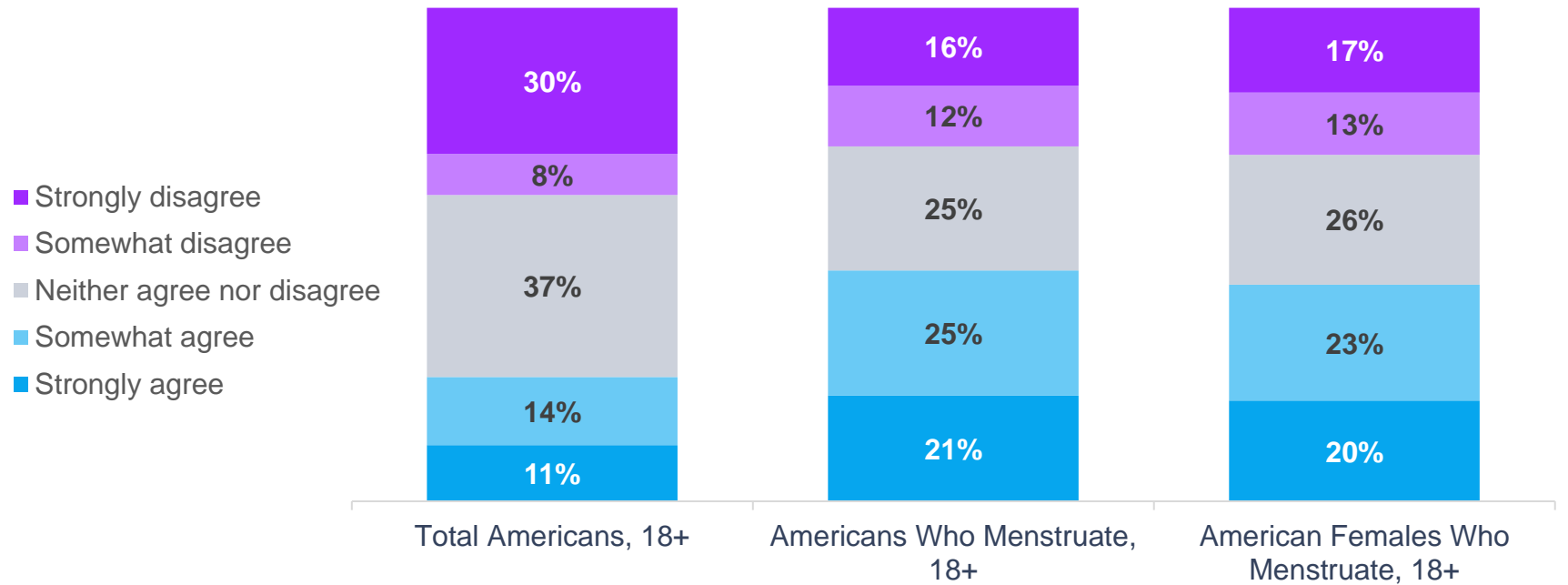


Q. Have you or your family ever struggled to afford period products (e.g., pads, tampons, menstrual cups, period underwear etc.) or were not able to afford them all?

Base: November 2023, Americans 18+ (n=2310)

**Almost half (47%) of American adults who menstruate agree that the current economic climate causes them stress about their (or their household's) ability to afford period products**

Strongly / Somewhat Agree	25%	47%	44%
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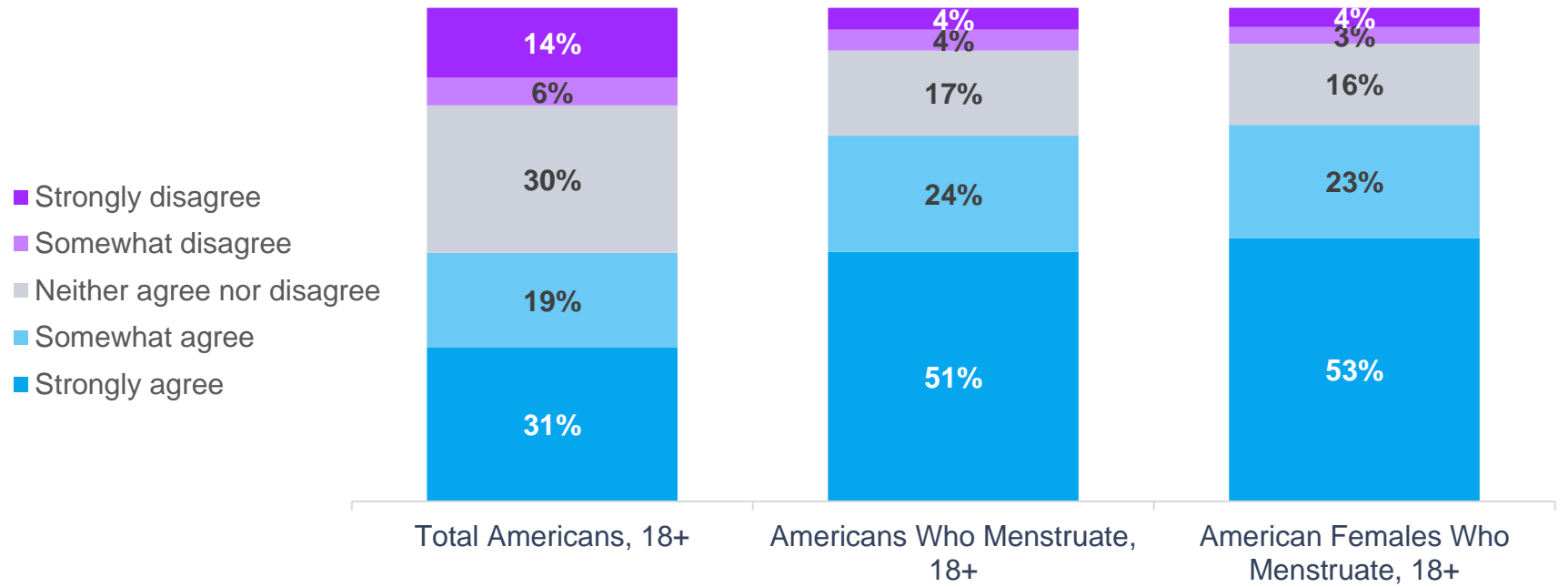
Q. Please tell us how much you agree or disagree with the following statements: The current economic climate makes me feel stressed about my (or my household's) ability to afford period products (e.g., pads, tampons, menstrual cups, period underwear etc.)

Base: November 2023, Americans 18+ (n=2310)

## Half of American adults agree that period products should be made available at no cost in all public washrooms

- The vast majority (74%) of those who menstruate agree that period products should be freely available in public washrooms

Strongly / Somewhat Agree	50%	74%	76%
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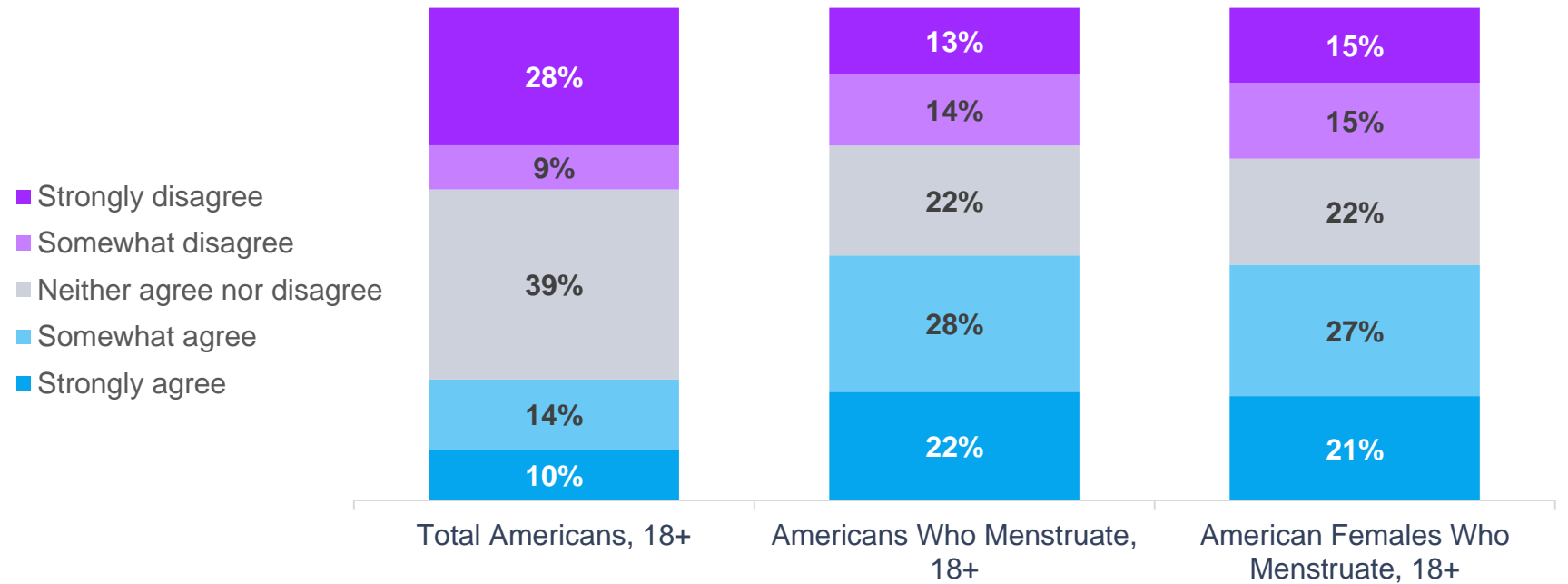
Q. Please tell us how much you agree or disagree with the following statements: Period products (e.g., pads, tampons etc.) should be made available at no cost in all public washrooms

Base: November 2023, Americans 18+ (n=2310)



**Half of American adults who menstruate agree that the rising cost of period products has made them change their purchase habits for other products**

Strongly / Somewhat Agree	25%	50%	48%
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Q. Please tell us how much you agree or disagree with the following statements: The rising cost of period products (e.g., pads, tampons, menstrual cups, period underwear etc.) has made me change my purchase habits for other products

Base: November 2023, Americans 18+ (n=2310)

# Contact

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