

U by Kotex Period Bank Survey – Posted Data

Objective: Through an online survey of U.S. women who regularly experience a period, our goal is to understand women's access to period products across different income levels and the impact that access has on their lives. The results of this survey will be used to inform creative strategy and planning for U by Kotex as well as future research to be conducted in this topic area.

NOTE: Respondents were not required to identify as a woman in order to participate in the survey, although 100% of participants were female.

Methodology: The survey was written and analyzed by Ketchum Global Research and Analytics and fielded by YouGov on behalf of U by Kotex.

Key Findings:

- **Struggle to purchase period products due to lack of income has affected more than one in three U.S. adults with a period at some point in their lifetime.**
 - More than one in three (39%) of total respondents say that they have at some point in their life struggled to purchase period products due to lack of income, and nearly a quarter (24%) have experienced this struggle within the past year.
 - This is even more impactful on respondents with a household income (HHI) of less than \$30K, with 38% having struggled to purchase at some point and 34% within the last year.
- **Lack of access to period supplies leads to use of substitute products, stretching product usage and even missing work or school.**
 - Two in five (41%) have had to take action including stretching product use, using a substitute or borrowing from a friend without access to a period product.
 - 20% of total respondents and 27% of low income respondents report having used a substitute period product, like toilet paper or a sock, due to inability to purchase more.
 - Two in ten (22%) women with a HHI of less than \$30K have experienced missing an event, school, or work at least once compared to 11% of those with a HHI of over \$30K.
- **Feelings of embarrassment and shame follow the inability to afford or access period products.**
 - Three in five (59%) respondents who have experienced the inability to purchase or access period products feel embarrassed when this has occurred.
 - Of those who have missed an important event, school, or work due to not having access to period products, embarrassment is also the top feeling during these instances (39%), followed by disappointment (31%) and depression (29%).
- **Regardless of financial situation or prior circumstance, respondents are interested in giving period products to those in need and believe period supplies are a basic necessity for women.**
 - Nearly all respondents (88%) agree that period products are a basic necessity for women and 75% agree period products should be provided for reduced or no cost in places like public schools and prisons.
 - Two-thirds (66%) agree that they would be more likely to purchase products if they knew their purchase provided period products to those in need.
 - Over one fourth (28%) of respondents report having given a period product to someone who could not afford any.
- **However, only 4% of those with a regular period are aware of a local resource where free or reduced cost period supplies are available.**
 - This highlights the opportunity for U by Kotex and the Alliance for Period Supplies to lead the charge in being a highly visible and accessible resource for both those who are in need of period supplies and those with a desire to help others in need.

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- Additionally, nearly half (48%) of respondents believe that lack of access to period supplies is more of an international issue than in the U.S., showing the need for further education on the topic of period supplies access as well.

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