

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2278 adults. Fieldwork was undertaken between 18th - 20th October 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYF_q1_1. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all school restrooms

Unweighted base	2278	974	1304	558	851	869	476	484	835	483	1664	243	197	174
Base: All US adults	2268	1124	1144	691	814	763	478	453	848	489	1475	282	347	164
Strongly agree	41%	29%	53%	48%	44%	31%	42%	41%	41%	40%	38%	48%	47%	42%
Somewhat agree	24%	24%	24%	24%	21%	26%	24%	27%	23%	23%	25%	23%	21%	23%
Somewhat disagree	10%	12%	8%	8%	9%	12%	10%	8%	10%	11%	11%	7%	9%	9%
Strongly disagree	15%	19%	10%	9%	13%	22%	14%	14%	16%	15%	17%	8%	12%	14%
Don't know	8%	13%	4%	7%	10%	7%	8%	8%	9%	8%	9%	8%	7%	7%
Prefer not to say	2%	4%	1%	3%	3%	2%	2%	2%	2%	4%	1%	6%	3%	4%
Net: Agree	65%	53%	76%	72%	65%	57%	66%	68%	63%	63%	62%	71%	68%	66%
Net: Disagree	25%	31%	18%	17%	22%	34%	24%	22%	26%	26%	27%	16%	21%	23%

ZYF_q1_2. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all workplace restrooms

Unweighted base	2278	974	1304	558	851	869	476	484	835	483	1664	243	197	174
Base: All US adults	2268	1124	1144	691	814	763	478	453	848	489	1475	282	347	164
Strongly agree	29%	21%	36%	40%	29%	18%	30%	28%	27%	31%	26%	33%	32%	36%
Somewhat agree	22%	19%	24%	24%	21%	20%	23%	21%	22%	20%	21%	26%	23%	20%
Somewhat disagree	15%	15%	15%	11%	15%	18%	15%	14%	15%	16%	15%	15%	18%	11%
Strongly disagree	22%	26%	18%	11%	20%	32%	19%	23%	23%	20%	25%	10%	16%	21%
Don't know	11%	15%	6%	10%	13%	10%	10%	13%	11%	10%	12%	10%	9%	9%
Prefer not to say	2%	3%	1%	3%	2%	1%	3%	2%	2%	3%	2%	5%	2%	4%
Net: Agree	50%	41%	60%	64%	50%	38%	53%	49%	49%	51%	47%	59%	55%	55%
Net: Disagree	37%	41%	33%	23%	36%	51%	34%	36%	39%	36%	40%	25%	34%	32%

ZYF_q1_3. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all public restrooms

Unweighted base	2278	974	1304	558	851	869	476	484	835	483	1664	243	197	174
Base: All US adults	2268	1124	1144	691	814	763	478	453	848	489	1475	282	347	164
Strongly agree	23%	18%	29%	36%	23%	12%	26%	23%	22%	22%	21%	31%	26%	26%
Somewhat agree	20%	18%	22%	23%	20%	17%	19%	20%	19%	21%	20%	25%	18%	17%
Somewhat disagree	17%	17%	18%	13%	19%	19%	17%	17%	17%	17%	18%	15%	19%	14%
Strongly disagree	25%	29%	22%	14%	23%	38%	23%	27%	27%	23%	30%	11%	17%	25%
Don't know	12%	16%	9%	12%	13%	13%	12%	11%	13%	13%	11%	12%	19%	12%
Prefer not to say	2%	3%	1%	3%	2%	1%	2%	2%	1%	3%	1%	6%	1%	5%
Net: Agree	43%	35%	50%	58%	43%	29%	45%	43%	41%	44%	40%	56%	44%	44%
Net: Disagree	43%	45%	40%	27%	42%	57%	40%	44%	44%	41%	48%	26%	36%	39%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYF_q1_1. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all school restrooms

Unweighted base	2278	810	782	432	254	1066	31	267	110	666	62
Base: All US adults	2268	949	715	388	217	996	39	238	92	756	61
Strongly agree	41%	39%	42%	41%	42%	39%	36%	38%	25%	43%	43%
Somewhat agree	24%	23%	24%	25%	24%	23%	39%	24%	29%	23%	31%
Somewhat disagree	10%	10%	10%	10%	10%	11%	12%	12%	11%	8%	8%
Strongly disagree	15%	16%	13%	16%	16%	17%	9%	18%	22%	12%	7%
Don't know	8%	9%	9%	7%	6%	7%	5%	6%	11%	11%	9%
Prefer not to say	2%	3%	2%	2%	2%	3%	-	1%	1%	3%	2%
Net: Agree	65%	62%	66%	66%	66%	63%	75%	62%	55%	66%	74%
Net: Disagree	25%	25%	23%	25%	27%	27%	20%	30%	34%	20%	15%

ZYF_q1_2. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all workplace restrooms

Unweighted base	2278	810	782	432	254	1066	31	267	110	666	62
Base: All US adults	2268	949	715	388	217	996	39	238	92	756	61
Strongly agree	29%	28%	30%	27%	28%	25%	27%	25%	16%	33%	34%
Somewhat agree	22%	21%	21%	25%	23%	22%	34%	23%	21%	20%	23%
Somewhat disagree	15%	15%	16%	14%	12%	14%	20%	17%	19%	15%	17%
Strongly disagree	22%	21%	20%	23%	27%	26%	14%	26%	32%	15%	15%
Don't know	11%	12%	11%	10%	9%	11%	5%	7%	11%	13%	9%
Prefer not to say	2%	3%	2%	1%	1%	2%	-	1%	-	3%	2%
Net: Agree	50%	49%	51%	52%	50%	47%	61%	48%	38%	53%	57%
Net: Disagree	37%	36%	36%	37%	39%	40%	35%	44%	52%	30%	32%

ZYF_q1_3. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all public restrooms

Unweighted base	2278	810	782	432	254	1066	31	267	110	666	62
Base: All US adults	2268	949	715	388	217	996	39	238	92	756	61
Strongly agree	23%	24%	23%	22%	20%	19%	36%	19%	9%	29%	27%
Somewhat agree	20%	17%	20%	23%	25%	20%	6%	20%	15%	22%	16%
Somewhat disagree	17%	17%	18%	17%	17%	18%	36%	19%	22%	15%	21%
Strongly disagree	25%	25%	24%	27%	28%	29%	16%	32%	37%	18%	22%
Don't know	12%	14%	13%	11%	8%	12%	5%	9%	16%	14%	11%
Prefer not to say	2%	3%	2%	1%	1%	2%	-	1%	1%	3%	3%
Net: Agree	43%	42%	43%	45%	45%	39%	43%	38%	24%	50%	43%
Net: Disagree	43%	42%	42%	43%	45%	46%	53%	51%	59%	33%	43%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYF_q1_1. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all school restrooms

Unweighted base	2278	564	1614	810	656	453	287
Base: All US adults	2268	576	1581	850	635	418	283
Strongly agree	41%	51%	36%	44%	39%	42%	32%
Somewhat agree	24%	21%	25%	26%	23%	24%	19%
Somewhat disagree	10%	9%	10%	7%	13%	11%	10%
Strongly disagree	15%	11%	16%	12%	17%	15%	19%
Don't know	8%	7%	9%	9%	8%	6%	13%
Prefer not to say	2%	1%	3%	3%	1%	2%	7%
Net: Agree	65%	71%	61%	69%	62%	67%	51%
Net: Disagree	25%	20%	27%	19%	30%	26%	30%

ZYF_q1_2. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all workplace restrooms

Unweighted base	2278	564	1614	810	656	453	287
Base: All US adults	2268	576	1581	850	635	418	283
Strongly agree	29%	35%	25%	31%	25%	28%	23%
Somewhat agree	22%	23%	21%	25%	21%	20%	16%
Somewhat disagree	15%	13%	16%	13%	19%	14%	16%
Strongly disagree	22%	18%	23%	17%	24%	27%	23%
Don't know	11%	10%	12%	11%	11%	9%	15%
Prefer not to say	2%	2%	2%	3%	1%	1%	6%
Net: Agree	50%	58%	46%	56%	46%	48%	39%
Net: Disagree	37%	31%	40%	30%	42%	42%	40%

ZYF_q1_3. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all public restrooms

Unweighted base	2278	564	1614	810	656	453	287
Base: All US adults	2268	576	1581	850	635	418	283
Strongly agree	23%	28%	20%	26%	20%	21%	18%
Somewhat agree	20%	21%	20%	21%	18%	22%	16%
Somewhat disagree	17%	18%	17%	16%	19%	19%	16%
Strongly disagree	25%	22%	27%	20%	30%	27%	27%
Don't know	12%	10%	14%	14%	11%	9%	18%
Prefer not to say	2%	2%	2%	2%	1%	2%	5%
Net: Agree	43%	49%	40%	47%	39%	43%	34%
Net: Disagree	43%	40%	44%	37%	49%	46%	43%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYF_q1_1. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all school restrooms

Unweighted base	2278	1716	797	626	562	143	654	174	659	7	347	33	32	20	253
Base: All US adults	2268	1664	796	580	577	152	590	173	669	7	376	46	34	18	259
Strongly agree	41%	43%	46%	42%	48%	50%	53%	56%	56%	33%	55%	55%	51%	34%	27%
Somewhat agree	24%	25%	23%	28%	25%	20%	22%	21%	22%	29%	23%	21%	13%	13%	17%
Somewhat disagree	10%	10%	9%	9%	10%	10%	8%	9%	8%	10%	8%	8%	6%	6%	10%
Strongly disagree	15%	12%	12%	12%	7%	13%	9%	6%	7%	28%	6%	8%	10%	4%	30%
Don't know	8%	8%	7%	7%	8%	5%	7%	7%	6%	-	7%	8%	16%	33%	15%
Prefer not to say	2%	2%	3%	2%	2%	2%	1%	1%	1%	-	1%	-	4%	9%	2%
Net: Agree	65%	68%	69%	70%	73%	70%	75%	77%	78%	62%	78%	77%	65%	48%	44%
Net: Disagree	25%	22%	21%	21%	17%	23%	18%	15%	15%	38%	14%	15%	16%	10%	40%

ZYF_q1_2. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all workplace restrooms

Unweighted base	2278	1716	797	626	562	143	654	174	659	7	347	33	32	20	253
Base: All US adults	2268	1664	796	580	577	152	590	173	669	7	376	46	34	18	259
Strongly agree	29%	30%	32%	29%	38%	37%	36%	41%	38%	12%	41%	41%	42%	31%	17%
Somewhat agree	22%	23%	23%	22%	23%	26%	22%	21%	26%	50%	23%	16%	17%	13%	15%
Somewhat disagree	15%	16%	14%	16%	17%	11%	15%	16%	13%	10%	13%	22%	5%	15%	13%
Strongly disagree	22%	19%	18%	21%	11%	18%	16%	12%	12%	28%	12%	12%	16%	9%	40%
Don't know	11%	11%	11%	10%	9%	5%	9%	8%	9%	-	9%	10%	16%	27%	14%
Prefer not to say	2%	2%	2%	1%	2%	4%	1%	1%	1%	-	2%	-	4%	4%	2%
Net: Agree	50%	52%	55%	51%	61%	62%	58%	62%	64%	62%	64%	57%	59%	44%	32%
Net: Disagree	37%	34%	32%	37%	28%	29%	32%	28%	25%	38%	25%	33%	20%	25%	52%

ZYF_q1_3. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge in all public restrooms

Unweighted base	2278	1716	797	626	562	143	654	174	659	7	347	33	32	20	253
Base: All US adults	2268	1664	796	580	577	152	590	173	669	7	376	46	34	18	259
Strongly agree	23%	24%	27%	23%	31%	37%	29%	36%	33%	12%	34%	42%	42%	21%	13%
Somewhat agree	20%	21%	22%	22%	21%	18%	20%	22%	24%	40%	22%	17%	20%	10%	12%
Somewhat disagree	17%	17%	16%	18%	17%	14%	18%	16%	17%	10%	18%	4%	5%	24%	13%
Strongly disagree	25%	23%	21%	24%	18%	22%	22%	14%	14%	28%	12%	26%	14%	14%	41%
Don't know	12%	12%	12%	11%	11%	7%	10%	10%	11%	10%	12%	8%	14%	22%	18%
Prefer not to say	2%	2%	2%	1%	2%	1%	1%	1%	2%	-	2%	2%	4%	9%	2%
Net: Agree	43%	45%	49%	45%	51%	55%	50%	58%	57%	52%	56%	60%	62%	31%	25%
Net: Disagree	43%	41%	37%	43%	36%	36%	39%	31%	31%	38%	30%	30%	20%	38%	55%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYF_q1_4. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should have a sales tax on them

Unweighted base	2278	974	1304	558	851	869	476	484	835	483	1664	243	197	174
Base: All US adults	2268	1124	1144	691	814	763	478	453	848	489	1475	282	347	164
Strongly agree	12%	16%	9%	11%	14%	12%	10%	13%	14%	11%	13%	12%	9%	7%
Somewhat agree	15%	18%	12%	15%	14%	17%	14%	14%	14%	18%	13%	17%	22%	19%
Somewhat disagree	13%	13%	12%	13%	12%	13%	13%	12%	14%	10%	14%	12%	9%	10%
Strongly disagree	43%	30%	55%	44%	43%	41%	47%	41%	40%	43%	43%	38%	43%	46%
Don't know	15%	19%	10%	13%	16%	15%	14%	17%	15%	14%	15%	15%	14%	13%
Prefer not to say	3%	3%	3%	3%	2%	3%	3%	3%	2%	4%	2%	7%	3%	4%
Net: Agree	27%	34%	21%	26%	27%	28%	24%	27%	28%	29%	26%	29%	31%	26%
Net: Disagree	55%	43%	67%	57%	55%	54%	60%	53%	55%	54%	57%	50%	52%	57%

ZYF_q1_5. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge wherever they are currently sold

Unweighted base	2278	974	1304	558	851	869	476	484	835	483	1664	243	197	174
Base: All US adults	2268	1124	1144	691	814	763	478	453	848	489	1475	282	347	164
Strongly agree	15%	12%	18%	26%	15%	6%	18%	12%	14%	17%	13%	18%	21%	19%
Somewhat agree	12%	11%	14%	19%	11%	8%	13%	12%	12%	13%	10%	18%	17%	13%
Somewhat disagree	22%	19%	25%	19%	22%	25%	23%	25%	23%	18%	23%	19%	23%	19%
Strongly disagree	35%	38%	31%	22%	33%	48%	33%	35%	34%	37%	40%	22%	23%	33%
Don't know	13%	16%	10%	12%	16%	12%	11%	14%	14%	13%	13%	15%	13%	11%
Prefer not to say	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	2%	8%	2%	4%
Net: Agree	27%	23%	32%	44%	26%	14%	31%	23%	27%	30%	23%	35%	38%	32%
Net: Disagree	57%	57%	57%	41%	55%	73%	55%	60%	57%	55%	63%	41%	47%	52%

ZYF_q1_6. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Access to affordable feminine hygiene products is a right, not a privilege

Unweighted base	2278	974	1304	558	851	869	476	484	835	483	1664	243	197	174
Base: All US adults	2268	1124	1144	691	814	763	478	453	848	489	1475	282	347	164
Strongly agree	36%	28%	45%	44%	38%	28%	39%	34%	37%	36%	34%	41%	40%	40%
Somewhat agree	20%	18%	21%	21%	19%	19%	20%	19%	19%	21%	19%	19%	19%	22%
Somewhat disagree	10%	11%	10%	9%	10%	12%	12%	11%	9%	11%	11%	13%	9%	7%
Strongly disagree	18%	22%	14%	11%	16%	27%	15%	18%	20%	19%	21%	9%	15%	16%
Don't know	12%	16%	9%	10%	15%	12%	11%	15%	14%	9%	13%	11%	12%	13%
Prefer not to say	3%	4%	2%	4%	3%	2%	3%	3%	2%	4%	2%	7%	4%	3%
Net: Agree	56%	46%	65%	65%	57%	46%	59%	53%	55%	57%	54%	60%	59%	62%
Net: Disagree	29%	33%	24%	21%	25%	39%	27%	29%	28%	29%	32%	22%	24%	23%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYF_q1_4. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should have a sales tax on them

Unweighted base	2278	810	782	432	254	1066	31	267	110	666	62
Base: All US adults	2268	949	715	388	217	996	39	238	92	756	61
Strongly agree	12%	12%	12%	15%	11%	13%	4%	10%	10%	13%	8%
Somewhat agree	15%	17%	12%	16%	14%	15%	37%	17%	14%	14%	11%
Somewhat disagree	13%	12%	13%	12%	13%	13%	14%	12%	18%	11%	24%
Strongly disagree	43%	37%	46%	44%	53%	42%	39%	41%	44%	44%	42%
Don't know	15%	18%	14%	12%	8%	15%	5%	16%	12%	15%	13%
Prefer not to say	3%	4%	3%	1%	1%	3%	2%	5%	2%	3%	2%
Net: Agree	27%	29%	24%	31%	25%	28%	41%	27%	24%	27%	19%
Net: Disagree	55%	49%	60%	56%	66%	55%	53%	53%	62%	55%	66%

ZYF_q1_5. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge wherever they are currently sold

Unweighted base	2278	810	782	432	254	1066	31	267	110	666	62
Base: All US adults	2268	949	715	388	217	996	39	238	92	756	61
Strongly agree	15%	15%	17%	12%	14%	12%	18%	12%	10%	19%	12%
Somewhat agree	12%	13%	10%	16%	13%	13%	17%	8%	10%	14%	17%
Somewhat disagree	22%	22%	22%	22%	24%	20%	33%	28%	30%	21%	31%
Strongly disagree	35%	31%	37%	37%	40%	40%	23%	41%	41%	27%	27%
Don't know	13%	15%	12%	12%	8%	13%	5%	9%	7%	15%	12%
Prefer not to say	3%	4%	2%	1%	1%	2%	5%	2%	1%	3%	2%
Net: Agree	27%	28%	27%	28%	27%	25%	35%	19%	20%	33%	29%
Net: Disagree	57%	53%	59%	59%	64%	60%	56%	69%	72%	48%	58%

ZYF_q1_6. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Access to affordable feminine hygiene products is a right, not a privilege

Unweighted base	2278	810	782	432	254	1066	31	267	110	666	62
Base: All US adults	2268	949	715	388	217	996	39	238	92	756	61
Strongly agree	36%	35%	38%	37%	36%	33%	23%	35%	23%	41%	45%
Somewhat agree	20%	19%	19%	20%	23%	20%	24%	20%	25%	19%	16%
Somewhat disagree	10%	10%	10%	11%	10%	11%	16%	11%	11%	9%	11%
Strongly disagree	18%	17%	19%	19%	22%	21%	8%	20%	26%	15%	9%
Don't know	12%	14%	12%	12%	7%	12%	28%	12%	10%	13%	15%
Prefer not to say	3%	5%	2%	2%	2%	3%	-	2%	4%	4%	3%
Net: Agree	56%	54%	57%	57%	59%	53%	47%	55%	48%	60%	62%
Net: Disagree	29%	27%	29%	30%	32%	32%	25%	31%	37%	23%	20%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYF_q1_4. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should have a sales tax on them

Unweighted base	2278	564	1614	810	656	453	287
Base: All US adults	2268	576	1581	850	635	418	283
Strongly agree	12%	13%	12%	13%	12%	14%	10%
Somewhat agree	15%	15%	15%	15%	15%	16%	12%
Somewhat disagree	13%	11%	14%	12%	14%	13%	13%
Strongly disagree	43%	46%	41%	42%	45%	42%	41%
Don't know	15%	13%	15%	15%	12%	14%	19%
Prefer not to say	3%	2%	3%	3%	3%	1%	5%
Net: Agree	27%	28%	27%	28%	27%	30%	22%
Net: Disagree	55%	57%	55%	54%	59%	55%	54%

ZYF_q1_5. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge wherever they are currently sold

Unweighted base	2278	564	1614	810	656	453	287
Base: All US adults	2268	576	1581	850	635	418	283
Strongly agree	15%	19%	12%	20%	12%	12%	8%
Somewhat agree	12%	16%	12%	14%	11%	15%	8%
Somewhat disagree	22%	23%	22%	21%	25%	22%	20%
Strongly disagree	35%	30%	37%	27%	41%	41%	37%
Don't know	13%	10%	14%	15%	10%	9%	21%
Prefer not to say	3%	2%	3%	4%	1%	2%	5%
Net: Agree	27%	35%	24%	34%	23%	26%	17%
Net: Disagree	57%	53%	59%	48%	66%	63%	57%

ZYF_q1_6. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Access to affordable feminine hygiene products is a right, not a privilege

Unweighted base	2278	564	1614	810	656	453	287
Base: All US adults	2268	576	1581	850	635	418	283
Strongly agree	36%	40%	35%	38%	35%	37%	32%
Somewhat agree	20%	19%	20%	20%	21%	20%	16%
Somewhat disagree	10%	11%	10%	9%	12%	10%	8%
Strongly disagree	18%	16%	19%	15%	21%	22%	18%
Don't know	12%	12%	13%	14%	10%	10%	20%
Prefer not to say	3%	2%	3%	4%	2%	1%	6%
Net: Agree	56%	59%	54%	58%	56%	57%	47%
Net: Disagree	29%	27%	29%	24%	32%	32%	26%

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYF_q1_4. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should have a sales tax on them

Unweighted base	2278	1716	797	626	562	143	654	174	659	7	347	33	32	20	253
Base: All US adults	2268	1664	796	580	577	152	590	173	669	7	376	46	34	18	259
Strongly agree	12%	12%	13%	13%	10%	17%	12%	11%	10%	12%	10%	14%	14%	9%	16%
Somewhat agree	15%	14%	16%	14%	18%	13%	9%	14%	12%	29%	12%	8%	11%	13%	13%
Somewhat disagree	13%	13%	12%	13%	11%	15%	12%	13%	26%	13%	16%	2%	13%	10%	10%
Strongly disagree	43%	44%	45%	47%	47%	45%	55%	52%	52%	33%	50%	48%	61%	49%	36%
Don't know	15%	14%	11%	11%	11%	8%	11%	8%	11%	-	12%	-	15%	13%	22%
Prefer not to say	3%	3%	3%	2%	3%	2%	1%	2%	2%	-	2%	-	-	4%	3%
Net: Agree	27%	27%	29%	27%	28%	30%	21%	24%	23%	41%	23%	36%	22%	19%	29%
Net: Disagree	55%	57%	57%	60%	58%	60%	67%	65%	65%	59%	63%	64%	63%	63%	46%

ZYF_q1_5. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Feminine hygiene products should be available free of charge wherever they are currently sold

Unweighted base	2278	1716	797	626	562	143	654	174	659	7	347	33	32	20	253
Base: All US adults	2268	1664	796	580	577	152	590	173	669	7	376	46	34	18	259
Strongly agree	15%	15%	17%	13%	20%	23%	17%	22%	19%	-	22%	35%	29%	9%	9%
Somewhat agree	12%	14%	15%	12%	17%	14%	14%	20%	20%	29%	21%	10%	4%	22%	5%
Somewhat disagree	22%	23%	23%	24%	22%	25%	25%	23%	23%	10%	23%	25%	18%	19%	15%
Strongly disagree	35%	33%	31%	39%	27%	26%	31%	19%	25%	49%	22%	17%	31%	14%	49%
Don't know	13%	12%	13%	11%	12%	10%	13%	13%	11%	12%	10%	14%	10%	31%	20%
Prefer not to say	3%	3%	2%	1%	2%	1%	1%	1%	1%	-	1%	-	9%	4%	2%
Net: Agree	27%	29%	31%	25%	37%	38%	31%	42%	39%	29%	44%	45%	32%	31%	13%
Net: Disagree	57%	56%	54%	63%	49%	51%	55%	44%	48%	60%	45%	42%	49%	33%	64%

ZYF_q1_6. For the following set of questions, by 'feminine hygiene products' we mean pads, tampons, etc. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Access to affordable feminine hygiene products is a right, not a privilege

Unweighted base	2278	1716	797	626	562	143	654	174	659	7	347	33	32	20	253
Base: All US adults	2268	1664	796	580	577	152	590	173	669	7	376	46	34	18	259
Strongly agree	36%	38%	42%	38%	44%	50%	47%	48%	46%	12%	49%	39%	50%	21%	24%
Somewhat agree	20%	20%	22%	19%	20%	16%	21%	23%	22%	29%	21%	29%	14%	29%	14%
Somewhat disagree	10%	10%	8%	12%	10%	10%	8%	9%	8%	10%	8%	12%	8%	5%	11%
Strongly disagree	18%	16%	15%	18%	10%	16%	12%	8%	11%	28%	8%	6%	7%	18%	31%
Don't know	12%	12%	11%	11%	12%	6%	11%	10%	10%	21%	10%	15%	8%	22%	17%
Prefer not to say	3%	3%	3%	2%	3%	2%	1%	2%	3%	-	2%	-	12%	4%	2%
Net: Agree	56%	58%	64%	57%	65%	65%	68%	72%	68%	40%	71%	68%	65%	50%	38%
Net: Disagree	29%	26%	23%	30%	20%	27%	20%	16%	19%	38%	17%	17%	15%	23%	43%

YouGovNY
Feminine Hygiene Products
 US_nat Sample: 18th - 20th October 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYF_q2. How often, if ever, have you found yourself in a situation where you needed a tampon or pad but did not have convenient access to one?

Unweighted base	1304	-	1304	342	485	477	256	291	478	279	940	148	114	102
Base: All US women	1144	-	1144	350	402	392	222	247	425	250	754	143	162	85
Several times per period	6%	-	6%	10%	7%	1%	6%	6%	6%	5%	5%	8%	7%	6%
Once per period	4%	-	4%	6%	6%	2%	5%	4%	5%	3%	5%	3%	5%	3%
Once every few periods	28%	-	28%	43%	32%	10%	29%	27%	26%	30%	25%	25%	37%	39%
One time	15%	-	15%	18%	20%	8%	15%	13%	17%	15%	14%	18%	20%	13%
Never	13%	-	13%	9%	11%	19%	13%	14%	12%	15%	14%	8%	12%	17%
Don't know / can't recall	10%	-	10%	7%	11%	13%	10%	13%	9%	11%	12%	8%	4%	9%
Not applicable - I do not get my period	21%	-	21%	4%	12%	46%	20%	23%	23%	18%	24%	26%	11%	12%
Prefer not to say	2%	-	2%	3%	2%	2%	3%	1%	2%	3%	2%	4%	2%	2%

ZYF_q3. Have you ever bled through a tampon or pad while out in public?

Unweighted base	812	-	812	286	363	163	162	179	293	178	564	88	90	70
Base: All US women who get their period	727	-	727	293	304	130	143	156	268	160	459	88	121	60
Yes, more than once	58%	-	58%	49%	66%	60%	55%	67%	57%	55%	62%	53%	45%	66%
Yes, but only once	19%	-	19%	28%	14%	9%	22%	14%	22%	17%	17%	18%	30%	15%
No, I have not	16%	-	16%	16%	14%	18%	17%	13%	15%	18%	13%	22%	21%	14%
Don't know / can't recall	6%	-	6%	5%	5%	10%	6%	5%	5%	9%	7%	7%	3%	5%
Prefer not to say	1%	-	1%	1%	0%	2%	-	1%	2%	0%	1%	-	1%	1%

Cell Contents (Column Percentages)

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYF_q2. How often, if ever, have you found yourself in a situation where you needed a tampon or pad but did not have convenient access to one?

Unweighted base	1304	474	460	242	128	598	17	166	85	350	35
Base: All US women	1144	477	368	197	103	508	14	141	70	325	31
Several times per period	6%	7%	7%	4%	2%	5%	16%	4%	2%	6%	12%
Once per period	4%	3%	5%	5%	5%	5%	-	3%	-	4%	5%
Once every few periods	28%	23%	31%	31%	34%	25%	41%	20%	10%	37%	31%
One time	15%	13%	15%	19%	19%	16%	11%	9%	10%	19%	12%
Never	13%	12%	13%	14%	15%	14%	-	15%	24%	9%	16%
Don't know / can't recall	10%	10%	11%	13%	4%	11%	-	12%	12%	11%	2%
Not applicable - I do not get my period	21%	29%	17%	14%	18%	22%	31%	38%	41%	11%	21%
Prefer not to say	2%	3%	1%	-	3%	3%	-	1%	1%	3%	-

ZYF_q3. Have you ever bled through a tampon or pad while out in public?

Unweighted base	812	258	307	166	81	361	11	80	29	267	21
Base: All US women who get their period	727	267	254	141	65	311	10	65	24	251	19
Yes, more than once	58%	53%	65%	50%	75%	63%	92%	71%	28%	46%	90%
Yes, but only once	19%	22%	16%	21%	13%	17%	8%	10%	12%	26%	6%
No, I have not	16%	18%	14%	17%	10%	14%	-	13%	44%	19%	-
Don't know / can't recall	6%	6%	4%	11%	2%	6%	-	6%	16%	6%	4%
Prefer not to say	1%	1%	1%	2%	-	1%	-	1%	-	2%	-

Cell Contents (C)

YouGovNY
Feminine Hygiene Products

US_nat Sample: 18th - 20th October 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYF_q2. How often, if ever, have you found yourself in a situation where you needed a tampon or pad but did not have convenient access to one?

Unweighted base	1304	372	865	497	376	210	170
Base: All US women	1144	338	739	452	320	176	143
Several times per period	6%	9%	3%	9%	2%	4%	3%
Once per period	4%	7%	2%	4%	3%	6%	5%
Once every few periods	28%	35%	24%	25%	32%	31%	21%
One time	15%	20%	14%	15%	14%	24%	10%
Never	13%	10%	15%	11%	17%	13%	13%
Don't know / can't recall	10%	10%	11%	10%	10%	7%	18%
Not applicable - I do not get my period	21%	8%	29%	24%	21%	15%	24%
Prefer not to say	2%	1%	3%	2%	1%	0%	7%

ZYF_q3. Have you ever bled through a tampon or pad while out in public?

Unweighted base	812	297	462	302	228	148	94
Base: All US women who get their period	727	271	401	282	195	127	81
Yes, more than once	58%	60%	55%	53%	62%	61%	55%
Yes, but only once	19%	20%	18%	24%	15%	20%	12%
No, I have not	16%	14%	18%	17%	15%	13%	20%
Don't know / can't recall	6%	5%	7%	6%	7%	4%	9%
Prefer not to say	1%	1%	2%	1%	0%	2%	3%

Cell Contents (C)

YouGovNY
Feminine Hygiene Products
 US_nat Sample: 18th - 20th October 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYF_q2. How often, if ever, have you found yourself in a situation where you needed a tampon or pad but did not have convenient access to one?

Unweighted base	1304	1039	459	326	322	77	514	105	430	3	226	11	13	11	107
Base: All US women	1144	898	397	277	287	67	442	93	385	2	219	11	11	9	95
Several times per period	6%	5%	7%	6%	8%	17%	5%	9%	7%	-	7%	31%	-	-	4%
Once per period	4%	4%	5%	5%	5%	2%	4%	10%	4%	-	6%	-	-	9%	4%
Once every few periods	28%	28%	32%	34%	36%	30%	33%	42%	40%	35%	45%	32%	18%	-	10%
One time	15%	16%	17%	16%	15%	18%	18%	17%	18%	-	18%	25%	10%	10%	13%
Never	13%	12%	12%	13%	9%	8%	11%	3%	8%	-	6%	12%	7%	-	22%
Don't know / can't recall	10%	11%	9%	8%	9%	8%	10%	10%	8%	-	7%	-	24%	35%	9%
Not applicable - I do not get my period	21%	21%	17%	18%	15%	14%	17%	7%	13%	65%	8%	-	29%	29%	37%
Prefer not to say	2%	2%	1%	1%	2%	3%	1%	3%	2%	-	2%	-	13%	17%	2%

ZYF_q3. Have you ever bled through a tampon or pad while out in public?

Unweighted base	812	655	313	224	233	57	357	91	325	1	190	10	6	6	45
Base: All US women who get their period	727	580	275	190	212	51	315	82	297	1	183	10	6	5	37
Yes, more than once	58%	57%	62%	65%	65%	57%	62%	66%	57%	-	55%	59%	21%	66%	64%
Yes, but only once	19%	19%	19%	16%	16%	22%	20%	14%	21%	100%	23%	12%	27%	-	12%
No, I have not	16%	16%	13%	12%	12%	15%	12%	12%	17%	-	17%	19%	-	18%	15%
Don't know / can't recall	6%	7%	6%	6%	5%	5%	6%	7%	5%	-	4%	10%	33%	16%	6%
Prefer not to say	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	19%	-	4%

Cell Contents (C)