

Canadian Women Want Choice in Undergarments

The Whole Month Through

Seven in Ten (69%) Say Their Monthly Cycle Influences Their Undergarment Selection;

Four in Ten (37%) Self Conscious When Wearing a Panty Liner

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Toronto, ON - Canadian women are being forced to compromise in their undergarment selection, according to a new Ipsos Reid poll conducted on behalf of Always. Seven in ten (69%) women aged 15 to 50 'agree' that their monthly menstrual cycle influences their undergarment selection, and four in ten (37%) confess that their clothing choice is impacted by having to wear a panty liner.

In fact, a majority (52%) 'agrees' that wearing a panty liner determines whether or not they choose to wear sexy or revealing underwear, with four in ten (37%) indicating that they feel self-conscious when they wear a panty liner.

But many Canadian women aged 15 to 50 do not appear to be happy about having their undergarment selection constrained during their monthly cycle. One half (49%) say they wish they could find a panty liner that is compact enough to wear with more revealing underwear.

But these constraints might not be limited to a few days each month for some women, as four in ten (38%) say they wear a panty liner at times other than during their period.



Women Aged 15-25 Feel Most Constrained...

Women aged 15-25 are the most likely to report that their undergarment selection is influenced by their menstrual cycle (79%). This is likely a function of the fact that thongs (34%) and bikini underwear (30%) are the most common types of undergarments worn among these women. Fewer women of this age say they typically wear briefs (18%) or boy shorts (14%) most often.

Further, women aged 15-25 are most likely to say that wearing a panty liner determines whether or not they choose to wear sexy underwear (62%), and have the highest propensity to feel self-conscious when they do wear a panty liner (45%). Perhaps as a result, a majority (57%) wishes they could find a panty liner that is compact enough to wear with more revealing underwear.

These are some of the findings of an Ipsos Reid poll conducted between August 7 and 12, 2009, on behalf of Always. For this survey, a national sample of 1273 women aged 15 to 50 from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.9 percentage points 19 times out of 20 of what the results would have been had the entire population of women aged 15-50 been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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