

1. What panty style do you wear most often?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
Brief	427 34%	42 25%	49 38% A	33 40% A	161 33%	109 35% A	32 34%	63 31%	110 30%	254 36%	212 34%	215 33%
Bikini	347 27%	54 32%	35 27%	18 21%	144 30%	73 24%	23 24%	48 24%	113 31%	187 26%	179 29%	169 26%
Thong	294 23%	43 26%	24 18%	19 22%	107 22%	78 25%	23 25%	55 27%	75 21%	164 23%	134 22%	160 25%
Boy shorts	127 10%	19 11%	12 9%	10 12%	47 10%	31 10%	9 9%	22 11%	44 12%	61 9%	59 9%	68 11%
Other	77 6%	10 6%	10 8%	3 4%	27 6%	20 6%	7 7%	15 7%	23 6%	39 6%	41 7%	36 6%

2_1. (My monthly menstrual cycle influences my undergarment selection) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
Strongly agree	463 36%	57 34%	38 29%	44 53% ABDE	184 38%	101 33%	38 41%	76 38%	148 40%	239 34%	229 37%	234 36%
Somewhat agree	414 33%	66 39% C	38 30%	16 19%	163 33% C	104 34% C	27 29%	67 33%	110 30%	237 34%	201 32%	213 33%
Somewhat disagree	168 13%	14 8%	18 14%	10 12%	64 13%	50 16% A	12 13%	17 8%	44 12%	107 15% G	94 15%	74 11%
Strongly disagree	228 18%	31 19%	35 27% DE	13 16%	76 16%	55 18%	17 18%	43 21%	63 17%	122 17%	102 16%	126 19%
Summary												
Top2Box (Agree)	877 69%	123 73% B	77 59%	59 72%	347 71% B	205 66%	65 69%	143 71%	258 71%	476 68%	429 69%	448 69%
Low2Box (Disagree)	396 31%	45 27%	53 41% AD	23 28%	140 29%	105 34%	29 31%	60 29%	107 29%	229 32%	196 31%	200 31%

2.2. (My clothing choice is impacted by having to wear a panty liner) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
Strongly agree	141 11%	12 7%	10 8%	4 5%	67 14% A	39 12%	9 9%	28 14%	43 12%	70 10%	74 12%	67 10%
Somewhat agree	329 26%	44 26%	22 17%	21 25%	125 26%	97 31% B	21 22%	50 25%	92 25%	188 27%	166 27%	164 25%
Somewhat disagree	332 26%	38 22%	39 30%	26 31%	122 25%	79 25%	29 31%	45 22%	97 27%	190 27%	160 26%	172 27%
Strongly disagree	471 37%	74 44% E	59 45% E	32 39%	174 36%	96 31%	35 37%	80 40%	133 37%	257 36%	225 36%	245 38%
Summary												
Top2Box (Agree)	470 37%	56 33%	32 24%	25 30%	192 39% B	136 44% BCF	30 31%	78 38%	134 37%	258 37%	240 38%	230 36%
Low2Box (Disagree)	803 63%	112 67%	98 76% DE	58 70% E	296 61%	175 56%	65 69% E	125 62%	231 63%	447 63%	386 62%	417 64%

2_3. (I feel self-conscious when I wear a panty liner) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
Strongly agree	138 11%	19 11%	11 9%	12 15%	49 10%	31 10%	16 17%	36 18% HI	35 10%	67 9%	70 11%	69 11%
Somewhat agree	330 26%	43 26%	31 24%	24 30%	128 26%	76 25%	27 29%	62 31%	103 28%	165 23%	170 27%	160 25%
Somewhat disagree	412 32%	48 28%	36 27%	24 29%	163 33%	112 36%	29 31%	47 23%	109 30%	256 36% G	197 32%	215 33%
Strongly disagree	393 31%	58 34%	52 40% EF	22 26%	148 30%	91 29%	22 24%	58 28%	118 32%	217 31%	189 30%	204 31%
Summary												
Top2Box (Agree)	468 37%	63 37%	42 33%	37 44%	176 36%	108 35%	43 45%	98 48% HI	138 38%	232 33%	239 38%	229 35%
Low2Box (Disagree)	805 63%	105 63%	87 67%	46 56%	311 64%	203 65%	52 55%	104 52%	227 62% G	473 67% G	386 62%	419 65%

2_4. (Wearing a panty liner determines whether or not I choose to wear sexy or revealing underwear) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

REPORTING MEANS: Columns listed (5% risk level) / N=6,029 / 57% / 3% /												
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2_5. (I wish I could find a panty liner that is compact enough to wear with more revealing underwear) To what extent do you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
Strongly agree	184 14%	20 12%	12 9%	12 15%	79 16%	48 16%	13 14%	40 20% I	51 14%	93 13%	93 15%	92 14%
Somewhat agree	443 35%	53 31%	54 41% C	21 26%	171 35%	109 35%	35 37%	73 36%	122 34%	247 35%	208 33%	235 36%
Somewhat disagree	363 29%	47 28%	34 26%	28 34%	134 28%	91 29%	29 31%	42 21%	107 29%	214 30% G	187 30%	176 27%
Strongly disagree	283 22%	49 29% E	31 24%	21 26%	103 21%	62 20%	18 19%	47 23%	85 23%	150 21%	137 22%	146 22%
Summary												
Top2Box (Agree)	627 49%	73 43%	65 50%	34 41%	250 51%	157 51%	48 51%	114 56%	173 47%	340 48%	301 48%	326 50%
Low2Box (Disagree)	646 51%	95 57%	64 50%	49 59%	237 49%	153 49%	47 49%	89 44%	192 53%	365 52%	324 52%	321 50%

2. (Top2Box (Agree) Summary) To what extent do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
My monthly menstrual cycle influences my undergarment selection	877 69%	123 73% B	77 59%	59 72%	347 71% B	205 66%	65 69%	143 71%	258 71%	476 68%	429 69%	448 69%
Wearing a panty liner determines whether or not I choose to wear sexy or revealing underwear	660 52%	85 51%	60 46%	38 46%	253 52%	173 56%	50 53%	123 60% I	191 52%	346 49%	314 50%	346 53%
I wish I could find a panty liner that is compact enough to wear with more revealing underwear	627 49%	73 43%	65 50%	34 41%	250 51%	157 51%	48 51%	114 56%	173 47%	340 48%	301 48%	326 50%
My clothing choice is impacted by having to wear a panty liner	470 37%	56 33%	32 24%	25 30%	192 39% B	136 44% BCF	30 31%	78 38%	134 37%	258 37%	240 38%	230 36%
I feel self-conscious when I wear a panty liner	468 37%	63 37%	42 33%	37 44%	176 36%	108 35%	43 45%	98 48% HI	138 38%	232 33%	239 38%	229 35%

2. (Low2Box (Disagree) Summary) To what extent do you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
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		A	B	C	D	E	F	G	H	I	J	K
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Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
I feel self-conscious when I wear a panty liner	805 63%	105 63%	87 67%	46 56%	311 64%	203 65%	52 55%	104 52%	227 62% G	473 67% G	386 62%	419 65%
My clothing choice is impacted by having to wear a panty liner	803 63%	112 67%	98 76% DE	58 70% E	296 61%	175 56%	65 69% E	125 62%	231 63%	447 63%	386 62%	417 64%
I wish I could find a panty liner that is compact enough to wear with more revealing underwear	646 51%	95 57%	64 50%	49 59%	237 49%	153 49%	47 49%	89 44%	192 53%	365 52%	324 52%	321 50%
Wearing a panty liner determines whether or not I choose to wear sexy or revealing underwear	613 48%	83 49%	70 54%	45 54%	234 48%	138 44%	44 47%	80 40%	174 48%	359 51% G	311 50%	302 47%
My monthly menstrual cycle influences my undergarment selection	396 31%	45 27%	53 41% AD	23 28%	140 29%	105 34%	29 31%	60 29%	107 29%	229 32%	196 31%	200 31%

3. Do you wear a panty liner at times other than during your period (i.e. to protect against spotting, etc)?

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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Base: All respondents	1273	162	133	85	460	333	100	189	356	728	644	629
Weighted	1273	168	130	83*	488	311	94*	203	365	705	625	648
Yes	490 38%	54 32%	46 36%	40 48% A	194 40%	120 39%	35 37%	72 36%	131 36%	287 41%	243 39%	247 38%
No	783 62%	114 68% C	83 64%	43 52%	293 60%	190 61%	59 63%	130 64%	234 64%	419 59%	383 61%	401 62%