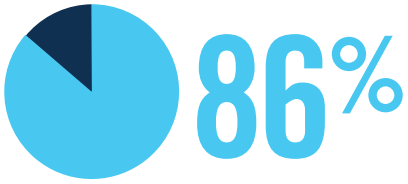
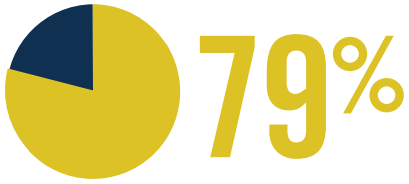
THE MURPHY'S LAW OF MENSTRUATION

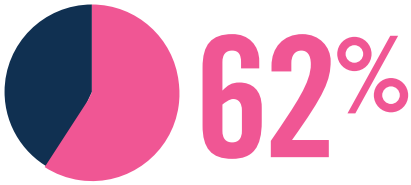
Depending upon the situation, being caught off-guard is an impetus for inconvenience. Of **US women ages 18-54 years** that have ever been out in public and unexpectedly started their period, a national study commissioned by Free The Tampons shows:



86 PERCENT STARTED THEIR PERIOD UNEXPECTEDLY IN PUBLIC WITHOUT THE SUPPLIES THEY NEED.

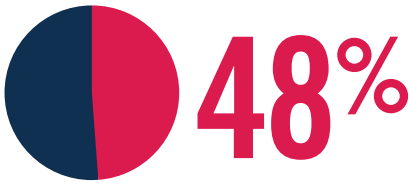


79 PERCENT IMPROVISED BY "MACGYVERING" A TAMPON OR PAD OUT OF TOILET PAPER OR SOMETHING ELSE.



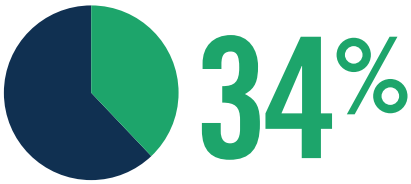
62 PERCENT WENT TO A STORE IMMEDIATELY TO BUY SUPPLIES.

53 PERCENT ASKED ANOTHER WOMAN FOR FEMININE SUPPLIES.



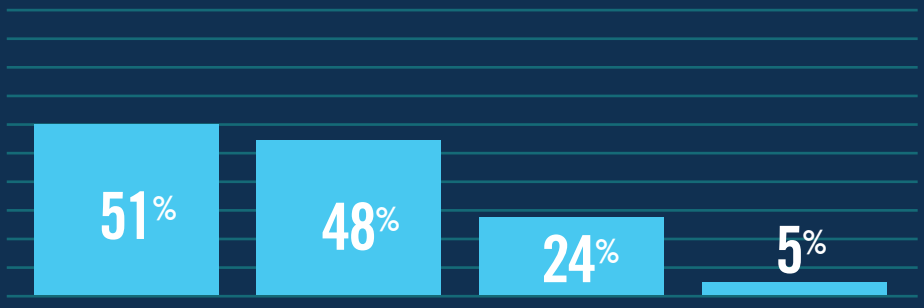
48 PERCENT OBTAINED HER SUPPLIES FROM A TAMPON/PAD DISPENSER IN A PUBLIC RESTROOM.

ONLY **8 PERCENT** SAY IN THEIR EXPERIENCE TAMPON AND SANITARY NAPKIN DISPENSERS IN PUBLIC RESTROOMS WORK ALL THE TIME.



34 PERCENT WENT HOME IMMEDIATELY TO GET FEMININE SUPPLIES.

Among **US women ages 18-54 years** that have ever started their period unexpectedly in public without the supplies they needed:



FORGOT TO RESTOCK HER PURSE, BAG OR OTHER EMERGENCY STASH.

ONLY CARRY FEMININE HYGIENE PRODUCTS WHEN EXPECTING/ EXPERIENCING HER PERIOD.

DIDN'T HAVE PURSE OR BAG WITH HER.

DIDN'T WANT TO CARRY A PURSE TO THE RESTROOM BECAUSE OTHERS MAY ASSUME SHE HAS HER PERIOD.

And, while circumstances vary, U.S. women ages 18-54 consider if/when they were caught in public without the supplies they needed and unexpectedly started their period an emotional ordeal:

57% FELT/WOULD FEEL EMBARRASSED

50% FELT/WOULD FEEL ANNOYED

43% FELT/WOULD FEEL ANXIOUS/STRESSED

35% FELT/WOULD FEEL PANICKED

Survey methodology: This survey was conducted online within the United States by Harris Interactive on behalf of Free The Tampon Foundation from August 14-16, 2013 among 1,072 U.S. females ages 18 and older; among which 661 are women ages 18-54 and 574 are women ages 18-54 who've ever started their period unexpectedly in public without the supplies they needed. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact info@freethetampon.org.