

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: THE INS AND OUTS OF WOMANHOOD

SAMPLE: 2,000 women ages 25 to 44

SPLITS: Age, gender and region

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female [CONTINUE]
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[**TERMINATE IF UNDER 25 AND OVER 44**]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[**TERMINATE if age and birth year do not align +/- 1 year**]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast

2. Southeast
3. Southwest
4. Midwest
5. West

Survey Questions: NOT FINAL – TO BE REVIEWED BY RESEARCH TEAM FOR MRS-COMPLIANCE!

1. Do you currently experience menstrual periods? [Select one]

- a. Yes
- b. No
- c. Prefer not to say

**2. Which of the following problems have you had in the last 10 years? [Select all that apply]
[RANDOMIZE, ANCHOR LAST 1]**

- a. Stomach issues (bowel irregularity, digestive discomfort, upset stomach, etc.)
- b. Menstrual symptoms (cramps, PMS, mood irregularity, acne, etc.) [SHOW IF Q1 = A]
- c. Relationship/love life problems
- d. Family drama
- e. Work problems
- f. Financial trouble

- g. General health concerns
- h. Prefer not to say [EXCLUSIVE]

3. Who, if anyone, would you discuss the following problems with? [Select all that apply for each] [RANDOMIZE]

- a. Stomach issues (bowel irregularity, digestive discomfort, upset stomach, etc.)**
 - b. Menstrual symptoms (cramps, PMS, mood irregularity, acne, etc.) [SHOW IF Q1 = A]**
 - c. Relationship/love life problems**
 - d. Family drama**
 - e. Work problems**
 - f. Financial trouble**
- [GRID BY]**

- i. A female friend
- ii. A male friend
- iii. A new partner

(less than 3 dates)

- iv. A serious partner (in a committed, serious relationship)

- v. Social media friends and followers (post, video, etc.)

- vi. Your boss

- vii. An immediate family member (parents, siblings, etc.)
- viii. None of the above [EXCLUSIVE]

4. Who would you be most likely to talk regularly about bathroom habits (poop, periods, discharge, etc.) with? [Select up to 3] [RANDOMIZE, ANCHOR LAST 2]

- a. My parent(s)
- b. My grandparent(s)
- c. My friend(s)
- d. My coworker(s)
- e. My sibling(s)
- f. My extended family (aunts, uncles, cousins, etc.)
- g. Social media followers/friends
- h. My partner/spouse
- i. My child(ren)
- j. Other (please specify)
- k. No one / I wouldn't speak about this with anyone [EXCLUSIVE]

- l. Not sure [EXCLUSIVE]

5. [HIDE IF Q4 = K, I WOULDN'T SPEAK ABOUT THIS]

How many times per week does the topic of bathroom habits (poop, periods, discharge, etc.) come up in your life (in conversations, in TV/movies, on social media, etc.)? [Select one]

- a. Less often than once per week
- b. 1 to 2 times
- c. 3 to 4 times
- d. 5 to 6 times
- e. 7 to 8 times
- f. 9 to 10 times
- g. More than 10 times
- h. Not sure

6. [HIDE IF Q4 = K, I WOULDN'T SPEAK ABOUT THIS]

How frequently do you have conversations with others about your bathroom habits (poop, periods, discharge, etc.)? [Select one]

- a. Daily
- b. A few times per week
- c. Weekly
- d. A few times per month
- e. Monthly
- f. A few times per year
- g. Yearly
- h. Not sure

SHOW TO ALL

7. To what extent do you agree or disagree with the following statement? “Bathroom stigma (shame in going to the bathroom/normal bodily functions) is a thing of the past.” [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

8. Have you become more or less comfortable discussing your body/things that happen with your body as you’ve gotten older? [Select one]

- a. Much more comfortable
- b. Somewhat more comfortable
- c. Neither more nor less comfortable
- d. Somewhat less comfortable
- e. Much less comfortable

9. What are the first things you judge/assess when you use someone else’s bathroom? [Select up to 5] [RANDOMIZE, ANCHOR LAST 2]

- a. The cleanliness of the mirror
- b. Whether the toilet seat is up or down

- c. What medications are sitting out
- d. What hair products are sitting out
- e. What skin care products are sitting out
- f. What type of soap they have
- g. The thickness of the toilet paper
- h. If they have flushable wipes out/within view
- i. Their towels
- j. The decor
- k. How the bathroom smells
- l. How clean the bathroom is overall
- m. Other (please specify)
- n. Not sure [EXCLUSIVE]

**10. Which of the following have you ever done?
[Select all that apply] [RANDOMIZE, ANCHOR LAST
2]**

- a. Texted someone while on the toilet
- b. Texted someone in the midst of a bathroom emergency (upset stomach, clogged toilet, etc.)
- c. Spoken to someone on the phone while on the toilet
- d. Sent a photo of myself/selfie from the toilet
- e. Video chatted with someone while on the toilet
- f. Taken a work call from the toilet
- g. Done work while on the toilet

- h. Used something other than a pad as a substitute pad (toilet paper, paper towels, a receipt, etc.)
- i. Taken off my underwear in a public place due to spoiling it (getting your period unexpectedly, large amounts of discharge, etc.)
- j. Asked a stranger for a bathroom necessity (pad, tampon, wipe, toilet paper, etc.)
- k. None of the above [EXCLUSIVE]

11. What is your wildest womanhood story? Were you stuck in a conference wearing white pants when you felt your period start with no pad or tampon on-hand? Driving down the longest stretch of farmland you've ever seen in your life when you can't hold in your poop anymore? Give us all the details: the who, what, when, where, why and how. [Free text]

- a. Free text response
- b. Not sure/prefer not to say

12. [GRID] Where do you feel most anxious about potentially...[Select up to 3[MH1]]

- a. **Needing to go poop**
- b. **[SHOW IF Q1 = A, YES] Getting your period**
[GRID BY]

- ii. At a date/potential partner's home
- iii. While exploring a new city/area
- iv. When driving long distances
- v. When commuting (to work, to run errands, etc.)
- vi. In public settings in general
- vii. While at an appointment (doctor, dentist, etc.)
- viii. At someone else's home in general
- ix. At work
- x. Other (please specify)
- xi. Nowhere in particular

13. [HIDE IF Q12 = NO WHERE IN PARTICULAR] Why do you feel anxious about needing to go poop [SHOW IF Q1 = A, YES] or getting your period? [Select all that apply]

- a. I don't want others to know
- b. I don't know what products they have available
- c. I might not know where the closest bathroom is

- d. I might not be able to make it to the closest bathroom
- e. I worry about bathroom emergencies (clogging the toilet, running out of toilet paper, bleeding through my underwear/pants, etc.)
- f. Other (please specify)
- g. Not sure

14. [GRID] How comfortable or uncomfortable would you feel pooping in the following places? [Select one for each]

- a. At work/my office**
- b. My in-laws'/partner's parents' house**
- c. On an airplane**
 - i. Very comfortable
 - ii. Somewhat comfortable
 - iii. Neither comfortable nor uncomfortable
 - iv. Somewhat uncomfortable
 - v. Very uncomfortable

15. [SHOW IF Q1 = A, YES] If you were alone in a public setting (restaurant, store, bar, etc.) and got your period unexpectedly, who are you likely to ask for a tampon or pad? [Select up to 3] [RANDOMIZE, ANCHOR LAST 3]

- a. Any woman
- b. A woman who appears to be a mom
- c. Anyone who appears to be a parent
- d. Someone who works there
- e. Someone who appears close in age
- f. Someone who could be my parent
- g. Anyone who looks friendly or approachable
- h. Other (please specify)
- i. No one: I'd rather leave
- j. Not sure [EXCLUSIVE]

16. Do you have any “bathroom rituals” that you follow (i.e. using bathroom spray, seat covers, flushable wipes, etc.)? [Select one]

- a. Yes, but only in the privacy of my own home
- b. Yes, no matter where I am (at home or in public)
- c. Yes, but only in public settings or other people's homes
- d. No
- e. Prefer not to say

17. [SHOW IF Q16 = YES, A, B OR C] What bathroom rituals do you follow? [Select all that apply]

[RANDOMIZE, ANCHOR LAST 2]

- a. Using bathroom spray
- b. Using seat covers
- c. Using flushable wipes
- d. Turning on the fan no matter what
- e. Setting up a toilet stool (e.g., a Squatty Potty)
- f. Bringing my phone/book/entertainment with me
- g. Ensuring there's ample toilet paper
- h. Making sure the door is locked behind me
- i. Using my favorite bathroom/stall
- j. Other (please specify)
- k. Not sure [EXCLUSIVE]

18. What items do you always have in your bathroom? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Bathroom spray
- b. Flushable wipes
- c. Plunger
- d. Hand soap
- e. Toilet stool (e.g., a Squatty Potty)

- f. Extra toilet paper
- g. Tampons
- h. Pads
- i. Other (please specify)
- j. Not sure [EXCLUSIVE]

19. When leaving your house or traveling, what bathroom-related items are you most likely to bring with you? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. My own/preferred toilet paper
- b. Flushable wipes
- c. Hand sanitizer
- d. Seat covers
- e. Bathroom spray
- f. Paper towels/napkins
- g. Tampons
- h. Pads
- i. Other (please specify)
- j. Not sure [EXCLUSIVE]

20. When regular toilet paper isn't enough, what do you typically use? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. All purpose flushable wipes
- b. Flushable wipes for the back

- c. Flushable wipes for the front
- d. Damp paper towel
- e. Damp toilet paper
- f. Wet rag
- g. Bidet
- h. Whatever I can find
- i. Other (please specify)
- j. N/A: Regular toilet paper is always enough
[EXCLUSIVE]

21. [GRID] How frequently do you feel “not quite clean” down there...? [Select one for each]

- a. After a bowel movement**
- b. [SHOW IF Q1 = A, YES] After I change my tampon/pad**
- c. [SHOW IF Q1 = A, YES] In the days leading up to my period**
- d. [SHOW IF Q1 = A, YES] In the days following my period**
 - i. Always
 - ii. Often
 - iii. Sometimes
 - iv. Rarely
 - v. Never

22. [HIDE IF Q21 = RARELY, D OR NEVER, E] How big of an impact does feeling “not quite clean” have on your confidence? [Select one]

- a. A very big impact
- b. Somewhat of an impact
- c. Not much of an impact
- d. Not impact at all

23. How do you typically feel when a friend or family member discusses their bathroom habits with you? [Select up to 3] [RANDOMIZE, ANCHOR LAST 2]

- a. Embarrassed
- b. Liberated
- c. Uncomfortable
- d. Connected
- e. Relaxed
- f. Anxious
- g. Other (please specify)
- h. Not sure [EXCLUSIVE]

24. When dating someone new, how many dates does it usually take for you to be open about your bathroom habits? [Select one]

- a. First date
- b. Second date

- c. Third date
- d. Fourth date
- e. Fifth date
- f. After the fifth date
- g. After becoming exclusive
- h. When we move in together
- i. When in a serious relationship
- j. Once we're engaged
- k. Once we're married
- l. Never

25. Do you believe conversations about what happens in the bathroom are appropriate or inappropriate? [Select one]

- a. Very appropriate
- b. Somewhat appropriate
- c. Neither appropriate nor inappropriate
- d. Somewhat inappropriate
- e. Very inappropriate

26. How connected or disconnected to someone do you feel after having a conversation about bathroom habits? [Select one]

- a. Very connected
- b. Somewhat connected
- c. Neither connected nor disconnected

- d. Somewhat disconnected
- e. Very disconnected

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondent's answer to this question does not impact their eligibility for the survey in any way.

27. We're looking to hear from women about their experiences with womanhood. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

28. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: