

Period Product Research – United Utilities

Below is a survey about the disposal of period products.

SURVEY:

Thank you for agreeing to take part in today's survey about 'Period Products'. We really appreciate you taking the time to let us know your thoughts. Your feedback is really important to United Utilities and will be used to shape their future practice and decisions. Please note that all survey responses will be anonymous.

This survey is being conducted on behalf of United Utilities by an independent research agency, Explain Market Research, who abide by the Market Research Society (MRS) Code of Conduct. Please be assured that your responses will be treated in confidence. You can find out more by reading Explain's privacy notice:

<https://www.explainresearch.co.uk/privacy-policy/>

Please click on the 'NEXT' button below to get started

[For community members]

Incentive information

Members who participate in surveys on In The Flow are provided with an option at the end of the survey to enter a prize draw with a chance of winning 1 of 4 £25 Love2Shop vouchers. In the event of winning a prize, entrants will be contacted via a notification email from a member of the Explain team to their email address.

For further information about incentives, click [here](#).

To view the community privacy policy, click [here](#).

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Further details on how we process your data can be found here: <https://www.explainresearch.co.uk/privacy-policy/>

About you

Firstly, just so we can get to know you a bit better we would like to ask you some quick questions.

1. Do you use period products?

- Yes (eligible)
- No
- Prefer not to say

2. Please confirm which region you live in?

- South East
- South West
- West Midlands
- North West (eligible)
- North East
- Yorkshire and Humber
- East Midlands
- East England
- Scotland
- Northern Ireland
- Wales
- London

3. Which part of the North West do you live in?

- Greater Manchester
- Cheshire
- Lancashire
- Merseyside
- Cumbria

4. How old are you?

- Under 16 (not eligible) Can Under 16 be included please? It would be useful to get their views.
- 16-17
- 18-29
- 30-39
- 40-49

- 50-59
- 60-69
- 70+

5. From the options below, please could you let us know the option that corresponds with your most recent gross household annual income?

- Below £10,000
- £10,001 to £20,000
- £20,001 to £30,000
- £30,001 to £40,000
- £40,001 to £50,000
- £50,001 to £60,000
- £60,001 to £70,000
- £70,001 to £80,000
- £80,001 to £90,000
- £90,001 to £100,000
- Above £100,000
- Prefer not to say
- Unsure

Attitudes towards period products

Just to start, we would like to ask you some questions about your attitudes towards period products.

6. Firstly, how comfortable are you talking about periods and period products on a scale of 1 to 5, where 1 is extremely uncomfortable and 5 is extremely comfortable?

- 1 – Extremely uncomfortable
- 2 – Slightly uncomfortable
- 3 – Neither uncomfortable nor comfortable
- 4 – Slightly comfortable
- 5 – Extremely comfortable

7. When thinking about how comfortable you are currently when talking about periods and period products, has how comfortable you are changed over time?

- Yes

- No
 - Don't know
8. **(IF 'YES' AND 'NO')** Why do you think how comfortable you are currently has changed over time?
(OPEN)
9. **What type of period products do you currently use?**
- Tampons
 - Sanitary towels
 - Menstrual cups
 - Reusable pads
 - Period underwear
 - Other **(write in)**
10. **(IF 'MENSTRUAL CUPS' AND 'REUSABLE PADS' AND 'PERIOD UNDERWEAR')** What reasons, if any, drive you to use reusable period products? **(OPEN)**
11. **(IF 'TAMPONS' AND 'SANITARY TOWELS')** Before today, were you aware that you can access reusable period products?
- Yes
 - No
 - Prefer not to say
12. **Have you always used the same type of period products? (E.g., sanitary towels or tampons)**
- Yes
 - No
 - Don't know
13. **(IF 'YES')** What are the drivers that cause you to continue to use the same types of period products? **(OPEN)**
14. **(IF 'NO')** What are the drivers that caused you to change from other types of period products to the product you use now? **(OPEN)**
15. **(IF 'TAMPONS' AND 'SANITARY TOWELS')** Looking ahead to the future, would you consider switching to reusable period products?
16. Yes

17. No

18. Don't know

19. **(IF 'YES')** Please let us know why you would consider switching to reusable period products. **(OPEN)**

20. **(IF 'NO')** Please let us know why you would not consider switching to reusable period products.
(OPEN)

21. **How did you first learn about how to dispose of period products?**

- Family
- Friends
- School
- Period packaging instructions
- Other **(write in)**

22. **When do you feel is the right time for individuals to be taught about periods, period products and how to dispose of period products?**

- Under 16
- 16-17
- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

23. **Why do you say that? (OPEN)**

Current behaviours towards period products

We would like to understand a little bit more about your behaviours towards the disposal of period products.

Please remember, your responses are anonymous and none of your answers will be attributed to you.

24. **Please select which of the following statements best applies to you when you dispose of period products.**

- I only dispose of period products by flushing them down the toilet

- I only dispose of period products by putting them in the bin
- I dispose of period products in the bin and by flushing them down the toilet
- Not applicable – I use reusable period products
- Don't know

Flushing period products (IF 'I ONLY FLUSH PERIOD PRODUCTS' AND 'I BIN AND FLUSH PERIOD PRODUCTS')

In the next few questions, we would like to understand a little more about your current behaviours when flushing period products.

25. Thinking about when you flush period products, please select which of the following statements best applies to you.

- I only flush period products in private bathroom toilets
- I only flush period products in public toilets
- I flush period products both in private bathroom toilets and public toilets

26. (IF 'I ONLY FLUSH IN PRIVATE BATHROOM TOILETS') Which of the following period products are you likely to flush in private bathroom toilets? Please select all that apply.

- Tampons
- Tampon applicators
- Tampon packaging
- Period pads/Sanitary towels or liners
- Period pads/Sanitary towels or liners packaging

27. (IF 'I ONLY FLUSH IN PRIVATE BATHROOM TOILETS') Currently, what are the barriers causing you to flush period products in private bathrooms instead of putting them in the bin ?

28. (IF 'I ONLY FLUSH IN PUBLIC TOILETS') Which of the following period products are you more likely to flush in public toilets? Please select all that apply.

- Tampons
- Tampon applicators
- Tampon packaging
- Period pads/Sanitary towels or liners
- Period pads/Sanitary towels or liners packaging

29. **(IF 'I ONLY FLUSH IN PUBLIC TOILETS')** Currently, what are the barriers causing you to flush period products in public toilets instead of binning them?

30. What do you think are some of the possible consequences of period products being flushed?
(OPEN)

Binning period products **(IF 'I ONLY BIN PERIOD PRODUCTS' AND 'I BIN AND FLUSH PERIOD PRODUCTS')**

In the next few questions, we would like to understand a little more about your current behaviours when putting period products in the bin

31. **Thinking about when you dispose of period products in the bin, please select which of the following statements best applies to you.**

- I only dispose of period products in private bathroom bins
- I only dispose of period products in public toilet bins
- I dispose of period products both in private bathroom bins and public toilet bins
- Other **(OPEN)**

32. **(IF 'I ONLY BIN IN PRIVATE BATHROOM BINS')** You said that you only bin period products in private bathroom bins. What are the key factors influencing to dispose of period products only in private bathroom bins? **(OPEN)**

33. **(IF 'I ONLY BIN IN PUBLIC TOILET BINS')** You said that you only bin period products in public toilet bins. What are the key factors influencing you to dispose of period products only in public toilet bins? **(OPEN)**

34. **Thinking about past experience, what do you do in instances where there isn't a bin available to dispose of your period products?** **(OPEN)**

35. **What reasons, if any, influence you to not flush period products and dispose of them in the bin instead?** **(OPEN)**

36. **What do you think are some of the possible consequences of period products being flushed?**
(OPEN)

Thank you

Thank you for taking part in our survey. This research is hugely important to United Utilities and will help shape decisions that United Utilities makes for the future.

[For community members]

Thank you for taking part in our survey - to enter into a prize draw to win 1 of 4 £25 Love2Shop vouchers, please **enter your email** below and click **submit!**

[Redirected to community once submitted]