

Period Poverty Facts and Figures

Overview

Period poverty refers to the lack of access to menstrual products as a result of inadequate income. Period poverty is an equity issue that affects women, girls and gender-diverse people across Canada, including the Atlantic provinces. Various studies and surveys shed light on the challenges faced by individuals experiencing period poverty, highlighting the need to address this issue.

Data and facts

- More than 50% of Canadian women perceive menstrual products as expensive, with 88% of those aged 18-24 sharing this view.
- 25% of Canadian women have had to choose between purchasing menstrual products and other essentials like food or rent within the last years.
- 17% of Canadians who menstruate have experienced period poverty, rising to 25% in households earning less than \$40,000 annually.
- Up to 40% of respondents reported a lack of affordability of menstrual products, contributing to school absenteeism and limited participation in activities.
- Many respondents still feel embarrassed or face bullying when requesting menstrual products.
- The financial burden of menstrual supplies can be significant, with women spending up to \$6,000 in their lifetime.
- Rural communities and Indigenous populations face higher costs for menstrual products, exacerbating the affordability issue.
- With the increase in inflation, it's likely more people are feeling the strain.

What can we do?

- Provide free period products in public washrooms. Ideally, in all washrooms, regardless of gender. This makes it easy for anyone to pick up products for themselves, a spouse or friends in need.
- Raise awareness about period poverty.
- Donate menstrual products to the food bank or neighbourhood pantries.
- Run a menstrual product drive in your workplace during Menstrual May, or host an event where a box of products is the price of admission.

References

[CTV News](#) | [Government of Canada](#) | [The Cost of a Period](#)
[National Institutes of Health \(NIH\)](#)