What Women Want: Survey Findings Fact Sheet
Survey of more than 3,000 women ages 18 and older

Experiences with Mammography

- More than three-quarters (78%) of women surveyed strongly believe mammograms are important.
- Nearly half (46%) fail to make scheduling a mammogram an annual occurrence.
- Nearly half (47%) report being recalled for further testing at some point after receiving abnormal mammogram results, triggering feelings of fear, stress and sadness.

Real Barriers Exist

- Women cite high cost and lack of insurance as the most significant barriers to mammograms.
- Women report that they must factor non-medical costs, such as travel or childcare, into the time and effort it takes to get a mammogram.
- Secondary barriers such as ability to get a referral and transportation differ by race and ethnicity.

Knowledge and Motivations

- More than half (64%) of the women surveyed lack an adequate understanding of the benefits of mammography.
- Two-thirds (68%) are unaware or do not believe that the Affordable Care Act requires that health insurance cover preventative services like mammography at no cost sharing to the patient.
- Over half (56%) of women say their provider’s recommendation is the most significant factor in scheduling a mammogram.

What Women Want

- Four in five women agree that access to mammograms that offer better detection and lower their chances of being called back for more testing is important (81% and 82%, respectively).
- Most women (88%) believe that the 3D mammography exam, which offers these benefits, should be covered by insurance.
- Two-thirds (67%) would consider switching insurance companies to a company that offered coverage of superior technology like 3D mammograms.