

California Women's Opinions about Dense Breast Issues

Findings from a 2018 survey of 500 California women aged 40 to 74 years old who had a mammogram in the last 2 years.

Preferred 2019 Plans for Current California Breast Density Law



Base=488

95% of the women prefer CA's breast density law stay in place rather than have it sunset as scheduled in January 2019

Why want to keep law in place?

"Knowledge is power!!
Especially for us women when it comes to medical issues/ treatments. This law can help women be on top of it when it comes to the mammograms and ask more questions."

"It only makes sense to keep it in place, to protect women's health."

"Anything that can help women take responsibility for dealing with this all too common cancer. Knowledge is power."

"Women need to be made aware that their mammogram results might not be accurate due to dense tissue and it might miss a cancer diagnosis."

Knew Impact of Having Dense Breast Tissue

74%

knew dense breast tissue makes it more difficult to see cancer on a mammogram

Base=488

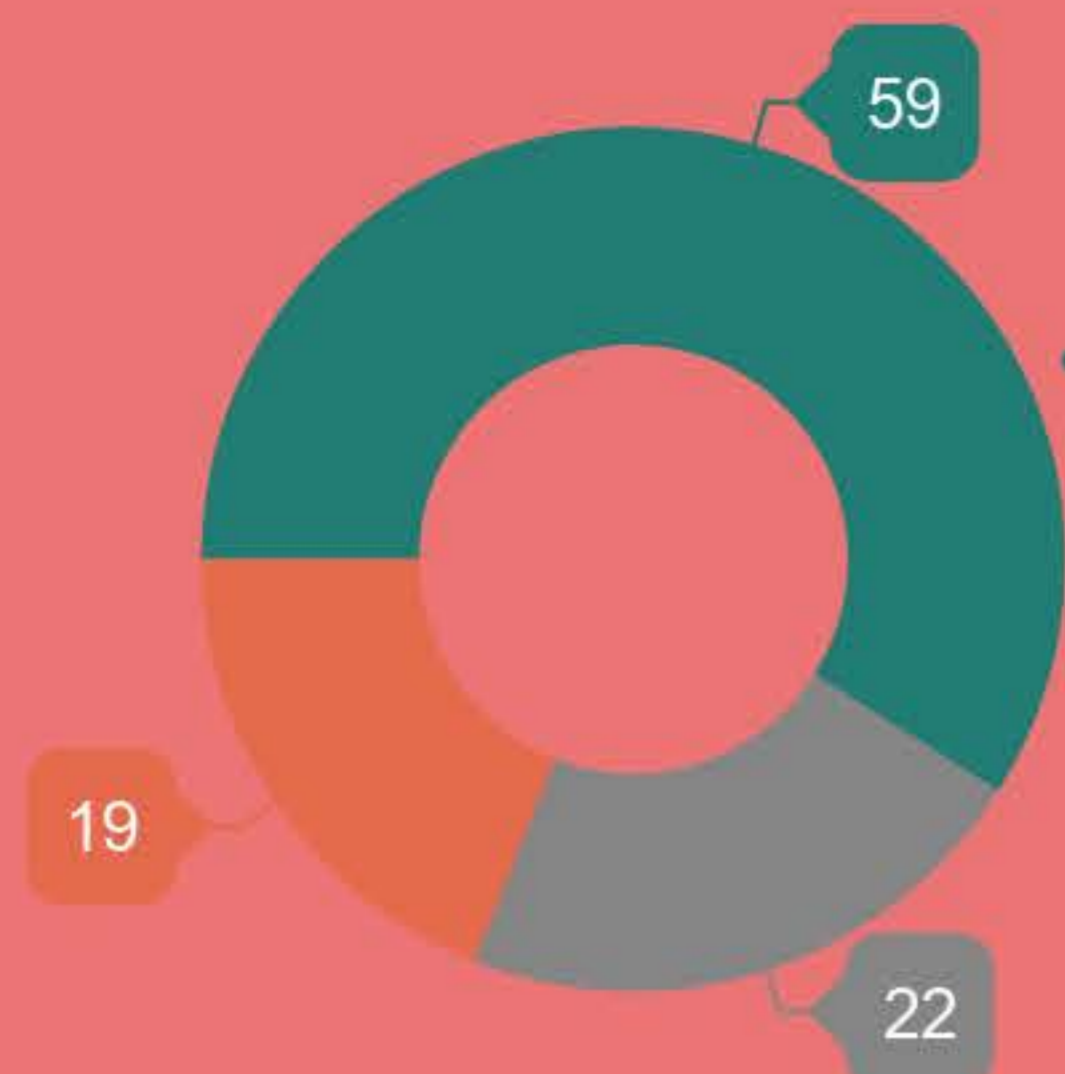
50%

knew dense breast tissue puts a woman at increased risk for breast cancer

Base=488

Respondent Knows Her Breast Tissue Type

■ Yes (59%) ■ No (22%) ■ Not Sure (19%)



Base=488

How Respondent Learned Her Breast Tissue Type

(Multiple Selection Question)



Base=288

Conversations with Health Care Provider

78%

of the conversations with the health care providers about breast tissue were initiated by the providers

Base=244

59%

of the women with dense breast tissue that had a conversation with their health care provider about breast tissue discussed having additional screening due to their dense breasts

Base=197

Source:

The findings displayed in this infographic are based on an online survey conducted in March 2018 with 500 California women ages 40 to 74 years old who had a mammogram sometime in the prior two years. The racial/ethnic breakouts of the 500 surveys were reflective of California population.

In addition to the surveys with California women, a survey was conducted with 1,500 women from across the United States who were 40 to 74 years of age and had a mammogram within the prior two years.

The surveys were conducted by Spectrum Associates Market Research Incorporated as part of a contract with Are You Dense Advocacy/Are You Dense Incorporated.