

Although women said that they are very or somewhat knowledgeable about what HPV is...

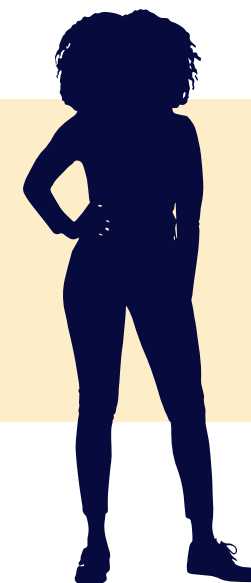
57%



UK

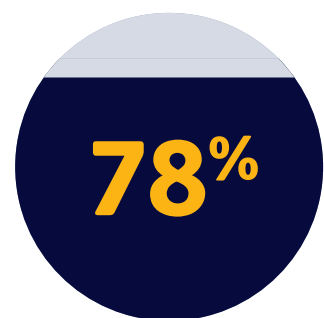
93%

Most are unaware that Pap tests are not the most accurate test for detecting cervical cancer.



Most women want more comfortable and less invasive HPV/cervical cancer testing options...

81%



With many indicating that they'd prefer the use of a self-collected vaginal swab when at their doctor's office rather than a doctor using a speculum to take a cervical sample...

And most women want an option for self-collection at home.

77%

Despite a strong understanding that cervical cancer is preventable with regular screenings, most women reported having delayed a gynecologist visit...

60%



With most saying it is due to fear/discomfort.



This survey was conducted online by The Harris Poll on behalf of BD Women's Health among 516 women ages 18+ residing in the UK (November 27-December 3, 2024). The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the full sample data is accurate to within +/- 3.3 percentage points for the UK sample. For more information on how BD is shaping the future of women's health, visit <https://womens-health-solutions.bd.com>.