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





95%

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...

75%



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.

81%

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



With most saying it is due to fear/discomfort.