



ALLIANCE FOR
BREAST CANCER POLICY

Voter Opinions on Access to Breast Imaging

National Polling Results

OCTOBER 2025





Breast cancer affects individuals, families and entire communities. It is the second most common cancer among women in the United States, with one in eight women receiving a diagnosis in her lifetime.

Early detection saves lives. When breast cancer is caught early, treatment is more effective, less invasive and far more likely to lead to positive outcomes — with five-year survival rates as high as 98%.

But early detection isn't always easy.

Many Americans assume that the full cost of breast imaging is covered by their health plan as preventive care. This isn't always the case. Women who require breast imaging beyond a basic screening mammogram may discover that they owe hundreds or even thousands of dollars out of pocket.

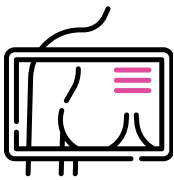
A national poll from the Alliance for Breast Cancer Policy suggests that Americans are ready for a change.

The 1,000 Republican primary voters who were surveyed from July to August 2025 support health insurers providing full coverage of diagnostic and supplemental imaging, at no cost to patients. They also have positive attitudes toward the Access to Breast Cancer Diagnosis, or ABCD, Act (S. 1500/H.R. 3037), which requires federally regulated private health plans to fully cover all necessary breast imaging.

The poll reveals a broad, unified public demand for making early breast cancer diagnosis possible for more Americans.

Key Findings

Poll findings make it clear that respondents see access to breast imaging as a key element of preventive care, which patients rightfully expect health plans to cover fully. Results and voter attitudes can be summarized as follows



Preventive care means preventive care.

An overwhelming **95% of respondents** agreed that health insurers should cover the full cost of *all* recommended breast imaging. When asked about specific, real-life situations, 94% agreed that coverage at no cost to patients should apply to diagnostic imaging if a patient receives suspicious or inconclusive mammogram results. And 92% agreed that health plans should cover the full cost of imaging for patients at high risk due to family history, dense breasts or genetic mutations.

Respondents also recognized the burden on patients with high-deductible health plans. More than two-thirds of respondents support full coverage for diagnostic and supplemental breast imaging for these patients, who are often young and surprised to discover the possibility of breast cancer at their age.

These findings highlight strong voter recognition that preventive care achieves its purpose only when patients can access necessary imaging and, ultimately, an earlier diagnosis without financial barriers.



Awareness and education matters.

Education plays a critical role in shaping public opinion. Initial support for the federal ABCD Act was measured at **30% among poll respondents**. Once provided with a clear explanation of its provisions — emphasizing its focus on eliminating out-of-pocket costs for diagnostic and supplemental breast imaging — support surged to **90%**.



Access to breast cancer care is a congressional obligation.

A full **90% of respondents**, once briefed on the ABCD Act, expressed support for it, and more than half, or **53% of respondents**, said they would be more likely to vote for a member of Congress who supports the legislation. Broad support in Congress, as well as strong polling sentiment, demonstrate that advancing the ABCD Act not only benefits patients but also responds to the will of the electorate.



Unexpected health care bills shouldn't delay diagnosis.

More than three-fourths, or **77% of respondents**, support the ABCD Act specifically because it eliminates out-of-pocket costs for breast imaging for patients with private insurance. That keeps patients from facing costly or surprising medical bills when they need an ultrasound or MRI to get a clear picture of their diagnosis.



Early detection saves lives and lowers costs.

Polling reveals that **85% of respondents** support the ABCD Act specifically because it encourages early detection. When breast cancer isn't caught until the later stages, the survival rate drops significantly. More than 42,000 women and men are expected to die of breast cancer this year alone. Respondents acknowledged that the bill would help ensure access to the full range of imaging — sooner, when survival is most likely, and before health care costs escalate.



Everyone deserves timely answers on breast cancer.

When polled, **70% of respondents** support the ABCD Act because it would expand access to necessary breast imaging, including for rural, lower-income, Black and Hispanic women. These populations are more likely to skip follow-up imaging due to cost. Delays can have life-or-death consequences.



States are leading the way – but a federal solution is needed.

31 states have enacted similar legislation to remove patient cost sharing for diagnostic or supplemental imaging for state regulated plans. But support for federal legislation is still needed to ensure more patients can access necessary care. When polled, **69% of respondents** supported the ABCD Act because it would build on the progress already made at the state level to ensure that all patients — no matter where they live — have access to necessary breast imaging without cost barriers.

Next Steps

The poll findings make the path forward clear.

Voters overwhelmingly support eliminating out-of-pocket costs for breast imaging, and support grows significantly once they learn about the provisions of the ABCD Act. Opinions on early detection and broad, unfettered access to breast imaging resonate deeply.

Without a national policy, patients' ability to receive timely screening continues to depend on where they live and insurance type. With passage of the federal, bipartisan ABCD Act (S. 1500/H.R. 3037) patients with federally regulated private health plans would no longer face financial barriers to necessary breast imaging that could provide answers and save their lives.



Survey Overview

Sample Size: 1,000 Republican Primary Voters

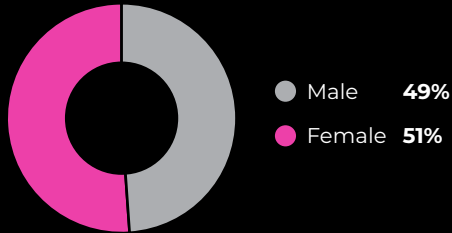
Sampling Method: Registration-based sampling pulled from state voter files.

Data Collection Period: July to August 2025

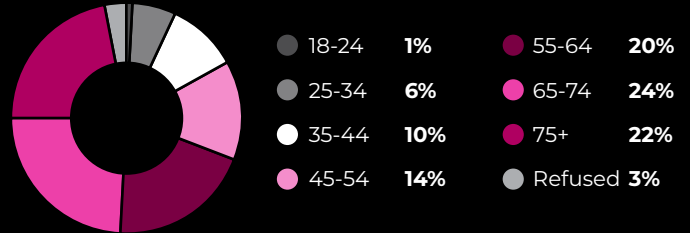
Interview Methods: Phone Interviews and SMS/Text Surveys

Survey Respondent Demographics

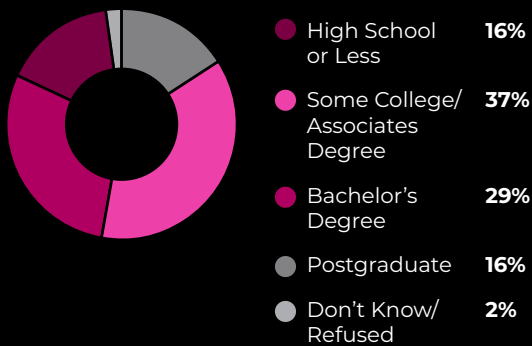
Gender Distribution



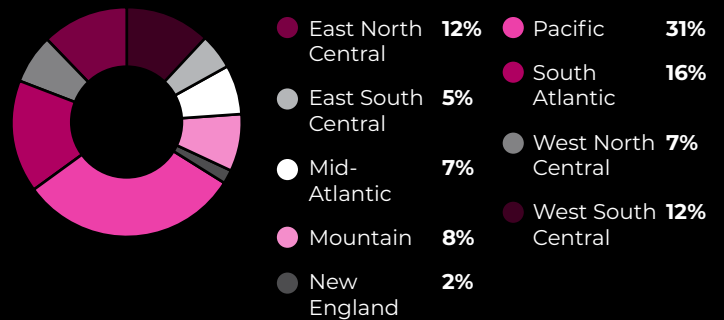
Age Range



Highest Level of Formal Education



Major Census Regions



ALLIANCE FOR BREAST CANCER POLICY

About the Alliance for Breast Cancer Policy

Launched in 2025 by Susan G. Komen, the Alliance for Breast Cancer Policy unites more than 30 advocacy organizations to transform breast care through policy innovation.

