What you may not know about breast cancer but should...

It’s estimated that more than 150,000 women in the U.S. will eventually develop metastatic breast cancer.

THIRTY PERCENT of women who have had early breast cancer will eventually develop metastatic breast cancer.

Up to sixty percent report they know little to nothing about metastatic breast cancer.

A 2014 survey of 2,090 respondents in the U.S. found that:

- 72% believe that breast cancer in the advanced stages is curable if diagnosed early.
- 50% believe breast cancer progresses because patients either did not take the right treatment or preventative measures.
- 30% believe that a 2014 survey of 2,090 respondents in the U.S. found that: metastatic breast cancer.
- Half believe breast cancer progresses because patients either did not take the right treatment or preventative measures.
- Up to sixty percent report they know little to nothing about metastatic breast cancer.

FIVE-YEAR SURVIVAL RATE following a DE NOVO METASTATIC BREAST CANCER DIAGNOSIS IS 26%.

More than sixty percent report they know little to nothing about metastatic breast cancer.

Study findings:


*The survey was commissioned by Pfizer, and conducted online by Kelton Global in April 2014. Study sample: 2,090 respondents aged 18+ (999 males and 1,091 females).