

Seven in Ten (68%) Canadian Women Confused by Conflicting Information about Mammography

Four in ten (42%) 'don't know' whether the benefits of breast cancer screening outweigh the risks

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Ipsos Reid

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Seven in Ten (68%) Canadian Women Confused by Conflicting Information about Mammography

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Toronto, ON – Seven in ten (68%) Canadian women are confused by what is true or not true when it comes to mammography, and four in ten (42%) say they don't know whether the benefits of breast cancer screening outweigh the risks, according to a new Ipsos Reid poll conducted on behalf of the Canadian Breast Cancer Foundation.

When it comes to breast cancer screening, Canadian women are unsure of the facts. A full three quarters of Canadian women (75%) agree there is a lot of contradictory information out there about breast cancer screening, and seven in ten (71%) agree they are sometimes confused about what is true or not true about breast cancer screening.

This conflicting information about breast cancer screening makes almost half of women (45%) question whether or not to get screened at all. These numbers do not waiver across regions within Canada: 49% in BC, 47% in Manitoba/Saskatchewan, 45% in Ontario, 42% in Alberta and 42% in the Atlantic provinces question whether or not to get screened for breast cancer based on conflicting information.

One thing that Canadian women are decided on is the preference between two hypothetical screening tests with different benefits and limitations. Over eight in ten women (84%) chose Test A, a test that never misses cancer but 1 in 10 tests are false alarms, over less than two in



ten women (16%) who chose Test B, a test that misses about 1 in 3 cancers, but gives no false alarms.

Canadian women are also unclear when it comes to mammography. Four in ten (41%) agree they are more confused about mammography today in comparison to five years ago.

These are some of the findings of two Ipsos Reid surveys conducted between April 10th to 15^h, 2014 on behalf of Canadian Breast Cancer Foundation. A sample of 1,223 female Canadians and a sample of 548 male Canadians from Ipsos' Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the first survey is accurate to within +/-3.2 percentage points had all Canadian women been surveyed, and within +/- 4.8 percentage points had all Canadian men been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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