

Online Appendix Table 1. Tests for differences in part-worth utilities for covariates using Brown Forsythe F for multi-level covariates and t-value for bi-level covariates for the n=1004 respondents.

-49.53	5.41**	0.23	1.58	1.75	1.05	1.25	2.00*	-3.27**	1.83
--------	--------	------	------	------	------	------	-------	---------	------

Note: Know someone who has/had breast cancer (yes, no, unsure); relative who has/had breast cancer (yes, no); province of residence (Alberta, Atlantic, British Columbia, Central, Ontario, Quebec); income (<\$40,000, \$40,000 to \$80,000, >\$80,000, prefer not to answer); age (<50, ≥50); employment (employed, self-employed, retired, unemployed, other); marital status (married, not married); children living in household (yes, no), language (English, French)

*** Significant < 0.001; ** significant < 0.01; * significant < 0.05