



Factum

One-Third of Canadians would rather not know if they had Dementia/Alzheimer's

Toronto, ON, January 25, 2017 — According to an Ipsos poll conducted for Global News, most Canadians (85%) understand that the sooner Dementia/Alzheimer's is diagnosed, the faster it can be treated, but a third (34%) would still rather not know if they had it. Indeed, a majority (69%) say they'd rather lose their body than their mind.

Half of Canadians have been touched by Dementia/Alzheimer's: a family member (28%) or friend (15%) diagnosed, personal diagnosis (2%), or suspicions that a friend/family member (12%) or themselves (2%) might have Dementia/Alzheimer's. These proportions increase among Boomers.

Another two-thirds are concerned that an immediate family member could be developing Dementia/Alzheimer's (63%) and one in four Canadians are "very" concerned about themselves, personally (25%).

All the while, most are not confident that they could identify the signs of early-stage Dementia/Alzheimer's in themselves (58%) or others (44%).

About the Study

These are some of the findings of a Global News/Ipsos poll conducted between Dec 10 and 14, 2017. For this survey, a sample of 2,098 Canadians aged 18+ was 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 polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.4 percentage points, 19 times out of 20, had all Canadians 18+ been polled. The credibility interval will be wider among subsets of the population. 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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