



IPSOS GLOBAL NEWS : ALZHEIMER'S & DEMENTIA

Methodology

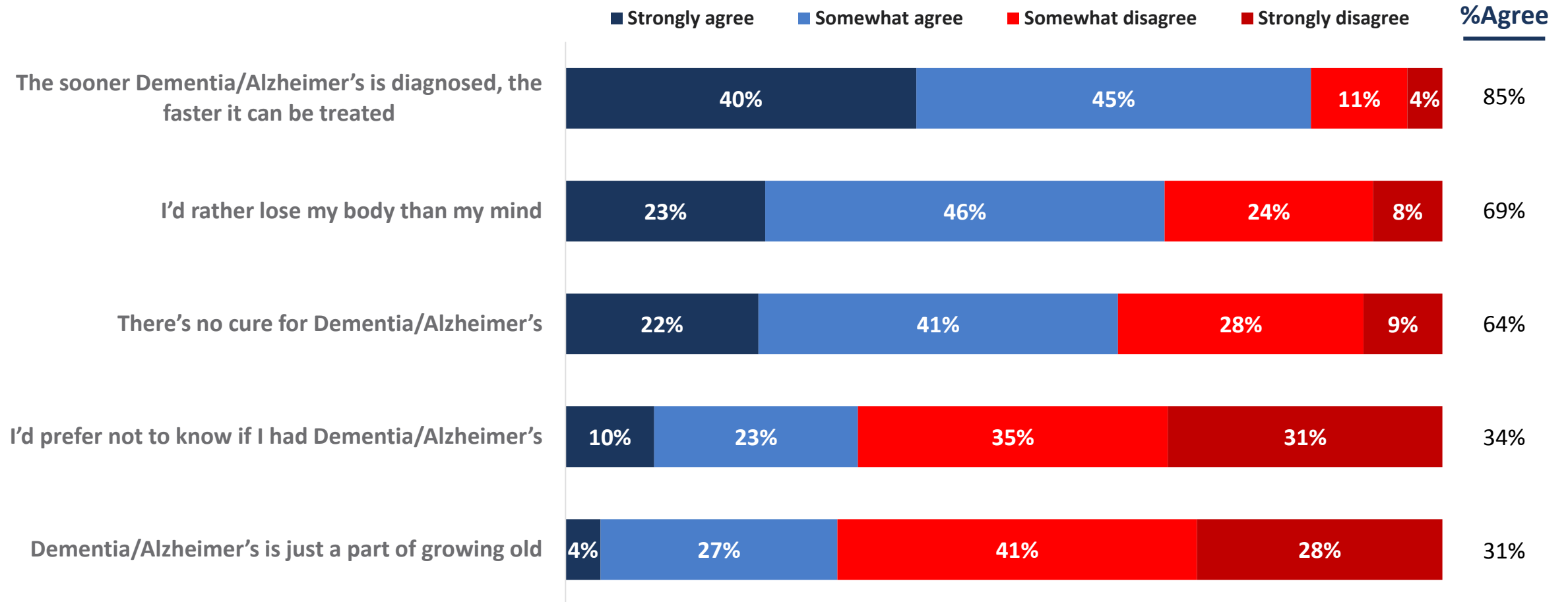
- These are the findings of an Ipsos poll conducted from December 10 to December 14, 2017, exclusively for Global News.
- A sample of n= 2,098 Canadians aged 18+ was sampled via the Ipsos I-Say panel and non-panel sources.
- Quotas and weighting were employed to ensure that the sample reflects that of the Canadian population by region, age and gender according to Canadian census information.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the results of the poll are considered accurate to within +/- 2.4 percentage points, 19 times out of 20, of what the results would be had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.



ALZHEIMER'S AND DEMENTIA

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One in three Canadians say they'd rather not know if they had Dementia/Alzheimer's



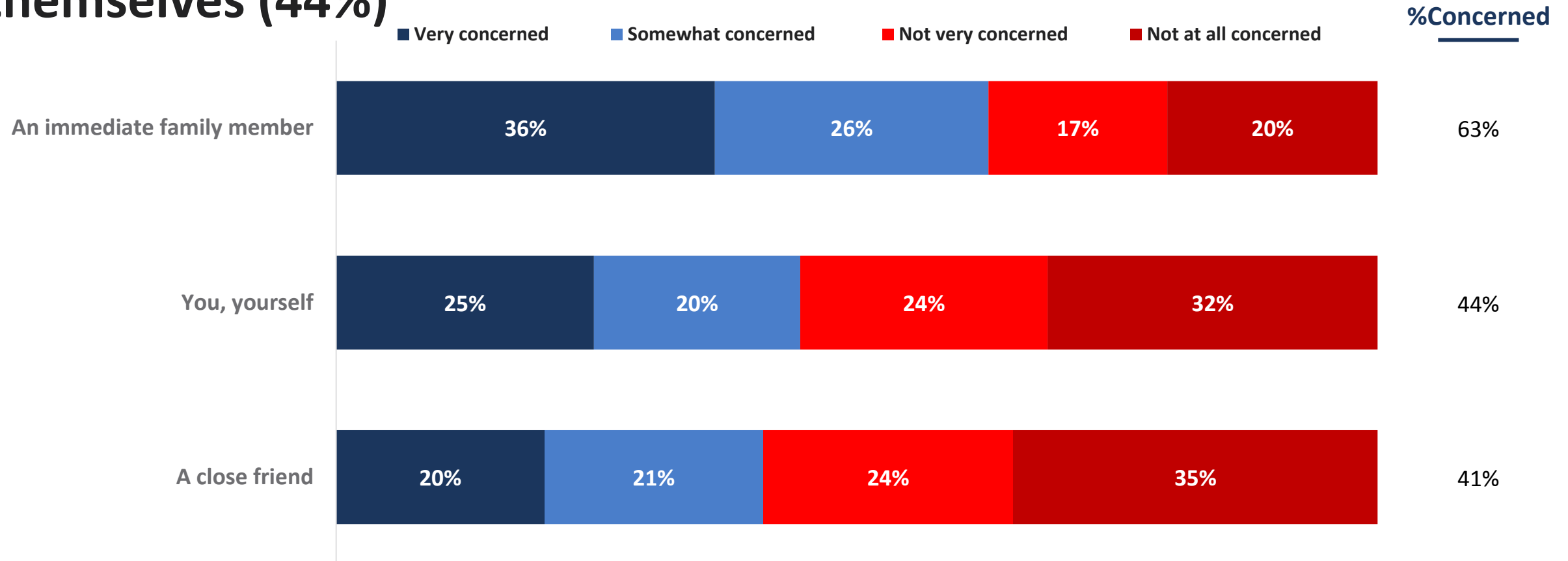
ALZHEIMER'S AND DEMENTIA

Boomers (72%) most likely to say they'd rather lose their body than their mind

Top 2 Box Summary (%Agree)	Total	AGE		
		18-34	35-54	55+
		C	D	E
The sooner Dementia/Alzheimer's is diagnosed, the faster it can be treated	85%	78%	85%_c	91%_{CD}
I'd rather lose my body than my mind	69%	63%	70%_c	72%_c
There's no cure for Dementia/Alzheimer's	64%	56%	68%_c	66%_c
I'd prefer not to know if I had Dementia/Alzheimer's	34%	30%	37%_c	34%
Dementia/Alzheimer's is just a part of growing old	31%	31%	32%	31%

ALZHEIMER'S AND DEMENTIA

Majority (63%) concerned that an immediate family member could be developing Dementia/Alzheimer's, less concerned about themselves (44%)

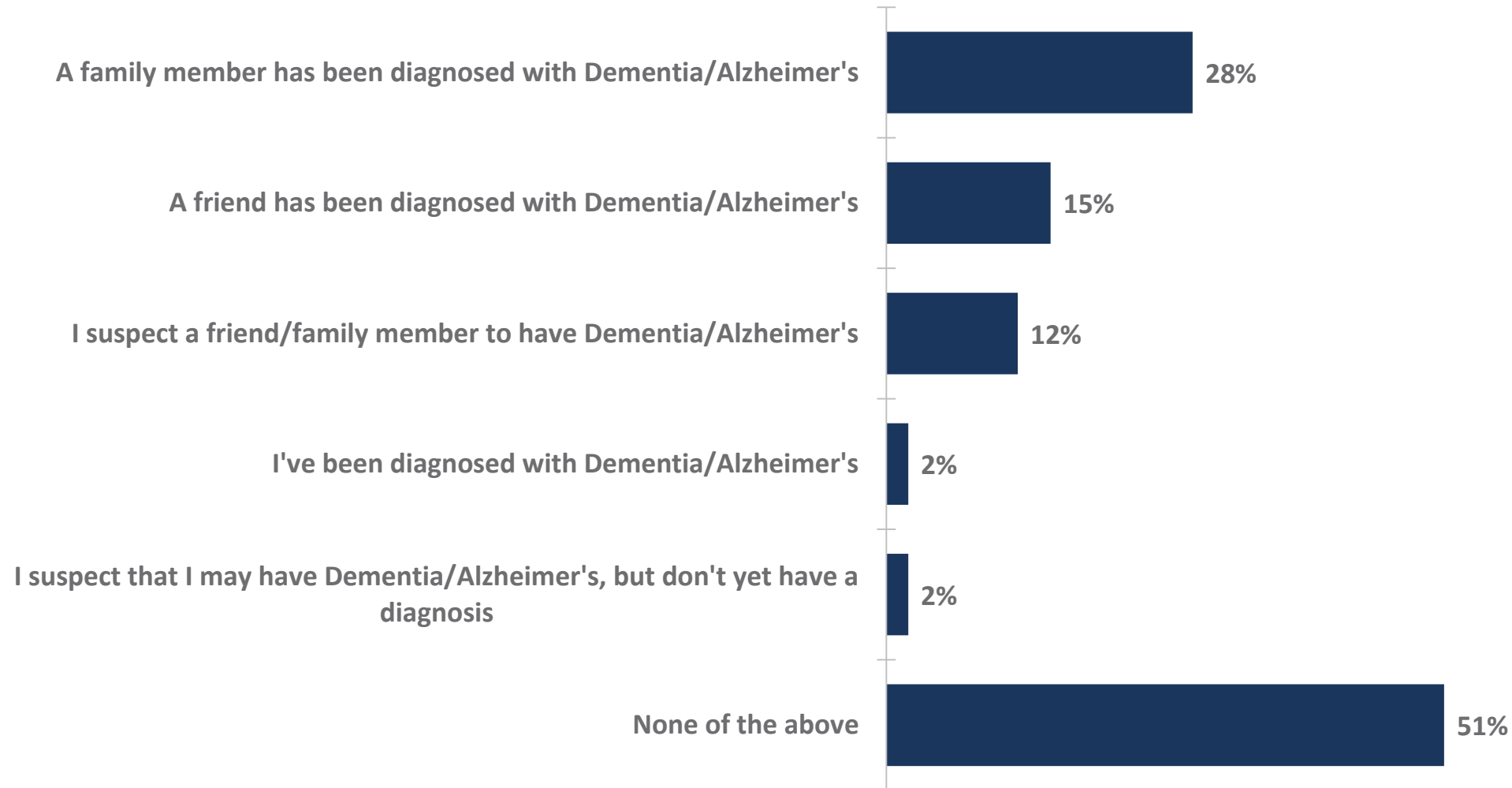


Concern about family members and themselves highest among Gen X

Top 2 Box Summary (%Agree)	Total	AGE		
		18-34	35-54	55+
		C	D	E
An immediate family member	63%	61%	65%	61%
You, yourself	44%	38%	48%_c	46%_c
A close friend	41%	38%	40%	44%

ALZHEIMER'S AND DEMENTIA

Half (49%) of Canadians have personal experience with Dementia/Alzheimer's. Two percent (2%) think they personally have it



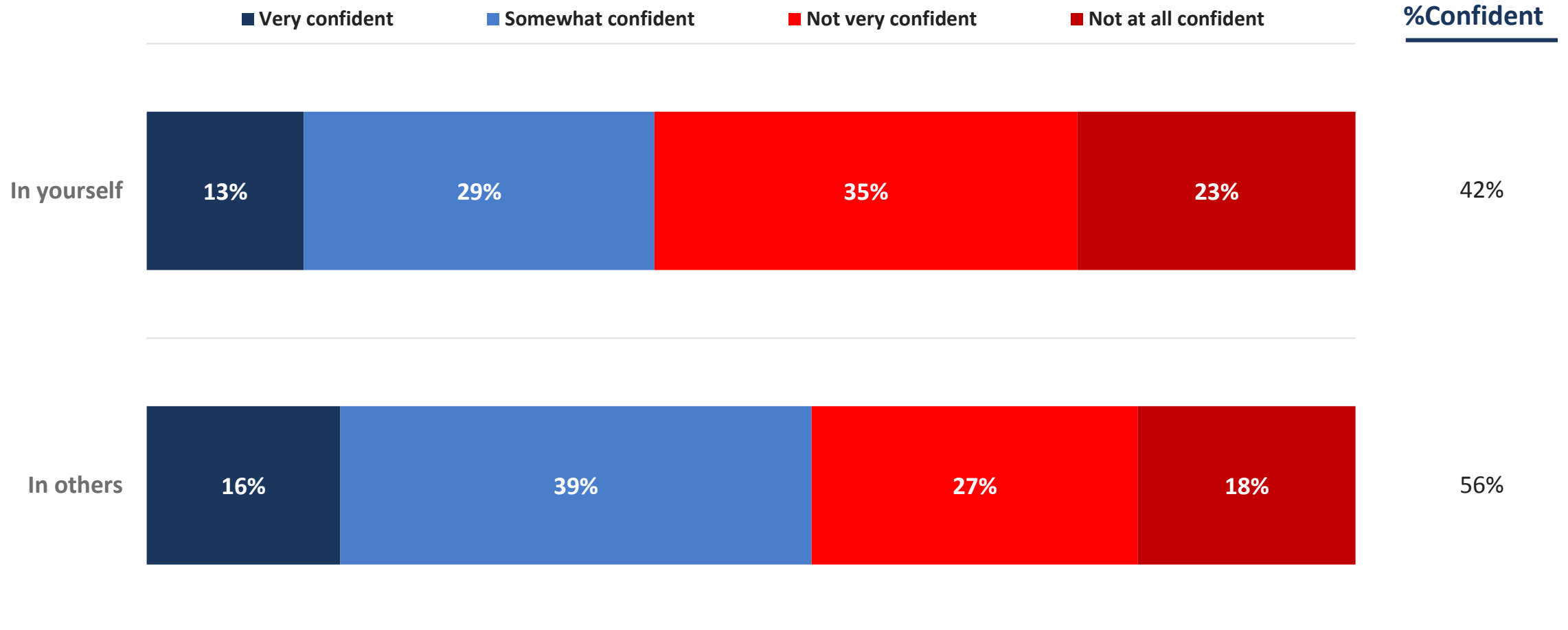
ALZHEIMER'S AND DEMENTIA

Majority (55%) of Boomers have personal experience with Dementia/Alzheimer's

	Total	AGE		
		18-34	35-54	55+
		C	D	E
A family member has been diagnosed with Dementia/Alzheimer's	28%	23%	27%	32%^c
A friend has been diagnosed with Dementia/Alzheimer's	15%	9%	14%^c	21%^{cd}
I suspect a friend/family member to have Dementia/Alzheimer's	12%	14%	11%	13%
I've been diagnosed with Dementia/Alzheimer's	2%	3%	1%	2%
I suspect that I may have Dementia/Alzheimer's, but don't yet have a diagnosis	2%	1%	2%	2%
None of the above	51%	56%^e	53%^e	45%

ALZHEIMER'S AND DEMENTIA

Only 42% confident they could identify early stages in themselves; confidence increases to 56% when identifying it in others



ALZHEIMER'S AND DEMENTIA

Confidence generally increases with age

Top 2 Box Summary (%Confident)	Total	AGE		
		18-34	35-54	55+
		C	D	E
In others	56%	51%	56%	59%_c
In yourself	42%	35%	44%_c	45%_c

Contacts

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