

1_1. Thinking about Dementia and Alzheimer's, please indicate the extent to which you agree or disagree with the follo

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	654	360	294	179	249
	31%	35%	27%	31%	32%
		B			
Strongly agree	82	47	35	20	35
	4%	5%	3%	3%	5%
Somewhat agree	572	313	259	159	213
	27%	31%	24%	27%	27%
		B			
Bottom 2 Box (Net)	1444	658	786	406	527
	69%	65%	73%	69%	68%
			A		
Somewhat disagree	855	407	448	254	310
	41%	40%	41%	43%	40%
Strongly disagree	589	251	338	152	218
	28%	25%	31%	26%	28%
			A		
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
203
35%
V
27
5%
176
30%
375
65%
241
42%
134
23%
578
100%

1_2. Thinking about Dementia and Alzheimer's, please indicate the extent to which you agree or disagree with the follo

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	1444	705	740	370	540
	69%	69%	68%	63%	70%
					C
Strongly agree	477	228	249	129	163
	23%	22%	23%	22%	21%
Somewhat agree	968	477	490	242	377
	46%	47%	45%	41%	49%
					C
Bottom 2 Box (Net)	654	313	341	215	236
	31%	31%	32%	37%	30%
				DE	
Somewhat disagree	493	243	250	156	179
	24%	24%	23%	27%	23%
Strongly disagree	161	70	91	59	57
	8%	7%	8%	10%	7%
				E	
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
384
67%
135
23%
250
43%
193
33%
153
26%
41
7%
578
100%

1_3. Thinking about Dementia and Alzheimer's, please indicate the extent to which you agree or disagree with the follo

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	710 34%	387 38%	324 30%	173 30%	284 37%
		B			C
Strongly agree	218 10%	117 12%	101 9%	42 7%	95 12%
					C
Somewhat agree	492 23%	270 27%	223 21%	131 22%	189 24%
		B			
Bottom 2 Box (Net)	1388 66%	631 62%	757 70%	412 70%	492 63%
			A	D	
Somewhat disagree	742 35%	347 34%	395 37%	217 37%	257 33%
Strongly disagree	645 31%	284 28%	361 33%	195 33%	235 30%
			A		
Sigma	2098 100%	1018 100%	1080 100%	585 100%	776 100%

None (0%)
W
504
578
216
37%
64
11%
152
26%
361
63%
210
36%
151
26%
578
100%

1_4. Thinking about Dementia and Alzheimer's, please indicate the extent to which you agree or disagree with the follo

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	1784	874	910	456	661
	85%	86%	84%	78%	85%
					C
Strongly agree	837	390	447	179	334
	40%	38%	41%	31%	43%
					C
Somewhat agree	947	484	463	277	328
	45%	48%	43%	47%	42%
Bottom 2 Box (Net)	314	143	171	130	115
	15%	14%	16%	22%	15%
				DE	E
Somewhat disagree	238	113	125	94	90
	11%	11%	12%	16%	12%
				E	E
Strongly disagree	76	31	46	36	25
	4%	3%	4%	6%	3%
				DE	
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
498
86%
220
38%
279
48%
79
14%
68
12%
11
2%
578
100%

1_5. Thinking about Dementia and Alzheimer's, please indicate the extent to which you agree or disagree with the follo

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	1336	639	697	328	525
	64%	63%	64%	56%	68%
					C
Strongly agree	470	230	241	94	203
	22%	23%	22%	16%	26%
					C
Somewhat agree	865	409	456	234	322
	41%	40%	42%	40%	41%
Bottom 2 Box (Net)	762	379	384	257	251
	36%	37%	36%	44%	32%
				DE	
Somewhat disagree	579	290	289	188	191
	28%	28%	27%	32%	25%
				D	
Strongly disagree	183	89	94	69	60
	9%	9%	9%	12%	8%
				DE	
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
371
64%
116
20%
254
44%
207
36%
164
28%
43
7%
578
100%

2_1. How concerned are you that you or someone close to you could be developing Dementia/Alzheimer's? - You, your

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	929	455	474	221	373
	44%	45%	44%	38%	48%
					C
Very concerned	518	271	247	131	214
	25%	27%	23%	22%	28%
Somewhat concerned	411	184	227	90	159
	20%	18%	21%	15%	20%
Bottom 2 Box (Net)	1169	562	606	365	403
	56%	55%	56%	62%	52%
				DE	
Not very concerned	505	250	255	121	183
	24%	25%	24%	21%	24%
Not at all concerned	663	312	351	244	221
	32%	31%	33%	42%	28%
				DE	
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
258
45%
160
28%
V
98
17%
319
55%
133
23%
186
32%
578
100%

2_2. How concerned are you that you or someone close to you could be developing Dementia/Alzheimer's? - An immec

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	1314	618	696	357	506
	63%	61%	64%	61%	65%
Very concerned	763	376	387	199	309
	36%	37%	36%	34%	40%
Somewhat concerned	550	242	308	158	197
	26%	24%	29%	27%	25%
Bottom 2 Box (Net)	784	399	385	229	270
	37%	39%	36%	39%	35%
Not very concerned	355	185	170	102	117
	17%	18%	16%	17%	15%
Not at all concerned	429	214	215	126	152
	20%	21%	20%	22%	20%
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
341
59%
213
37%
129
22%
236
41%
S
96
17%
141
24%
578
100%

2_3. How concerned are you that you or someone close to you could be developing Dementia/Alzheimer's? - A close fri

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	863 41%	437 43%	425 39%	224 38%	314 40%
Very concerned	412 20%	217 21%	195 18%	114 19%	153 20%
Somewhat concerned	451 21%	220 22%	231 21%	111 19%	161 21%
Bottom 2 Box (Net)	1235 59%	580 57%	655 61%	361 62%	462 60%
Not very concerned	499 24%	243 24%	255 24%	117 20%	195 25%
Not at all concerned	737 35%	337 33%	400 37%	244 42%	267 34%
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

None (0%)
W
504
578
246
43%
115
20%
130
23%
332
57%
138
24%
194
34%
578
100%

3. Which of the following describe your personal experience with Dementia/Alzheimer's.

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
A family member has been diagnosed with Dementia/Alzheimer's	586	279	307	137	213
	28%	27%	28%	23%	27%
A friend has been diagnosed with Dementia/Alzheimer's	316	147	169	51	110
	15%	14%	16%	9%	14%
					C
I suspect a friend/family member to have Dementia/Alzheimer's	261	118	142	80	89
	12%	12%	13%	14%	11%
I've been diagnosed with Dementia/Alzheimer's	39	20	19	15	11
	2%	2%	2%	3%	1%
I suspect that I may have Dementia/Alzheimer's, but don't yet have a diagnosis	37	27	10	9	14
	2%	3%	1%	1%	2%
		B			
None of the above	1066	529	537	326	410
	51%	52%	50%	56%	53%
				E	E
Sigma	2304	1121	1184	617	847
	110%	110%	110%	105%	109%

None (0%)
W
504
578
125
22%
91
16%
U
68
12%
15
3%
8
1%
314
54%
622
108%

4_1. How confident are you that you could identify the signs of early-stage Dementia/Alzheimer's in yourself or others?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	884 42%	426 42%	458 42%	207 35%	345 44%
					C
Very confident	273 13%	143 14%	130 12%	71 12%	112 14%
Somewhat confident	611 29%	282 28%	329 30%	136 23%	233 30%
					C
Bottom 2 Box (Net)	1214 58%	592 58%	622 58%	379 65%	431 56%
				DE	
Not very confident	735 35%	339 33%	396 37%	218 37%	255 33%
Not at all confident	479 23%	253 25%	226 21%	161 28%	176 23%
				E	
Sigma	2098 100%	1018 100%	1080 100%	585 100%	776 100%

None (0%)
W
504
578
235
41%
78
14%
157
27%
343
59%
186
32%
156
27%
V
578
100%

4_2. How confident are you that you could identify the signs of early-stage Dementia/Alzheimer's in yourself or others?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	1167 56%	542 53%	625 58%	300 51%	435 56%
Very confident	338 16%	156 15%	182 17%	90 15%	133 17%
Somewhat confident	829 39%	386 38%	443 41%	210 36%	302 39%
Bottom 2 Box (Net)	931 44%	476 47%	456 42%	286 49%	341 44%
Not very confident	559 27%	277 27%	283 26%	166 28%	192 25%
Not at all confident	372 18%	199 20%	173 16%	120 20%	149 19%
Sigma	2098 100%	1018 100%	1080 100%	585 100%	776 100%

None (0%)
W
504
578
293
51%
88
15%
206
36%
284
49%
V
157
27%
128
22%
TV
578
100%