

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	654 31%	78 28%	88 40%	47 35%	247 31%
Strongly agree	82 4%	11 4%	8 4%	5 4%	34 4%
Somewhat agree	572 27%	67 24%	80 36%	42 31%	213 27%
Bottom 2 Box (Net)	1444 69%	203 72%	134 60%	89 65%	557 69%
Somewhat disagree	855 41%	126 45%	85 38%	55 40%	317 39%
Strongly disagree	589 28%	78 28%	49 22%	35 25%	240 30%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
207	139	166	79	146	508
31%	35%	32%	27%	34%	30%
23	28	20	4	16	66
4%	7%	4%	1%	4%	4%
	NQ				
184	111	146	74	131	442
27%	28%	28%	26%	30%	27%
462	263	350	211	285	1159
69%	65%	68%	73%	66%	70%
264	166	210	116	174	682
39%	41%	41%	40%	40%	41%
198	96	140	96	112	477
30%	24%	27%	33%	26%	29%
			O		
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	1444 69%	178 63%	144 65%	92 68%	567 71%
Strongly agree	477 23%	56 20%	40 18%	36 26%	190 24%
Somewhat agree	968 46%	122 43%	103 46%	56 41%	378 47%
Bottom 2 Box (Net)	654 31%	104 37%	79 35%	44 32%	236 29%
Somewhat disagree	493 24%	78 28%	61 27%	30 22%	181 23%
Strongly disagree	161 8%	26 9%	18 8%	14 10%	55 7%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
452	285	358	198	299	1145
68%	71%	69%	68%	69%	69%
175	85	110	56	86	391
26%	21%	21%	19%	20%	23%
Q					
277	200	248	143	214	754
41%	50%	48%	49%	49%	45%
	N		N		
217	118	158	91	132	522
32%	29%	31%	32%	31%	31%
157	82	127	70	105	389
23%	20%	25%	24%	24%	23%
60	36	30	21	28	133
9%	9%	6%	7%	6%	8%
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	710 34%	94 33%	69 31%	57 41%	264 33%
Strongly agree	218 10%	31 11%	22 10%	15 11%	80 10%
Somewhat agree	492 23%	63 22%	47 21%	42 31%	185 23%
Bottom 2 Box (Net)	1388 66%	187 67%	154 69%	80 59%	539 67%
Somewhat disagree	742 35%	103 37%	92 41%	38 28%	276 34%
Strongly disagree	645 31%	85 30%	62 28%	42 31%	263 33%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
248	134	178	83	141	570
37%	33%	35%	28%	33%	34%
Q					
79	43	59	26	52	166
12%	11%	11%	9%	12%	10%
169	91	120	56	89	404
25%	23%	23%	19%	21%	24%
422	269	338	207	291	1097
63%	67%	65%	72%	67%	66%
			N		
218	148	178	116	152	590
33%	37%	35%	40%	35%	35%
203	120	159	92	139	507
30%	30%	31%	32%	32%	30%
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	1784 85%	241 86%	190 85%	123 90%	676 84%
Strongly agree	837 40%	120 42%	83 37%	57 42%	322 40%
Somewhat agree	947 45%	121 43%	107 48%	66 49%	354 44%
Bottom 2 Box (Net)	314 15%	41 14%	33 15%	14 10%	128 16%
Somewhat disagree	238 11%	28 10%	24 11%	10 8%	98 12%
Strongly disagree	76 4%	13 5%	9 4%	3 2%	30 4%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
573	345	440	236	349	1435
86%	86%	85%	81%	81%	86%
					R
286	158	195	109	164	673
43%	39%	38%	38%	38%	40%
287	187	245	127	185	762
43%	47%	47%	44%	43%	46%
96	57	76	54	82	231
14%	14%	15%	19%	19%	14%
				S	
64	43	60	44	59	179
10%	11%	12%	15%	14%	11%
			N		
32	14	15	10	24	52
5%	4%	3%	4%	6%	3%
				S	
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	1336 64%	163 58%	143 64%	92 67%	526 65%
Strongly agree	470 22%	62 22%	51 23%	36 27%	199 25%
				E	E
Somewhat agree	865 41%	101 36%	92 42%	56 41%	327 41%
Bottom 2 Box (Net)	762 36%	118 42%	79 36%	45 33%	278 35%
Somewhat disagree	579 28%	91 32%	60 27%	30 22%	204 25%
Strongly disagree	183 9%	27 10%	19 9%	14 10%	74 9%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
412	251	354	201	273	1062
62%	62%	69%	69%	63%	64%
		N	N		
146	90	131	71	100	370
22%	22%	25%	24%	23%	22%
266	161	223	130	173	692
40%	40%	43%	45%	40%	42%
258	152	162	89	158	604
38%	38%	31%	31%	37%	36%
PQ					
186	126	124	65	116	463
28%	31%	24%	22%	27%	28%
	PQ				
72	25	38	24	42	141
11%	6%	7%	8%	10%	8%
O					
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	929 44%	101 36%	77 34%	65 48%	337 42%
Very concerned	518 25%	55 19%	32 14%	38 28%	184 23%
Somewhat concerned	411 20%	46 16%	44 20%	27 20%	153 19%
Bottom 2 Box (Net)	1169 56%	181 64%	146 66%	72 52%	467 58%
Not very concerned	505 24%	77 27%	70 31%	36 26%	173 22%
Not at all concerned	663 32%	104 37%	76 34%	36 26%	294 37%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
307	196	236	109	186	744
46%	49%	46%	38%	43%	45%
Q	Q	Q			
174	130	126	44	106	413
26%	32%	25%	15%	24%	25%
Q	PQ	Q			
134	66	110	66	80	331
20%	16%	21%	23%	19%	20%
362	207	279	181	246	923
54%	51%	54%	62%	57%	55%
			NOP		
131	86	139	72	108	397
20%	21%	27%	25%	25%	24%
		N			
231	120	140	108	138	526
34%	30%	27%	37%	32%	32%
P			P		
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	1314 63%	155 55%	121 54%	82 60%	505 63%
Very concerned	763 36%	89 32%	73 33%	47 34%	297 37%
Somewhat concerned	550 26%	66 24%	48 22%	35 26%	208 26%
Bottom 2 Box (Net)	784 37%	126 45%	102 46%	54 40%	298 37%
Not very concerned	355 17%	45 16%	54 24%	30 22%	121 15%
Not at all concerned	429 20%	81 29%	48 22%	24 18%	177 22%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
417	266	324	166	263	1051
62%	66%	63%	57%	61%	63%
	Q				
236	162	200	88	162	602
35%	40%	39%	30%	37%	36%
	Q	Q			
181	104	124	78	101	449
27%	26%	24%	27%	23%	27%
252	137	192	124	168	616
38%	34%	37%	43%	39%	37%
			O		
104	59	95	58	79	276
16%	15%	18%	20%	18%	17%
148	78	97	66	89	340
22%	19%	19%	23%	21%	20%
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	863 41%	111 40%	68 30%	55 40%	317 39%
Very concerned	412 20%	49 17%	33 15%	31 23%	155 19%
Somewhat concerned	451 21%	62 22%	35 16%	24 18%	161 20%
Bottom 2 Box (Net)	1235 59%	170 60%	155 70%	82 60%	487 61%
Not very concerned	499 24%	58 21%	67 30%	39 29%	178 22%
Not at all concerned	737 35%	112 40%	88 39%	42 31%	308 38%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
265	189	217	101	165	697
40%	47%	42%	35%	38%	42%
	Q				
128	100	99	40	80	332
19%	25%	19%	14%	19%	20%
	Q				
137	89	118	62	85	366
20%	22%	23%	21%	20%	22%
404	214	299	189	266	969
60%	53%	58%	65%	62%	58%
			O		
162	76	126	76	111	388
24%	19%	24%	26%	26%	23%
			O		
242	137	173	113	155	581
36%	34%	34%	39%	36%	35%
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
A family member has been diagnosed with Dementia/Alzheimer's	586	99	77	47	246
	28%	35%	35%	35%	31%
		E	E	E	E
A friend has been diagnosed with Dementia/Alzheimer's	316	40	19	24	83
	15%	14%	8%	18%	10%
				BD	
I suspect a friend/family member to have Dementia/Alzheimer's	261	39	41	15	104
	12%	14%	18%	11%	13%
		E	E	E	E
I've been diagnosed with Dementia/Alzheimer's	39	3	1	-	11
	2%	1%	*	-	1%
I suspect that I may have Dementia/Alzheimer's, but don't yet have a diagnosis	37	7	*	1	23
	2%	2%	*	1%	3%
					E
None of the above	1066	133	111	66	401
	51%	47%	50%	48%	50%
Sigma	2304	321	249	154	868
	110%	114%	112%	113%	108%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
175	118	142	83	126	460
26%	29%	28%	29%	29%	28%
84	76	83	45	64	252
13%	19%	16%	16%	15%	15%
	N				
80	56	60	34	57	204
12%	14%	12%	12%	13%	12%
16	9	6	2	8	31
2%	2%	1%	1%	2%	2%
16	8	9	3	5	32
2%	2%	2%	1%	1%	2%
363	183	263	148	213	853
54%	45%	51%	51%	49%	51%
	O				
734	449	562	315	473	1831
110%	112%	109%	109%	110%	110%

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

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	884 42%	137 49%	101 46%	64 47%	342 43%
		E	E	E	E
Very confident	273 13%	40 14%	31 14%	20 15%	107 13%
Somewhat confident	611 29%	96 34%	70 32%	44 32%	236 29%
		E		E	E
Bottom 2 Box (Net)	1214 58%	145 51%	121 54%	72 53%	461 57%
Not very confident	735 35%	80 28%	76 34%	44 32%	274 34%
Not at all confident	479 23%	65 23%	45 20%	29 21%	188 23%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
270	183	219	126	171	712
40%	46%	43%	43%	40%	43%
98	64	64	28	62	210
15%	16%	12%	10%	14%	13%
	Q				
172	119	156	97	109	502
26%	30%	30%	34%	25%	30%
			N		
399	219	296	164	260	954
60%	54%	57%	57%	60%	57%
229	136	169	107	145	590
34%	34%	33%	37%	34%	35%
170	84	127	58	115	365
25%	21%	25%	20%	27%	22%
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%

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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	1167 56%	174 62%	126 57%	84 62%	456 57%
Very confident	338 16%	51 18%	36 16%	29 21%	129 16%
Somewhat confident	829 39%	122 43%	90 40%	56 41%	327 41%
Bottom 2 Box (Net)	931 44%	108 38%	97 43%	52 38%	347 43%
Not very confident	559 27%	57 20%	57 26%	33 24%	201 25%
Not at all confident	372 18%	51 18%	40 18%	19 14%	146 18%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
377	215	284	165	242	924
56%	53%	55%	57%	56%	55%
109	79	73	41	68	270
16%	20%	14%	14%	16%	16%
268	137	211	124	175	654
40%	34%	41%	43%	41%	39%
			O		
293	187	232	124	189	742
44%	47%	45%	43%	44%	45%
166	114	126	85	106	453
25%	28%	24%	29%	25%	27%
127	73	105	40	83	289
19%	18%	20%	14%	19%	17%
		Q			
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%