

17-017017-24

- Fieldwork dates: 15th June – 5th July 2018
- All figures in percentages
- Base: 2,361 adults 15+ in the UK
- Interviews conducted face to face using Capibus, Ipsos MORI's face to face omnibus
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

BASE: ALL ADULTS AGED 15+ IN THE UK (HALF SAMPLE 1)

UY01A What words come to mind when I say dementia?

| | |
|--|-------------|
| Unweighted Base | 1168 |
| Weighted Base | 1177 |
| Memory / memory loss / affects one's memory / unable to remember | 36% |
| Age / old age / elderly people | 20% |
| Forgetfulness / being absentminded | 19% |
| Confusion / disorientation / uncertainty | 10% |
| Sadness / upset / misery | 8% |
| A mental health disorder / a disease / an illness / disability | 6% |
| A loved one / family / personal link to the disease | 6% |
| A sad / cruel / horrible illness | 5% |
| Brain / disease of the brain / damage / impact to the brain | 5% |
| Alzheimer's | 4% |
| Loss of mind / losing one's mind | 4% |
| Scary / fear / being afraid | 3% |
| A change of behaviour / anger / frustration / challenging behaviour | 3% |
| Impact on day to day functionality (communication, walking etc) | 3% |
| Progressive / develops gradually / getting worse / deteriorating | 3% |
| Dementia | 3% |
| Anxiety / depression / stress | 2% |
| Loss of self / losing oneself / loss of self identity / personality | 2% |
| No longer able to recognise people / family members / loved ones | 2% |
| Impact on independence / freedom / having to rely / depend on others | 2% |
| Impact on others / impact on family members / impact on loved ones | 2% |
| Alone / lonely / isolated / lost | 2% |
| Death / dying | 1% |
| Hospital / care home / receiving treatment | 1% |
| Concerns for the future / i don't want dementia | 1% |
| Regression / living in the past | 1% |
| Difficult | 1% |
| Can happen at any time / not necessarily related to old age | 1% |



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Dementia Attitudes Monitor (June/July 2018)

| | |
|---|------------|
| Health problems / affects physical health | 1% |
| Lack of awareness / perception | * |
| Genetic / hereditary | * |
| Sympathy / feeling sorry for people with dementia | * |
| Debilitating | * |
| Childish / childlike behaviour | * |
| Vascular [dementia] | * |
| Fragile / frail | * |
| Vulnerable / vulnerability | * |
| More research is needed on the condition | * |
| Suffering | * |
| Emotional / mixed / unusual emotions | * |
| Incurable / terminal | * |
| Shakes / tremors | * |
| Repetition / repeating oneself | * |
| Loss of dignity / self worth | * |
| Various types / it's a complex condition | * |
| Parkinson's | * |
| None / nothing | 1% |
| Other | 11% |
| Don't know | 4% |



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Dementia Attitudes Monitor (June/July 2018)

BASE: ALL ADULTS AGED 15+ IN THE UK (HALF SAMPLE 1)

UY97B In a few words, can you describe what happens to a person's brain when they get dementia to cause symptoms such as memory loss?

| | |
|---|-------------|
| Unweighted Base | 1168 |
| Weighted Base | 1177 |
| Brain cells dying | 32% |
| Brain stops working properly/ slows down | 32% |
| Degeneration | 32% |
| Damage to brain cells | 27% |
| Disease | 12% |
| Connections [in the brain] not working properly | 3% |
| Loss of memory / selected memory | 2% |
| It shrinks | 1% |
| Plaque / protein forms [on the brain] | 1% |
| Confusion | 1% |
| Reduced blood supply / blood flow | 1% |
| Chemical changes | 1% |
| Revert to childhood / youth | 1% |
| Forgetfulness | * |
| Depression | * |
| Other | 3% |
| None / nothing | * |
| Don't know | 15% |

BASE: ALL ADULTS AGED 15+ IN THE UK (HALF SAMPLE 2)

UY02A What words come to mind when I say Alzheimer's disease?

| | |
|--|-------------|
| Unweighted Base | 1193 |
| Weighted Base | 1184 |
| Memory / memory loss / affects one's memory / unable to remember | 36% |
| Forgetfulness / being absentminded | 19% |
| Age / old age / elderly people | 16% |
| Confusion / disorientation / uncertainty | 12% |
| Dementia | 9% |
| A mental health disorder / a disease / an illness / disability | 6% |
| A loved one / family / personal link to the disease | 5% |
| A sad / cruel / horrible illness | 5% |
| Sadness / upset / misery | 5% |
| Brain / disease of the brain / damage / impact to the brain | 4% |
| Progressive / develops gradually / getting worse / deteriorating | 4% |
| Loss of mind / losing one's mind | 3% |
| Impact on day to day functionality (communication, walking etc) | 3% |
| Scary / fear / being afraid | 2% |
| Loss of self / losing oneself / loss of self identity / personality | 2% |
| No longer able to recognise people / family members / loved ones | 2% |
| Concerns for the future / i don't want dementia | 2% |
| Hospital / care home / receiving treatment | 2% |
| Alone / lonely / isolated / lost | 2% |
| Impact on independence / freedom / having to rely / depend on others | 2% |
| A change of behaviour / anger / frustration / challenging behaviour | 2% |
| Anxiety / depression / stress | 2% |
| Death / dying | 2% |
| Incurable / terminal | 1% |
| Impact on others / impact on family members / impact on loved ones | 1% |
| Lack of awareness / perception | 1% |
| Shakes / tremors | 1% |
| Regression / living in the past | 1% |
| Health problems / affects physical health | 1% |
| Vulnerable / vulnerability | 1% |
| Difficult | 1% |
| Sympathy / feeling sorry for people with dementia | 1% |
| Alzheimer's | 1% |
| Debilitating | 1% |
| Various types / it's a complex condition | 1% |

| | |
|---|------------|
| Repetition / repeating oneself | * |
| Genetic / hereditary | * |
| Suffering | * |
| Childish / childlike behaviour | * |
| Parkinson's | * |
| Fragile / frail | * |
| More research is needed on the condition | * |
| Vascular [dementia] | * |
| Emotional / mixed / unusual emotions | * |
| Association with aluminium | * |
| Can happen at any time / not necessarily related to old age | * |
| None / nothing | 1% |
| Other | 10% |
| Don't know | 5% |

BASE: ALL ADULTS AGED 15+ IN THE UK (HALF SAMPLE 2)

UY98B In a few words, can you describe what happens to a person's brain when they get Alzheimer's Disease to cause symptoms such as memory loss?

| | |
|---|-------------|
| Unweighted Base | 1193 |
| Weighted Base | 1184 |
| Degeneration | 36% |
| Brain cells dying | 31% |
| Brain stops working properly/ slows down | 31% |
| Damage to brain cells | 27% |
| Disease | 12% |
| Loss of memory / selected memory | 2% |
| Connections [in the brain] not working properly | 2% |
| It shrinks | 1% |
| Plaque / protein forms [on the brain] | 1% |
| Confusion | 1% |
| Forgetfulness | 1% |
| Reduced blood supply / blood flow | * |
| Chemical changes | * |
| Revert to childhood / youth | * |
| None / nothing | 1% |
| Other | 2% |
| Don't know | 13% |

BASE: ALL ADULTS AGED 15+ IN THE UK

UW05 Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

| | |
|------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Diabetes | 81% |
| Heart disease | 77% |
| Stroke | 60% |
| Cancer | 52% |
| Dementia | 34% |
| None of these | 3% |
| Don't know | 2% |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY99 Has a close friend, a member of your family or someone else you know been diagnosed as having a form of dementia such as Alzheimer's disease?

| | |
|--|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Yes, myself | * |
| Yes, close friend(s) | 5% |
| Yes, other friend(s) | 5% |
| Yes, partner or spouse | 1% |
| Yes, parent(s), step-parent(s) | 11% |
| Yes, grandparent(s) | 15% |
| Yes, brother(s), sister(s), stepbrother(s), stepsisters(s) | 1% |
| Yes, other close family member(s) | 8% |
| Yes, other family member(s) | 7% |
| Yes, work colleagues(s)/ former colleague(s) | 1% |
| Yes, neighbour(s)/ someone else from the local community | 4% |
| Yes, a person other than those listed above | 6% |
| No, no-one close to me has been diagnosed | 43% |
| Don't know | 5% |
| Prefer not to say | 1% |
| Refused | * |
| NET: Friends | 9% |
| NET: Family | 38% |
| NET: Someone else | 10% |
| NET: No experience | 47% |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY04_01 Dementia affects physical aspects of a person's health

| | |
|--------------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Strongly agree (2) | 27% |
| Tend to agree (1) | 47% |
| Neither agree nor disagree (0) | 13% |
| Tend to disagree (-1) | 9% |
| Strongly disagree (-2) | 3% |
| NET: Agree | 74% |
| NET: Disagree | 12% |
| Don't know | 1% |
| Refused | * |
| MEAN | 0.87 |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY04_02 Dementia affects mental aspects of a person's health

| | |
|--------------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Strongly agree (2) | 66% |
| Tend to agree (1) | 27% |
| Neither agree nor disagree (0) | 5% |
| Tend to disagree (-1) | 1% |
| Strongly disagree (-2) | 1% |
| NET: Agree | 93% |
| NET: Disagree | 2% |
| Don't know | 1% |
| Refused | * |
| MEAN | 1.58 |

BASE: ALL ADULTS AGED 15+ IN THE UK WITHOUT A DEMENTIA DIAGNOSIS

UY04_03 Dementia is a cause of death

| | |
|--------------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Strongly agree (2) | 18% |
| Tend to agree (1) | 33% |
| Neither agree nor disagree (0) | 22% |
| Tend to disagree (-1) | 18% |
| Strongly disagree (-2) | 7% |
| NET: Agree | 51% |
| NET: Disagree | 25% |
| Don't know | 2% |
| Refused | * |
| MEAN | 0.37 |

BASE: ALL ADULTS AGED 15+ IN THE UK WITHOUT A DEMENTIA DIAGNOSIS

UY04_04 Dementia is the health condition I fear most about getting in the future

| | |
|--------------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Strongly agree (2) | 17% |
| Tend to agree (1) | 25% |
| Neither agree nor disagree (0) | 21% |
| Tend to disagree (-1) | 24% |
| Strongly disagree (-2) | 12% |
| NET: Agree | 42% |
| NET: Disagree | 36% |
| Don't know | 1% |
| Refused | * |
| MEAN | 0.11 |

BASE: ALL ADULTS AGED 15+ IN THE UK WITHOUT A DEMENTIA DIAGNOSIS

UY04_05 If I was diagnosed with dementia, I would feel comfortable telling people outside my close family

| | |
|--------------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Strongly agree (2) | 23% |
| Tend to agree (1) | 36% |
| Neither agree nor disagree (0) | 17% |
| Tend to disagree (-1) | 16% |
| Strongly disagree (-2) | 7% |
| NET: Agree | 59% |
| NET: Disagree | 23% |
| Don't know | 1% |
| Refused | * |
| MEAN | 0.53 |

BASE: ALL ADULTS AGED 15+ IN THE UK WITHOUT A DEMENTIA DIAGNOSIS

UY04_06 I would find it hard to talk to someone who has dementia

| | |
|--------------------------------|--------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Strongly agree (2) | 5% |
| Tend to agree (1) | 16% |
| Neither agree nor disagree (0) | 15% |
| Tend to disagree (-1) | 31% |
| Strongly disagree (-2) | 30% |
| NET: Agree | 22% |
| NET: Disagree | 62% |
| Don't know | 1% |
| Refused | * |
| MEAN | -0.66 |

BASE: ALL ADULTS AGED 15+ IN THE UK WITH A DEMENTIA DIAGNOSIS

UY04_07 Before my diagnosis, dementia was the health condition I feared most

| | |
|--------------------------------|-------------|
| Unweighted Base | 7 |
| Weighted Base | 7* |
| Tend to agree (1) | 51% |
| Neither agree nor disagree (0) | 26% |
| Strongly disagree (-2) | 23% |
| NET: Agree | 51% |
| NET: Disagree | 23% |
| MEAN | 0.06 |



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BASE: ALL ADULTS AGED 15+ IN THE UK

UY04_08 I am comfortable telling people outside my close family about my diagnosis

| | |
|--------------------------------|-------------|
| Unweighted Base | 7 |
| Weighted Base | 7* |
| Strongly agree (2) | 26% |
| Tend to agree (1) | 61% |
| Neither agree nor disagree (0) | 13% |
| NET: Agree | 87% |
| MEAN | 1.13 |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY04_09 Dementia is an inevitable part of getting older

| | |
|--------------------------------|--------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Strongly agree (2) | 4% |
| Tend to agree (1) | 18% |
| Neither agree nor disagree (0) | 17% |
| Tend to disagree (-1) | 33% |
| Strongly disagree (-2) | 27% |
| NET: Agree | 22% |
| NET: Disagree | 60% |
| Don't know | 1% |
| Refused | * |
| MEAN | -0.62 |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY06 What, if anything, do you think could increase a person's risk of developing dementia? Spontaneous

| | |
|--|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Being less mentally active | 34% |
| Genetic factors e.g. having a parent with dementia | 25% |
| Old age | 23% |
| Loneliness | 18% |
| Lack of exercise | 17% |
| Heavy drinking | 16% |
| Poor diet | 16% |
| Depression | 15% |
| Smoking | 11% |
| Previous head injury | 10% |
| Stress | 10% |
| Being overweight | 5% |
| High blood pressure | 5% |
| Diabetes | 4% |
| High cholesterol | 3% |
| Heart disease | 3% |
| Drug abuse | 2% |
| Using aluminium pots and pans | 2% |
| Hearing loss | 2% |
| Fewer years in education | 2% |
| Drinks containing caffeine | 2% |
| Poor lifestyle overall | 1% |
| Nothing in particular / it just happens | 1% |
| Physical illness / health problems | * |
| Medication / taking the wrong medication | * |
| Environmental factors / pollution | * |
| Stroke | * |
| Lack of sleep | * |
| Exposure to chemicals | * |
| Mental health problems | * |
| Traumatic previous experiences / shock | * |
| Dehydration / not drinking enough | * |
| Blood flow / circulation / to the brain | * |
| Work / poor working conditions | * |
| Other | 3% |
| None of these | 7% |
| Don't know | 15% |



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Dementia Attitudes Monitor (June/July 2018)

BASE: ALL ADULTS AGED 15+ IN THE UK

UY07 - And which, if any, of the following do you think could increase a person's risk of developing dementia? Prompted

| | |
|--|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Old age | 33% |
| Genetic factors e.g. having a parent with dementia | 26% |
| Being less mentally active | 24% |
| Depression | 23% |
| Stress | 21% |
| Previous head injury | 20% |
| Loneliness | 20% |
| Heavy drinking | 16% |
| Lack of exercise | 13% |
| Smoking | 12% |
| Poor diet | 12% |
| Being overweight | 10% |
| High blood pressure | 10% |
| High cholesterol | 8% |
| Diabetes | 7% |
| Heart disease | 6% |
| Using aluminium pots and pans | 4% |
| Hearing loss | 3% |
| Drinks containing caffeine | 3% |
| Fewer years in education | 3% |
| None of these | 9% |
| Don't know | 9% |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY06/7 What, if anything, do you think could increase a person's risk of developing dementia? Total

| | |
|--|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Being less mentally active | 57% |
| Old age | 56% |
| Genetic factors e.g. having a parent with dementia | 50% |
| Depression | 38% |
| Loneliness | 38% |
| Heavy drinking | 32% |
| Stress | 31% |
| Previous head injury | 30% |
| Lack of exercise | 30% |
| Poor diet | 27% |
| Smoking | 23% |
| Being overweight | 15% |
| High blood pressure | 14% |
| Diabetes | 11% |
| High cholesterol | 11% |
| Heart disease | 9% |
| Using aluminium pots and pans | 6% |
| Hearing loss | 5% |
| Fewer years in education | 5% |
| Drinks containing caffeine | 5% |
| Other | 3% |
| None of these | 2% |
| Don't know | 5% |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY08 If doctors were able to give you information in midlife about your personal risk of developing dementia in later life, based on your genetics and/or lifestyle, would you want/have wanted to know or not?

| | |
|------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Yes, definitely | 47% |
| Yes, probably | 26% |
| No, probably not | 15% |
| No, definitely not | 11% |
| Don't know | 1% |
| NET: Yes | 73% |
| NET: No | 25% |

BASE: ALL ADULTS AGED 15+ IN THE UK

UY09 Please answer the following question based on your understanding of the current diagnosis, treatment and care options for people with dementia. Do you agree or disagree with the following statement...? "There is value in a person with dementia being given a formal diagnosis from a doctor"

| | |
|----------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Strongly agree | 43% |
| Agree | 39% |
| Neither agree nor disagree | 14% |
| Disagree | 2% |
| Strongly disagree | 1% |
| Don't know | 1% |
| NET: Agree | 82% |
| NET: Disagree | 3% |

BASE: ALL ADULTS 15+ IN THE UK WHO AGREE THERE IS VALUE IN FORMAL DEMENTIA DIAGNOSIS

UY10 You said that you agree that there is value in a person with dementia being given a formal diagnosis from a doctor. Why do you say that?

| | |
|--|-------------|
| Unweighted Base | 1906 |
| Weighted Base | 1926 |
| It allows people to plan for their future | 59% |
| It can allow people to access treatments that could help | 50% |
| It can allow people to access care services that could help | 47% |
| It could provide peace of mind to those worrying about the cause of their symptoms | 44% |
| It could provide opportunities for people to get involved in research/trials | 30% |
| It could allow access to financial support or benefits | 29% |
| It could provide peace of mind for the person's loved ones | 2% |
| It's an obligation / ethical / the patient has the right to know | 2% |
| Other | 3% |
| None | * |
| Don't know | 1% |

BASE: ALL ADULTS 15+ IN THE UK WHO DISAGREE THERE IS VALUE IN FORMAL DEMENTIA DIAGNOSIS

UY11 You said that you disagree that there is value in a person with dementia being given a formal diagnosis from a doctor. Why do you say that?

| | |
|--|------------|
| Unweighted Base | 77 |
| Weighted Base | 78* |
| It is stressful for the person being diagnosed | 43% |
| There are no treatments that can really make a difference | 21% |
| Diagnosis is too often inaccurate | 13% |
| It could cause practical problems like stopping driving or trouble getting insurance | 10% |
| It's just part of getting older | 10% |
| The stigma of a diagnosis is too great | 5% |
| It wouldn't help / would be of no benefit | 5% |
| It takes time / series of tests / specialist to diagnose | 4% |
| Other | 7% |
| None | 2% |
| Don't know | 8% |

BASE: ALL ADULTS 15+ IN THE UK WITHOUT A DEMENTIA DIAGNOSIS

There are many approaches being developed that could improve how a diagnosis of dementia is made in the future. If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how willing or reluctant would you be for doctors to use one of the following tests to make an accurate and early diagnosis?

UY12_01 Willingness to use test - Memory and thinking tests

| | |
|------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Very willing (4) | 67% |
| Fairly willing (3) | 24% |
| Fairly reluctant (2) | 5% |
| Very reluctant (1) | 3% |
| Don't know | 1% |
| NET: Willing | 91% |
| NET: Reluctant | 8% |
| MEAN | 3.57 |

UY12_02 Willingness to use test - A brain scan

| | |
|------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Very willing (4) | 60% |
| Fairly willing (3) | 28% |
| Fairly reluctant (2) | 7% |
| Very reluctant (1) | 4% |
| Don't know | 1% |
| NET: Willing | 87% |
| NET: Reluctant | 12% |
| MEAN | 3.44 |

UY12_03 Willingness to use test - A lumbar puncture or 'spinal tap' where a spinal fluid sample is taken using a needle in the base of the spine

| | |
|------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Very willing (4) | 20% |
| Fairly willing (3) | 24% |
| Fairly reluctant (2) | 25% |
| Very reluctant (1) | 29% |
| Don't know | 2% |
| NET: Willing | 44% |
| NET: Reluctant | 54% |
| MEAN | 2.35 |

UY12_04 Willingness to use test - Blood test

| | |
|------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Very willing (4) | 67% |
| Fairly willing (3) | 24% |
| Fairly reluctant (2) | 5% |
| Very reluctant (1) | 3% |
| Don't know | 1% |
| NET: Willing | 91% |
| NET: Reluctant | 8% |
| MEAN | 3.57 |

UY12_05 Willingness to use test - Eye test

| | |
|------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Very willing (4) | 69% |
| Fairly willing (3) | 23% |
| Fairly reluctant (2) | 4% |
| Very reluctant (1) | 3% |
| Don't know | 1% |
| NET: Willing | 91% |
| NET: Reluctant | 7% |
| MEAN | 3.59 |

UY12_06 Willingness to use test - Computer or smartphone tasks or apps that monitor your day-to-day life

| | |
|------------------------|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Very willing (4) | 46% |
| Fairly willing (3) | 27% |
| Fairly reluctant (2) | 13% |
| Very reluctant (1) | 12% |
| Don't know | 2% |
| NET: Willing | 73% |
| NET: Reluctant | 25% |
| MEAN | 3.1 |

BASE: ALL ADULTS 15+ IN THE UK WITHOUT A DEMENTIA DIAGNOSIS

UY13 - Imagine you were able to take a test, or set of tests, through your doctor that could tell you whether you were in the very early stages of Alzheimer's or another form of dementia, even before symptoms showed, would you...?

| | |
|--|-------------|
| Unweighted Base | 2354 |
| Weighted Base | 2354 |
| Take the test regardless of the effectiveness of treatments available | 55% |
| Take the test, but only if I could be offered an effective prevention | 18% |
| Take the test, but only if I could be offered an effective treatment | 13% |
| Not take the test. I would not want to know if I was in the very early stages of Alzheimer's or another form of dementia | 13% |
| Don't know | 2% |
| NET: Take the test | 85% |

BASE: ALL ADULTS 15+ IN THE UK

UY14 How effective or not do you think current dementia treatments are?

| | |
|------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Very effective | 3% |
| Quite effective | 24% |
| Not very effective | 43% |
| Not at all effective | 8% |
| Don't know | 22% |
| NET: Effective | 27% |
| NET: Not effective | 50% |

BASE: ALL ADULTS 15+ IN THE UK

UY15 Which, if any, of the following currently exist as ways to treat dementia?

| | |
|---|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Medicines on NHS prescription that can help to relieve symptoms | 36% |
| Medicines on NHS prescription to slow the underlying diseases that cause dementia | 31% |
| Medicines on NHS prescription to stop the underlying diseases that cause dementia | 15% |
| Medicines on NHS prescription that prevent dementia developing in the first place | 12% |
| Group therapy activities to stimulate memory, thinking and language skills (cognitive stimulation) | 44% |
| Professional support to develop techniques that help people with day-to-day activities (cognitive rehabilitation) | 40% |
| Activity sessions that help improve mood and wellbeing through music, games and photographs | 41% |
| Complementary remedies such as spices, herbs or food supplements | 16% |
| Nothing cures dementia | * |
| Other | 1% |
| None of these | 5% |
| Don't know | 19% |
| NET: Any medicine | 56% |

BASE: ALL ADULTS 15+ IN THE UK

UY16_1 Which, if any, of the following types of medical research into Alzheimer's disease or other forms of dementia would you say are most important? [Most important]

| | |
|--|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Research for a cure | 27% |
| Research for new forms of medication to slow the disease | 4% |
| Research for new forms of medication to stop the disease | 10% |
| Research for new forms of medication to help with symptoms | 4% |
| Research for nondrug treatments and therapies to help manage everyday symptoms of the disease | 3% |
| Research for ways to diagnose the disease earlier | 9% |
| Research for ways to prevent the disease | 26% |
| Research for ways to improve the quality of life for those living with the disease through better care | 8% |
| Finding the reasons / root cause | * |
| Other | * |
| None of these | 2% |
| Don't know | 5% |

BASE: ALL ADULTS 15+ IN THE UK

UY16_2 Which, if any, of the following types of medical research into Alzheimer's disease or other forms of dementia would you say are most important? [Second most important]

| | |
|--|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Research for a cure | 19% |
| Research for new forms of medication to slow the disease | 8% |
| Research for new forms of medication to stop the disease | 14% |
| Research for new forms of medication to help with symptoms | 7% |
| Research for nondrug treatments and therapies to help manage everyday symptoms of the disease | 5% |
| Research for ways to diagnose the disease earlier | 11% |
| Research for ways to prevent the disease | 18% |
| Research for ways to improve the quality of life for those living with the disease through better care | 11% |
| Other | * |
| None of these | 1% |
| Don't know | 1% |
| Did not give most important answer | 6% |



Alzheimer's Research UK.

Dementia Attitudes Monitor (June/July 2018)

BASE: ALL ADULTS 15+ IN THE UK

UY16_1_2 Which, if any, of the following types of medical research into Alzheimer's disease or other forms of dementia would you say are most important? [RANKED IMPORTANCE SCORE]

| | |
|---|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Research for a cure - Most important | 27% |
| Research for a cure - Second most important | 19% |
| Research for a cure - Importance score | 0.62 |
| Research for new forms of medication to slow the disease - Most important | 4% |
| Research for new forms of medication to slow the disease - Second most important | 8% |
| Research for new forms of medication to slow the disease - Importance score | 0.14 |
| Research for new forms of medication to stop the disease - Most important | 10% |
| Research for new forms of medication to stop the disease - Second most important | 14% |
| Research for new forms of medication to stop the disease - Importance score | 0.29 |
| Research for new forms of medication to help with symptoms - Most important | 4% |
| Research for new forms of medication to help with symptoms - Second most important | 7% |
| Research for new forms of medication to help with symptoms - Importance score | 0.12 |
| Research for nondrug treatments and therapies to help manage everyday symptoms of the disease - Most important | 3% |
| Research for nondrug treatments and therapies to help manage everyday symptoms of the disease - Second most important | 5% |
| Research for nondrug treatments and therapies to help manage everyday symptoms of the disease - Importance score | 0.09 |
| Research for ways to diagnose the disease earlier - Most important | 9% |
| Research for ways to diagnose the disease earlier - Second most important | 11% |
| Research for ways to diagnose the disease earlier - Importance score | 0.25 |
| Research for ways to prevent the disease - Most important | 26% |
| Research for ways to prevent the disease - Second most important | 18% |
| Research for ways to prevent the disease - Importance score | 0.59 |
| Research for ways to improve the quality of life for those living with the disease through better - Most important | 8% |
| Research for ways to improve the quality of life for those living with the disease through better - Second most important | 11% |
| Research for ways to improve the quality of life for those living with the disease through better - Importance score | 0.23 |



Alzheimer's Research UK.

Dementia Attitudes Monitor (June/July 2018)

BASE: ALL ADULTS 15+ IN THE UK

UY17 Regardless of any memory issues you might have, hypothetically, would you consider getting involved in medical research for dementia in the future?

| | |
|------------------------|-------------|
| Unweighted Base | 2361 |
| Weighted Base | 2361 |
| Yes, I would | 50% |
| No, I wouldn't | 20% |
| Not sure | 28% |
| Rather not say | 2% |