DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
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Table 1

HEA4 - Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
Diabetes	**1980**	46	56	937	940
	78%	64%	75%	78%	79%
Heart disease	**1812**	40	39	833	900
	72%	56%	52%	70%	76%
Stroke	**1516**	26	36	707	748
	60%	36%	48%	59%	63%
Cancer	**1282**	19	26	591	646
	51%	26%	34%	49%	55%
Dementia	**906**	16	21	410	460
	36%	23%	27%	34%	39%
None of these	**129**	9	4	63	52
	5%	13%	6%	5%	4%
Don't know	**110**	6	5	63	35
	4%	9%	7%	5%	3%

Table 2

HEA4 - Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
Diabetes	**1980**	956	1005	182	327	325	365	337	443	147	180	263	84	216	263	190	181	156	1679	152	96	53
	78%	78%	79%	68%	75%	79%	88%	82%	75%	81%	76%	76%	83%	78%	76%	87%	82%	76%	79%	72%	80%	77%
						c	cdeh	cdh	c							jkmnq			s			
Heart disease	**1812**	878	912	157	283	306	339	324	404	133	173	242	74	202	240	168	161	139	1533	141	89	50
	72%	72%	72%	58%	65%	74%	81%	79%	69%	73%	73%	70%	73%	73%	69%	78%	73%	68%	72%	66%	74%	72%
						cd	cdeh	cdh	c							q						
Stroke	**1516**	711	788	118	224	243	291	281	359	106	137	203	60	173	206	147	124	122	1278	127	71	40
	60%	58%	62%	44%	52%	59%	70%	69%	61%	58%	57%	59%	60%	63%	59%	68%	56%	59%	60%	60%	59%	58%
						c	cdeh	cdeh	cd							jp						
Cancer	**1282**	640	626	106	223	220	252	218	263	88	110	180	53	157	172	123	106	102	1091	101	57	33
	51%	52%	49%	39%	51%	53%	61%	53%	45%	48%	46%	52%	52%	57%	49%	57%	48%	50%	51%	48%	48%	48%
					c	ch	cdgh	ch						j								
Dementia	**906**	429	466	64	148	147	179	166	202	63	85	141	32	90	120	91	71	69	762	76	49	18
	36%	35%	37%	24%	34%	36%	43%	40%	34%	35%	36%	41%	31%	33%	35%	42%	32%	34%	36%	36%	41%	27%
					c	c	cdeh	c	c													
None of these	**129**	60	62	20	31	25	15	17	20	8	11	13	4	17	21	6	10	15	105	11	5	9
	5%	5%	5%	8%	7%	6%	4%	4%	3%	4%	5%	4%	4%	6%	6%	3%	5%	7%	5%	5%	4%	12%
				fh	fh																	rt
Don't know	**110**	50	54	15	26	15	12	3	39	7	11	16	4	8	16	4	11	7	84	13	9	3
	4%	4%	4%	6%	6%	4%	3%	1%	7%	4%	5%	5%	4%	3%	4%	2%	5%	3%	4%	6%	7%	5%
				g	g	g	g		fg													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 3

HEA4 - Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
Diabetes	**1980** **78%**	412 82% de	174 82%	485 81%	351 76%	252 75%	17 77%	551 81%	1429 77%	63 69%	205 74%	69 75%	894 85% ijk	563 84% p	537 81% p	408 79% p	412 70%
Heart disease	**1812** **72%**	400 80% de	162 77% e	448 75% e	319 69%	215 64%	18 80%	496 73%	1317 71%	49 53%	190 69% i	71 77% i	845 81% ij	548 82% nop	503 76% op	360 70% p	350 59%
Stroke	**1516** **60%**	335 67% de	135 64% e	385 64% de	260 56%	171 51%	16 74%	402 59%	1115 60%	44 48%	148 53%	59 64%	723 69% ij	461 69% op	432 65% op	296 58% p	287 48%
Cancer	**1282** **51%**	290 58% cde	127 60% cde	297 49%	220 47%	159 47%	15 69%	369 54% h	913 49%	34 38%	123 45%	47 51%	626 60% ij	402 60% op	371 56% op	224 43%	247 42%
Dementia	**906** **36%**	208 42% cde	89 42% de	205 34%	152 33%	107 32%	10 44%	247 36%	659 36%	21 23%	92 33%	38 41% i	427 41% i	294 44% nop	256 39% op	147 29%	183 31%
None of these	**129** **5%**	13 3%	6 3%	20 3%	31 7% abc	23 7% ac	- -	37 5%	92 5%	7 8%	17 6% l	4 5%	31 3%	20 3%	28 4%	27 5%	42 7% m
Don't know	**110** **4%**	21 4%	6 3%	24 4%	26 6%	16 5%	* 1%	23 3%	87 5%	* *	9 3%	2 2%	26 3%	18 3%	20 3%	29 6% m	36 6% mn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 4

HEA4 - Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
Diabetes	**1980**	1709	45	96	87	4	13	1709	245	378	409	893	139	121	380	686	581	333	1260	720
	78%	79%	76%	75%	73%	47%	56%	79%	72%	77%	78%	85%	71%	60%	80%	76%	78%	82%	81%	74%
		df	f	f	f			h		m	m	ijlm	m					o	s	
Heart disease	**1812**	1599	37	82	62	4	12	1599	196	332	363	859	132	100	351	620	535	306	1162	651
	72%	74%	62%	64%	51%	50%	49%	74%	58%	67%	69%	82%	67%	49%	74%	69%	72%	75%	75%	67%
		bcdf		d				h		m	m	ijlm	m					o	s	
Stroke	**1516**	1351	29	60	50	3	10	1351	152	270	293	742	104	79	315	527	434	241	962	555
	60%	63%	49%	47%	41%	43%	41%	63%	45%	55%	56%	71%	53%	39%	66%	58%	59%	59%	62%	57%
		bcdf						h		m	m	ijlm	m		op				s	
Cancer	**1282**	1143	22	55	37	2	8	1143	123	216	252	645	86	63	252	452	372	207	853	428
	51%	53%	37%	43%	31%	24%	33%	53%	36%	44%	48%	61%	44%	31%	53%	50%	50%	51%	55%	44%
		bcdf		d				h		m	m	ijlm	m						s	
Dementia	**906**	794	13	45	31	2	7	794	98	130	168	492	60	45	178	305	265	158	587	319
	36%	37%	22%	35%	26%	24%	31%	37%	29%	26%	32%	47%	30%	22%	37%	34%	36%	39%	38%	33%
		bd		b				h			m	ijlm							s	
None of these	**129**	101	3	12	7	1	3	101	27	17	28	36	20	19	21	58	34	16	75	54
	5%	5%	5%	10%	6%	20%	14%	5%	8%	4%	5%	3%	10%	9%	4%	6%	5%	4%	5%	6%
				a			a		g				ijk	ik						
Don't know	**110**	90	5	3	6	-	4	90	18	23	20	26	9	28	24	42	31	13	54	56
	4%	4%	8%	2%	5%	-	15%	4%	5%	5%	4%	2%	5%	14%	5%	5%	4%	3%	3%	6%
			ac				acd							ijkl						r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 5

HEA4 - Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
Diabetes	**1980**	246	890	970	263	1078	895	1518	420	1855	1932	1939	1940	34
	78%	80%	83%	82%	83%	81%	75%	79%	77%	80%	79%	79%	79%	61%
			ef	ef	f	f				jklm	klm	m	m	
Heart disease	**1812**	231	829	895	252	989	820	1389	384	1702	1775	1781	1783	26
	72%	74%	77%	76%	80%	74%	69%	72%	70%	73%	73%	72%	72%	46%
			cef	ef	ef	f				klm	klm	m	m	
Stroke	**1516**	211	700	769	226	848	662	1155	327	1418	1483	1489	1490	24
	60%	68%	65%	65%	72%	64%	56%	60%	60%	61%	61%	61%	61%	43%
		f	f	ef	bcef	f				m	klm	m	m	
Cancer	**1282**	162	572	622	186	689	590	977	276	1212	1253	1255	1256	23
	51%	52%	53%	53%	59%	52%	50%	51%	51%	52%	51%	51%	51%	41%
					bcef					jkl	kl			
Dementia	**906**	114	404	443	126	495	408	692	192	843	876	880	882	22
	36%	37%	37%	38%	40%	37%	34%	36%	35%	36%	36%	36%	36%	39%
None of these	**129**	19	44	50	14	60	66	97	30	106	112	118	119	8
	5%	6%	4%	4%	4%	5%	6%	5%	5%	5%	5%	5%	5%	15%
												ij	ijk	ijkl
Don't know	**110**	8	28	30	5	39	68	73	31	91	98	99	99	9
	4%	3%	3%	3%	2%	3%	6%	4%	6%	4%	4%	4%	4%	16%
						c	abcde							ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

Table 6

HEA4 - Which, if any, of the following health conditions do you think it's possible for people to reduce their risk of developing?

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
Diabetes	**1980**	30	117	6	249	10	180	282	122	107	1217	743	839	1141	1536	151	1370	297	302
	78%	68%	81%	38%	72%	75%	77%	73%	75%	71%	81%	74%	93%	70%	82%	67%	82%	71%	73%
			dgk								dgik		m		o		qr		
Heart disease	**1812**	33	95	10	237	9	162	279	117	101	1102	693	841	971	1437	123	1275	258	271
	72%	75%	66%	62%	69%	66%	70%	72%	72%	68%	73%	69%	93%	60%	77%	54%	76%	62%	65%
													m		o		qr		
Stroke	**1516**	29	85	7	207	8	128	226	110	95	907	594	811	706	1215	95	1086	209	214
	60%	66%	59%	44%	60%	60%	55%	58%	67%	63%	60%	59%	89%	43%	65%	42%	65%	50%	51%
									f				m		o		qr		
Cancer	**1282**	24	68	6	152	4	105	177	87	76	794	478	766	516	1040	80	896	173	204
	51%	53%	47%	38%	44%	26%	45%	46%	53%	51%	53%	48%	85%	32%	56%	35%	53%	42%	49%
											dgk		m		o		q		
Dementia	**906**	15	48	2	99	6	76	136	64	51	554	346	906	-	787	34	661	122	116
	36%	33%	33%	13%	29%	41%	33%	35%	39%	34%	37%	35%	100%	-	42%	15%	39%	29%	28%
									d		d	d	m		o		qr		
None of these	**129**	3	9	4	17	1	11	23	10	5	70	57	-	129	76	22	78	27	22
	5%	7%	6%	23%	5%	9%	5%	6%	6%	3%	5%	6%	-	8%	4%	10%	5%	6%	5%
														l		n			
Don't know	**110**	2	5	1	22	-	11	13	3	8	62	45	-	110	50	20	44	39	25
	4%	4%	4%	4%	6%	-	5%	3%	2%	5%	4%	4%	-	7%	3%	9%	3%	9%	6%
					h									l		n		p	p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 7

HEA5 - What words come to mind when I say dementia?

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
Mental descriptors	**427**	3	8	207	208
	17%	4%	11%	17%	18%
Physical descriptors	**256**	7	1	87	160
	10%	10%	2%	7%	14%
General descriptors	**168**	3	5	80	81
	7%	4%	6%	7%	7%
Memory loss / forgetfulness	**1307**	40	40	605	622
	52%	55%	54%	50%	52%
Confusion	**277**	6	4	105	162
	11%	8%	5%	9%	14%
General symptoms	**346**	14	14	201	118
	14%	19%	19%	17%	10%
Stigma	**31**	2	2	9	18
	1%	3%	3%	1%	2%
Personal connection	**121**	5	2	40	74
	5%	6%	3%	3%	6%
Emotional response	**433**	5	8	198	221
	17%	7%	11%	17%	19%
Old / elderly	**553**	16	14	267	256
	22%	22%	19%	22%	22%
General people it affects	**53**	*	2	24	27
	2%	1%	2%	2%	2%
Care / care home / nursing home / receiving care	**160**	3	6	61	90
	6%	4%	7%	5%	8%
Impact on family members / loved ones	**148**	2	-	54	91
	6%	3%	-	5%	8%
More research is needed on the condition	**58**	*	1	26	31
	2%	1%	1%	2%	3%
Other	**79**	6	4	43	26
	3%	8%	5%	4%	2%
None / nothing	**19**	-	1	11	8
	1%	-	1%	1%	1%
Don't know	**72**	5	5	31	32
	3%	7%	6%	3%	3%

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Table 8
HEA5 - What words come to mind when I say dementia?

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
Mental descriptors	**427**	212	214	31	63	60	86	77	109	28	34	53	20	59	53	41	34	38	360	34	24	8
	17%	17%	17%	11%	14%	15%	21%	19%	19%	15%	14%	15%	20%	22%	15%	19%	15%	19%	17%	16%	20%	11%
							cde	c	c													
Physical descriptors	**256**	108	143	20	34	48	48	49	57	22	16	21	16	33	39	26	23	14	209	20	13	14
	10%	9%	11%	7%	8%	12%	12%	12%	10%	12%	7%	6%	15%	12%	11%	12%	10%	7%	10%	9%	11%	20%
										k			jkq	k	k	k						rs
General descriptors	**168**	68	99	11	26	32	25	23	51	15	15	22	7	21	28	16	7	8	138	14	10	5
	7%	6%	8%	4%	6%	8%	6%	6%	9%	8%	6%	6%	7%	8%	8%	7%	3%	4%	6%	7%	9%	8%
			a						c	p					p							
Memory loss / forgetfulness	**1307**	630	659	198	270	225	199	180	234	78	128	198	49	162	172	108	115	107	1114	94	53	45
	52%	52%	52%	73%	62%	55%	48%	44%	40%	43%	54%	58%	48%	59%	50%	50%	52%	52%	52%	45%	45%	64%
				defgh	efgh	gh	h					i		in					s			st
Confusion	**277**	112	165	19	36	50	52	63	57	16	35	33	13	33	44	21	12	19	227	26	19	5
	11%	9%	13%	7%	8%	12%	12%	15%	10%	9%	15%	10%	13%	12%	13%	10%	6%	9%	11%	12%	16%	8%
			a					cdh			p		p	p	p							
General symptoms	**346**	160	184	35	62	55	68	55	72	30	37	45	10	46	42	41	30	25	305	25	12	4
	14%	13%	14%	13%	14%	13%	16%	13%	12%	17%	15%	13%	10%	17%	12%	19%	14%	12%	14%	12%	10%	5%
Stigma	**31**	15	16	1	1	8	5	7	9	5	*	4	3	5	2	7	1	1	29	1	2	-
	1%	1%	1%	*	*	2%	1%	2%	2%	3%	*	1%	3%	2%	1%	3%	*	1%	1%	*	1%	-
						d				j			j			jn						
Personal connection	**121**	61	59	7	13	21	21	26	33	16	8	11	2	17	13	12	9	10	98	14	7	2
	5%	5%	5%	3%	3%	5%	5%	6%	6%	9%	4%	3%	2%	6%	4%	5%	4%	5%	5%	7%	6%	3%
								d		jkn												
Emotional response	**433**	164	268	27	63	63	86	78	115	36	42	37	19	42	72	40	42	44	374	35	17	7
	17%	13%	21%	10%	15%	15%	21%	19%	19%	20%	18%	11%	19%	15%	21%	18%	19%	21%	18%	17%	14%	10%
			a				cd	c	c	k	k				k	k	k	k				
Old / elderly	**553**	260	284	79	104	103	109	80	78	43	53	85	12	48	93	50	45	39	470	50	16	17
	22%	21%	22%	29%	24%	25%	26%	20%	13%	23%	22%	25%	12%	18%	27%	23%	21%	19%	22%	24%	13%	25%
				gh	h	h	gh	h		l	l	l			lm	l			t	t		
General people it affects	**53**	22	30	4	10	13	11	5	9	1	4	8	1	9	11	2	5	3	42	6	3	2
	2%	2%	2%	2%	2%	3%	3%	1%	2%	*	2%	2%	1%	3%	3%	1%	2%	1%	2%	3%	2%	2%
Care / care home / nursing home / receiving care	**160**	68	91	10	35	33	28	23	31	14	17	23	*	13	15	19	17	15	133	15	7	5
	6%	6%	7%	4%	8%	8%	7%	6%	5%	7%	7%	7%	*	5%	4%	9%	8%	7%	6%	7%	6%	7%
					c	c				l	l	l				l	l	l				
Impact on family members / loved ones	**148**	70	74	6	16	23	29	33	41	12	11	26	3	18	18	9	11	8	116	17	10	5
	6%	6%	6%	2%	4%	5%	7%	8%	7%	7%	5%	7%	3%	6%	5%	4%	5%	4%	5%	8%	9%	7%
							cd	cd	cd													
More research is needed on the condition	**58**	15	43	1	11	7	7	13	19	7	4	5	5	5	9	7	7	5	53	3	2	1
	2%	1%	3%	*	2%	2%	2%	3%	3%	4%	1%	2%	5%	2%	3%	3%	3%	2%	2%	1%	1%	1%
			a					c	c													
Other	**79**	31	45	13	10	14	11	16	14	8	5	15	-	10	9	8	8	4	67	5	2	5
	3%	3%	4%	5%	2%	3%	3%	4%	2%	4%	2%	4%	-	4%	3%	4%	4%	2%	3%	3%	1%	7%
None / nothing	**19**	15	2	3	3	3	3	5	4	-	3	3	-	1	4	1	1	3	16	2	2	-
	1%	1%	*	1%	1%	1%	1%	1%	1%	-	1%	1%	-	*	1%	*	1%	2%	1%	1%	2%	-
		b																				
Don't know	**72**	48	21	8	18	8	12	12	14	3	6	15	5	5	8	1	9	8	61	6	3	2
	3%	4%	2%	3%	4%	2%	3%	3%	2%	2%	3%	4%	5%	2%	2%	*	4%	4%	3%	3%	2%	2%
		b										o	o				o	o				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 9
HEA5 - What words come to mind when I say dementia?

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
Mental descriptors	**427**	91	43	112	76	46	2	104	323	16	42	20	194	136	116	84	79
	17%	18%	20%	19%	16%	14%	8%	15%	17%	17%	15%	22%	19%	20%	17%	16%	13%
														p			
Physical descriptors	**256**	61	22	66	59	27	-	71	185	9	27	11	119	74	66	60	48
	10%	12%	10%	11%	13%	8%	-	10%	10%	10%	10%	12%	11%	11%	10%	12%	8%
General descriptors	**168**	44	12	40	33	19	3	41	127	4	24	6	77	50	46	41	29
	7%	9%	5%	7%	7%	6%	13%	6%	7%	4%	9%	6%	7%	7%	7%	8%	5%
Memory loss / forgetfulness	**1307**	221	116	307	245	184	12	380	927	46	140	51	557	330	346	267	321
	52%	44%	55%	51%	53%	55%	55%	56%	50%	50%	51%	55%	53%	49%	52%	52%	54%
			a	a	a	a		h									
Confusion	**277**	64	26	67	55	34	2	63	214	7	24	9	133	92	86	30	61
	11%	13%	12%	11%	12%	10%	8%	9%	12%	8%	9%	10%	13%	14%	13%	6%	10%
														o	o		o
General symptoms	**346**	68	22	97	57	55	3	98	248	15	35	13	160	103	105	64	67
	14%	14%	10%	16%	12%	16%	13%	14%	13%	17%	13%	14%	15%	15%	16%	13%	11%
															p		
Stigma	**31**	6	2	12	2	6	-	8	23	1	2	2	15	12	7	7	6
	1%	1%	1%	2%	*	2%	-	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
				d													
Personal connection	**121**	25	9	32	28	11	4	29	92	7	8	5	55	36	36	17	29
	5%	5%	4%	5%	6%	3%	19%	4%	5%	8%	3%	5%	5%	5%	5%	3%	5%
Emotional response	**433**	101	42	120	79	49	4	105	328	17	47	13	191	125	114	80	103
	17%	20%	20%	20%	17%	15%	18%	15%	18%	19%	17%	14%	18%	19%	17%	16%	17%
Old / elderly	**553**	131	54	125	92	55	11	172	381	7	53	18	300	174	157	102	99
	22%	26%	26%	21%	20%	16%	51%	25%	21%	7%	19%	19%	29%	26%	24%	20%	17%
		de	e					h			i		ij	op	p		
General people it affects	**53**	11	5	15	12	2	-	19	34	-	9	4	24	22	15	6	8
	2%	2%	2%	2%	3%	1%	-	3%	2%	-	3%	4%	2%	3%	2%	1%	1%
														o			
Care / care home / nursing home / receiving care	**160**	35	21	37	33	19	1	49	111	3	20	1	88	56	41	33	28
	6%	7%	10%	6%	7%	6%	5%	7%	6%	4%	7%	1%	8%	8%	6%	6%	5%
											k		k	p			
Impact on family members / loved ones	**148**	34	21	35	19	20	1	42	106	5	16	7	71	41	44	33	23
	6%	7%	10%	6%	4%	6%	3%	6%	6%	6%	6%	8%	7%	6%	7%	6%	4%
			d														
More research is needed on the condition	**58**	16	6	17	8	1	-	16	42	-	2	3	29	23	15	9	10
	2%	3%	3%	3%	2%	*	-	2%	2%	-	1%	3%	3%	3%	2%	2%	2%
		e	e	e													
Other	**79**	14	11	16	16	7	4	27	52	3	7	1	48	27	33	11	6
	3%	3%	5%	3%	3%	2%	16%	4%	3%	3%	3%	2%	5%	4%	5%	2%	1%
														p	op		
None / nothing	**19**	1	1	4	1	4	-	3	16	1	-	*	2	4	3	5	5
	1%	*	*	1%	*	1%	-	*	1%	2%	-	1%	*	1%	*	1%	1%
										l							
Don't know	**72**	9	4	16	14	15	-	22	50	6	7	1	13	8	7	15	35
	3%	2%	2%	3%	3%	4%	-	3%	3%	6%	2%	1%	1%	1%	1%	3%	6%
						a				l						n	mn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 10
HEA5 - What words come to mind when I say dementia?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
Mental descriptors	**427**	377	9	14	16	-	3	377	42	69	86	209	28	26	85	143	132	67	263	163
	17%	17%	15%	11%	13%	-	11%	17%	12%	14%	16%	20%	14%	13%	18%	16%	18%	16%	17%	17%
		c						h				im								
Physical descriptors	**256**	229	3	11	8	-	1	229	24	40	63	120	14	16	50	86	78	43	166	90
	10%	11%	6%	9%	7%	-	3%	11%	7%	8%	12%	11%	7%	8%	10%	9%	10%	11%	11%	9%
								h												
General descriptors	**168**	151	3	5	6	1	1	151	16	21	29	90	18	7	45	52	42	29	101	67
	7%	7%	5%	4%	5%	11%	5%	7%	5%	4%	6%	9%	9%	4%	9%	6%	6%	7%	7%	7%
												im	i		op					
Memory loss / forgetfulness	**1307**	1085	33	85	76	3	13	1085	209	247	305	532	101	93	228	487	371	220	846	461
	52%	50%	56%	66%	63%	37%	56%	50%	62%	50%	58%	51%	52%	46%	48%	54%	50%	54%	54%	47%
				a	a				g		ikm								s	
Confusion	**277**	251	8	9	6	1	*	251	24	43	58	131	30	13	63	95	80	40	177	101
	11%	12%	13%	7%	5%	7%	2%	12%	7%	9%	11%	12%	15%	6%	13%	11%	11%	10%	11%	10%
		d	d					h				m	im							
General symptoms	**346**	289	11	21	21	*	2	289	55	61	66	172	24	18	64	126	103	52	214	133
	14%	13%	18%	16%	17%	5%	10%	13%	16%	12%	12%	16%	12%	9%	13%	14%	14%	13%	14%	14%
												m								
Stigma	**31**	24	2	2	3	-	*	24	6	11	7	10	1	2	6	13	7	6	18	13
	1%	1%	3%	1%	2%	-	2%	1%	2%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Personal connection	**121**	109	4	4	2	-	*	109	10	23	28	44	14	9	30	41	28	22	65	55
	5%	5%	6%	3%	2%	-	2%	5%	3%	5%	5%	4%	7%	4%	6%	5%	4%	5%	4%	6%
		d	d																	
Emotional response	**433**	408	10	5	6	-	1	408	22	100	77	185	33	28	85	138	136	74	256	177
	17%	19%	16%	4%	5%	-	6%	19%	6%	20%	15%	18%	17%	14%	18%	15%	18%	18%	16%	18%
		cd	cd					h		j										
Old / elderly	**553**	464	13	31	30	2	3	464	79	77	100	300	43	19	99	181	177	96	399	154
	22%	21%	22%	24%	25%	20%	13%	21%	23%	16%	19%	29%	22%	9%	21%	20%	24%	24%	26%	16%
											m	ijm	m						s	
General people it affects	**53**	48	1	1	3	-	-	48	4	9	11	28	4	-	11	13	16	14	38	14
	2%	2%	1%	1%	2%	-	-	2%	1%	2%	2%	3%	2%	-	2%	1%	2%	3%	2%	1%
												m						o		
Care / care home / nursing home / receiving care	**160**	147	2	7	3	-	1	147	13	22	23	98	8	8	31	51	47	31	103	57
	6%	7%	4%	5%	3%	-	2%	7%	4%	4%	4%	9%	4%	4%	7%	6%	6%	8%	7%	6%
		d						h				ijlm								
Impact on family members / loved ones	**148**	140	2	1	3	-	2	140	7	27	18	78	7	13	32	51	38	27	79	69
	6%	6%	3%	1%	3%	-	6%	6%	2%	6%	3%	7%	4%	6%	7%	6%	5%	7%	5%	7%
		cd					c	h				j								
More research is needed on the condition	**58**	54	-	1	1	-	1	54	3	8	7	32	5	5	22	12	13	11	28	30
	2%	2%	-	1%	1%	-	2%	2%	1%	2%	1%	3%	3%	3%	5%	1%	2%	3%	2%	3%
								h							op					
Other	**79**	65	3	6	3	1	*	65	14	9	14	47	3	5	12	28	17	21	58	21
	3%	3%	6%	5%	2%	13%	1%	3%	4%	2%	3%	4%	2%	2%	3%	3%	2%	5%	4%	2%
												i						p	s	
None / nothing	**19**	16	-	1	*	1	-	16	2	4	3	2	-	9	1	10	5	4	8	11
	1%	1%	-	1%	*	13%	-	1%	1%	1%	1%	*	-	5%	*	1%	1%	1%	1%	1%
														ijkl						
Don't know	**72**	49	1	12	6	2	2	49	23	18	17	15	4	15	10	30	22	10	38	34
	3%	2%	2%	10%	5%	21%	8%	2%	7%	4%	3%	1%	2%	7%	2%	3%	3%	3%	2%	3%
				ab	a		a		g	k	k			jkl						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 11
HEA5 - What words come to mind when I say dementia?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
Mental descriptors	**427**	44	176	184	54	207	218	323	92	400	412	418	419	3
	17%	14%	16%	16%	17%	16%	18%	17%	17%	17%	17%	17%	17%	6%
			c											
Physical descriptors	**256**	39	140	156	42	164	92	197	53	245	249	251	253	2
	10%	13%	13%	13%	13%	12%	8%	10%	10%	11%	10%	10%	10%	3%
		f	f	ef	f	f				j			k	
General descriptors	**168**	16	90	94	23	101	68	130	33	161	168	168	168	-
	7%	5%	8%	8%	7%	8%	6%	7%	6%	7%	7%	7%	7%	-
			aef	af										
Memory loss / forgetfulness	**1307**	120	492	539	130	601	699	1005	276	1227	1269	1276	1277	27
	52%	39%	46%	46%	41%	45%	59%	52%	51%	53%	52%	52%	52%	48%
			a	a		a	abcde			jkl				
Confusion	**277**	41	134	148	56	173	104	217	56	258	273	273	273	4
	11%	13%	12%	13%	18%	13%	9%	11%	10%	11%	11%	11%	11%	7%
		f	f	f	bcef	f								
General symptoms	**346**	49	148	163	47	184	162	280	61	321	337	337	337	6
	14%	16%	14%	14%	15%	14%	14%	15%	11%	14%	14%	14%	14%	10%
Stigma	**31**	4	14	14	4	14	17	25	7	28	29	30	30	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Personal connection	**121**	26	109	113	30	114	7	92	23	108	113	115	115	5
	5%	8%	10%	10%	10%	9%	1%	5%	4%	5%	5%	5%	5%	9%
		f	ef	ef	f	f								
Emotional response	**433**	90	244	271	95	307	124	337	86	406	421	421	421	8
	17%	29%	23%	23%	30%	23%	10%	17%	16%	17%	17%	17%	17%	14%
		bcef	f	f	bcef	f								
Old / elderly	**553**	56	202	211	62	248	300	428	120	524	544	546	546	6
	22%	18%	19%	18%	20%	19%	25%	22%	22%	22%	22%	22%	22%	10%
			c				abce							
General people it affects	**53**	10	21	24	9	31	22	43	9	51	51	53	53	-
	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	-
Care / care home / nursing home / receiving care	**160**	21	80	82	32	91	68	115	40	153	157	157	158	1
	6%	7%	7%	7%	10%	7%	6%	6%	7%	7%	6%	6%	6%	2%
					cef								k	
Impact on family members / loved ones	**148**	36	100	105	29	112	35	107	34	142	148	148	148	-
	6%	12%	9%	9%	9%	8%	3%	6%	6%	6%	6%	6%	6%	-
		f	f	f	f	f								
More research is needed on the condition	**58**	7	37	37	10	42	16	49	9	53	56	57	57	1
	2%	2%	3%	3%	3%	3%	1%	3%	2%	2%	2%	2%	2%	2%
			f	f		f								
Other	**79**	9	33	36	14	38	41	59	17	71	76	76	77	2
	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%
													k	
None / nothing	**19**	-	5	5	2	6	12	9	9	15	17	17	17	2
	1%	-	*	*	1%	*	1%	*	2%	1%	1%	1%	1%	4%
									g					ijkl
Don't know	**72**	8	23	25	8	26	43	51	17	59	64	65	65	7
	3%	3%	2%	2%	3%	2%	4%	3%	3%	3%	3%	3%	3%	12%
							e							ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 12
HEA5 - What words come to mind when I say dementia?

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
Mental descriptors	**427**	8	23	1	51	-	28	53	24	25	280	143	201	225	339	30	289	70	62
	17%	19%	16%	4%	15%	-	12%	14%	14%	16%	19%	14%	22%	14%	18%	13%	17%	17%	15%
											fk		m						
Physical descriptors	**256**	6	20	*	45	1	23	53	20	10	142	113	115	141	198	20	180	43	32
	10%	12%	14%	1%	13%	7%	10%	14%	12%	7%	9%	11%	13%	9%	11%	9%	11%	10%	8%
								ij					m						
General descriptors	**168**	4	11	-	22	-	14	23	13	16	101	66	77	91	132	8	128	21	20
	7%	10%	8%	-	6%	-	6%	6%	8%	10%	7%	7%	9%	6%	7%	3%	8%	5%	5%
													m						
Memory loss / forgetfulness	**1307**	22	71	9	152	4	131	213	71	61	800	496	453	854	975	101	879	193	224
	52%	51%	49%	53%	44%	31%	56%	55%	43%	41%	53%	50%	50%	53%	52%	45%	52%	46%	54%
							dhi	dhik			dhi	di			o		q		
Confusion	**277**	4	14	2	40	2	34	56	18	12	158	117	107	170	205	26	198	33	46
	11%	10%	10%	11%	12%	14%	15%	14%	11%	8%	11%	12%	12%	10%	11%	11%	12%	8%	11%
																	q		
General symptoms	**346**	6	16	4	51	2	40	56	24	24	207	136	123	223	290	19	236	52	57
	14%	14%	11%	25%	15%	14%	17%	14%	15%	16%	14%	14%	14%	14%	16%	8%	14%	13%	14%
															o				
Stigma	**31**	2	3	-	3	-	5	8	2	1	13	19	13	18	23	2	18	6	7
	1%	4%	2%	-	1%	-	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%
		j										j							
Personal connection	**121**	-	10	-	26	1	12	21	13	7	59	61	43	78	92	5	89	18	13
	5%	-	7%	-	8%	6%	5%	5%	8%	5%	4%	6%	5%	5%	5%	2%	5%	4%	3%
					j				j			j							
Emotional response	**433**	2	25	1	60	-	39	82	33	29	244	183	153	280	313	48	319	46	67
	17%	5%	18%	6%	18%	-	17%	21%	20%	19%	16%	18%	17%	17%	17%	21%	19%	11%	16%
			a					a	a	a		a					q		
Old / elderly	**553**	8	12	2	52	4	43	85	41	24	361	187	201	352	438	36	395	80	76
	22%	17%	9%	11%	15%	31%	18%	22%	25%	16%	24%	19%	22%	22%	23%	16%	24%	19%	18%
							b	bd	bd		bdk	b			o		r		
General people it affects	**53**	1	1	-	5	1	8	11	3	9	31	22	20	33	42	5	42	4	6
	2%	2%	1%	-	1%	9%	4%	3%	2%	6%	2%	2%	2%	2%	2%	2%	3%	1%	1%
										bdjk									
Care / care home / nursing home / receiving care	**160**	3	7	1	21	-	14	31	9	5	104	56	59	100	125	15	126	20	14
	6%	6%	5%	6%	6%	-	6%	8%	5%	3%	7%	6%	7%	6%	7%	7%	8%	5%	3%
								k									r		
Impact on family members / loved ones	**148**	5	6	2	21	-	18	21	11	13	82	64	51	96	115	13	109	22	16
	6%	11%	4%	11%	6%	-	8%	6%	7%	9%	5%	6%	6%	6%	6%	6%	7%	5%	4%
More research is needed on the condition	**58**	1	6	-	9	-	5	9	4	2	38	21	29	30	49	4	42	7	10
	2%	2%	4%	-	3%	-	2%	2%	3%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%
Other	**79**	1	3	-	7	-	10	11	1	2	51	27	36	42	56	10	64	9	5
	3%	3%	2%	-	2%	-	4%	3%	*	1%	3%	3%	4%	3%	3%	4%	4%	2%	1%
							h										r		
None / nothing	**19**	-	1	-	1	2	-	4	-	3	10	8	8	11	7	5	8	4	5
	1%	-	1%	-	*	15%	-	1%	-	2%	1%	1%	1%	1%	*	2%	*	1%	1%
																n			
Don't know	**72**	1	6	-	14	-	5	8	8	7	37	34	23	49	47	12	29	27	14
	3%	1%	4%	-	4%	-	2%	2%	5%	4%	2%	3%	3%	3%	3%	5%	2%	7%	3%
																n		p	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 13

HEA6 - Have you, 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?

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
Yes	**1330**	26	27	617	659
	53%	36%	36%	52%	56%
No-one close to you has been diagnosed	**1186**	46	45	577	519
	47%	64%	60%	48%	44%
Prefer not to say	**3**	*	-	-	2
	*****	1%	-	-	*
Don't know	**11**	-	3	4	4
	*****	-	4%	*	*

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Table 14

HEA6 - Have you, 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?

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
Yes	**1330**	591	725	106	199	223	222	229	351	105	132	143	55	152	190	109	109	108	1103	120	72	35
	53%	48%	57%	39%	46%	54%	53%	56%	60%	58%	55%	42%	54%	55%	55%	50%	50%	52%	52%	57%	60%	50%
			a			cd	c	cd	cd	k	k			k	k			k				
No-one close to you has been diagnosed	**1186**	623	538	161	232	188	193	178	234	77	104	198	46	123	156	108	108	95	1015	90	47	35
	47%	51%	42%	60%	53%	46%	46%	44%	40%	42%	44%	58%	46%	45%	45%	50%	49%	46%	48%	43%	39%	50%
		b		efgh	gh							ijmnq										
Prefer not to say	**3**	2	1	*	1	-	-	1	1	-	-	-	-	-	1	-	*	1	2	-	1	-
	*****	*	*	*	*	-	-	*	*	-	-	-	-	-	*	-	*	*	*	-	*	-
Don't know	**11**	4	8	3	2	-	2	2	3	-	2	3	-	-	-	-	2	2	10	1	1	-
	*****	*	1%	1%	*	-	*	*	*	-	1%	1%	-	-	-	-	1%	1%	*	1%	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 15

HEA6 - Have you, 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?

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
Yes	**1330**	297	104	336	251	146	10	339	991	53	138	39	586	381	359	263	288
	53%	59%	49%	56%	54%	44%	43%	50%	54%	58%	50%	42%	56%	57%	54%	51%	49%
		be		e	e								k	p			
No-one close to you has been diagnosed	**1186**	203	104	264	212	183	13	339	847	38	134	53	462	287	302	247	300
	47%	41%	49%	44%	46%	55%	57%	50%	46%	42%	49%	58%	44%	43%	46%	48%	51%
						acd						l					m
Prefer not to say	**3**	1	1	-	*	-	-	-	3	-	*	-	1	1	-	-	-
	*****	*	*	-	*	-	-	-	*	-	*	-	*	*	-	-	-
Don't know	**11**	-	3	1	*	6	-	2	9	-	4	-	-	-	1	5	4
	*****	-	2%	*	*	2%	-	*	*	-	1%	-	-	-	*	1%	1%
			acd			acd					l					m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 16

HEA6 - Have you, 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?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
Yes	**1330**	1209	26	38	30	3	9	1209	106	255	290	573	100	90	294	467	386	183	796	533
	53%	56%	44%	30%	25%	34%	40%	56%	31%	52%	55%	54%	51%	44%	62%	52%	52%	45%	51%	55%
		bcdf	cd					h			m	m			opq	q	q			
No-one close to you has been diagnosed	**1186**	943	33	89	87	5	14	943	228	236	236	478	93	111	182	433	351	221	751	436
	47%	44%	56%	69%	72%	66%	60%	44%	67%	48%	45%	45%	48%	54%	38%	48%	47%	54%	48%	45%
			a	ab	ab		a		g					k		n	n	nop		
Prefer not to say	**3**	1	-	-	*	-	-	1	*	-	-	1	1	-	1	1	1	-	1	2
	*****	*	-	-	*	-	-	*	*	-	-	*	*	-	*	*	*	-	*	*
Don't know	**11**	8	-	1	2	-	-	8	4	3	*	*	3	2	1	3	4	3	6	6
	*****	*	-	1%	2%	-	-	*	1%	1%	*	*	1%	1%	*	*	1%	1%	*	1%
					a				g				k	k						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 17

HEA6 - Have you, 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?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
Yes	**1330**	310	1077	1178	315	1330	-	1009	286	1230	1286	1296	1296	26
	53%	100%	100%	100%	100%	100%	-	52%	52%	53%	53%	53%	53%	46%
		f	f	f	f	f								
No-one close to you has been diagnosed	**1186**	-	-	-	-	-	1186	911	256	1089	1140	1149	1153	30
	47%	-	-	-	-	-	100%	47%	47%	47%	47%	47%	47%	54%
							abcde							
Prefer not to say	**3**	-	-	-	-	-	-	2	1	3	3	3	3	-
	*****	-	-	-	-	-	-	*	*	*	*	*	*	-
Don't know	**11**	-	-	-	-	-	-	6	3	8	11	11	11	-
	*****	-	-	-	-	-	-	*	1%	*	*	*	*	-
											i	i	i	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 18

HEA6 - Have you, 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?

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
Yes	**1330**	32	85	8	206	6	119	232	103	82	748	567	495	834	983	122	955	172	198
	53%	72%	59%	48%	60%	40%	51%	60%	63%	55%	50%	57%	55%	51%	53%	54%	57%	41%	48%
		fj	j		j			fj	fj			j					qr		
No-one close to you has been diagnosed	**1186**	12	57	8	135	8	110	149	59	68	751	424	408	778	880	101	715	242	215
	47%	28%	40%	52%	39%	60%	48%	39%	36%	45%	50%	42%	45%	48%	47%	45%	43%	58%	52%
							agh				abdghk							p	p
Prefer not to say	**3**	-	1	-	1	-	-	-	-	-	2	1	1	1	1	1	1	1	-
	*****	-	*	-	*	-	-	-	-	-	*	*	*	*	*	*	*	*	-
Don't know	**11**	-	*	-	3	-	3	6	2	-	2	9	2	10	5	3	6	1	3
	*****	-	*	-	1%	-	1%	2%	1%	-	*	1%	*	1%	*	1%	*	*	1%
					j		j	j	j			j							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 19

HEA6A - Which, if any, of the following people including yourself, close friends, family members, or someone else you may know have been diagnosed as having a form of dementia such as Alzheimer's disease?

Base: All who have either themselves or a friend, or family or someone else they know been diagnosed as having a form of dementia

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**1290**	50	52	578	610
Weighted Base	**1330**	26	27	617	659
Yourself	**6**	-	-	4	2
	*****	-	-	1%	*
Close friend(s)	**197**	4	3	88	103
	15%	14%	11%	14%	16%
Other friend(s)	**152**	2	3	61	87
	11%	6%	10%	10%	13%
Partner or spouse	**43**	-	-	19	24
	3%	-	-	3%	4%
Parent(s), stepparent(s)	**324**	3	4	155	161
	24%	13%	14%	25%	24%
Grandparent(s)	**493**	8	14	201	270
	37%	31%	49%	33%	41%
Brother(s), sister(s), stepbrother(s), stepsisters(s)	**42**	1	-	20	21
	3%	3%	-	3%	3%
Other close family member(s)	**223**	5	3	109	106
	17%	20%	13%	18%	16%
Other family member(s)	**194**	3	3	96	91
	15%	13%	12%	16%	14%
Work colleagues(s)/ former colleague(s)	**88**	1	-	37	51
	7%	3%	-	6%	8%
Neighbour(s)/ someone else from the local community	**206**	4	3	71	128
	15%	17%	11%	11%	19%
A person other than those already mentioned	**96**	2	2	40	51
	7%	7%	8%	7%	8%
Friends (NET)	**310**	5	5	134	165
	23%	19%	19%	22%	25%
Close Friends/ Family (NET)	**1178**	21	23	550	585
	89%	80%	82%	89%	89%
Family (NET)	**1077**	19	20	498	541
	81%	73%	74%	81%	82%
Someone else (NET)	**315**	6	4	121	184
	24%	24%	16%	20%	28%
Any experience (NET)	**1330**	26	27	617	659
	100%	100%	100%	100%	100%
No experience (NET)	**-**	-	-	-	-
	-	-	-	-	-
Prefer not to say	**12**	1	1	8	2
	1%	4%	5%	1%	*
Don't know	**7**	-	-	7	-
	1%	-	-	1%	-

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 20

HEA6A - Which, if any, of the following people including yourself, close friends, family members, or someone else you may know have been diagnosed as having a form of dementia such as Alzheimer's disease?

Base: All who have either themselves or a friend, or family or someone else they know been diagnosed as having a form of dementia

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**1290**	606	670	97	183	219	223	228	340	98	127	157	46	132	176	94	99	97	1026	152	81	31
Weighted Base	**1330**	591	725	106*	199	223	222	229	351	105*	132	143	55*	152	190	109*	109*	108*	1103	120	72*	35**
Yourself	**6**	4	2	-	1	-	1	1	3	1	-	-	-	2	-	1	-	1	4	1	1	-
	*****	1%	*	-	1%	-	*	*	1%	1%	-	-	-	1%	-	1%	-	1%	*	1%	1%	-
Close friend(s)	**197**	86	109	3	14	18	29	46	88	12	24	19	6	18	24	23	20	15	161	20	11	5
	15%	15%	15%	3%	7%	8%	13%	20%	25%	12%	18%	13%	12%	12%	13%	21%	18%	14%	15%	16%	16%	16%
							c	cde	cdef													
Other friend(s)	**152**	53	97	10	12	13	34	30	53	9	12	15	9	8	33	21	6	10	124	19	7	3
	11%	9%	13%	10%	6%	6%	15%	13%	15%	9%	9%	11%	17%	5%	17%	19%	5%	10%	11%	16%	9%	8%
			a				de	de	de				mp		mp	mp						
Partner or spouse	**43**	17	25	1	2	*	3	7	30	1	4	1	3	7	6	2	4	6	34	2	7	-
	3%	3%	3%	1%	1%	*	1%	3%	9%	1%	3%	1%	6%	4%	3%	2%	3%	5%	3%	2%	10%	-
								e	cdefg												rs	
Parent(s), stepparent(s)	**324**	145	176	4	3	26	68	97	126	24	25	23	17	34	52	32	28	25	259	39	21	4
	24%	25%	24%	3%	1%	11%	31%	43%	36%	23%	19%	16%	32%	22%	27%	29%	25%	23%	24%	33%	30%	11%
						cd	cde	cdef	cde				k		k	k				r		
Grandparent(s)	**493**	228	257	75	148	138	76	30	26	37	53	54	16	83	56	38	44	39	419	38	19	16
	37%	39%	36%	71%	74%	62%	34%	13%	7%	35%	40%	38%	28%	54%	29%	34%	41%	37%	38%	32%	26%	46%
				fgh	efgh	fgh	gh	h						ijkln					t			
														oq								
Brother(s), sister(s), stepbrother(s), stepsisters(s)	**42**	17	24	2	-	2	-	4	34	6	3	3	-	2	5	2	4	5	29	9	4	-
	3%	3%	3%	2%	-	1%	-	2%	10%	6%	2%	2%	-	1%	3%	2%	3%	5%	3%	7%	6%	-
									cdefg											r		
Other close family member(s)	**223**	96	128	9	19	35	44	57	58	18	28	19	15	21	28	17	13	20	178	24	12	9
	17%	16%	18%	8%	10%	16%	20%	25%	17%	18%	21%	13%	27%	14%	15%	15%	12%	19%	16%	20%	16%	26%
							cd	cdeh	d				kp									
Other family member(s)	**194**	72	121	18	24	40	39	27	46	16	19	23	10	24	30	19	7	12	158	16	9	11
	15%	12%	17%	17%	12%	18%	18%	12%	13%	15%	14%	16%	18%	15%	16%	17%	6%	11%	14%	13%	13%	32%
			a									p			p	p						
Work colleagues(s)/ former colleague(s)	**88**	41	47	5	8	12	10	16	37	4	6	9	2	16	10	7	5	8	66	12	9	2
	7%	7%	7%	5%	4%	6%	4%	7%	10%	3%	4%	6%	4%	11%	5%	6%	5%	7%	6%	10%	12%	5%
									df												r	
Neighbour(s)/ someone else from the local community	**206**	77	126	13	27	24	40	33	70	21	16	14	4	19	34	23	11	15	157	28	16	4
	15%	13%	17%	12%	13%	11%	18%	15%	20%	20%	12%	10%	8%	12%	18%	21%	10%	14%	14%	23%	23%	12%
							e		e	k						kp				r	r	
A person other than those already mentioned	**96**	37	58	5	15	24	16	19	16	8	12	11	2	7	16	10	8	3	77	10	4	4
	7%	6%	8%	4%	8%	11%	7%	8%	5%	8%	9%	7%	4%	5%	8%	9%	7%	3%	7%	9%	5%	12%
						h																
Friends (NET)	**310**	126	180	13	21	27	55	74	120	20	30	30	15	25	53	33	24	23	254	33	15	7
	23%	21%	25%	12%	11%	12%	25%	32%	34%	19%	23%	21%	27%	17%	28%	30%	22%	21%	23%	28%	22%	19%
							cde	cde	cdef						m	m						
Close Friends/ Family (NET)	**1178**	526	639	99	182	204	196	199	299	85	118	118	52	144	162	96	101	99	974	105	67	32
	89%	89%	88%	94%	91%	91%	88%	87%	85%	81%	89%	83%	95%	95%	85%	88%	92%	92%	88%	87%	93%	93%
						h								ikn			i	i				
Family (NET)	**1077**	481	584	97	174	193	183	181	250	79	107	110	51	136	147	85	88	92	895	94	61	28
	81%	81%	81%	92%	87%	86%	82%	79%	71%	76%	81%	77%	93%	89%	78%	78%	81%	85%	81%	78%	85%	80%
				gh	h	h	h						ikno	ikno								
Someone else (NET)	**315**	122	190	18	44	48	52	51	101	27	31	27	7	32	46	33	21	23	248	36	23	8
	24%	21%	26%	17%	22%	22%	24%	23%	29%	26%	23%	19%	13%	21%	24%	30%	19%	22%	22%	30%	32%	23%
			a						c							l				r		
Any experience (NET)	**1330**	591	725	106	199	223	222	229	351	105	132	143	55	152	190	109	109	108	1103	120	72	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No experience (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**12**	9	3	-	6	2	2	1	1	3	*	5	-	-	-	*	-	-	9	2	1	-
	1%	2%	*	-	3%	1%	1%	*	*	3%	*	4%	-	-	-	*	-	-	1%	2%	2%	-
					h					n		mn										
Don't know	**7**	5	2	-	3	-	-	-	4	-	1	3	-	-	3	-	-	-	7	-	-	-
	1%	1%	*	-	2%	-	-	-	1%	-	1%	2%	-	-	2%	-	-	-	1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
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Table 21
HEA6A - Which, if any, of the following people including yourself, close friends, family members, or someone else you may know have been diagnosed as having a form of dementia such as Alzheimer's disease?

Base: All who have either themselves or a friend, or family or someone else they know been diagnosed as having a form of dementia

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	1290	306	105	333	229	131	8	341	949	41	115	36	609	418	468	180	177
Weighted Base	1330	297	104*	336	251	146	10**	339	991	53*	138	39**	586	381	359	263	288
Yourself	6 *	- -	* *	3 1%	1 *	2 1%	- -	1 *	5 *	- -	1 1%	- -	2 *	2 *	2 1%	- -	- -
Close friend(s)	197 15%	51 17%	13 12%	47 14%	33 13%	24 17%	2 19%	37 11%	161 16% g	14 26% l	28 21% l	4 9%	59 10%	59 15%	52 14%	36 14%	45 16%
Other friend(s)	152 11%	37 12%	11 11%	33 10%	36 14%	12 8%	- -	30 9%	122 12%	9 16%	15 11%	5 13%	66 11%	40 10%	41 11%	30 11%	36 13%
Partner or spouse	43 3%	11 4%	- -	8 3%	11 4%	10 7% b	- -	5 1%	38 4% g	4 8% l	5 4%	2 5%	10 2%	11 3%	12 3%	3 1%	14 5%
Parent(s), stepparent(s)	324 24%	109 37% cde	28 27%	80 24%	46 18%	29 20%	- -	59 17%	265 27% g	13 24%	34 24%	9 23%	146 25%	96 25%	85 24%	64 24%	69 24%
Grandparent(s)	493 37%	79 27%	42 40% a	116 34% a	108 43% a	66 45% a	8 81%	178 53% h	315 32%	13 25%	45 33%	17 43%	253 43% i	136 36%	155 43% mp	96 37%	96 33%
Brother(s), sister(s), stepbrother(s), stepsisters(s)	42 3%	10 3%	3 3%	13 4%	8 3%	2 1%	2 19%	2 *	40 4% g	8 14% jl	4 3%	- -	14 2%	14 4%	9 2%	5 2%	14 5%
Other close family member(s)	223 17%	55 19%	12 12%	69 21%	40 16%	19 13%	1 12%	61 18%	162 16%	8 15%	20 14%	2 6%	114 20%	69 18%	63 17%	43 16%	42 15%
Other family member(s)	194 15%	50 17% d	12 11%	58 17% d	24 9%	22 15%	1 11%	50 15%	144 15%	7 14%	20 14%	5 12%	80 14%	61 16%	50 14%	34 13%	39 14%
Work colleagues(s)/ former colleague(s)	88 7%	20 7%	10 9%	23 7%	11 4%	5 4%	2 19%	12 4%	76 8% g	1 2%	12 9%	4 9%	38 6%	38 10% no	21 6%	9 4%	17 6%
Neighbour(s)/ someone else from the local community	206 15%	50 17%	15 15%	49 15%	45 18%	21 14%	- -	50 15%	156 16%	7 13%	28 20%	4 10%	99 17%	64 17%	53 15%	29 11%	52 18%
A person other than those already mentioned	96 7%	24 8%	8 8%	17 5%	24 9%	12 8%	- -	32 10%	63 6%	1 2%	13 9%	4 11%	46 8%	30 8%	30 8%	17 6%	16 5%
Friends (NET)	310 23%	78 26%	20 19%	72 21%	61 24%	32 22%	2 19%	57 17%	253 26% g	22 42% l	38 28%	9 22%	115 20%	87 23%	79 22%	61 23%	73 25%
Close Friends/ Family (NET)	1178 89%	270 91%	93 89%	306 91%	216 86%	132 90%	10 100%	312 92% h	866 87%	48 90%	124 90%	32 81%	530 90%	338 89%	324 90%	231 88%	250 87%
Family (NET)	1077 81%	245 82%	83 80%	280 83%	203 81%	120 82%	10 100%	294 87% h	783 79%	39 73%	107 78%	30 77%	500 85%	311 82%	300 84%	210 80%	225 78%
Someone else (NET)	315 24%	71 24%	25 24%	74 22%	66 26%	32 22%	2 19%	75 22%	240 24%	8 15%	45 32% i	10 24%	149 25%	105 27% o	86 24%	46 17%	69 24%
Any experience (NET)	1330 100%	297 100%	104 100%	336 100%	251 100%	146 100%	10 100%	339 100%	991 100%	53 100%	138 100%	39 100%	586 100%	381 100%	359 100%	263 100%	288 100%
No experience (NET)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to say	12 1%	2 1%	* *	2 1%	1 1%	3 2%	- -	2 *	11 1%	1 2% l	- -	- -	* *	2 1%	2 1%	3 1%	5 2%
Don't know	7 1%	- -	- -	- -	4 2% ac	1 1%	- -	- -	7 1%	- -	1 1%	3 8%	- -	- -	2 1%	- -	5 2% m

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
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Table 22

HEA6A - Which, if any, of the following people including yourself, close friends, family members, or someone else you may know have been diagnosed as having a form of dementia such as Alzheimer's disease?

Base: All who have either themselves or a friend, or family or someone else they know been diagnosed as having a form of dementia

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**1290**	1075	51	73	57	4	17	1075	202	220	265	622	92	69	288	443	364	195	788	502
Weighted Base	**1330**	1209	26*	38*	30*	3**	9**	1209	106	255	290	573	100*	90*	294	467	386	183	796	533
Yourself	**6**	6	-	-	-	-	*	6	*	1	1	4	-	-	1	1	2	2	2	4
	*****	*	-	-	-	-	2%	*	*	*	*	1%	-	-	*	*	1%	1%	*	1%
Close friend(s)	**197**	182	4	4	4	-	1	182	13	37	44	80	17	17	45	70	51	31	82	115
	15%	15%	15%	12%	15%	-	6%	15%	12%	14%	15%	14%	17%	19%	15%	15%	13%	17%	10%	22%
																				r
Other friend(s)	**152**	139	5	3	2	-	1	139	10	29	26	66	17	13	43	40	45	24	78	74
	11%	12%	18%	7%	5%	-	11%	12%	9%	11%	9%	11%	17%	14%	15%	8%	12%	13%	10%	14%
			d												o					r
Partner or spouse	**43**	41	*	1	-	-	*	41	2	12	8	10	7	6	14	9	14	7	9	34
	3%	3%	1%	2%	-	-	4%	3%	2%	5%	3%	2%	7%	7%	5%	2%	4%	4%	1%	6%
										k			k	k	o					r
Parent(s), stepparent(s)	**324**	308	2	6	5	-	1	308	15	67	65	139	25	21	81	105	95	42	171	152
	24%	25%	6%	17%	18%	-	11%	25%	14%	26%	22%	24%	25%	23%	28%	23%	25%	23%	22%	29%
		b						h												r
Grandparent(s)	**493**	442	13	15	14	1	4	442	47	88	132	224	28	14	77	183	147	86	374	119
	37%	37%	50%	39%	46%	22%	44%	37%	44%	34%	45%	39%	28%	16%	26%	39%	38%	47%	47%	22%
										m	ilm	m				n	n	n	s	
Brother(s), sister(s), stepbrother(s), stepsisters(s)	**42**	39	-	*	1	1	*	39	2	7	4	14	2	15	12	11	12	8	7	35
	3%	3%	-	1%	2%	40%	4%	3%	2%	3%	1%	2%	2%	16%	4%	2%	3%	4%	1%	6%
														ijkl						r
Other close family member(s)	**223**	209	1	6	5	1	1	209	15	40	50	103	16	11	50	81	66	26	139	85
	17%	17%	6%	17%	16%	38%	11%	17%	14%	16%	17%	18%	16%	12%	17%	17%	17%	14%	17%	16%
		b																		
Other family member(s)	**194**	177	5	9	*	-	1	177	16	38	42	90	11	9	48	74	48	24	117	78
	15%	15%	18%	24%	1%	-	14%	15%	15%	15%	15%	16%	11%	10%	16%	16%	13%	13%	15%	15%
		d	d	ad																
Work colleagues(s)/ former colleague(s)	**88**	84	*	1	1	-	*	84	2	14	13	48	9	3	23	27	26	12	45	43
	7%	7%	1%	2%	2%	-	4%	7%	2%	6%	4%	8%	9%	4%	8%	6%	7%	6%	6%	8%
								h												
Neighbour(s)/ someone else from the local community	**206**	189	5	6	3	-	2	189	15	42	38	88	19	18	61	54	61	29	113	93
	15%	16%	19%	16%	9%	-	16%	16%	14%	16%	13%	15%	19%	20%	21%	12%	16%	16%	14%	17%
															o					
A person other than those already mentioned	**96**	84	2	3	3	-	2	84	10	12	15	53	7	7	25	36	25	9	60	36
	7%	7%	7%	9%	10%	-	17%	7%	9%	5%	5%	9%	7%	7%	9%	8%	6%	5%	7%	7%
												i								
Friends (NET)	**310**	288	7	6	6	-	1	288	19	60	60	128	31	26	76	102	86	46	147	163
	23%	24%	26%	16%	19%	-	11%	24%	18%	23%	21%	22%	31%	29%	26%	22%	22%	25%	18%	31%
																				r
Close Friends/ Family (NET)	**1178**	1082	21	34	26	3	6	1082	90	227	270	507	82	72	261	410	338	170	714	464
	89%	90%	81%	90%	85%	100%	63%	90%	84%	89%	93%	89%	83%	80%	89%	88%	88%	93%	90%	87%
								h			lm	m								
Family (NET)	**1077**	989	18	33	23	3	6	989	82	205	247	469	75	62	235	372	311	159	677	400
	81%	82%	69%	86%	74%	100%	63%	82%	77%	80%	85%	82%	75%	69%	80%	80%	81%	87%	85%	75%
		b		b							lm	m							s	
Someone else (NET)	**315**	288	6	9	5	-	3	288	23	51	53	152	28	26	84	99	88	44	174	142
	24%	24%	23%	23%	17%	-	29%	24%	21%	20%	18%	27%	28%	28%	29%	21%	23%	24%	22%	27%
												j			o					
Any experience (NET)	**1330**	1209	26	38	30	3	9	1209	106	255	290	573	100	90	294	467	386	183	796	533
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No experience (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**12**	7	1	-	-	-	1	7	3	6	2	3	-	1	2	5	3	3	8	4
	1%	1%	5%	-	-	-	14%	1%	3%	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%
			a						g	k										
Don't know	**7**	7	-	-	-	-	-	7	-	-	3	3	-	1	-	6	1	-	1	6
	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	1%	-	1%	*	-	*	1%
																				r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 23

HEA6A - Which, if any, of the following people including yourself, close friends, family members, or someone else you may know have been diagnosed as having a form of dementia such as Alzheimer's disease?

Base: All who have either themselves or a friend, or family or someone else they know been diagnosed as having a form of dementia

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**1290**	305	1041	1142	319	1290	-	992	264	1203	1256	1264	1264	21
Weighted Base	**1330**	310	1077	1178	315	1330	-**	1009	286	1230	1286	1296	1296	26**
Yourself	**6**	3	4	5	2	6	-	-	-	4	4	4	4	1
	*****	1%	*	*	1%	*	-	-	-	*	*	*	*	3%
Close friend(s)	**197**	197	97	197	69	197	-	156	35	179	190	192	192	4
	15%	64%	9%	17%	22%	15%	-	15%	12%	15%	15%	15%	15%	16%
		bcde		be	bce	b								
Other friend(s)	**152**	152	87	94	73	152	-	106	44	138	149	151	151	1
	11%	49%	8%	8%	23%	11%	-	11%	15%	11%	12%	12%	12%	6%
		bcde			bce	bc			g					
Partner or spouse	**43**	12	43	43	4	43	-	31	11	32	39	40	40	3
	3%	4%	4%	4%	1%	3%	-	3%	4%	3%	3%	3%	3%	10%
		d	de	de		d					i	i	i	
Parent(s), stepparent(s)	**324**	52	324	324	67	324	-	239	72	300	311	313	313	9
	24%	17%	30%	27%	21%	24%	-	24%	25%	24%	24%	24%	24%	35%
			acde	ade		a								
Grandparent(s)	**493**	55	493	493	103	493	-	375	108	481	489	489	489	2
	37%	18%	46%	42%	33%	37%	-	37%	38%	39%	38%	38%	38%	7%
			acde	ade	a	a				jkl	kl			
Brother(s), sister(s), stepbrother(s), stepsisters(s)	**42**	11	42	42	13	42	-	28	14	32	36	37	37	5
	3%	3%	4%	4%	4%	3%	-	3%	5%	3%	3%	3%	3%	19%
			e	e										
Other close family member(s)	**223**	55	223	223	64	223	-	173	44	210	221	223	223	1
	17%	18%	21%	19%	20%	17%	-	17%	15%	17%	17%	17%	17%	3%
			ce	e										
Other family member(s)	**194**	45	194	194	60	194	-	146	45	186	194	194	194	-
	15%	15%	18%	16%	19%	15%	-	14%	16%	15%	15%	15%	15%	-
			ce	e	e									
Work colleagues(s)/ former colleague(s)	**88**	43	70	80	88	88	-	66	20	82	83	86	86	2
	7%	14%	6%	7%	28%	7%	-	7%	7%	7%	6%	7%	7%	7%
		bce			abce							j	j	
Neighbour(s)/ someone else from the local community	**206**	82	145	159	206	206	-	153	48	190	203	204	204	2
	15%	26%	13%	14%	65%	15%	-	15%	17%	15%	16%	16%	16%	9%
		bce			abce	bc								
A person other than those already mentioned	**96**	20	50	53	96	96	-	71	20	92	93	94	94	-
	7%	7%	5%	5%	30%	7%	-	7%	7%	7%	7%	7%	7%	-
					abce	bc								
Friends (NET)	**310**	310	151	252	111	310	-	235	68	278	299	303	303	6
	23%	100%	14%	21%	35%	23%	-	23%	24%	23%	23%	23%	23%	22%
		bcde		b	bce	bc					i	i	i	
Close Friends/ Family (NET)	**1178**	252	1077	1178	225	1178	-	897	252	1098	1146	1154	1154	20
	89%	81%	100%	100%	71%	89%	-	89%	88%	89%	89%	89%	89%	76%
		d	ade	ade		ad								
Family (NET)	**1077**	151	1077	1077	202	1077	-	814	237	1010	1052	1057	1057	17
	81%	49%	100%	91%	64%	81%	-	81%	83%	82%	82%	82%	82%	67%
			acde	ade	a	ad				kl	kl			
Someone else (NET)	**315**	111	202	225	315	315	-	238	68	291	304	309	309	4
	24%	36%	19%	19%	100%	24%	-	24%	24%	24%	24%	24%	24%	16%
		bce			abce	bc								
Any experience (NET)	**1330**	310	1077	1178	315	1330	-	1009	286	1230	1286	1296	1296	26
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%
No experience (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**12**	-	-	-	-	12	-	9	3	10	10	10	10	1
	1%	-	-	-	-	1%	-	1%	1%	1%	1%	1%	1%	5%
						bc								
Don't know	**7**	-	-	-	-	7	-	7	-	4	4	4	4	3
	1%	-	-	-	-	1%	-	1%	-	*	*	*	*	11%
						bc								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 24

HEA6A - Which, if any, of the following people including yourself, close friends, family members, or someone else you may know have been diagnosed as having a form of dementia such as Alzheimer's disease?

Base: All who have either themselves or a friend, or family or someone else they know been diagnosed as having a form of dementia

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	1290	30	87	8	179	5	103	197	88	77	760	513	493	797	961	116	932	171	180
Weighted Base	1330	32**	85*	8**	206	6**	119*	232	103*	82*	748	567	495	834	983	122*	955	172	198
Yourself	6 *	* 1%	1 1%	* 3%	3 1%	- -	1 1%	2 1%	1 1%	- -	3 *	3 1%	2 *	4 *	3 *	2 1%	6 1%	- -	- -
Close friend(s)	197 15%	7 21%	24 28% fgjk	1 12%	46 23% fj	1 24%	12 10%	38 16%	32 31% fgjk	19 23% fj	93 12%	101 18% fj	81 16%	116 14%	142 14%	19 15%	140 15%	30 18%	27 14%
Other friend(s)	152 11%	7 22%	16 19% j	* 3%	34 17% j	2 35%	12 10%	32 14%	18 17% j	11 14%	70 9%	79 14% j	55 11%	97 12%	106 11%	21 17%	103 11%	21 12%	27 14%
Partner or spouse	43 3%	- -	4 5%	1 11%	10 5%	- -	3 2%	7 3%	1 1%	2 2%	19 3%	24 4%	15 3%	28 3%	28 3%	4 3%	29 3%	11 6% r	3 2%
Parent(s), stepparent(s)	324 24%	8 24%	28 33% g	1 12%	63 31% gk	- -	27 23%	48 21%	24 23%	17 21%	185 25%	136 24%	129 26%	195 23%	232 24%	36 29%	234 25%	49 29%	39 20%
Grandparent(s)	493 37%	9 27%	10 11%	2 26%	63 31% b	2 33%	69 57% bdhijk	109 47% bdijk	36 35% b	25 30% b	280 37% b	208 37% b	192 39%	301 36%	402 41% o	20 17%	392 41% qr	38 22%	61 31%
Brother(s), sister(s), stepbrother(s), stepsisters(s)	42 3%	1 3%	5 6% g	- -	11 5% g	- -	3 2%	3 1%	4 4%	6 7% g	23 3%	19 3% g	6 1%	36 4% l	32 3%	4 3%	22 2%	12 7% p	8 4%
Other close family member(s)	223 17%	3 10%	15 18%	* 3%	36 18%	- -	20 17%	41 18% i	19 19%	6 7%	132 18% i	88 15% i	83 17%	140 17%	165 17%	19 15%	179 19% q	18 10%	26 13%
Other family member(s)	194 15%	4 13%	16 18%	1 15%	25 12%	1 24%	17 14%	27 12%	12 12%	10 12%	122 16%	71 13%	70 14%	124 15%	144 15%	17 13%	137 14%	26 15%	31 16%
Work colleagues(s)/ former colleague(s)	88 7%	2 7%	9 11%	- -	13 6%	1 24%	8 7%	11 5%	10 9%	2 3%	51 7%	37 6%	39 8%	50 6%	59 6%	9 7%	64 7%	13 7%	11 6%
Neighbour(s)/ someone else from the local community	206 15%	6 17%	23 27% hijk	* 3%	36 17%	- -	26 21% i	42 18%	15 14%	7 9%	105 14%	100 18% i	80 16%	127 15%	150 15%	23 19%	156 16%	25 14%	26 13%
A person other than those already mentioned	96 7%	* 1%	3 4%	- -	19 9%	* 8%	9 8%	21 9%	7 7%	2 3%	60 8%	34 6%	36 7%	60 7%	76 8%	7 5%	69 7%	7 4%	18 9%
Friends (NET)	310 23%	10 31%	33 39% fgjk	1 12%	66 32% fj	3 59%	20 16%	58 25%	40 39% fgjk	27 34% fj	151 20%	155 27% fj	114 23%	196 23%	218 22%	37 31%	211 22%	47 27%	52 26%
Close Friends/ Family (NET)	1178 89%	27 84%	73 86%	6 76%	183 89%	3 57%	110 92%	204 88%	92 90%	73 90%	662 88%	505 89%	443 89%	735 88%	884 90% o	96 78%	862 90% r	150 87%	163 83%
Family (NET)	1077 81%	24 73%	60 71%	5 67%	162 78%	3 57%	107 89% bdhik	189 82% b	76 74%	60 74%	619 83% b	449 79% b	404 81%	674 81%	813 83% o	85 69%	799 84% qr	129 75%	146 74%
Someone else (NET)	315 24%	8 25%	27 32% i	* 3%	53 26% i	2 32%	34 28% i	61 26% i	25 24%	11 13%	176 23%	138 24% i	126 25%	190 23%	230 23%	30 24%	233 24%	35 20%	46 23%
Any experience (NET)	1330 100%	32 100%	85 100%	8 100%	206 100%	6 100%	119 100%	232 100%	103 100%	82 100%	748 100%	567 100%	495 100%	834 100%	983 100%	122 100%	955 100%	172 100%	198 100%
No experience (NET)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to say	12 1%	- -	- -	- -	3 1%	- -	3 2%	5 2%	2 2%	- -	5 1%	6 1%	4 1%	8 1%	7 1%	4 4% n	7 1%	4 2%	* *
Don't know	7 1%	- -	1 1%	2 24%	2 1%	- -	- -	6 3% jk	2 2% j	- -	1 *	6 1% j	3 1%	4 *	6 1%	1 1%	4 *	- -	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 25

HEA7 - Please tell me the extent to which you agree or disagree with the following statement: It is possible for a person to influence their brain health.

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**812**	24	23	375	391
	32%	32%	30%	31%	33%
(4) Tend to agree	**1057**	30	27	496	503
	42%	42%	36%	41%	42%
(3) Neither agree nor disagree	**361**	10	9	187	155
	14%	14%	12%	16%	13%
(2) Tend to disagree	**132**	3	5	54	70
	5%	4%	7%	5%	6%
(1) Strongly disagree	**94**	4	7	45	38
	4%	5%	10%	4%	3%
Agree (NET)	**1869**	54	50	871	895
	74%	74%	66%	73%	76%
Disagree (NET)	**226**	7	13	99	108
	9%	9%	17%	8%	9%
Don't know	**74**	2	4	41	27
	3%	3%	5%	3%	2%
Mean	**3.96**	3.95	3.74	3.95	3.98

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PUBLIC

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Table 26

HEA7 - Please tell me the extent to which you agree or disagree with the following statement: It is possible for a person to influence their brain health.

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**812**	442	356	74	165	155	149	107	162	51	69	117	31	85	108	86	77	60	684	71	39	18
	32%	36%	28%	27%	38%	38%	36%	26%	28%	28%	29%	34%	31%	31%	31%	39%	35%	29%	32%	34%	33%	26%
		b			cgh	cgh	cgh									ij						
(4) Tend to agree	**1057**	489	558	118	181	163	176	177	241	75	107	143	32	130	162	89	84	75	898	80	43	36
	42%	40%	44%	44%	42%	40%	42%	43%	41%	41%	45%	42%	32%	47%	47%	41%	38%	37%	42%	38%	36%	51%
														lq	lq							
(3) Neither agree nor disagree	**361**	159	199	44	57	56	47	60	97	36	40	40	19	26	41	27	34	33	296	33	22	10
	14%	13%	16%	16%	13%	14%	11%	15%	16%	20%	17%	12%	19%	10%	12%	13%	15%	16%	14%	15%	18%	15%
									f	kmn	m		m									
(2) Tend to disagree	**132**	54	75	19	10	18	21	24	39	6	7	17	9	13	15	5	17	25	114	12	4	2
	5%	4%	6%	7%	2%	4%	5%	6%	7%	3%	3%	5%	9%	5%	4%	2%	8%	12%	5%	6%	4%	3%
				d				d	d				jo				jo	ijkmno				
(1) Strongly disagree	**94**	36	53	12	12	9	12	25	24	8	9	18	3	12	14	5	4	5	78	8	7	1
	4%	3%	4%	4%	3%	2%	3%	6%	4%	4%	4%	5%	3%	4%	4%	2%	2%	3%	4%	4%	6%	2%
								def														
Agree (NET)	**1869**	931	914	192	346	318	325	284	404	126	176	260	63	214	270	175	161	135	1582	151	82	54
	74%	76%	72%	71%	80%	77%	78%	69%	69%	70%	74%	76%	63%	78%	78%	81%	73%	66%	74%	72%	68%	78%
		b			cgh	gh	gh					lq		lq	lq	ilq						
Disagree (NET)	**226**	89	128	31	22	28	33	49	64	14	16	35	12	24	29	10	21	30	191	20	12	3
	9%	7%	10%	12%	5%	7%	8%	12%	11%	7%	7%	10%	12%	9%	8%	5%	9%	15%	9%	9%	10%	5%
			a	d				de	de			o	o					ijno				
Don't know	**74**	40	30	3	9	9	12	16	25	6	6	9	6	10	6	5	4	8	60	8	4	2
	3%	3%	2%	1%	2%	2%	3%	4%	4%	3%	2%	3%	6%	4%	2%	2%	2%	4%	3%	4%	3%	3%
								c	c													
Mean	**3.96**	4.06	3.88	3.84	4.12	4.08	4.06	3.81	3.85	3.89	3.95	3.97	3.84	3.99	3.99	4.15	3.99	3.8	3.97	3.95	3.88	4
		b			cgh	cgh	cgh									ijlq						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 27

HEA7 - Please tell me the extent to which you agree or disagree with the following statement: It is possible for a person to influence their brain health.

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**812** **32%**	176 35% e	58 27%	178 30%	148 32%	93 28%	12 56%	241 35% h	571 31%	24 26%	70 26%	30 33%	346 33% j	231 35% p	226 34% p	156 30%	167 28%
(4) Tend to agree	**1057** **42%**	217 43%	111 53% ade	265 44% d	170 37%	137 41%	5 25%	276 41%	781 42%	35 38%	114 41%	38 41%	496 47%	306 46% p	275 41%	223 43%	232 39%
(3) Neither agree nor disagree	**361** **14%**	62 12%	20 10%	84 14%	89 19% abc	54 16%	2 7%	101 15%	260 14%	14 16%	52 19% l	13 14%	123 12%	75 11%	89 13%	85 17% m	95 16% m
(2) Tend to disagree	**132** **5%**	28 6%	11 5%	37 6%	28 6%	13 4%	2 7%	31 5%	102 5%	6 6%	18 7%	1 1%	43 4%	23 3%	40 6% m	20 4%	39 7% m
(1) Strongly disagree	**94** **4%**	10 2%	9 4%	24 4%	19 4%	13 4%	1 5%	19 3%	76 4%	10 11% l	12 4%	4 4%	26 2%	21 3%	18 3%	19 4%	30 5%
Agree (NET)	**1869** **74%**	393 78% de	170 80% de	444 74%	317 68%	230 69%	18 81%	517 76%	1352 73%	58 64%	184 67%	69 74%	842 80% ij	537 80% no p	501 76% p	378 74%	399 67%
Disagree (NET)	**226** **9%**	38 7%	20 10%	61 10%	47 10%	26 8%	3 13%	49 7%	177 10%	16 17% kl	30 11% l	4 5%	68 7%	43 6%	58 9%	39 8%	69 12% m
Don't know	**74** **3%**	9 2%	2 1%	12 2%	11 2%	25 7% abcd	- -	13 2%	61 3%	3 3%	10 3%	7 8% l	15 1%	13 2%	14 2%	12 2%	30 5% mn
Mean	**3.96**	4.06 cd	3.95	3.91	3.88	3.91	4.18	4.03 h	3.93	3.63	3.8	4.06 i	4.06 i j	4.07 p	4 p	3.95	3.83

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 28

HEA7 - Please tell me the extent to which you agree or disagree with the following statement: It is possible for a person to influence their brain health.

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**812**	684	22	40	46	3	7	684	118	151	158	375	65	46	136	310	252	115	522	290
	32%	32%	37%	31%	38%	37%	31%	32%	35%	31%	30%	36%	33%	23%	29%	34%	34%	28%	34%	30%
												jm				q				
(4) Tend to agree	**1057**	916	20	55	47	2	10	916	133	187	236	472	76	69	215	364	298	179	667	390
	42%	42%	33%	43%	39%	30%	41%	42%	39%	38%	45%	45%	39%	34%	45%	40%	40%	44%	43%	40%
											m	im								
(3) Neither agree nor disagree	**361**	320	6	17	7	*	3	320	33	83	86	108	28	40	73	117	113	58	210	151
	14%	15%	10%	13%	6%	5%	11%	15%	10%	17%	16%	10%	14%	20%	15%	13%	15%	14%	14%	15%
		d		d				h		k	k			k						
(2) Tend to disagree	**132**	112	1	8	8	-	1	112	19	30	23	48	8	20	28	45	40	19	66	66
	5%	5%	1%	6%	7%	-	6%	5%	6%	6%	4%	5%	4%	10%	6%	5%	5%	5%	4%	7%
					b									jk						r
(1) Strongly disagree	**94**	71	6	6	7	2	*	71	22	27	14	29	9	14	17	32	27	18	51	44
	4%	3%	11%	5%	6%	27%	2%	3%	6%	5%	3%	3%	4%	7%	4%	3%	4%	5%	3%	4%
			a						g	k				jk						
Agree (NET)	**1869**	1601	41	95	93	5	17	1601	251	338	395	847	140	115	352	674	550	294	1189	680
	74%	74%	70%	74%	77%	68%	72%	74%	74%	68%	75%	81%	72%	57%	74%	74%	74%	72%	77%	70%
										m	im	ijlm	m						s	
Disagree (NET)	**226**	184	7	14	15	2	2	184	41	57	37	77	17	34	45	77	66	38	117	110
	9%	9%	12%	11%	13%	27%	8%	9%	12%	12%	7%	7%	9%	17%	9%	9%	9%	9%	8%	11%
									g	jk				jkl						r
Don't know	**74**	57	5	2	5	-	2	57	14	16	9	20	11	14	7	37	13	17	38	36
	3%	3%	8%	1%	4%	-	9%	3%	4%	3%	2%	2%	6%	7%	1%	4%	2%	4%	2%	4%
			ac				ac						jk	jk		np		np		
Mean	**3.96**	3.96	3.91	3.91	4.01	3.51	4.03	3.96	3.94	3.85	3.97	4.08	3.97	3.6	3.91	4.01	3.97	3.9	4.02	3.87
										m	m	ijm	m						s	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 29

HEA7 - Please tell me the extent to which you agree or disagree with the following statement: It is possible for a person to influence their brain health.

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**812**	88	327	359	97	402	406	628	168	753	785	789	791	18
	32%	29%	30%	30%	31%	30%	34%	33%	31%	32%	32%	32%	32%	32%
(4) Tend to agree	**1057**	129	486	525	133	581	475	828	204	996	1033	1038	1038	17
	42%	42%	45%	45%	42%	44%	40%	43%	37%	43%	42%	42%	42%	30%
			f	f				h		kl				
(3) Neither agree nor disagree	**361**	47	158	173	52	197	161	272	80	327	344	348	349	8
	14%	15%	15%	15%	17%	15%	14%	14%	15%	14%	14%	14%	14%	14%
(2) Tend to disagree	**132**	23	49	57	19	70	60	85	45	112	125	126	126	6
	5%	8%	5%	5%	6%	5%	5%	4%	8%	5%	5%	5%	5%	11%
		bc				b			g		i	i	i	
(1) Strongly disagree	**94**	14	36	39	11	52	41	66	28	81	88	90	90	3
	4%	5%	3%	3%	3%	4%	3%	3%	5%	3%	4%	4%	4%	6%
						bc								
Agree (NET)	**1869**	218	813	884	230	983	880	1456	373	1750	1818	1828	1829	35
	74%	70%	75%	75%	73%	74%	74%	75%	68%	75%	74%	74%	74%	62%
			e	e				h		jkl	kl			
Disagree (NET)	**226**	37	85	96	30	122	101	152	73	194	213	216	216	9
	9%	12%	8%	8%	9%	9%	9%	8%	13%	8%	9%	9%	9%	16%
		bc				bc			g		i	i	i	
Don't know	**74**	8	21	25	4	27	44	49	20	59	66	68	68	4
	3%	3%	2%	2%	1%	2%	4%	3%	4%	3%	3%	3%	3%	7%
							bcde					ij	ij	
Mean	**3.96**	3.84	3.97	3.96	3.92	3.93	4	3.99	3.84	3.98	3.97	3.97	3.97	3.78
			e	ae			a	h		jkl				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 30

HEA7 - Please tell me the extent to which you agree or disagree with the following statement: It is possible for a person to influence their brain health.

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**812** **32%**	13 30%	33 23%	2 13%	95 28%	2 17%	69 30%	122 32% h	35 21%	40 27%	517 34% bdhk	289 29% h	413 46% m	399 25%	812 43% o	- -	585 35% qr	121 29%	99 24%
(4) Tend to agree	**1057** **42%**	21 48%	62 43%	12 71%	130 38%	4 29%	105 45%	151 39%	71 43%	61 41%	640 43%	407 41%	374 41%	683 42%	1057 57% o	- -	731 44% q	146 35%	174 42%
(3) Neither agree nor disagree	**361** **14%**	4 9%	24 17%	2 11%	56 16%	4 30%	37 16%	62 16%	36 22% jk	24 16%	198 13%	158 16%	74 8%	287 18% l	- -	- -	201 12%	67 16% p	92 22% p
(2) Tend to disagree	**132** **5%**	2 5%	9 7%	- -	24 7%	2 15%	14 6%	26 7%	11 7%	7 5%	66 4%	62 6%	22 2%	110 7% l	- -	132 58% n	83 5%	28 7%	21 5%
(1) Strongly disagree	**94** **4%**	2 4%	6 4%	1 5%	22 6% fj	1 9%	3 1%	16 4%	4 3%	10 7% fj	46 3%	48 5% f	12 1%	82 5% l	- -	94 42% n	48 3%	27 7% p	17 4%
Agree (NET)	**1869** **74%**	34 78%	95 66%	14 83%	225 65%	6 46%	174 75% dh	273 71%	105 65%	101 68%	1157 77% bdghik	697 70%	787 87% m	1082 67%	1869 100% o	- -	1316 78% qr	267 64%	274 66%
Disagree (NET)	**226** **9%**	4 10%	15 11%	1 5%	46 13% j	3 25%	17 8%	42 11%	15 9%	18 12%	113 8%	110 11% j	34 4%	192 12% l	- -	226 100% n	131 8%	55 13% p	38 9%
Don't know	**74** **3%**	2 4%	9 6% fj	- -	17 5% fj	- -	3 1%	11 3%	7 4%	7 5%	36 2%	36 4%	11 1%	63 4% l	- -	- -	29 2%	28 7% pr	13 3%
Mean	**3.96**	3.98	3.8	3.86	3.77	3.29	3.97	3.9	3.77	3.79	4.03 bdghik	3.86	4.29 m	3.77	4.43 o	1.58	4.04 qr	3.79	3.79

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 31

HEA8A - Summary Table Please tell me the extent to which you agree or disagree?

Base: All not been personally diagnosed

	Dementia affects physical aspects of a person's health	Dementia affects mental aspects of a person's health	Dementia is a cause of death	Dementia is the health condition I fear most about getting in the future	If I was diagnosed with dementia, I would feel comfortable telling people	I would find it hard to talk to someone who has dementia	Dementia is an inevitable part of getting older	One day the diseases that cause dementia will be cured
Unweighted Base	2522	2522	2,522)	2522	2522	2522	2522	2522
Weighted Base	2524	2524	2524	2524	2524	2524	2524	2524
(5) Strongly agree	1199	1968	785	633	799	179	155	512
	48%	78%	31%	25%	32%	7%	6%	20%
(4) Tend to agree	859	450	728	599	745	398	377	902
	34%	18%	29%	24%	30%	16%	15%	36%
(3) Neither agree nor disagree	196	50	361	510	306	303	326	568
	8%	2%	14%	20%	12%	12%	13%	23%
(2) Tend to disagree	129	18	298	414	353	561	717	289
	5%	1%	12%	16%	14%	22%	28%	11%
(1) Strongly disagree	70	18	227	315	257	1028	927	134
	3%	1%	9%	12%	10%	41%	37%	5%
Agree (NET)	2057	2418	1513	1232	1544	578	533	1415
	82%	96%	60%	49%	61%	23%	21%	56%
Disagree (NET)	199	36	526	730	610	1589	1643	423
	8%	1%	21%	29%	24%	63%	65%	17%
Don't know	72	20	124	53	65	54	22	118
	3%	1%	5%	2%	3%	2%	1%	5%
Mean	4.22	4.73	3.64	3.33	3.6	2.25	2.25	3.57

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Table 32

HEA8A_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**1199**	37	33	564	565
	48%	50%	44%	47%	48%
(4) Tend to agree	**859**	24	27	413	395
	34%	33%	36%	35%	33%
(3) Neither agree nor disagree	**196**	4	4	91	97
	8%	6%	5%	8%	8%
(2) Tend to disagree	**129**	1	5	66	56
	5%	2%	6%	6%	5%
(1) Strongly disagree	**70**	4	3	27	36
	3%	6%	4%	2%	3%
Agree (NET)	**2057**	60	60	977	960
	82%	83%	80%	82%	81%
Disagree (NET)	**199**	6	7	94	93
	8%	8%	10%	8%	8%
Don't know	**72**	3	4	32	33
	3%	4%	5%	3%	3%
Mean	**4.22**	4.25	4.16	4.22	4.21

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Table 33

HEA8A_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**1199**	534	647	118	199	204	204	202	271	101	112	146	44	134	170	93	113	102	1016	103	53	27
	48%	44%	51%	44%	46%	49%	49%	50%	46%	56%	47%	43%	44%	49%	49%	43%	51%	50%	48%	49%	45%	38%
			a							ko												
(4) Tend to agree	**859**	425	421	106	152	130	120	141	209	54	87	121	34	88	113	83	64	75	719	66	43	30
	34%	35%	33%	39%	35%	32%	29%	34%	36%	30%	37%	35%	34%	32%	33%	38%	29%	37%	34%	31%	37%	44%
				f					f													
(3) Neither agree nor disagree	**196**	96	95	23	41	35	31	29	35	8	18	32	11	19	23	17	22	13	163	21	7	5
	8%	8%	7%	8%	10%	9%	8%	7%	6%	4%	8%	9%	11%	7%	7%	8%	10%	6%	8%	10%	6%	8%
																	i					
(2) Tend to disagree	**129**	79	48	14	22	24	28	19	22	7	9	28	7	16	14	9	15	9	116	8	6	-
	5%	7%	4%	5%	5%	6%	7%	5%	4%	4%	4%	8%	7%	6%	4%	4%	7%	4%	5%	4%	5%	-
		b										n										
(1) Strongly disagree	**70**	36	34	4	8	11	18	9	20	5	8	10	2	10	7	6	4	1	52	7	6	5
	3%	3%	3%	2%	2%	3%	4%	2%	3%	3%	3%	3%	2%	4%	2%	3%	2%	1%	2%	3%	5%	7%
Agree (NET)	**2057**	958	1068	225	352	334	325	343	479	155	200	267	78	222	283	176	177	177	1735	169	97	57
	82%	79%	84%	83%	81%	81%	78%	84%	82%	86%	84%	78%	78%	81%	82%	81%	80%	87%	82%	80%	81%	82%
			a					f		k								k				
Disagree (NET)	**199**	116	81	19	29	35	46	28	42	12	17	39	9	26	21	15	19	10	168	15	12	5
	8%	10%	6%	7%	7%	8%	11%	7%	7%	7%	7%	11%	9%	10%	6%	7%	9%	5%	8%	7%	10%	7%
		b										nq										
Don't know	**72**	45	25	4	10	8	14	8	29	6	3	6	2	7	20	9	3	5	60	6	4	2
	3%	4%	2%	1%	2%	2%	3%	2%	5%	4%	1%	2%	2%	2%	6%	4%	1%	2%	3%	3%	3%	3%
		b							ceg						jkp							
Mean	**4.22**	4.14	4.29	4.2	4.22	4.22	4.16	4.27	4.24	4.37	4.23	4.08	4.13	4.2	4.3	4.19	4.23	4.34	4.23	4.22	4.14	4.11
			a							k					k			k				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 34

HEA8A_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**1199**	239	86	282	243	150	13	326	873	48	124	37	508	319	314	249	274
	48%	48%	41%	47%	52%	45%	60%	48%	47%	52%	45%	40%	48%	48%	48%	48%	46%
					b												
(4) Tend to agree	**859**	178	80	211	138	115	6	220	639	32	83	36	366	244	220	164	203
	34%	36%	38%	35%	30%	34%	26%	32%	35%	35%	30%	39%	35%	37%	33%	32%	34%
(3) Neither agree nor disagree	**196**	32	20	38	35	39	*	58	137	3	34	4	80	42	57	47	43
	8%	6%	10%	6%	8%	12%	2%	9%	7%	3%	12%	4%	8%	6%	9%	9%	7%
						ac					il						
(2) Tend to disagree	**129**	25	18	24	25	14	1	37	92	5	12	10	52	31	33	30	33
	5%	5%	8%	4%	5%	4%	6%	6%	5%	5%	5%	11%	5%	5%	5%	6%	6%
			c									l					
(1) Strongly disagree	**70**	15	4	19	12	7	1	21	49	*	13	5	19	15	17	13	19
	3%	3%	2%	3%	3%	2%	6%	3%	3%	*	5%	6%	2%	2%	3%	3%	3%
											l	l					
Agree (NET)	**2057**	417	166	493	381	265	19	546	1512	80	207	73	874	563	534	412	477
	82%	83%	78%	82%	82%	79%	86%	80%	82%	87%	75%	79%	83%	84%	81%	80%	81%
										j			j				
Disagree (NET)	**199**	40	22	43	37	20	3	59	140	5	26	15	71	47	50	42	52
	8%	8%	10%	7%	8%	6%	12%	9%	8%	6%	9%	17%	7%	7%	8%	8%	9%
												l					
Don't know	**72**	11	4	24	10	9	-	16	56	3	8	-	22	16	19	13	20
	3%	2%	2%	4%	2%	3%	-	2%	3%	4%	3%	-	2%	2%	3%	3%	3%
Mean	**4.22**	4.23	4.09	4.24	4.27	4.19	4.28	4.19	4.23	4.38	4.09	3.97	4.26	4.26	4.22	4.21	4.19
					b					k			j k				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 35

HEA8A_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**1199**	1029	29	63	49	2	11	1029	155	234	258	485	96	102	218	444	360	177	733	466
	48%	48%	50%	49%	41%	32%	48%	48%	46%	47%	49%	46%	49%	50%	46%	49%	49%	44%	47%	48%
(4) Tend to agree	**859**	736	24	39	42	2	6	736	113	167	169	385	55	59	173	297	243	145	536	323
	34%	34%	41%	31%	34%	26%	23%	34%	33%	34%	32%	37%	28%	29%	36%	33%	33%	36%	35%	33%
												l								
(3) Neither agree nor disagree	**196**	166	3	8	12	3	2	166	27	35	47	76	17	17	34	66	58	38	127	69
	8%	8%	4%	6%	10%	35%	9%	8%	8%	7%	9%	7%	9%	9%	7%	7%	8%	9%	8%	7%
(2) Tend to disagree	**129**	109	1	8	8	-	1	109	18	29	28	56	8	7	27	40	37	25	86	43
	5%	5%	1%	6%	6%	-	5%	5%	5%	6%	5%	5%	4%	3%	6%	4%	5%	6%	6%	4%
(1) Strongly disagree	**70**	56	1	4	9	-	-	56	14	13	14	24	7	9	10	29	20	11	35	35
	3%	3%	1%	3%	7%	-	-	3%	4%	3%	3%	2%	4%	4%	2%	3%	3%	3%	2%	4%
					ab															
Agree (NET)	**2057**	1765	54	103	91	4	17	1765	268	401	427	870	151	161	391	741	603	322	1269	789
	82%	82%	91%	80%	75%	58%	71%	82%	79%	81%	81%	83%	77%	79%	82%	82%	82%	79%	82%	81%
		d	acdf																	
Disagree (NET)	**199**	166	1	12	16	-	1	166	31	43	42	80	15	16	37	69	57	36	121	78
	8%	8%	2%	10%	14%	-	5%	8%	9%	9%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
				b	ab															
Don't know	**72**	59	1	5	2	1	4	59	12	14	10	22	13	10	14	27	21	10	35	37
	3%	3%	2%	4%	2%	7%	15%	3%	4%	3%	2%	2%	7%	5%	3%	3%	3%	2%	2%	4%
							abc d						ijk							r
Mean	**4.22**	4.23	4.4	4.21	3.96	3.96	4.35	4.23	4.16	4.21	4.22	4.22	4.23	4.23	4.22	4.24	4.23	4.14	4.22	4.22
		d	d	d																

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 36
HEA8A_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**1199**	184	591	649	171	728	469	925	255	1100	1149	1159	1160	31
	48%	60%	55%	55%	54%	55%	39%	48%	47%	47%	47%	47%	47%	55%
		f	f	f	f	f								
(4) Tend to agree	**859**	81	333	367	103	413	440	665	174	803	841	846	847	11
	34%	26%	31%	31%	33%	31%	37%	34%	32%	35%	35%	34%	34%	19%
					a		abce			m	m			
(3) Neither agree nor disagree	**196**	19	68	72	17	82	114	138	54	178	187	189	189	7
	8%	6%	6%	6%	6%	6%	10%	7%	10%	8%	8%	8%	8%	13%
							bcde							
(2) Tend to disagree	**129**	12	38	42	17	50	76	104	24	119	126	127	127	2
	5%	4%	4%	4%	5%	4%	6%	5%	4%	5%	5%	5%	5%	3%
							bce							
(1) Strongly disagree	**70**	4	29	29	3	31	39	56	13	66	68	69	69	1
	3%	1%	3%	3%	1%	2%	3%	3%	2%	3%	3%	3%	3%	1%
			d				d							
Agree (NET)	**2057**	265	924	1016	273	1141	909	1590	429	1903	1990	2004	2007	41
	82%	86%	86%	87%	87%	86%	77%	82%	79%	82%	82%	82%	82%	74%
		f	f	f	f	f								
Disagree (NET)	**199**	16	67	71	20	81	115	159	37	185	194	196	197	2
	8%	5%	6%	6%	6%	6%	10%	8%	7%	8%	8%	8%	8%	4%
							abce							
Don't know	**72**	7	14	14	3	20	48	42	26	60	65	67	67	5
	3%	2%	1%	1%	1%	2%	4%	2%	5%	3%	3%	3%	3%	8%
						c	bcde		g					ijkl
Mean	**4.22**	4.43	4.34	4.35	4.36	4.35	4.08	4.22	4.22	4.21	4.21	4.21	4.21	4.35
		f	f	f	f	f								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 37

HEA8A_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**1199**	24	74	4	175	6	113	193	86	76	692	497	457	742	895	106	838	200	154
	48%	53%	52%	25%	51%	44%	49%	50%	53%	51%	46%	50%	51%	46%	48%	47%	50%	48%	37%
													m				r	r	
(4) Tend to agree	**859**	12	49	8	91	3	70	125	49	46	539	309	313	546	644	71	561	127	162
	34%	28%	34%	52%	26%	25%	30%	32%	30%	30%	36%	31%	35%	34%	35%	32%	34%	30%	39%
											dk								q
(3) Neither agree nor disagree	**196**	3	8	1	32	1	26	30	10	17	109	85	62	134	139	15	114	32	48
	8%	6%	6%	7%	9%	9%	11%	8%	6%	11%	7%	9%	7%	8%	7%	7%	7%	8%	12%
																			p
(2) Tend to disagree	**129**	3	6	2	14	3	13	22	7	6	79	50	36	93	87	16	77	22	30
	5%	7%	4%	10%	4%	19%	5%	6%	4%	4%	5%	5%	4%	6%	5%	7%	5%	5%	7%
(1) Strongly disagree	**70**	2	4	-	15	*	6	8	5	4	39	30	17	53	51	10	47	15	8
	3%	4%	2%	-	4%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	5%	3%	4%	2%
Agree (NET)	**2057**	36	122	12	266	10	182	318	135	122	1231	806	770	1288	1539	177	1399	326	316
	82%	81%	86%	77%	78%	69%	79%	83%	83%	81%	82%	81%	85%	79%	83%	79%	84%	78%	76%
			d										m				qr		
Disagree (NET)	**199**	5	10	2	29	3	19	29	12	10	118	80	53	147	138	26	124	37	38
	8%	11%	7%	10%	8%	22%	8%	8%	7%	7%	8%	8%	6%	9%	7%	12%	7%	9%	9%
														l		n			
Don't know	**72**	1	2	1	17	-	4	8	5	1	44	27	20	52	50	6	34	21	15
	3%	2%	2%	7%	5%	-	2%	2%	3%	1%	3%	3%	2%	3%	3%	3%	2%	5%	3%
					gk													p	
Mean	**4.22**	4.22	4.3	3.99	4.22	3.89	4.19	4.26	4.3	4.24	4.21	4.23	4.31	4.17	4.24	4.13	4.26	4.2	4.06
													m				r		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 38

HEA8A_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**1968**	56	52	933	928
	78%	77%	69%	78%	78%
(4) Tend to agree	**450**	12	16	210	212
	18%	17%	22%	18%	18%
(3) Neither agree nor disagree	**50**	3	3	30	14
	2%	4%	4%	3%	1%
(2) Tend to disagree	**18**	-	1	5	12
	1%	-	1%	*	1%
(1) Strongly disagree	**18**	1	2	9	6
	1%	2%	2%	1%	*
Agree (NET)	**2418**	68	68	1142	1139
	96%	94%	91%	96%	96%
Disagree (NET)	**36**	1	3	14	18
	1%	2%	4%	1%	2%
Don't know	**20**	1	2	7	11
	1%	1%	2%	1%	1%
Mean	**4.73**	4.69	4.58	4.73	4.74

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Table 39
HEA8A_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**1968**	915	1025	210	355	334	335	305	429	138	196	242	83	215	281	178	174	154	1661	158	89	61
	78%	75%	81%	78%	82%	81%	81%	75%	73%	77%	82%	70%	82%	79%	81%	82%	79%	75%	78%	75%	75%	88%
			a		gh	gh	h				k		k	k	k	k	k					s
(4) Tend to agree	**450**	248	194	46	61	57	63	91	132	36	38	77	17	48	51	33	34	40	374	43	24	8
	18%	20%	15%	17%	14%	14%	15%	22%	23%	20%	16%	22%	17%	18%	15%	15%	16%	19%	18%	20%	20%	12%
		b						def	def			n										
(3) Neither agree nor disagree	**50**	23	24	9	7	10	6	5	13	3	4	14	-	6	10	2	3	3	45	3	1	-
	2%	2%	2%	3%	2%	2%	1%	1%	2%	1%	2%	4%	-	2%	3%	1%	2%	2%	2%	2%	1%	-
(2) Tend to disagree	**18**	7	11	2	6	3	3	1	5	4	-	1	-	1	2	4	4	3	17	-	1	-
	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	-	*	-	*	1%	2%	2%	1%	1%	-	1%	-
										jk												
(1) Strongly disagree	**18**	12	6	2	2	5	4	2	3	-	1	7	-	1	2	-	4	2	16	1	1	-
	1%	1%	*	1%	*	1%	1%	*	*	-	*	2%	-	*	1%	-	2%	1%	1%	*	1%	-
Agree (NET)	**2418**	1163	1219	256	416	391	398	396	561	174	234	319	100	263	332	211	208	194	2035	201	113	69
	96%	96%	96%	95%	96%	95%	96%	97%	96%	97%	98%	93%	99%	96%	96%	97%	95%	95%	96%	95%	95%	100%
											k		k			k						
Disagree (NET)	**36**	19	17	4	8	8	7	3	7	4	1	8	-	2	4	4	7	5	33	1	2	-
	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	*	2%	-	1%	1%	2%	3%	2%	2%	*	2%	-
																	j					
Don't know	**20**	10	9	1	1	3	5	5	5	-	-	4	1	3	*	-	1	2	11	6	3	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	1%	1%	1%	*	-	1%	1%	1%	3%	2%	-
																				r	r	
Mean	**4.73**	4.7	4.76	4.71	4.77	4.74	4.76	4.72	4.69	4.71	4.79	4.61	4.83	4.76	4.75	4.78	4.7	4.68	4.72	4.74	4.72	4.88
			a								k		k	k	k	k						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 40

HEA8A_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**1968**	398	170	475	369	252	19	548	1420	61	214	76	857	548	529	381	443
	78%	79%	80%	79%	80%	76%	87%	81%	77%	67%	78%	83%	82%	82%	80%	74%	75%
												i	i	op	op		
(4) Tend to agree	**450**	80	37	108	78	64	3	99	351	27	48	14	166	97	109	104	125
	18%	16%	18%	18%	17%	19%	13%	15%	19%	29%	18%	15%	16%	14%	16%	20%	21%
									g	jl						m	m
(3) Neither agree nor disagree	**50**	10	4	7	10	4	-	16	34	1	6	1	11	14	8	9	15
	2%	2%	2%	1%	2%	1%	-	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%
(2) Tend to disagree	**18**	3	-	4	3	6	-	7	11	-	6	1	5	2	7	6	2
	1%	1%	-	1%	1%	2%	-	1%	1%	-	2%	1%	*	*	1%	1%	*
											l						
(1) Strongly disagree	**18**	7	-	2	1	3	-	5	13	-	1	-	6	4	3	8	4
	1%	1%	-	*	*	1%	-	1%	1%	-	*	-	1%	1%	*	1%	1%
Agree (NET)	**2418**	478	207	583	447	316	22	647	1771	88	262	90	1023	645	638	486	567
	96%	95%	98%	97%	97%	95%	100%	95%	96%	96%	95%	98%	98%	97%	97%	94%	96%
Disagree (NET)	**36**	10	-	6	4	10	-	12	24	-	6	1	10	5	10	14	6
	1%	2%	-	1%	1%	3%	-	2%	1%	-	2%	1%	1%	1%	1%	3%	1%
						b										m	
Don't know	**20**	3	-	3	1	5	-	4	16	2	1	-	3	3	4	6	4
	1%	1%	-	*	*	1%	-	1%	1%	3%	*	-	*	*	1%	1%	1%
										l							
Mean	**4.73**	4.73	4.78	4.76	4.76	4.69	4.87	4.75	4.72	4.67	4.71	4.79	4.78	4.78	4.76	4.66	4.7
														o p	o		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 41

HEA8A_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**1968** **78%**	1699 79% df	49 84% cdf	93 73%	85 71%	6 87%	14 58%	1699 79% h	248 73%	358 73%	421 80% im	862 82% im	155 79% m	138 68%	373 78%	710 79%	582 79%	304 75%	1247 80% s	721 74%
(4) Tend to agree	**450** **18%**	378 18%	8 14%	25 19%	29 24% ab	* 5%	5 23%	378 18%	68 20%	109 22% jk	86 16%	154 15%	31 16%	50 25% jk	87 18%	157 17%	118 16%	88 22% p	253 16%	197 20% r
(3) Neither agree nor disagree	**50** **2%**	38 2%	- -	3 2%	3 2%	- -	3 11% abc d	38 2%	9 3%	15 3% k	9 2%	9 1%	7 4% k	8 4% k	7 1%	13 1%	21 3%	8 2%	21 1%	29 3% r
(2) Tend to disagree	**18** **1%**	14 1%	* 1%	2 2%	* *	- -	- -	14 1%	3 1%	4 1%	4 1%	8 1%	* *	1 *	2 *	8 1%	6 1%	2 1%	9 1%	9 1%
(1) Strongly disagree	**18** **1%**	14 1%	- -	1 1%	3 2% a	1 7%	- -	14 1%	4 1%	5 1%	3 1%	6 1%	- -	4 2%	2 *	8 1%	7 1%	1 *	12 1%	6 1%
Agree (NET)	**2418** **96%**	2077 96% cf	57 98% f	118 92% f	114 95% f	7 93%	19 81%	2077 96% h	316 93%	466 95%	508 97% m	1016 97% m	187 95%	188 92%	460 97%	867 96%	700 95%	391 97%	1500 97% s	918 94%
Disagree (NET)	**36** **1%**	28 1%	* 1%	3 3%	3 3%	1 7%	- -	28 1%	8 2%	9 2%	8 1%	14 1%	* *	5 2%	3 1%	16 2%	13 2%	3 1%	21 1%	15 2%
Don't know	**20** **1%**	13 1%	1 1%	3 3% ad	* *	- -	2 9% ad	13 1%	7 2% g	3 1%	1 *	10 1%	2 1%	3 2%	6 1%	7 1%	5 1%	2 1%	10 1%	11 1%
Mean	**4.73**	4.74 df	4.83 cdf	4.66	4.61	4.65	4.52	4.74 h	4.66	4.65	4.75 im	4.79 im	4.76 m	4.58	4.76	4.73	4.72	4.71	4.76 s	4.68

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42

HEA8A_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**1968**	260	922	1007	261	1120	843	1518	414	1844	1913	1930	1931	29
	78%	85%	86%	86%	83%	85%	71%	79%	76%	79%	79%	79%	79%	52%
		f	ef	ef	f	f				jklm	m	m	m	
(4) Tend to agree	**450**	39	125	137	43	164	281	339	100	395	425	426	428	21
	18%	13%	12%	12%	14%	12%	24%	18%	18%	17%	17%	17%	17%	37%
						c	abcde				i		i	ijkl
(3) Neither agree nor disagree	**50**	6	12	14	6	20	30	37	12	41	47	47	47	3
	2%	2%	1%	1%	2%	1%	3%	2%	2%	2%	2%	2%	2%	5%
						c	bc				i			
(2) Tend to disagree	**18**	1	4	5	1	5	12	12	6	16	18	18	18	-
	1%	*	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	-
													k	
(1) Strongly disagree	**18**	-	7	7	1	10	8	15	3	13	16	16	16	2
	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	4%
											i	i	i	ijkl
Agree (NET)	**2418**	299	1047	1144	304	1284	1124	1858	514	2239	2338	2356	2359	49
	96%	97%	98%	97%	97%	97%	95%	96%	94%	96%	96%	96%	96%	89%
			ef	ef		f		h		jklm	m	m	m	
Disagree (NET)	**36**	1	11	12	2	15	20	27	10	29	33	33	34	2
	1%	*	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	4%
											i	i	ik	
Don't know	**20**	1	3	4	2	5	12	8	10	16	18	19	19	1
	1%	*	*	*	*	*	1%	*	2%	1%	1%	1%	1%	2%
						b	b		g					
Mean	**4.73**	4.83	4.82	4.82	4.8	4.81	4.65	4.74	4.71	4.75	4.74	4.74	4.74	4.35
		f	ef	ef	f	f				jklm	m	lm	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

Table 43

HEA8A_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**1968** **78%**	34 77%	103 72%	11 71%	258 75%	9 66%	181 78%	311 81% b	125 77%	124 83% b	1176 78%	771 77%	738 82% m	1230 76%	1498 80% o	167 74%	1375 82% qr	291 70%	291 70%
(4) Tend to agree	**450** **18%**	9 20%	38 26% ghijk	4 25%	65 19%	4 28%	42 18%	66 17%	26 16%	22 15%	261 17%	186 19%	144 16%	306 19%	309 17%	42 19%	239 14%	103 25% p	103 25% p
(3) Neither agree nor disagree	**50** **2%**	- -	- -	1 4%	11 3% g	- -	8 3% g	4 1%	6 4% b	1 1%	29 2%	21 2%	15 2%	34 2%	29 2%	4 2%	28 2%	7 2%	14 3% p
(2) Tend to disagree	**18** **1%**	1 3% fg	1 1%	- -	4 1%	- -	- -	1 *	3 2%	1 *	11 1%	8 1%	3 *	15 1%	9 *	3 1%	14 1%	3 1%	1 *
(1) Strongly disagree	**18** **1%**	- -	- -	- -	3 1%	1 6%	1 *	1 *	1 *	- -	12 1%	6 1%	2 *	16 1% l	9 *	7 3% n	10 1%	6 1%	1 *
Agree (NET)	**2418** **96%**	43 97%	141 99% dh	15 96%	323 94%	13 94%	222 96%	377 98% dhk	151 93%	146 97%	1437 96%	957 96%	882 98% m	1536 95%	1807 97% o	208 93%	1614 97%	394 95%	394 95%
Disagree (NET)	**36** **1%**	1 3%	1 1%	- -	7 2%	1 6%	1 *	3 1%	3 2%	1 *	22 1%	13 1%	5 1%	31 2% l	18 1%	10 4% n	25 1%	9 2%	2 1%
Don't know	**20** **1%**	- -	1 *	- -	1 *	- -	- -	2 1%	1 1%	2 1%	13 1%	6 1%	2 *	18 1% l	11 1%	2 1%	4 *	6 1% p	5 1% p
Mean	**4.73**	4.71	4.7	4.68	4.67	4.47	4.74	4.78 dk	4.7	4.82 d	4.73	4.72	4.79 m	4.7	4.77 o	4.61	4.77 qr	4.63	4.66

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 44

HEA8A_3 - Please tell me the extent to which you agree or disagree? Dementia is a cause of death

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**785**	13	20	401	351
	31%	18%	26%	34%	30%
(4) Tend to agree	**728**	22	16	354	336
	29%	31%	21%	30%	28%
(3) Neither agree nor disagree	**361**	14	8	155	184
	14%	20%	11%	13%	16%
(2) Tend to disagree	**298**	6	11	129	152
	12%	8%	15%	11%	13%
(1) Strongly disagree	**227**	13	16	93	105
	9%	18%	21%	8%	9%
Agree (NET)	**1513**	35	35	755	687
	60%	48%	47%	63%	58%
Disagree (NET)	**526**	19	27	222	257
	21%	26%	36%	19%	22%
Don't know	**124**	4	5	61	54
	5%	6%	6%	5%	5%
Mean	**3.64**	3.23	3.17	3.74	3.6

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Table 45

HEA8A_3 - Please tell me the extent to which you agree or disagree? Dementia is a cause of death

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**785**	375	395	61	97	135	148	137	207	62	88	85	41	92	90	57	68	62	644	81	41	18
	31%	31%	31%	23%	22%	33%	36%	33%	35%	35%	37%	25%	40%	34%	26%	26%	31%	30%	30%	39%	34%	27%
						cd	cd	cd	cd	k	kno		kno	k						r		
(4) Tend to agree	**728**	348	372	77	139	109	105	127	171	41	50	94	30	85	107	66	75	69	615	52	33	28
	29%	29%	29%	29%	32%	26%	25%	31%	29%	23%	21%	27%	29%	31%	31%	30%	34%	34%	29%	25%	28%	40%
					f									j	j	j	ij	ij				s
(3) Neither agree nor disagree	**361**	162	190	56	84	60	51	47	63	28	35	48	14	43	53	31	32	23	306	28	15	13
	14%	13%	15%	21%	19%	15%	12%	12%	11%	16%	15%	14%	14%	16%	15%	14%	14%	11%	14%	13%	12%	18%
				fgh	fgh																	
(2) Tend to disagree	**298**	143	153	39	46	52	53	47	61	24	31	46	8	30	45	31	22	24	261	20	13	4
	12%	12%	12%	14%	11%	13%	13%	11%	10%	13%	13%	13%	8%	11%	13%	14%	10%	12%	12%	9%	11%	6%
(1) Strongly disagree	**227**	119	106	34	48	35	41	24	46	17	23	44	8	13	38	22	19	18	201	15	6	6
	9%	10%	8%	12%	11%	9%	10%	6%	8%	9%	10%	13%	8%	5%	11%	10%	9%	9%	9%	7%	5%	8%
				g	g		g					m			m							
Agree (NET)	**1513**	724	768	138	236	244	253	264	378	103	138	179	70	177	197	122	142	131	1259	134	74	46
	60%	60%	60%	51%	55%	59%	61%	65%	65%	57%	58%	52%	70%	65%	57%	56%	65%	64%	59%	63%	62%	67%
							c	cd	cd				k	k			k	k				
Disagree (NET)	**526**	261	258	72	94	87	94	70	107	41	54	89	16	43	84	53	41	42	462	35	20	10
	21%	22%	20%	27%	22%	21%	23%	17%	18%	23%	23%	26%	16%	16%	24%	24%	19%	20%	22%	16%	17%	14%
				gh								m			m	m						
Don't know	**124**	68	54	3	19	20	17	27	38	9	12	28	1	12	13	10	5	9	98	15	11	*
	5%	6%	4%	1%	4%	5%	4%	7%	7%	5%	5%	8%	1%	4%	4%	5%	2%	4%	5%	7%	9%	1%
						c		c	c			lnp									ru	
Mean	**3.64**	3.63	3.66	3.35	3.46	3.66	3.66	3.8	3.79	3.63	3.65	3.42	3.88	3.81	3.5	3.51	3.7	3.68	3.61	3.84	3.82	3.72
						c	c	cd	cd				kn	kno			k			r		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 46
HEA8A_3 - Please tell me the extent to which you agree or disagree? Dementia is a cause of death

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**785**	172	61	199	139	93	10	208	577	28	89	23	356	235	203	133	188
	31%	34%	29%	33%	30%	28%	44%	31%	31%	30%	32%	25%	34%	35%	31%	26%	32%
														o			
(4) Tend to agree	**728**	139	57	186	126	93	3	185	543	35	76	28	303	205	193	149	163
	29%	28%	27%	31%	27%	28%	12%	27%	29%	38%	28%	30%	29%	31%	29%	29%	27%
(3) Neither agree nor disagree	**361**	62	26	83	83	57	3	116	245	7	39	7	152	86	101	71	82
	14%	12%	12%	14%	18%	17%	12%	17%	13%	8%	14%	8%	15%	13%	15%	14%	14%
					a			h									
(2) Tend to disagree	**298**	63	32	64	57	36	5	79	219	8	37	18	121	77	90	57	65
	12%	13%	15%	11%	12%	11%	23%	12%	12%	9%	13%	19%	12%	12%	14%	11%	11%
(1) Strongly disagree	**227**	42	24	40	47	42	1	65	163	9	24	13	83	42	49	66	63
	9%	8%	11%	7%	10%	12%	5%	10%	9%	10%	9%	14%	8%	6%	7%	13%	11%
						c										mn	m
Agree (NET)	**1513**	311	118	385	265	186	12	393	1121	62	165	51	658	439	395	282	351
	60%	62%	56%	64%	57%	56%	56%	58%	61%	69%	60%	55%	63%	66%	60%	55%	59%
				bde										no p			
Disagree (NET)	**526**	105	56	104	104	78	6	144	382	17	61	30	204	119	139	123	128
	21%	21%	26%	17%	22%	23%	29%	21%	21%	19%	22%	33%	20%	18%	21%	24%	22%
			c									l				m	
Don't know	**124**	22	12	26	11	13	1	26	98	4	11	4	33	23	24	38	31
	5%	4%	5%	4%	2%	4%	3%	4%	5%	5%	4%	5%	3%	3%	4%	7%	5%
																mn	
Mean	**3.64**	3.7	3.5	3.77	3.56	3.5	3.68	3.6	3.66	3.74	3.64	3.35	3.72	3.79	3.64	3.47	3.62
				bde									k	n op			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 47
HEA8A_3 - Please tell me the extent to which you agree or disagree? Dementia is a cause of death

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**785** **31%**	700 32% cd	20 34% cd	25 20%	24 20%	2 22%	8 32%	700 32% h	79 23%	141 29%	152 29%	337 32%	67 34%	70 35%	165 35%	281 31%	218 30%	121 30%	463 30%	322 33%
(4) Tend to agree	**728** **29%**	637 30%	18 31%	31 24%	29 24%	1 17%	5 22%	637 30% h	85 25%	157 32%	145 28%	308 29%	49 25%	53 26%	149 31%	273 30%	195 26%	111 27%	453 29%	275 28%
(3) Neither agree nor disagree	**361** **14%**	296 14%	10 18%	24 19%	21 18%	* 6%	3 12%	296 14%	59 17% g	69 14%	100 19% km	138 13%	30 15%	17 8%	61 13%	132 15%	109 15%	60 15%	232 15%	130 13%
(2) Tend to disagree	**298** **12%**	251 12%	4 7%	20 15% b	17 14%	1 17%	3 15%	251 12%	46 14%	51 10%	67 13%	129 12%	19 10%	21 10%	41 9%	101 11%	102 14% n	53 13% n	183 12%	116 12%
(1) Strongly disagree	**227** **9%**	174 8%	4 6%	21 16% ab	23 19% ab	2 30%	3 12%	174 8%	52 15% g	50 10%	46 9%	90 9%	21 11%	17 8%	37 8%	70 8%	80 11%	40 10%	156 10% s	72 7%
Agree (NET)	**1513** **60%**	1337 62% cd	38 65% cd	56 44%	53 44%	3 39%	13 54%	1337 62% h	163 48%	299 61%	297 57%	646 62%	116 59%	123 60%	313 66% pq	555 61% p	413 56%	232 57%	916 59%	597 61%
Disagree (NET)	**526** **21%**	424 20%	8 13%	40 32% ab	40 33% ab	3 47%	6 26%	424 20%	98 29% g	101 21%	114 22%	219 21%	40 21%	38 19%	79 17%	171 19%	183 25% no	93 23% n	338 22%	187 19%
Don't know	**124** **5%**	98 5%	2 4%	7 6%	7 5%	1 7%	2 7%	98 5%	19 5%	24 5%	15 3%	46 4%	10 5%	25 12% ijkl	23 5%	46 5%	35 5%	20 5%	65 4%	59 6%
Mean	**3.64**	3.7 cd	3.83 cd	3.17	3.13	2.84	3.52	3.7 h	3.29	3.61	3.57	3.67	3.65	3.78	3.8 pq	3.69 p	3.52	3.57	3.6	3.72 r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 48

HEA8A_3 - Please tell me the extent to which you agree or disagree? Dementia is a cause of death

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**785**	117	398	429	116	481	302	590	187	719	753	763	764	14
	31%	38%	37%	37%	37%	36%	25%	31%	34%	31%	31%	31%	31%	26%
		f	f	f	f	f								
(4) Tend to agree	**728**	97	307	345	91	383	342	570	140	677	715	719	720	8
	29%	31%	29%	29%	29%	29%	29%	30%	26%	29%	29%	29%	29%	15%
(3) Neither agree nor disagree	**361**	31	145	155	38	172	189	276	74	339	350	352	352	7
	14%	10%	14%	13%	12%	13%	16%	14%	14%	15%	14%	14%	14%	13%
							a							
(2) Tend to disagree	**298**	37	112	124	38	152	144	236	56	281	290	291	292	6
	12%	12%	10%	11%	12%	11%	12%	12%	10%	12%	12%	12%	12%	10%
						bc								
(1) Strongly disagree	**227**	14	75	80	17	86	142	170	57	201	216	217	217	10
	9%	4%	7%	7%	6%	6%	12%	9%	10%	9%	9%	9%	9%	18%
							abcde							
Agree (NET)	**1513**	213	706	774	207	863	644	1160	327	1396	1469	1482	1484	23
	60%	69%	66%	66%	66%	65%	54%	60%	60%	60%	60%	60%	60%	41%
		f	f	f	f	f				m	m	m	m	
Disagree (NET)	**526**	51	187	204	55	238	285	406	113	482	507	508	509	15
	21%	16%	17%	17%	18%	18%	24%	21%	21%	21%	21%	21%	21%	28%
							abcde							
Don't know	**124**	12	36	41	14	51	69	86	31	109	111	114	114	10
	5%	4%	3%	4%	4%	4%	6%	4%	6%	5%	5%	5%	5%	19%
							bce							ijkl
Mean	**3.64**	3.9	3.81	3.81	3.83	3.8	3.46	3.64	3.67	3.65	3.64	3.65	3.65	3.26
		f	f	f	f	f								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 49
HEA8A_3 - Please tell me the extent to which you agree or disagree? Dementia is a cause of death

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**785** **31%**	16 37% f	52 37% f	4 25%	125 37% fk	3 25%	49 21%	123 32% f	58 36% f	43 29%	460 31% f	316 32% f	302 33%	483 30%	579 31%	72 32%	552 33% q	110 27%	116 28%
(4) Tend to agree	**728** **29%**	13 30%	41 28%	7 42%	82 24%	4 31%	71 31%	103 27%	45 28%	55 37% dgk	433 29%	287 29% d	301 33% m	427 26%	563 30%	56 25%	498 30%	109 26%	117 28%
(3) Neither agree nor disagree	**361** **14%**	4 10%	13 9%	3 18%	48 14%	3 24%	52 22% bdijk	72 19% bj	29 18% b	18 12%	199 13%	156 16% b	99 11%	262 16% l	243 13%	27 12%	217 13%	67 16%	76 18% p
(2) Tend to disagree	**298** **12%**	9 20% h	22 15%	3 16%	38 11%	- -	36 16% h	45 12%	13 8%	14 10%	180 12%	118 12%	92 10%	206 13%	238 13%	31 14%	200 12%	53 13%	44 10%
(1) Strongly disagree	**227** **9%**	1 3%	10 7%	- -	34 10%	3 18%	17 7%	33 9%	11 7%	11 7%	145 10%	81 8%	61 7%	167 10% l	155 8%	30 14% n	143 9%	45 11%	39 9%
Agree (NET)	**1513** **60%**	30 67%	93 65% f	11 66%	207 61%	8 55%	120 52%	226 59%	103 64% f	98 66% f	893 59%	603 61% f	603 67% m	910 56%	1141 61%	128 57%	1050 63% qr	219 53%	233 56%
Disagree (NET)	**526** **21%**	10 23%	32 23%	3 16%	72 21%	3 18%	53 23%	78 20%	24 15%	26 17%	325 22%	199 20%	153 17%	372 23% l	393 21%	61 27%	342 20%	98 23%	83 20%
Don't know	**124** **5%**	* 1%	5 4%	- -	15 4%	* 3%	7 3%	9 2%	6 4%	8 5%	85 6% g	38 4%	48 5%	76 5%	88 5%	9 4%	61 4%	32 8% p	25 6%
Mean	**3.64**	3.8	3.74 f	3.75	3.69	3.45	3.44	3.63	3.82 f	3.74 f	3.62	3.67 f	3.81 m	3.55	3.66	3.5	3.69 q	3.49	3.58

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 50

HEA8A_4 - Please tell me the extent to which you agree or disagree? Dementia is the health condition I fear most about getting in the future

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**633**	14	24	292	302
	25%	19%	32%	24%	26%
(4) Tend to agree	**599**	17	10	292	279
	24%	24%	13%	24%	24%
(3) Neither agree nor disagree	**510**	15	9	251	234
	20%	21%	12%	21%	20%
(2) Tend to disagree	**414**	9	14	188	203
	16%	12%	18%	16%	17%
(1) Strongly disagree	**315**	15	15	141	144
	12%	21%	20%	12%	12%
Agree (NET)	**1232**	31	34	584	582
	49%	43%	46%	49%	49%
Disagree (NET)	**730**	24	29	329	348
	29%	33%	38%	28%	29%
Don't know	**53**	2	3	29	19
	2%	3%	4%	2%	2%
Mean	**3.33**	3.1	3.2	3.35	3.34

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Table 51
HEA8A_4 - Please tell me the extent to which you agree or disagree? Dementia is the health condition I fear most about getting in the future

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**633**	275	354	55	107	79	95	95	202	48	50	82	27	63	90	42	54	62	518	62	32	22
	25%	23%	28%	20%	25%	19%	23%	23%	35%	27%	21%	24%	26%	23%	26%	19%	25%	30%	24%	29%	27%	32%
			a						cdefg									jo				
(4) Tend to agree	**599**	291	297	66	113	83	102	102	133	49	51	87	25	67	83	53	52	33	500	57	24	18
	24%	24%	23%	24%	26%	20%	24%	25%	23%	27%	21%	25%	25%	25%	24%	25%	24%	16%	24%	27%	20%	26%
										q		q		q	q							
(3) Neither agree nor disagree	**510**	239	266	54	80	96	72	89	117	40	53	61	18	58	70	51	48	41	440	39	18	13
	20%	20%	21%	20%	19%	23%	17%	22%	20%	22%	22%	18%	18%	21%	20%	24%	22%	20%	21%	18%	15%	18%
(2) Tend to disagree	**414**	209	199	44	71	86	81	64	67	24	42	59	11	41	60	41	45	32	356	23	27	9
	16%	17%	16%	16%	16%	21%	20%	16%	11%	13%	17%	17%	11%	15%	17%	19%	21%	16%	17%	11%	23%	13%
					h	h	h												s		s	
(1) Strongly disagree	**315**	169	135	48	55	55	54	54	49	18	42	45	13	39	38	28	18	30	272	27	11	5
	12%	14%	11%	18%	13%	13%	13%	13%	8%	10%	18%	13%	13%	14%	11%	13%	8%	15%	13%	13%	10%	7%
		b		h		h	h	h			np											
Agree (NET)	**1232**	566	650	121	219	162	196	198	335	97	100	169	52	130	174	95	106	95	1017	119	56	40
	49%	47%	51%	45%	51%	39%	47%	48%	57%	54%	42%	49%	51%	47%	50%	44%	48%	46%	48%	56%	47%	58%
			a		e		e	e	cefg	j										r		
Disagree (NET)	**730**	378	334	93	125	142	136	118	116	42	83	105	25	79	98	68	64	63	627	50	39	14
	29%	31%	26%	34%	29%	34%	33%	29%	20%	24%	35%	30%	25%	29%	28%	32%	29%	31%	30%	24%	32%	20%
		b		h	h	h	h	h			i											
Don't know	**53**	32	20	2	8	12	11	4	17	1	1	9	6	6	5	1	3	7	40	3	6	3
	2%	3%	2%	1%	2%	3%	3%	1%	3%	1%	1%	3%	6%	2%	2%	1%	1%	3%	2%	2%	5%	4%
													ijnop								r	
Mean	**3.33**	3.25	3.43	3.13	3.34	3.11	3.25	3.3	3.65	3.47	3.1	3.3	3.43	3.28	3.37	3.19	3.36	3.32	3.31	3.5	3.33	3.66
			a		e				cdef	j					j					r		
									g													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 52
HEA8A_4 - Please tell me the extent to which you agree or disagree? Dementia is the health condition I fear most about getting in the future

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**633**	124	45	135	131	85	4	163	470	36	86	25	231	142	164	128	181
	25%	25%	21%	23%	28%	26%	16%	24%	25%	40%	31%	27%	22%	21%	25%	25%	31%
										l	l						mn
(4) Tend to agree	**599**	121	57	154	108	80	3	140	459	24	56	29	266	186	157	115	125
	24%	24%	27%	26%	23%	24%	13%	21%	25%	27%	20%	32%	25%	28%	24%	22%	21%
									g					p			
(3) Neither agree nor disagree	**510**	106	43	128	95	64	2	147	363	12	52	19	223	134	138	109	107
	20%	21%	21%	21%	21%	19%	8%	22%	20%	13%	19%	21%	21%	20%	21%	21%	18%
(2) Tend to disagree	**414**	90	37	99	67	49	5	131	283	11	33	8	201	121	114	90	74
	16%	18%	17%	17%	14%	15%	22%	19%	15%	13%	12%	9%	19%	18%	17%	18%	12%
								h					jk	p	p		
(1) Strongly disagree	**315**	56	27	70	53	48	7	83	233	8	40	9	118	75	79	60	85
	12%	11%	13%	12%	11%	14%	33%	12%	13%	8%	14%	10%	11%	11%	12%	12%	14%
Agree (NET)	**1232**	245	102	289	239	166	6	303	929	60	142	55	497	328	321	244	306
	49%	49%	48%	48%	52%	50%	29%	45%	50%	66%	52%	59%	47%	49%	49%	47%	52%
									g	jl							
Disagree (NET)	**730**	145	63	169	120	98	12	214	516	19	73	18	319	196	193	151	159
	29%	29%	30%	28%	26%	29%	54%	31%	28%	21%	26%	19%	30%	29%	29%	29%	27%
													k				
Don't know	**53**	5	3	12	9	7	2	15	38	-	9	1	8	10	8	11	20
	2%	1%	1%	2%	2%	2%	9%	2%	2%	-	3%	1%	1%	1%	1%	2%	3%
											l						n
Mean	**3.33**	3.34	3.27	3.31	3.43	3.32	2.55	3.25	3.36	3.76	3.43	3.58	3.28	3.3	3.33	3.32	3.42
										l							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 53

HEA8A_4 - Please tell me the extent to which you agree or disagree? Dementia is the health condition I fear most about getting in the future

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**633**	538	15	36	31	2	6	538	89	129	135	231	56	67	110	232	184	107	348	285
	25%	25%	26%	28%	25%	24%	25%	25%	26%	26%	26%	22%	28%	33%	23%	26%	25%	26%	22%	29%
														k						r
(4) Tend to agree	**599**	529	12	26	20	2	4	529	64	105	125	276	38	45	109	219	178	92	378	221
	24%	25%	20%	20%	16%	32%	19%	25%	19%	21%	24%	26%	19%	22%	23%	24%	24%	23%	24%	23%
		d						h												
(3) Neither agree nor disagree	**510**	441	10	28	21	1	6	441	66	96	113	211	42	34	106	182	142	80	320	190
	20%	20%	17%	22%	17%	9%	26%	20%	19%	20%	21%	20%	22%	16%	22%	20%	19%	20%	21%	20%
(2) Tend to disagree	**414**	358	9	21	18	1	2	358	51	89	72	197	29	24	92	127	126	70	286	128
	16%	17%	15%	16%	15%	19%	9%	17%	15%	18%	14%	19%	15%	12%	19%	14%	17%	17%	18%	13%
												jm			o				s	
(1) Strongly disagree	**315**	251	12	13	27	1	3	251	57	65	72	117	26	22	53	119	96	48	199	117
	12%	12%	21%	10%	23%	16%	12%	12%	17%	13%	14%	11%	13%	11%	11%	13%	13%	12%	13%	12%
			ac		ac				g											
Agree (NET)	**1232**	1067	27	62	50	4	10	1067	153	233	260	507	94	112	218	452	362	199	726	506
	49%	49%	46%	48%	42%	56%	44%	49%	45%	47%	50%	48%	48%	55%	46%	50%	49%	49%	47%	52%
		d																		r
Disagree (NET)	**730**	610	21	34	46	3	5	610	108	153	144	314	55	45	145	246	222	118	485	244
	29%	28%	36%	27%	38%	35%	21%	28%	32%	31%	27%	30%	28%	22%	30%	27%	30%	29%	31%	25%
					ac					m									s	
					f															
Don't know	**53**	38	1	5	4	-	2	38	11	10	8	16	5	12	7	25	13	8	21	32
	2%	2%	1%	4%	3%	-	9%	2%	3%	2%	2%	2%	2%	6%	1%	3%	2%	2%	1%	3%
							ab		g					ijk						r
Mean	**3.33**	3.35	3.15	3.41	3.06	3.29	3.4	3.35	3.24	3.3	3.35	3.3	3.36	3.59	3.28	3.36	3.31	3.35	3.25	3.46
		d		d										ik						r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 54

HEA8A_4 - Please tell me the extent to which you agree or disagree? Dementia is the health condition I fear most about getting in the future

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**633** **25%**	95 31% f	311 29% f	341 29% f	86 27% f	385 29% f	245 21%	487 25%	140 26%	566 24%	604 25% i	611 25% i	613 25% i	15 28%
(4) Tend to agree	**599** **24%**	75 25%	279 26% f	304 26% f	85 27%	341 26% f	257 22%	472 24%	110 20%	567 24%	587 24%	589 24%	589 24%	10 18%
(3) Neither agree nor disagree	**510** **20%**	50 16%	184 17%	202 17%	59 19%	229 17%	279 24% abce	399 21%	102 19%	480 21%	498 20%	501 20%	501 20%	8 14%
(2) Tend to disagree	**414** **16%**	51 17%	163 15%	178 15%	45 14%	202 15%	209 18%	306 16%	103 19%	381 16%	396 16%	401 16%	402 16%	11 19%
(1) Strongly disagree	**315** **12%**	30 10%	120 11%	130 11%	34 11%	145 11%	167 14% ce	232 12%	78 14%	288 12%	303 12%	304 12%	304 12%	9 16%
Agree (NET)	**1232** **49%**	170 55% f	590 55% f	645 55% f	171 55% f	727 55% f	502 42%	958 50%	251 46%	1132 49%	1191 49%	1200 49%	1202 49%	25 46%
Disagree (NET)	**730** **29%**	81 26%	284 26%	308 26%	79 25%	347 26%	376 32% bcde	538 28%	180 33% g	669 29%	699 29%	705 29%	706 29%	19 35%
Don't know	**53** **2%**	6 2%	16 2%	19 2%	5 2%	21 2%	29 2%	33 2%	13 2%	44 2%	49 2%	50 2%	50 2%	3 5%
Mean	**3.33**	3.51 f	3.47 f	3.47 f	3.47 f	3.48 f	3.18	3.36	3.25	3.32	3.33	3.33	3.33	3.24

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 55

HEA8A_4 - Please tell me the extent to which you agree or disagree? Dementia is the health condition I fear most about getting in the future

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**633**	11	51	6	111	2	55	90	43	46	356	272	215	418	453	60	442	99	86
	25%	26%	36%	37%	32%	17%	24%	23%	27%	30%	24%	27%	24%	26%	24%	26%	26%	24%	21%
			fgjk		gjk												r		
(4) Tend to agree	**599**	15	32	5	71	6	56	90	33	35	358	233	216	383	464	48	429	67	98
	24%	33%	22%	31%	21%	44%	24%	23%	20%	24%	24%	23%	24%	24%	25%	21%	26%	16%	24%
																	q		q
(3) Neither agree nor disagree	**510**	11	25	2	72	2	50	79	41	28	294	209	192	318	349	38	317	71	119
	20%	25%	18%	12%	21%	16%	22%	20%	25%	19%	20%	21%	21%	20%	19%	17%	19%	17%	29%
																			pq
(2) Tend to disagree	**414**	4	18	-	36	-	38	64	20	22	266	144	162	252	341	34	276	81	55
	16%	9%	12%	-	11%	-	16%	17%	13%	14%	18%	14%	18%	16%	18%	15%	16%	19%	13%
								d			d	d						r	
(1) Strongly disagree	**315**	3	14	2	46	3	25	54	20	17	197	116	102	213	230	42	183	80	50
	12%	7%	10%	10%	13%	22%	11%	14%	12%	11%	13%	12%	11%	13%	12%	19%	11%	19%	12%
																n		pr	
Agree (NET)	**1232**	26	83	11	182	9	111	180	76	81	715	505	430	801	917	107	871	166	184
	49%	59%	58%	68%	53%	61%	48%	47%	47%	54%	48%	51%	48%	49%	49%	48%	52%	40%	44%
			gj														qr		
Disagree (NET)	**730**	7	32	2	82	3	62	117	40	39	463	260	264	465	570	76	459	161	105
	29%	16%	22%	10%	24%	22%	27%	30%	25%	26%	31%	26%	29%	29%	31%	34%	27%	39%	25%
								k			bdk							pr	
Don't know	**53**	-	3	2	7	-	8	9	5	2	29	23	17	36	29	3	24	18	8
	2%	-	2%	10%	2%	-	3%	2%	3%	1%	2%	2%	2%	2%	2%	1%	1%	4%	2%
																		p	
Mean	**3.33**	3.63	3.64	3.92	3.49	3.34	3.35	3.26	3.37	3.48	3.28	3.41	3.31	3.34	3.31	3.22	3.41	3.06	3.28
			gj		gj							gj					q		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 56

HEA8A_5 - Please tell me the extent to which you agree or disagree? If I was diagnosed with dementia, I would feel comfortable telling people

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**799**	26	26	372	375
	32%	35%	35%	31%	32%
(4) Tend to agree	**745**	20	14	344	368
	30%	28%	18%	29%	31%
(3) Neither agree nor disagree	**306**	8	6	155	137
	12%	11%	8%	13%	12%
(2) Tend to disagree	**353**	9	11	159	173
	14%	12%	15%	13%	15%
(1) Strongly disagree	**257**	7	15	132	103
	10%	9%	20%	11%	9%
Agree (NET)	**1544**	46	40	716	742
	61%	63%	53%	60%	63%
Disagree (NET)	**610**	16	26	291	276
	24%	22%	35%	24%	23%
Don't know	**65**	3	3	32	27
	3%	4%	3%	3%	2%
Mean	**3.6**	3.7	3.34	3.57	3.64

Table 57

HEA8A_5 - Please tell me the extent to which you agree or disagree? If I was diagnosed with dementia, I would feel comfortable telling people

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**799**	409	372	77	153	135	123	122	189	67	74	92	33	93	122	67	72	64	683	56	45	14
	32%	34%	29%	29%	35%	33%	29%	30%	32%	37%	31%	27%	33%	34%	35%	31%	33%	31%	32%	27%	38%	20%
		b								k					k						su	
(4) Tend to agree	**745**	360	378	83	101	107	127	130	198	42	76	89	29	91	92	66	67	61	613	76	39	17
	30%	30%	30%	31%	23%	26%	30%	32%	34%	23%	32%	26%	29%	33%	27%	31%	30%	30%	29%	36%	33%	25%
							d	d	de					i						r		
(3) Neither agree nor disagree	**306**	129	173	31	55	54	50	47	68	23	18	53	12	33	44	31	24	21	259	26	7	14
	12%	11%	14%	12%	13%	13%	12%	12%	12%	13%	8%	15%	12%	12%	13%	14%	11%	10%	12%	12%	6%	20%
			a									j				j			t			t
(2) Tend to disagree	**353**	162	188	50	73	57	55	58	60	30	40	50	12	24	48	27	30	34	295	30	15	13
	14%	13%	15%	18%	17%	14%	13%	14%	10%	17%	17%	15%	12%	9%	14%	13%	14%	17%	14%	14%	13%	19%
				h	h					m	m	m						m				
(1) Strongly disagree	**257**	118	134	28	47	47	48	41	47	14	27	47	12	29	33	19	24	19	225	16	7	9
	10%	10%	11%	10%	11%	11%	11%	10%	8%	8%	11%	14%	11%	11%	10%	9%	11%	9%	11%	8%	5%	13%
Agree (NET)	**1544**	769	750	160	254	242	249	251	387	109	150	181	62	184	214	133	139	125	1296	132	84	31
	61%	63%	59%	59%	59%	59%	60%	62%	66%	60%	63%	53%	61%	67%	62%	61%	63%	61%	61%	63%	71%	45%
		b							de		k			k	k		k		u	u	ru	
Disagree (NET)	**610**	280	322	77	120	104	103	99	107	45	67	97	24	53	81	47	54	53	520	46	22	22
	24%	23%	25%	29%	28%	25%	25%	24%	18%	25%	28%	28%	24%	19%	23%	22%	25%	26%	24%	22%	18%	32%
				h	h	h	h	h			m	m										
Don't know	**65**	37	26	1	4	11	14	11	24	4	3	14	3	3	8	5	3	6	50	7	6	2
	3%	3%	2%	*	1%	3%	3%	3%	4%	2%	1%	4%	3%	1%	2%	3%	1%	3%	2%	3%	5%	3%
							cd		cd													
Mean	**3.6**	3.66	3.54	3.49	3.56	3.56	3.55	3.59	3.75	3.66	3.55	3.39	3.61	3.72	3.66	3.63	3.61	3.58	3.59	3.62	3.89	3.2
		b							cdef					k	k				u	u	ru	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 58

HEA8A_5 - Please tell me the extent to which you agree or disagree? If I was diagnosed with dementia, I would feel comfortable telling people

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**799**	156	51	182	167	110	7	210	588	37	100	31	297	203	208	160	197
	32%	31%	24%	30%	36%	33%	31%	31%	32%	41%	36%	33%	28%	30%	32%	31%	33%
					b	b				l	l						
(4) Tend to agree	**745**	168	58	193	131	92	8	199	547	25	66	32	351	220	203	130	174
	30%	34%	28%	32%	28%	27%	37%	29%	30%	27%	24%	34%	34%	33%	31%	25%	29%
													j	o			
(3) Neither agree nor disagree	**306**	66	31	71	48	37	1	89	216	9	33	5	128	77	77	74	71
	12%	13%	15%	12%	10%	11%	5%	13%	12%	10%	12%	5%	12%	11%	12%	14%	12%
(2) Tend to disagree	**353**	57	38	96	62	45	3	106	247	11	33	15	168	99	102	70	68
	14%	11%	18%	16%	13%	13%	14%	16%	13%	12%	12%	16%	16%	15%	15%	14%	11%
			a	a													
(1) Strongly disagree	**257**	40	30	48	44	43	2	62	195	8	39	10	84	54	57	66	67
	10%	8%	14%	8%	10%	13%	10%	9%	11%	9%	14%	11%	8%	8%	9%	13%	11%
			ac			ac					l					mn	
Agree (NET)	**1544**	324	109	375	298	202	15	409	1135	62	166	63	648	423	410	290	372
	61%	65%	52%	63%	64%	60%	68%	60%	62%	68%	60%	68%	62%	63%	62%	56%	63%
		b		b	b									o			
Disagree (NET)	**610**	97	68	143	106	88	5	168	442	19	72	25	252	154	158	136	135
	24%	19%	32%	24%	23%	26%	24%	25%	24%	21%	26%	27%	24%	23%	24%	26%	23%
			acd			a											
Don't know	**65**	13	3	9	10	8	1	13	52	1	4	-	19	14	14	15	15
	3%	3%	1%	2%	2%	2%	3%	2%	3%	1%	1%	-	2%	2%	2%	3%	3%
Mean	**3.6**	3.7	3.3	3.62	3.69	3.56	3.68	3.58	3.61	3.8	3.57	3.63	3.59	3.64	3.62	3.49	3.63
		b		b	b												

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 59

HEA8A_5 - Please tell me the extent to which you agree or disagree? If I was diagnosed with dementia, I would feel comfortable telling people

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**799**	682	20	38	40	3	10	682	110	165	171	295	69	78	158	282	242	117	491	308
	32%	32%	34%	29%	33%	34%	43%	32%	33%	33%	33%	28%	35%	38%	33%	31%	33%	29%	32%	32%
														k						
(4) Tend to agree	**745**	653	16	38	24	2	4	653	84	150	163	321	51	47	161	263	198	123	442	303
	30%	30%	27%	30%	20%	26%	18%	30%	25%	31%	31%	31%	26%	23%	34%	29%	27%	30%	29%	31%
		d		d				h							p					
(3) Neither agree nor disagree	**306**	264	5	15	13	2	2	264	38	52	54	134	27	27	50	116	86	53	197	108
	12%	12%	9%	12%	11%	30%	8%	12%	11%	11%	10%	13%	14%	13%	11%	13%	12%	13%	13%	11%
(2) Tend to disagree	**353**	302	7	18	17	1	7	302	51	56	65	180	31	17	56	116	121	60	230	123
	14%	14%	12%	14%	15%	11%	28%	14%	15%	11%	12%	17%	16%	8%	12%	13%	16%	15%	15%	13%
							ab					ijm					n			
							c													
(1) Strongly disagree	**257**	202	8	16	23	-	1	202	48	54	67	91	15	23	37	100	76	43	159	98
	10%	9%	14%	12%	19%	-	4%	9%	14%	11%	13%	9%	8%	11%	8%	11%	10%	11%	10%	10%
					af				g		k									
Agree (NET)	**1544**	1335	36	76	64	4	14	1335	195	315	334	616	120	125	319	545	440	240	933	610
	61%	62%	61%	59%	53%	60%	61%	62%	58%	64%	64%	59%	61%	61%	67%	60%	60%	59%	60%	63%
		d													opq					
Disagree (NET)	**610**	503	15	34	41	1	7	503	99	110	131	271	46	40	94	216	197	103	389	221
	24%	23%	26%	27%	34%	11%	31%	23%	29%	22%	25%	26%	24%	19%	20%	24%	27%	25%	25%	23%
					a				g								n			
Don't know	**65**	53	2	3	2	-	-	53	7	15	6	26	2	12	13	26	16	10	33	32
	3%	2%	3%	2%	2%	-	-	2%	2%	3%	1%	3%	1%	6%	3%	3%	2%	3%	2%	3%
														jkl						
Mean	**3.6**	3.62	3.57	3.5	3.34	3.83	3.69	3.62	3.48	3.66	3.59	3.54	3.66	3.73	3.75	3.58	3.57	3.53	3.58	3.64
		d						h							pq					

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 60

HEA8A_5 - Please tell me the extent to which you agree or disagree? If I was diagnosed with dementia, I would feel comfortable telling people

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**799**	94	351	381	111	437	361	622	164	723	763	774	775	22
	32%	31%	33%	32%	35%	33%	30%	32%	30%	31%	31%	32%	32%	40%
												j	j	
(4) Tend to agree	**745**	91	326	356	92	398	344	587	147	698	729	733	735	11
	30%	30%	30%	30%	29%	30%	29%	30%	27%	30%	30%	30%	30%	19%
(3) Neither agree nor disagree	**306**	37	133	145	40	165	139	228	67	284	296	296	296	6
	12%	12%	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%	12%	11%
(2) Tend to disagree	**353**	47	135	149	41	168	180	270	79	337	345	347	348	4
	14%	15%	13%	13%	13%	13%	15%	14%	14%	14%	14%	14%	14%	7%
(1) Strongly disagree	**257**	27	106	116	25	128	128	181	72	228	244	246	246	8
	10%	9%	10%	10%	8%	10%	11%	9%	13%	10%	10%	10%	10%	15%
									g					
Agree (NET)	**1544**	185	677	737	203	835	705	1209	311	1421	1493	1507	1510	33
	61%	60%	63%	63%	65%	63%	59%	63%	57%	61%	61%	61%	61%	59%
								h						
Disagree (NET)	**610**	75	241	265	65	296	308	451	150	565	589	593	594	12
	24%	24%	22%	23%	21%	22%	26%	23%	28%	24%	24%	24%	24%	22%
Don't know	**65**	11	23	27	5	28	34	41	18	56	59	59	59	4
	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	8%
														ijkl
Mean	**3.6**	3.6	3.65	3.64	3.73	3.65	3.55	3.64	3.48	3.59	3.6	3.6	3.6	3.67
								h						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 61

HEA8A_5 - Please tell me the extent to which you agree or disagree? If I was diagnosed with dementia, I would feel comfortable telling people

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**799** **32%**	20 45% h	42 29%	5 34%	115 34%	5 34%	87 38% h	131 34% h	40 25%	53 36%	463 31%	333 33% h	261 29%	538 33% l	594 32%	87 39%	575 34% qr	115 28%	103 25%
(4) Tend to agree	**745** **30%**	6 14%	55 39% adfgik	6 35%	81 24%	2 15%	49 21%	94 24%	55 34% adfgk	36 24%	477 32% adfgk	262 26%	298 33% m	447 28%	577 31% o	43 19%	516 31%	108 26%	118 28%
(3) Neither agree nor disagree	**306** **12%**	7 17% b	9 6%	- -	47 14% b	1 8%	33 14% b	41 11%	19 12%	16 11%	177 12%	124 12% b	123 14%	182 11%	218 12%	22 10%	184 11%	53 13%	67 16% p
(2) Tend to disagree	**353** **14%**	7 15%	22 15%	2 13%	40 12%	3 21%	44 19% d	57 15%	27 17%	17 12%	202 13%	145 15%	122 14%	231 14%	273 15%	30 13%	227 14%	49 12%	76 18% pq
(1) Strongly disagree	**257** **10%**	3 7%	11 8%	1 4%	46 13% f	3 22%	16 7%	54 14% fjk	15 9%	22 14% f	147 10%	105 11%	73 8%	184 11% l	164 9%	35 15% n	145 9%	71 17% pr	37 9%
Agree (NET)	**1544** **61%**	26 59%	97 68% dk	11 68%	196 57%	7 49%	136 59%	225 58%	95 59%	90 60%	940 63%	595 60%	559 62%	985 61%	1171 63%	130 58%	1091 65% qr	223 54%	221 53%
Disagree (NET)	**610** **24%**	10 22%	33 23%	3 17%	86 25%	6 43%	60 26%	111 29% j	43 26%	39 26%	349 23%	251 25%	196 22%	414 26% l	437 23%	65 29%	372 22%	119 29% p	112 27%
Don't know	**65** **3%**	1 2%	4 3%	2 14%	14 4%	- -	2 1%	8 2%	5 3%	5 3%	35 2%	27 3%	26 3%	39 2%	40 2%	7 3%	24 1%	20 5% p	16 4% p
Mean	**3.6**	3.76	3.69	3.94	3.55	3.18	3.64	3.5	3.49	3.57	3.62	3.59	3.63	3.58	3.64	3.54	3.7 qr	3.37	3.44

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62

HEA8A_6 - Please tell me the extent to which you agree or disagree? I would find it hard to talk to someone who has dementia

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**179**	10	7	79	84
	7%	13%	10%	7%	7%
(4) Tend to agree	**398**	11	8	170	209
	16%	15%	11%	14%	18%
(3) Neither agree nor disagree	**303**	8	8	146	140
	12%	11%	11%	12%	12%
(2) Tend to disagree	**561**	14	19	260	268
	22%	20%	25%	22%	23%
(1) Strongly disagree	**1028**	27	28	516	457
	41%	37%	37%	43%	39%
Agree (NET)	**578**	21	16	248	293
	23%	28%	21%	21%	25%
Disagree (NET)	**1589**	41	47	776	725
	63%	57%	62%	65%	61%
Don't know	**54**	3	4	23	24
	2%	4%	6%	2%	2%
Mean	**2.25**	2.46	2.28	2.18	2.3

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Table 63
HEA8A_6 - Please tell me the extent to which you agree or disagree? I would find it hard to talk to someone who has dementia

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**179**	107	68	20	35	27	26	34	37	10	22	25	8	22	15	11	16	14	143	13	13	10
	7%	9%	5%	7%	8%	7%	6%	8%	6%	6%	9%	7%	8%	8%	4%	5%	7%	7%	7%	6%	11%	14%
		b									n											r
(4) Tend to agree	**398**	233	159	51	93	57	62	45	90	32	32	59	22	41	58	27	35	36	343	34	8	14
	16%	19%	13%	19%	21%	14%	15%	11%	15%	18%	13%	17%	22%	15%	17%	13%	16%	18%	16%	16%	7%	20%
		b		g	efgh														t	t		t
(3) Neither agree nor disagree	**303**	164	132	45	56	52	43	39	68	24	27	56	5	33	51	21	31	14	262	24	11	7
	12%	14%	10%	17%	13%	13%	10%	10%	12%	13%	11%	16%	5%	12%	15%	10%	14%	7%	12%	11%	9%	10%
		b		fg								lq			lq		q					
(2) Tend to disagree	**561**	250	305	70	86	82	87	94	142	44	49	63	21	49	87	63	38	61	474	42	33	11
	22%	21%	24%	26%	20%	20%	21%	23%	24%	24%	20%	18%	21%	18%	25%	29%	17%	30%	22%	20%	28%	17%
															k	kmp		jkmp				
(1) Strongly disagree	**1028**	427	587	80	154	183	190	190	231	69	104	130	44	118	128	91	95	77	857	95	50	26
	41%	35%	46%	30%	36%	44%	46%	46%	39%	38%	44%	38%	43%	43%	37%	42%	43%	38%	40%	45%	42%	38%
			a			cd	cd	cdh	c													
Agree (NET)	**578**	340	227	71	128	84	88	79	127	43	54	84	30	63	73	39	51	50	486	46	21	24
	23%	28%	18%	26%	30%	21%	21%	19%	22%	24%	23%	24%	30%	23%	21%	18%	23%	24%	23%	22%	18%	35%
		b			efgh								o									rt
Disagree (NET)	**1589**	677	892	150	240	264	277	284	373	113	153	193	65	167	215	154	133	138	1331	137	83	38
	63%	56%	70%	56%	56%	64%	67%	69%	64%	63%	64%	56%	64%	61%	62%	71%	61%	67%	63%	65%	70%	55%
			a			cd	cd	cd	cd							kmp		k				
Don't know	**54**	34	19	5	8	10	7	6	17	1	5	11	1	11	7	3	5	2	46	4	4	*
	2%	3%	1%	2%	2%	3%	2%	2%	3%	*	2%	3%	1%	4%	2%	1%	2%	1%	2%	2%	3%	1%
		b												i								
Mean	**2.25**	2.44	2.05	2.48	2.46	2.16	2.13	2.1	2.23	2.28	2.23	2.36	2.3	2.24	2.25	2.09	2.25	2.25	2.25	2.17	2.14	2.56
		b		efgh	efgh							o										

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 64

HEA8A_6 - Please tell me the extent to which you agree or disagree? I would find it hard to talk to someone who has dementia

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**179**	21	14	32	44	31	1	45	134	11	20	3	61	28	43	52	46
	7%	4%	7%	5%	10%	9%	3%	7%	7%	13%	7%	3%	6%	4%	7%	10%	8%
					ac	a				l					m	mn	m
(4) Tend to agree	**398**	80	32	83	75	49	3	86	312	13	43	25	168	114	102	74	94
	16%	16%	15%	14%	16%	15%	15%	13%	17%	14%	15%	27%	16%	17%	15%	14%	16%
									g			jl					
(3) Neither agree nor disagree	**303**	61	37	68	44	45	1	86	217	5	37	10	124	74	75	73	70
	12%	12%	17%	11%	10%	13%	5%	13%	12%	6%	13%	11%	12%	11%	11%	14%	12%
			cd														
(2) Tend to disagree	**561**	124	48	150	85	70	6	144	417	26	67	19	264	161	153	108	126
	22%	25%	23%	25%	18%	21%	27%	21%	23%	28%	24%	21%	25%	24%	23%	21%	21%
		d		d													
(1) Strongly disagree	**1028**	206	74	253	208	132	9	309	719	36	105	33	421	278	271	195	247
	41%	41%	35%	42%	45%	40%	41%	45%	39%	40%	38%	36%	40%	42%	41%	38%	42%
					b			h									
Agree (NET)	**578**	101	47	115	119	80	4	131	447	24	62	28	229	142	145	126	140
	23%	20%	22%	19%	26%	24%	19%	19%	24%	27%	23%	30%	22%	21%	22%	24%	24%
					c				g								
Disagree (NET)	**1589**	330	122	403	294	202	15	453	1136	62	172	52	686	439	424	303	373
	63%	66%	57%	67%	63%	60%	68%	67%	62%	68%	62%	57%	65%	66%	64%	59%	63%
				b				h						o			
Don't know	**54**	9	6	11	6	8	2	9	46	-	4	2	8	13	16	12	10
	2%	2%	3%	2%	1%	2%	9%	1%	2%	-	1%	2%	1%	2%	2%	2%	2%
Mean	**2.25**	2.16	2.35	2.13	2.26	2.32	2.04	2.13	2.29	2.32	2.28	2.4	2.21	2.16	2.21	2.36	2.26
									g							m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 65

HEA8A_6 - Please tell me the extent to which you agree or disagree? I would find it hard to talk to someone who has dementia

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**179**	138	7	14	15	1	4	138	41	48	40	53	13	18	26	73	51	29	102	78
	7%	6%	13%	11%	12%	13%	16%	6%	12%	10%	8%	5%	7%	9%	6%	8%	7%	7%	7%	8%
			a	a	a		a		g	k										
(4) Tend to agree	**398**	329	10	30	15	1	2	329	58	70	73	192	32	22	67	151	114	67	245	154
	16%	15%	18%	23%	13%	12%	8%	15%	17%	14%	14%	18%	16%	11%	14%	17%	15%	16%	16%	16%
				adf								m								
(3) Neither agree nor disagree	**303**	253	9	17	16	2	4	253	46	72	70	103	23	29	44	109	83	68	187	117
	12%	12%	15%	13%	13%	21%	15%	12%	14%	15%	13%	10%	12%	14%	9%	12%	11%	17%	12%	12%
										k								nop		
(2) Tend to disagree	**561**	493	11	24	25	-	5	493	66	98	101	261	46	41	133	188	168	72	340	221
	22%	23%	18%	19%	21%	-	22%	23%	19%	20%	19%	25%	24%	20%	28%	21%	23%	18%	22%	23%
												j			oq					
(1) Strongly disagree	**1028**	901	21	39	45	4	7	901	117	198	235	421	75	80	197	361	305	165	648	380
	41%	42%	37%	30%	38%	53%	31%	42%	35%	40%	45%	40%	38%	39%	41%	40%	41%	41%	42%	39%
		c						h												
Agree (NET)	**578**	467	18	44	30	2	6	467	99	118	114	245	45	39	94	224	165	95	346	232
	23%	22%	30%	34%	25%	25%	24%	22%	29%	24%	22%	23%	23%	19%	20%	25%	22%	24%	22%	24%
			a	a					g											
Disagree (NET)	**1589**	1393	32	63	71	4	13	1393	183	296	336	682	121	120	330	549	473	237	988	601
	63%	65%	55%	49%	59%	53%	53%	65%	54%	60%	64%	65%	62%	59%	69%	61%	64%	58%	64%	62%
		bc						h							oq					
Don't know	**54**	42	*	4	4	-	2	42	10	7	6	18	6	15	8	22	18	5	31	23
	2%	2%	1%	3%	3%	-	7%	2%	3%	1%	1%	2%	3%	7%	2%	2%	2%	1%	2%	2%
							ab							ijk						
Mean	**2.25**	2.2	2.51	2.64	2.39	2.32	2.53	2.2	2.51	2.33	2.2	2.22	2.27	2.24	2.13	2.3	2.22	2.31	2.22	2.29
			a	a					g							n				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 66

HEA8A_6 - Please tell me the extent to which you agree or disagree? I would find it hard to talk to someone who has dementia

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**179**	21	73	82	16	89	89	145	29	154	166	167	167	11
	7%	7%	7%	7%	5%	7%	8%	7%	5%	7%	7%	7%	7%	20%
														ijkl
(4) Tend to agree	**398**	43	141	159	47	185	210	318	74	370	384	391	391	8
	16%	14%	13%	14%	15%	14%	18%	16%	13%	16%	16%	16%	16%	14%
							bce					j		
(3) Neither agree nor disagree	**303**	21	107	113	29	128	175	233	62	285	295	295	295	6
	12%	7%	10%	10%	9%	10%	15%	12%	11%	12%	12%	12%	12%	11%
							abcde							
(2) Tend to disagree	**561**	86	245	265	76	310	247	443	109	527	550	554	555	6
	22%	28%	23%	23%	24%	23%	21%	23%	20%	23%	23%	23%	23%	11%
		cf												
(1) Strongly disagree	**1028**	133	498	544	141	598	428	757	256	946	996	1000	1002	20
	41%	43%	46%	46%	45%	45%	36%	39%	47%	41%	41%	41%	41%	35%
		f	f	ef	f	f			g					
Agree (NET)	**578**	64	214	241	63	274	299	463	103	524	550	558	558	19
	23%	21%	20%	21%	20%	21%	of the first gr	24%	19%	23%	23%	23%	23%	34%
							bce	h				j		
Disagree (NET)	**1589**	219	743	809	217	909	674	1200	365	1474	1546	1554	1557	26
	63%	71%	69%	69%	69%	69%	57%	62%	67%	63%	63%	63%	63%	46%
		f	f	f	f	f				m	m	m	m	
Don't know	**54**	3	9	10	4	13	38	33	16	43	46	48	48	5
	2%	1%	1%	1%	1%	1%	3%	2%	3%	2%	2%	2%	2%	9%
							bce					j	j	ijkl
Mean	**2.25**	2.12	2.1	2.12	2.1	2.13	2.38	2.29	2.08	2.24	2.24	2.24	2.24	2.7
							abcde	h						ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 67

HEA8A_6 - Please tell me the extent to which you agree or disagree? I would find it hard to talk to someone who has dementia

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**179**	3	11	-	28	2	12	32	12	15	102	76	51	128	122	22	108	44	26
	7%	7%	7%	-	8%	15%	5%	8%	7%	10%	7%	8%	6%	8%	7%	10%	6%	11%	6%
																		pr	
(4) Tend to agree	**398**	4	23	9	50	3	50	74	21	26	227	167	152	246	316	17	275	52	68
	16%	9%	16%	53%	14%	23%	21%	19%	13%	18%	15%	17%	17%	15%	17%	8%	16%	13%	16%
							j								o				
(3) Neither agree nor disagree	**303**	3	14	1	35	-	28	51	19	13	193	108	85	218	211	24	170	59	72
	12%	7%	10%	4%	10%	-	12%	13%	12%	9%	13%	11%	9%	13%	11%	11%	10%	14%	17%
														l				p	p
(2) Tend to disagree	**561**	7	39	1	77	3	48	67	43	21	344	212	224	337	429	46	369	91	98
	22%	16%	27%	9%	22%	21%	21%	17%	27%	14%	23%	21%	25%	21%	23%	20%	22%	22%	23%
			gi						gi		gi	gi	m						
(1) Strongly disagree	**1028**	26	54	5	147	6	87	156	65	71	605	414	376	652	758	110	730	152	140
	41%	58%	38%	34%	43%	41%	38%	41%	40%	48%	40%	42%	42%	40%	41%	49%	44%	36%	34%
		bfgjk														n	qr		
Agree (NET)	**578**	7	34	9	77	5	61	106	33	42	329	243	203	375	438	39	383	96	94
	23%	16%	24%	53%	23%	38%	27%	27%	20%	28%	22%	24%	22%	23%	23%	18%	23%	23%	23%
								j											
Disagree (NET)	**1589**	33	93	7	224	9	134	223	108	92	949	625	600	989	1187	156	1099	243	237
	63%	75%	65%	43%	65%	62%	58%	58%	67%	62%	63%	63%	66%	61%	64%	69%	66%	58%	57%
					g							g	m				qr		
Don't know	**54**	1	2	-	7	-	7	6	1	3	31	21	16	38	31	6	19	18	13
	2%	2%	1%	-	2%	-	3%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	4%	3%
																		p	p
Mean	**2.25**	1.88	2.27	2.77	2.21	2.5	2.34	2.36	2.2	2.27	2.24	2.26	2.19	2.28	2.25	2.07	2.19	2.36	2.36
								a										p	p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 68

HEA8A_7 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**155**	13	10	75	57
	6%	18%	13%	6%	5%
(4) Tend to agree	**377**	15	15	186	161
	15%	21%	20%	16%	14%
(3) Neither agree nor disagree	**326**	13	10	164	139
	13%	18%	13%	14%	12%
(2) Tend to disagree	**717**	12	19	344	341
	28%	17%	26%	29%	29%
(1) Strongly disagree	**927**	18	18	414	477
	37%	25%	24%	35%	40%
Agree (NET)	**533**	28	25	261	218
	21%	38%	34%	22%	18%
Disagree (NET)	**1643**	30	38	758	818
	65%	42%	50%	63%	69%
Don't know	**22**	2	2	10	8
	1%	3%	3%	1%	1%
Mean	**2.25**	2.89	2.73	2.29	2.13

Table 69

HEA8A_7 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**155**	87	62	13	22	28	27	23	42	10	12	24	2	21	16	8	16	16	124	12	15	4
	6%	7%	5%	5%	5%	7%	7%	6%	7%	6%	5%	7%	2%	8%	5%	4%	7%	8%	6%	6%	13%	6%
		b																			rs	
(4) Tend to agree	**377**	218	154	48	70	67	52	59	82	25	41	47	18	39	47	30	33	37	319	30	18	11
	15%	18%	12%	18%	16%	16%	12%	14%	14%	14%	17%	14%	18%	14%	14%	14%	15%	18%	15%	14%	15%	16%
		b																				
(3) Neither agree nor disagree	**326**	137	182	48	63	53	59	45	57	30	48	57	12	34	45	23	24	17	289	25	5	6
	13%	11%	14%	18%	15%	13%	14%	11%	10%	17%	20%	17%	12%	12%	13%	11%	11%	8%	14%	12%	4%	9%
			a	gh	h		h			q	mnopq	q							t	t		
(2) Tend to disagree	**717**	352	356	85	123	104	99	137	169	55	62	95	22	75	110	64	69	58	610	55	32	20
	28%	29%	28%	32%	28%	25%	24%	33%	29%	30%	26%	28%	22%	27%	32%	30%	31%	28%	29%	26%	27%	29%
				f				ef														
(1) Strongly disagree	**927**	404	513	76	150	154	174	142	231	61	73	114	45	104	126	91	78	77	769	83	47	27
	37%	33%	40%	28%	35%	37%	42%	35%	39%	34%	31%	33%	45%	38%	36%	42%	36%	38%	36%	39%	40%	39%
			a			c	c		c				j			j						
Agree (NET)	**533**	305	217	61	92	95	79	82	124	35	54	71	20	60	64	38	49	53	443	42	33	15
	21%	25%	17%	23%	21%	23%	19%	20%	21%	19%	23%	21%	20%	22%	18%	18%	22%	26%	21%	20%	28%	22%
		b																				
Disagree (NET)	**1643**	756	868	161	273	257	273	279	400	115	135	209	68	179	236	155	147	135	1378	138	79	48
	65%	62%	68%	60%	63%	63%	66%	68%	68%	64%	57%	61%	67%	65%	68%	72%	67%	66%	65%	65%	67%	69%
			a					c	c						j	jk						
Don't know	**22**	17	3	*	5	6	4	2	5	-	2	7	1	1	2	-	1	-	15	5	2	*
	1%	1%	*	*	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	-	*	-	1%	3%	1%	1%
		b																		r		
Mean	**2.25**	2.36	2.13	2.4	2.28	2.29	2.17	2.22	2.2	2.28	2.4	2.32	2.08	2.26	2.18	2.08	2.27	2.3	2.25	2.19	2.33	2.18
		b		f							o	o										

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 70

HEA8A_7 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**155**	21	6	19	42	34	-	41	114	11	23	2	42	13	34	44	58
	6%	4%	3%	3%	9%	10%	-	6%	6%	13%	9%	2%	4%	2%	5%	8%	10%
					abc	abc				kl	l				m	mn	mn
(4) Tend to agree	**377**	61	24	85	71	57	6	104	274	21	42	13	141	88	90	72	115
	15%	12%	11%	14%	15%	17%	28%	15%	15%	23%	15%	14%	13%	13%	14%	14%	19%
										l							mn
(3) Neither agree nor disagree	**326**	60	26	84	62	44	2	97	229	11	26	12	143	80	77	82	75
	13%	12%	12%	14%	13%	13%	9%	14%	12%	12%	9%	13%	14%	12%	12%	16%	13%
(2) Tend to disagree	**717**	162	80	180	108	93	5	186	531	20	84	34	319	213	199	132	150
	28%	32%	38%	30%	23%	28%	21%	27%	29%	22%	30%	37%	30%	32%	30%	26%	25%
		d	de	d										op			
(1) Strongly disagree	**927**	190	71	228	177	104	9	245	681	25	95	30	398	269	255	181	187
	37%	38%	33%	38%	38%	31%	43%	36%	37%	28%	35%	33%	38%	40%	39%	35%	32%
														p	p		
Agree (NET)	**533**	82	30	104	113	91	6	145	387	32	65	15	183	101	124	115	173
	21%	16%	14%	17%	24%	27%	28%	21%	21%	35%	24%	16%	18%	15%	19%	22%	29%
					abc	abc				kl	l					m	mno
Disagree (NET)	**1643**	352	151	408	285	197	14	431	1212	45	179	64	717	482	455	313	337
	65%	70%	71%	68%	62%	59%	63%	63%	66%	50%	65%	69%	68%	72%	69%	61%	57%
		de	de	de							i	i	i	op	op		
Don't know	**22**	6	4	1	3	2	-	6	16	3	5	2	4	4	4	4	7
	1%	1%	2%	*	1%	1%	-	1%	1%	3%	2%	2%	*	1%	1%	1%	1%
			c							l	l						
Mean	**2.25**	2.11	2.11	2.14	2.33	2.47	2.21	2.27	2.24	2.69	2.31	2.15	2.15	2.04	2.16	2.34	2.5
					ac	abc				kl						m	mn
																n	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 71
HEA8A_7 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**155**	110	4	17	16	3	3	110	44	37	27	32	15	38	25	65	48	17	76	80
	6%	5%	7%	14%	14%	40%	14%	5%	13%	8%	5%	3%	8%	19%	5%	7%	6%	4%	5%	8%
				a	a		a		g	k			k	ijkl						r
(4) Tend to agree	**377**	302	13	31	22	*	5	302	71	70	69	145	42	42	63	139	124	51	226	152
	15%	14%	22%	24%	19%	5%	21%	14%	21%	14%	13%	14%	21%	21%	13%	15%	17%	13%	15%	16%
			a	a					g				jk	jk						
(3) Neither agree nor disagree	**326**	274	8	18	20	1	3	274	50	55	72	130	29	27	63	104	105	54	217	109
	13%	13%	13%	14%	17%	19%	12%	13%	15%	11%	14%	12%	15%	13%	13%	11%	14%	13%	14%	11%
(2) Tend to disagree	**717**	625	16	33	26	2	6	625	82	159	141	322	41	38	146	241	193	136	441	276
	28%	29%	27%	26%	21%	28%	24%	29%	24%	32%	27%	31%	21%	19%	31%	27%	26%	34%	28%	28%
		d						h		lm		lm						op		
(1) Strongly disagree	**927**	834	18	24	34	1	7	834	83	164	216	411	69	54	173	345	268	140	580	347
	37%	39%	31%	19%	28%	8%	30%	39%	25%	33%	41%	39%	35%	26%	36%	38%	36%	35%	37%	36%
		cd	c		c			h			im	im								
Agree (NET)	**533**	412	17	48	39	3	8	412	115	108	96	176	56	80	87	205	172	69	301	231
	21%	19%	28%	38%	32%	45%	34%	19%	34%	22%	18%	17%	29%	39%	18%	23%	23%	17%	19%	24%
			a	a	a		a		g	k			jk	ijk		q	q			r
Disagree (NET)	**1643**	1459	34	57	59	3	13	1459	165	323	357	732	110	92	319	586	461	277	1020	623
	65%	68%	58%	44%	49%	36%	54%	68%	49%	66%	68%	70%	56%	45%	67%	65%	62%	68%	66%	64%
		bcd	c					h		lm	lm	lm								
Don't know	**22**	11	1	5	2	-	-	11	9	7	1	10	1	4	6	9	1	6	13	9
	1%	*	1%	4%	2%	-	-	*	3%	2%	*	1%	*	2%	1%	1%	*	1%	1%	1%
				a	a				g	j				j	p	p		p		
Mean	**2.25**	2.17	2.45	2.88	2.68	3.42	2.65	2.17	2.73	2.3	2.14	2.1	2.45	2.86	2.19	2.26	2.31	2.17	2.21	2.32
			a	ab	a		a		g	k			jk	ijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 72

HEA8A_7 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**155**	14	56	61	11	73	81	122	31	127	136	140	140	15
	6%	5%	5%	5%	3%	5%	7%	6%	6%	5%	6%	6%	6%	27%
							d					ij	ij	ijkl
(4) Tend to agree	**377**	45	140	155	43	174	202	306	68	331	357	364	366	8
	15%	15%	13%	13%	14%	13%	17%	16%	12%	14%	15%	15%	15%	15%
							bce				i	ij	ij	
(3) Neither agree nor disagree	**326**	33	132	142	34	164	160	249	73	309	319	319	319	5
	13%	11%	12%	12%	11%	12%	13%	13%	13%	13%	13%	13%	13%	8%
(2) Tend to disagree	**717**	94	296	329	83	365	345	565	140	681	707	711	712	5
	28%	31%	28%	28%	26%	28%	29%	29%	26%	29%	29%	29%	29%	9%
										m	m	m	m	
(1) Strongly disagree	**927**	117	446	480	141	538	388	672	231	858	897	900	901	21
	37%	38%	42%	41%	45%	41%	33%	35%	42%	37%	37%	37%	37%	37%
			f	f	af	f			g					
Agree (NET)	**533**	59	195	216	54	247	283	428	98	458	493	504	506	23
	21%	19%	18%	18%	17%	19%	24%	22%	18%	20%	20%	21%	21%	42%
							bcde				i	ij	ij	ijkl
Disagree (NET)	**1643**	210	741	809	224	904	733	1237	371	1539	1603	1611	1613	26
	65%	69%	69%	69%	72%	68%	62%	64%	68%	66%	66%	66%	66%	46%
		f	f	f	f	f				klm	m	m	m	
Don't know	**22**	4	4	7	2	9	11	15	3	20	21	21	21	2
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
		b		b		b								
Mean	**2.25**	2.16	2.12	2.13	2.03	2.15	2.36	2.29	2.13	2.21	2.23	2.23	2.23	2.85
							abcde	h				ij	ij	ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

Table 73

HEA8A_7 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**155** **6%**	7 16% fhj	11 7%	1 5%	34 10% hj	1 6%	12 5%	29 8%	7 5%	14 9%	78 5%	76 8% j	34 4%	121 7% l	108 6%	18 8%	80 5%	49 12% pr	24 6%
(4) Tend to agree	**377** **15%**	4 9%	27 19%	6 39%	50 15%	3 18%	46 20% j	70 18%	22 14%	24 16%	208 14%	167 17%	109 12%	268 17% l	274 15%	35 16%	232 14%	75 18% p	62 15%
(3) Neither agree nor disagree	**326** **13%**	1 2%	12 9%	2 11%	40 12%	4 30%	28 12%	43 11%	20 12%	16 11%	205 14% a	119 12%	101 11%	224 14%	220 12%	28 12%	208 12%	40 9%	76 18% pq
(2) Tend to disagree	**717** **28%**	19 42% bgk	31 21%	3 17%	94 27%	4 27%	68 29%	103 27%	52 32%	51 34% b	434 29%	273 27%	280 31%	437 27%	552 30%	65 29%	516 31% q	82 20%	116 28% q
(1) Strongly disagree	**927** **37%**	14 31%	60 42% i	4 27%	123 36%	3 19%	74 32%	137 36%	58 36%	44 30%	566 38%	350 35%	371 41% m	556 34%	700 38%	77 34%	628 38%	159 38%	136 33%
Agree (NET)	**533** **21%**	11 25%	38 26%	7 44%	84 25% j	3 24%	58 25%	99 26% j	30 18%	38 25%	285 19%	244 24% j	144 16%	389 24% l	382 20%	54 24%	312 19%	125 30% pr	86 21%
Disagree (NET)	**1643** **65%**	32 73%	91 64%	7 44%	217 63%	6 46%	142 61%	240 62%	110 68%	95 64%	1000 67%	623 62%	651 72% m	993 61%	1252 67%	141 63%	1144 68% qr	242 58%	252 60%
Don't know	**22** **1%**	- -	2 1%	- -	1 *	- -	4 2%	4 1%	2 1%	- -	10 1%	11 1%	8 1%	14 1%	11 1%	2 1%	8 *	10 3% p	3 1%
Mean	**2.25**	2.38	2.27	2.78	2.35	2.65	2.36	2.35	2.17	2.41	2.19	2.34 j	2.06	2.35 l	2.21	2.34	2.17	2.44 p	2.33 p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 74

HEA8A_8 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All not been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(5) Strongly agree	**512**	23	17	245	227
	20%	31%	22%	21%	19%
(4) Tend to agree	**902**	16	22	422	442
	36%	22%	30%	35%	37%
(3) Neither agree nor disagree	**568**	17	14	254	283
	23%	24%	19%	21%	24%
(2) Tend to disagree	**289**	7	9	144	130
	11%	9%	11%	12%	11%
(1) Strongly disagree	**134**	4	6	65	59
	5%	6%	8%	5%	5%
Agree (NET)	**1415**	39	39	668	669
	56%	54%	52%	56%	57%
Disagree (NET)	**423**	11	15	209	189
	17%	15%	20%	18%	16%
Don't know	**118**	6	7	63	42
	5%	8%	10%	5%	4%
Mean	**3.57**	3.7	3.51	3.57	3.57

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Table 75

HEA8A_8 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All not been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(5) Strongly agree	**512**	276	228	44	76	85	63	77	168	18	51	81	24	56	74	37	40	39	420	53	30	9
	20%	23%	18%	16%	18%	21%	15%	19%	29%	10%	21%	24%	24%	21%	21%	17%	18%	19%	20%	25%	25%	13%
		b							cdefg		i	i	i	i	i		i	i				
(4) Tend to agree	**902**	427	464	91	138	128	161	161	222	73	80	118	32	88	117	98	86	71	763	76	47	17
	36%	35%	37%	34%	32%	31%	39%	39%	38%	41%	34%	34%	32%	32%	34%	45%	39%	35%	36%	36%	39%	24%
							e	de	e							jkmn						
(3) Neither agree nor disagree	**568**	253	308	92	119	101	91	85	80	49	58	62	18	76	77	46	53	49	489	32	17	30
	23%	21%	24%	34%	27%	24%	22%	21%	14%	27%	24%	18%	18%	28%	22%	21%	24%	24%	23%	15%	14%	44%
				efgh	gh	h	h	h		k				k					st			rst
(2) Tend to disagree	**289**	132	151	22	60	47	49	45	66	16	29	40	18	23	41	19	27	25	239	28	13	9
	11%	11%	12%	8%	14%	11%	12%	11%	11%	9%	12%	12%	18%	8%	12%	9%	12%	12%	11%	13%	11%	13%
					c								mo									
(1) Strongly disagree	**134**	68	63	17	23	29	27	22	16	14	14	23	1	12	20	10	10	14	119	10	2	4
	5%	6%	5%	6%	5%	7%	7%	5%	3%	8%	6%	7%	1%	4%	6%	5%	5%	7%	6%	5%	1%	5%
				h		h	h	h		l												
Agree (NET)	**1415**	702	692	135	214	213	224	238	390	91	131	199	56	144	191	135	125	110	1183	129	77	26
	56%	58%	54%	50%	50%	52%	54%	58%	67%	51%	55%	58%	56%	53%	55%	62%	57%	54%	56%	61%	65%	37%
								d	cdefg							i			u	u	u	
Disagree (NET)	**423**	200	214	39	83	76	76	67	82	30	43	64	19	35	61	29	37	40	358	38	15	13
	17%	16%	17%	15%	19%	18%	18%	16%	14%	17%	18%	18%	19%	13%	18%	13%	17%	19%	17%	18%	12%	19%
Don't know	**118**	60	56	4	17	22	24	18	34	11	6	20	8	18	17	6	5	5	96	12	10	-
	5%	5%	4%	1%	4%	5%	6%	4%	6%	6%	3%	6%	8%	7%	5%	3%	2%	3%	5%	6%	9%	-
						c	c	c	c					p							ru	
Mean	**3.57**	3.61	3.53	3.46	3.44	3.5	3.47	3.58	3.83	3.39	3.54	3.6	3.65	3.6	3.56	3.63	3.54	3.48	3.56	3.68	3.84	3.26
									cdefg							i				u	ru	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 76

HEA8A_8 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All not been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(5) Strongly agree	**512**	94	34	126	92	84	5	120	392	17	69	17	196	131	128	102	132
	20%	19%	16%	21%	20%	25%	24%	18%	21%	19%	25%	18%	19%	20%	19%	20%	22%
						b					l						
(4) Tend to agree	**902**	206	72	240	146	104	8	223	679	36	97	32	403	273	246	164	189
	36%	41%	34%	40%	31%	31%	37%	33%	37%	39%	35%	34%	38%	41%	37%	32%	32%
		de		de										op			
(3) Neither agree nor disagree	**568**	99	52	130	116	86	5	168	400	21	66	27	230	131	153	114	149
	23%	20%	25%	22%	25%	26%	21%	25%	22%	23%	24%	29%	22%	20%	23%	22%	25%
																	m
(2) Tend to disagree	**289**	62	32	61	63	24	2	85	204	10	26	7	134	78	74	70	62
	11%	12%	15%	10%	14%	7%	11%	13%	11%	11%	9%	8%	13%	12%	11%	14%	10%
		e	e		e												
(1) Strongly disagree	**134**	14	13	19	34	21	1	43	91	7	11	6	44	28	29	36	33
	5%	3%	6%	3%	7%	6%	4%	6%	5%	7%	4%	7%	4%	4%	4%	7%	6%
					ac	ac											
Agree (NET)	**1415**	300	106	366	237	187	14	344	1071	53	166	48	599	404	374	266	321
	56%	60%	50%	61%	51%	56%	61%	51%	58%	58%	60%	52%	57%	61%	57%	52%	54%
		bd		bd					g					o			
Disagree (NET)	**423**	76	45	80	97	44	3	128	295	17	37	13	178	106	104	105	95
	17%	15%	21%	13%	21%	13%	14%	19%	16%	18%	13%	15%	17%	16%	16%	20%	16%
			ce		ace												
Don't know	**118**	26	8	22	13	16	1	40	78	-	7	4	41	26	29	29	28
	5%	5%	4%	4%	3%	5%	3%	6%	4%	-	2%	4%	4%	4%	4%	6%	5%
Mean	**3.57**	3.64	3.4	3.68	3.44	3.65	3.69	3.46	3.61	3.51	3.69	3.51	3.57	3.63	3.58	3.47	3.58
		bd		bd		bd			g					o			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 77

HEA8A_8 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All not been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(5) Strongly agree	**512**	416	17	33	30	4	4	416	89	102	96	202	39	61	95	166	167	84	278	234
	20%	19%	30%	26%	25%	54%	17%	19%	26%	21%	18%	19%	20%	30%	20%	18%	23%	21%	18%	24%
			a	a					g					ijk						r
(4) Tend to agree	**902**	795	14	42	32	1	10	795	100	174	167	414	68	58	187	325	253	137	547	355
	36%	37%	24%	33%	27%	17%	41%	37%	29%	35%	32%	39%	35%	29%	39%	36%	34%	34%	35%	37%
		bd						h				jm								
(3) Neither agree nor disagree	**568**	492	15	28	25	2	2	492	71	110	143	209	52	35	90	206	172	100	373	195
	23%	23%	25%	22%	21%	21%	9%	23%	21%	22%	27%	20%	26%	17%	19%	23%	23%	25%	24%	20%
		f	f								km								s	
(2) Tend to disagree	**289**	252	6	13	14	-	2	252	34	43	69	130	17	27	70	98	77	44	188	101
	11%	12%	10%	10%	12%	-	7%	12%	10%	9%	13%	12%	9%	13%	15%	11%	10%	11%	12%	10%
															p					
(1) Strongly disagree	**134**	106	3	7	10	-	3	106	23	38	32	39	11	10	17	53	44	19	89	45
	5%	5%	5%	5%	8%	-	13%	5%	7%	8%	6%	4%	6%	5%	4%	6%	6%	5%	6%	5%
					a		a			k										
Agree (NET)	**1415**	1211	32	75	63	5	14	1211	188	276	263	616	108	119	282	492	421	221	825	589
	56%	56%	54%	58%	52%	71%	58%	56%	56%	56%	50%	59%	55%	59%	59%	54%	57%	54%	53%	61%
												j								r
Disagree (NET)	**423**	358	9	19	24	-	5	358	57	81	101	169	29	37	88	151	121	64	277	146
	17%	17%	15%	15%	20%	-	20%	17%	17%	16%	19%	16%	15%	18%	18%	17%	16%	16%	18%	15%
Don't know	**118**	95	4	6	9	1	3	95	22	26	18	53	7	12	17	54	26	21	76	42
	5%	4%	6%	4%	7%	7%	13%	4%	7%	5%	3%	5%	4%	6%	3%	6%	4%	5%	5%	4%
							ac		g							p				
Mean	**3.57**	3.56	3.69	3.67	3.53	4.35	3.47	3.56	3.62	3.56	3.44	3.61	3.57	3.69	3.59	3.53	3.59	3.58	3.5	3.68
												j		j						r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 78
HEA8A_8 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All not been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(5) Strongly agree	**512**	59	220	242	60	269	240	406	103	447	474	481	481	29
	20%	19%	20%	21%	19%	20%	20%	21%	19%	19%	19%	20%	20%	52%
														ijkl
(4) Tend to agree	**902**	110	388	417	122	468	430	731	159	839	889	890	890	10
	36%	36%	36%	36%	39%	35%	36%	38%	29%	36%	36%	36%	36%	18%
								h		m	klm	m	m	
(3) Neither agree nor disagree	**568**	71	248	278	76	310	256	434	121	550	557	561	561	5
	23%	23%	23%	24%	24%	23%	22%	22%	22%	24%	23%	23%	23%	10%
										jklm				
(2) Tend to disagree	**289**	37	126	134	31	154	134	191	92	264	280	281	283	4
	11%	12%	12%	11%	10%	12%	11%	10%	17%	11%	11%	11%	12%	8%
									g				k	
(1) Strongly disagree	**134**	15	55	59	16	67	67	89	44	117	124	128	129	4
	5%	5%	5%	5%	5%	5%	6%	5%	8%	5%	5%	5%	5%	7%
									g			j	j	
Agree (NET)	**1415**	169	609	659	182	737	669	1137	262	1287	1363	1372	1372	39
	56%	55%	57%	56%	58%	56%	56%	59%	48%	55%	56%	56%	56%	70%
								h			i	i		
Disagree (NET)	**423**	52	181	193	48	221	201	280	136	382	403	410	413	8
	17%	17%	17%	16%	15%	17%	17%	15%	25%	16%	17%	17%	17%	15%
									g				jk	
Don't know	**118**	15	36	44	8	55	60	78	27	107	113	114	114	3
	5%	5%	3%	4%	2%	4%	5%	4%	5%	5%	5%	5%	5%	5%
				b		b								
Mean	**3.57**	3.55	3.57	3.57	3.58	3.57	3.57	3.63	3.36	3.56	3.56	3.56	3.56	4.07
								h			l	l		ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 79

HEA8A_8 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All not been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(5) Strongly agree	**512**	12	33	3	77	*	39	78	31	36	303	205	193	319	402	39	350	86	75
	20%	28%	23%	16%	23%	3%	17%	20%	19%	24%	20%	21%	21%	20%	22%	17%	21%	21%	18%
(4) Tend to agree	**902**	15	52	2	118	5	96	135	56	45	529	363	359	543	704	71	657	117	120
	36%	34%	37%	15%	34%	37%	42%	35%	35%	30%	35%	36%	40%	34%	38%	32%	39%	28%	29%
							i						m				qr		
(3) Neither agree nor disagree	**568**	5	24	7	70	3	65	103	45	35	328	232	171	397	378	50	353	89	123
	23%	12%	17%	41%	21%	22%	28%	27%	28%	23%	22%	23%	19%	25%	20%	22%	21%	21%	30%
							ab	b	b					l					pq
(2) Tend to disagree	**289**	5	18	-	38	1	18	40	15	10	192	96	106	183	214	38	181	54	54
	11%	10%	13%	-	11%	7%	8%	10%	9%	7%	13%	10%	12%	11%	11%	17%	11%	13%	13%
											k					n			
(1) Strongly disagree	**134**	1	4	-	25	4	7	17	10	12	77	57	38	95	92	13	74	35	22
	5%	2%	2%	-	7%	31%	3%	4%	6%	8%	5%	6%	4%	6%	5%	6%	4%	8%	5%
					bf					b								p	
Agree (NET)	**1415**	27	85	5	195	6	135	213	87	81	832	568	552	863	1106	111	1007	204	195
	56%	62%	60%	31%	57%	40%	59%	55%	54%	54%	55%	57%	61%	53%	59%	49%	60%	49%	47%
													m		o		qr		
Disagree (NET)	**423**	6	22	-	63	5	25	56	25	23	270	152	145	279	306	51	255	89	76
	17%	13%	15%	-	18%	38%	11%	15%	15%	15%	18%	15%	16%	17%	16%	23%	15%	21%	18%
					f						f					n		p	
Don't know	**118**	6	12	5	14	-	6	13	5	12	72	44	36	82	76	13	56	33	22
	5%	14%	8%	28%	4%	-	2%	3%	3%	8%	5%	4%	4%	5%	4%	6%	3%	8%	5%
		dfghjk	fgk							f								p	
Mean	**3.57**	3.87	3.7	3.66	3.56	2.73	3.63	3.59	3.53	3.59	3.55	3.59	3.65	3.53	3.62	3.4	3.64	3.43	3.44
													m		o		qr		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 80

HEA8B - Summary Table Please tell me the extent to which you agree or disagree?

Base: All been personally diagnosed

	Dementia affects physical aspects of a person's health	Dementia affects mental aspects of a person's health	Before my diagnosis, dementia was the health condition I feared most	I am comfortable telling people outside my close family about my diagnosis	Dementia is an inevitable part of getting older	One day the diseases that cause dementia will be cured
Unweighted Base	8	8	8	8	8	8
Weighted Base	6	6	6	6	6	6
(5) Strongly agree	4	6	2	4	2	2
	72%	97%	41%	71%	27%	29%
(4) Tend to agree	2	*	1	2	1	1
	28%	3%	14%	26%	19%	19%
(3) Neither agree nor disagree	-	-	-	-	-	1
	-	-	-	-	-	11%
(2) Tend to disagree	-	-	-	*	2	1
	-	-	-	3%	28%	14%
(1) Strongly disagree	-	-	3	-	1	2
	-	-	45%	-	14%	28%
Agree (NET)	6	6	3	6	3	3
	100%	100%	55%	97%	46%	48%
Disagree (NET)	-	-	3	*	2	2
	-	-	45%	3%	42%	41%
Don't know	-	-	-	-	1	-
	-	-	-	-	12%	-
Mean	4.72	4.97	3.05	4.64	3.18	3.08

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Table 81

HEA8B_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**8**	-	-	5	3
Weighted Base	**6**	-	-	4	2
(5) Strongly agree	**4**	-	-	3	1
	72%	-	-	80%	52%
(4) Tend to agree	**2**	-	-	1	1
	28%	-	-	20%	48%
(3) Neither agree nor disagree	**-**	-	-	-	-
	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-
	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-
	-	-	-	-	-
Agree (NET)	**6**	-	-	4	2
	100%	-	-	100%	100%
Disagree (NET)	**-**	-	-	-	-
	-	-	-	-	-
Don't know	**-**	-	-	-	-
	-	-	-	-	-
Mean	**4.72**	-	-	4.8	4.52

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 82

HEA8B_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**8**	6	2	-	1	-	1	1	5	1	-	-	-	2	-	1	-	1	5	2	1	-
Weighted Base	**6***	4**	2**	-**	1**	-**	1**	1**	3**	1**	-**	-**	-**	2**	-**	1**	-**	1**	4**	1**	1**	-**
(5) Strongly agree	**4**	4	1	-	1	-	-	1	2	1	-	-	-	1	-	1	-	1	3	1	-	-
	72%	81%	45%	-	100%	-	-	100%	73%	100%	-	-	-	58%	-	100%	-	100%	81%	100%	-	-
(4) Tend to agree	**2**	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-
	28%	19%	55%	-	-	-	100%	-	27%	-	-	-	-	42%	-	-	-	-	19%	-	100%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	4	2	-	1	-	1	1	3	1	-	-	-	2	-	1	-	1	4	1	1	-
	100%	100%	100%	-	100%	-	100%	100%	100%	100%	-	-	-	100%	-	100%	-	100%	100%	100%	100%	-
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.72**	4.81	4.45	-	5	-	4	5	4.73	5	-	-	-	4.58	-	5	-	5	4.81	5	4	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 83
HEA8B_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**8**	-	1	3	1	2	-	1	7	-	1	-	3	2	4	-	-
Weighted Base	**6***	-**	***	3**	1**	2**	-**	1**	5**	-**	1**	-**	2**	2**	2**	-**	-**
(5) Strongly agree	**4**	-	*	3	-	1	-	1	3	-	-	-	2	1	2	-	-
	72%	-	100%	100%	-	47%	-	100%	65%	-	-	-	100%	50%	66%	-	-
(4) Tend to agree	**2**	-	-	-	1	1	-	-	2	-	1	-	-	1	1	-	-
	28%	-	-	-	100%	53%	-	-	35%	-	100%	-	-	50%	34%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	-	*	3	1	2	-	1	5	-	1	-	2	2	2	-	-
	100%	-	100%	100%	100%	100%	-	100%	100%	-	100%	-	100%	100%	100%	-	-
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.72**	-	5	5	4	4.47	-	5	4.65	-	4	-	5	4.5	4.66	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

Table 84

HEA8B_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**8**	7	-	-	-	-	1	7	1	1	1	6	-	-	1	1	3	3	2	6
Weighted Base	**6***	6**	-**	-**	-**	-**	***	6**	***	1**	1**	4**	-**	-**	1**	1**	2**	2**	2**	4**
(5) Strongly agree	**4**	4	-	-	-	-	*	4	*	1	1	2	-	-	1	1	1	1	1	3
	72%	71%	-	-	-	-	100%	71%	100%	100%	100%	57%	-	-	100%	100%	63%	53%	58%	78%
(4) Tend to agree	**2**	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	1	1	1	1
	28%	29%	-	-	-	-	-	29%	-	-	-	43%	-	-	-	-	37%	47%	42%	22%
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	6	-	-	-	-	*	6	*	1	1	4	-	-	1	1	2	2	2	4
	100%	100%	-	-	-	-	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.72**	4.71	-	-	-	-	5	4.71	5	5	5	4.57	-	-	5	5	4.63	4.53	4.58	4.78

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 85

HEA8B_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**8**	4	5	6	3	8	-	-	-	6	6	6	6	1
Weighted Base	**6***	3**	4**	5**	2**	6**	-**	-**	-**	4**	4**	4**	4**	1**
(5) Strongly agree	**4**	2	2	3	1	4	-	-	-	3	3	3	3	1
	72%	67%	55%	64%	53%	72%	-	-	-	62%	62%	62%	62%	100%
(4) Tend to agree	**2**	1	2	2	1	2	-	-	-	2	2	2	2	-
	28%	33%	45%	36%	47%	28%	-	-	-	38%	38%	38%	38%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	3	4	5	2	6	-	-	-	4	4	4	4	1
	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.72**	4.67	4.55	4.64	4.53	4.72	-	-	-	4.62	4.62	4.62	4.62	5

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 86

HEA8B_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**8**	1	2	1	4	-	2	3	2	-	3	5	3	5	5	2	8	-	-
Weighted Base	**6***	***	1**	***	3**	-**	1**	2**	1**	-**	3**	3**	2**	4**	3**	2**	6**	-**	-**
(5) Strongly agree	**4**	*	1	*	2	-	1	1	1	-	2	2	1	3	2	1	4	-	-
	72%	100%	100%	100%	67%	-	100%	52%	100%	-	70%	74%	63%	77%	74%	47%	72%	-	-
(4) Tend to agree	**2**	-	-	-	1	-	-	1	-	-	1	1	1	1	1	1	2	-	-
	28%	-	-	-	33%	-	-	48%	-	-	30%	26%	37%	23%	26%	53%	28%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	*	1	*	3	-	1	2	1	-	3	3	2	4	3	2	6	-	-
	100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	-	-
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.72**	5	5	5	4.67	-	5	4.52	5	-	4.7	4.74	4.63	4.77	4.74	4.47	4.72	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 87

HEA8B_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**8**	-	-	5	3
Weighted Base	**6**	-	-	4	2
(5) Strongly agree	**6**	-	-	4	2
	97%	-	-	100%	89%
(4) Tend to agree	*****	-	-	-	*
	3%	-	-	-	11%
(3) Neither agree nor disagree	**-**	-	-	-	-
	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-
	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-
	-	-	-	-	-
Agree (NET)	**6**	-	-	4	2
	100%	-	-	100%	100%
Disagree (NET)	**-**	-	-	-	-
	-	-	-	-	-
Don't know	**-**	-	-	-	-
	-	-	-	-	-
Mean	**4.97**	-	-	5	4.89

Table 88

HEA8B_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**8**	6	2	-	1	-	1	1	5	1	-	-	-	2	-	1	-	1	5	2	1	-
Weighted Base	**6***	4**	2**	-**	1**	-**	1**	1**	3**	1**	-**	-**	-**	2**	-**	1**	-**	1**	4**	1**	1**	-**
(5) Strongly agree	**6**	4	2	-	1	-	1	1	3	1	-	-	-	2	-	1	-	1	4	1	1	-
	97%	95%	100%	-	100%	-	100%	100%	94%	100%	-	-	-	100%	-	100%	-	100%	100%	78%	100%	-
(4) Tend to agree	*****	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-
	3%	5%	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	22%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	4	2	-	1	-	1	1	3	1	-	-	-	2	-	1	-	1	4	1	1	-
	100%	100%	100%	-	100%	-	100%	100%	100%	100%	-	-	-	100%	-	100%	-	100%	100%	100%	100%	-
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.97**	4.95	5	-	5	-	5	5	4.94	5	-	-	-	5	-	5	-	5	5	4.78	5	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 89

HEA8B_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	8	-	1	3	1	2	-	1	7	-	1	-	3	2	4	-	-
Weighted Base	6*	-**	***	3**	1**	2**	-**	1**	5**	-**	1**	-**	2**	2**	2**	-**	-**
(5) Strongly agree	6	-	-	3	1	2	-	1	5	-	1	-	1	2	2	-	-
	97%	-	-	100%	100%	100%	-	100%	96%	-	100%	-	87%	100%	91%	-	-
(4) Tend to agree	*	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-
	3%	-	100%	-	-	-	-	-	4%	-	-	-	13%	-	9%	-	-
(3) Neither agree nor disagree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	6	-	*	3	1	2	-	1	5	-	1	-	2	2	2	-	-
	100%	-	100%	100%	100%	100%	-	100%	100%	-	100%	-	100%	100%	100%	-	-
Disagree (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4.97	-	4	5	5	5	-	5	4.96	-	5	-	4.87	5	4.91	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 90

HEA8B_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**8**	7	-	-	-	-	1	7	1	1	1	6	-	-	1	1	3	3	2	6
Weighted Base	**6***	6**	-**	-**	-**	-**	***	6**	***	1**	1**	4**	-**	-**	1**	1**	2**	2**	2**	4**
(5) Strongly agree	**6**	6	-	-	-	-	-	6	-	1	1	4	-	-	1	1	2	2	2	4
	97%	100%	-	-	-	-	-	100%	-	100%	100%	95%	-	-	100%	100%	100%	88%	100%	95%
(4) Tend to agree	*****	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	*	-	*
	3%	-	-	-	-	-	100%	-	100%	-	-	5%	-	-	-	-	-	12%	-	5%
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	6	-	-	-	-	*	6	*	1	1	4	-	-	1	1	2	2	2	4
	100%	100%	-	-	-	-	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.97**	5	-	-	-	-	4	5	4	5	5	4.95	-	-	5	5	5	4.88	5	4.95

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 91

HEA8B_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**8**	4	5	6	3	8	-	-	-	6	6	6	6	1
Weighted Base	**6***	3**	4**	5**	2**	6**	-**	-**	-**	4**	4**	4**	4**	1**
(5) Strongly agree	**6**	2	4	4	2	6	-	-	-	4	4	4	4	1
	97%	92%	95%	96%	88%	97%	-	-	-	95%	95%	95%	95%	100%
(4) Tend to agree	*****	*	*	*	*	*	-	-	-	*	*	*	*	-
	3%	8%	5%	4%	12%	3%	-	-	-	5%	5%	5%	5%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	3	4	5	2	6	-	-	-	4	4	4	4	1
	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%
Disagree (NET)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.97**	4.92	4.95	4.96	4.88	4.97	-	-	-	4.95	4.95	4.95	4.95	5

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 92

HEA8B_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**8**	1	2	1	4	-	2	3	2	-	3	5	3	5	5	2	8	-	-
Weighted Base	**6***	***	1**	***	3**	-**	1**	2**	1**	-**	3**	3**	2**	4**	3**	2**	6**	-**	-**
(5) Strongly agree	**6** **97%**	- -	1 78%	- -	2 92%	- -	1 100%	2 89%	1 100%	- -	3 100%	3 94%	2 100%	3 94%	3 94%	2 100%	6 97%	- -	- -
(4) Tend to agree	***** **3%**	* 100%	* 22%	* 100%	* 8%	- -	- -	* 11%	- -	- -	- -	* 6%	- -	* 6%	* 6%	- -	* 3%	- -	- -
(3) Neither agree nor disagree	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) Tend to disagree	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) Strongly disagree	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (NET)	**6** **100%**	* 100%	1 100%	* 100%	3 100%	- -	1 100%	2 100%	1 100%	- -	3 100%	3 100%	2 100%	4 100%	3 100%	2 100%	6 100%	- -	- -
Disagree (NET)	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean	**4.97**	4	4.78	4	4.92	-	5	4.89	5	-	5	4.94	5	4.94	4.94	5	4.97	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 93

HEA8B_3 - Please tell me the extent to which you agree or disagree? Before my diagnosis, dementia was the health condition I feared most

Base: All been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**8**	-	-	5	3
Weighted Base	**6**	-	-	4	2
(5) Strongly agree	**2**	-	-	2	1
	41%	-	-	38%	48%
(4) Tend to agree	**1**	-	-	1	-
	14%	-	-	20%	-
(3) Neither agree nor disagree	**-**	-	-	-	-
	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-
	-	-	-	-	-
(1) Strongly disagree	**3**	-	-	2	1
	45%	-	-	43%	52%
Agree (NET)	**3**	-	-	2	1
	55%	-	-	57%	48%
Disagree (NET)	**3**	-	-	2	1
	45%	-	-	43%	52%
Don't know	**-**	-	-	-	-
	-	-	-	-	-
Mean	**3.05**	-	-	3.1	2.94

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Table 94

HEA8B_3 - Please tell me the extent to which you agree or disagree? Before my diagnosis, dementia was the health condition I feared most

Base: All been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**8**	6	2	-	1	-	1	1	5	1	-	-	-	2	-	1	-	1	5	2	1	-
Weighted Base	**6***	4**	2**	-**	1**	-**	1**	1**	3**	1**	-**	-**	-**	2**	-**	1**	-**	1**	4**	1**	1**	-**
(5) Strongly agree	**2**	1	2	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	1	1	1	-
	41%	20%	100%	-	-	-	-	-	74%	-	-	-	-	-	-	100%	-	-	21%	78%	100%	-
(4) Tend to agree	**1**	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	14%	19%	-	-	-	-	100%	-	-	-	-	-	-	42%	-	-	-	-	19%	-	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**3**	3	-	-	1	-	-	1	1	1	-	-	-	1	-	-	-	1	2	*	-	-
	45%	62%	-	-	100%	-	-	100%	26%	100%	-	-	-	58%	-	-	-	100%	60%	22%	-	-
Agree (NET)	**3**	2	2	-	-	-	1	-	2	-	-	-	-	1	-	1	-	-	2	1	1	-
	55%	38%	100%	-	-	-	100%	-	74%	-	-	-	-	42%	-	100%	-	-	40%	78%	100%	-
Disagree (NET)	**3**	3	-	-	1	-	-	1	1	1	-	-	-	1	-	-	-	1	2	*	-	-
	45%	62%	-	-	100%	-	-	100%	26%	100%	-	-	-	58%	-	-	-	100%	60%	22%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.05**	2.34	5	-	1	-	4	1	3.98	1	-	-	-	2.25	-	5	-	1	2.41	4.11	5	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 95

HEA8B_3 - Please tell me the extent to which you agree or disagree? Before my diagnosis, dementia was the health condition I feared most

Base: All been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**8**	-	1	3	1	2	-	1	7	-	1	-	3	2	4	-	-
Weighted Base	**6***	-**	***	3**	1**	2**	-**	1**	5**	-**	1**	-**	2**	2**	2**	-**	-**
(5) Strongly agree	**2**	-	-	1	1	-	-	-	2	-	-	-	-	2	-	-	-
	41%	-	-	33%	100%	-	-	-	51%	-	-	-	-	100%	-	-	-
(4) Tend to agree	**1**	-	-	-	-	1	-	-	1	-	1	-	-	-	1	-	-
	14%	-	-	-	-	53%	-	-	17%	-	100%	-	-	-	34%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**3**	-	*	2	-	1	-	1	2	-	-	-	2	-	2	-	-
	45%	-	100%	67%	-	47%	-	100%	32%	-	-	-	100%	-	66%	-	-
Agree (NET)	**3**	-	-	1	1	1	-	-	3	-	1	-	-	2	1	-	-
	55%	-	-	33%	100%	53%	-	-	68%	-	100%	-	-	100%	34%	-	-
Disagree (NET)	**3**	-	*	2	-	1	-	1	2	-	-	-	2	-	2	-	-
	45%	-	100%	67%	-	47%	-	100%	32%	-	-	-	100%	-	66%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.05**	-	1	2.3	5	2.59	-	1	3.54	-	4	-	1	5	2.03	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 96

HEA8B_3 - Please tell me the extent to which you agree or disagree? Before my diagnosis, dementia was the health condition I feared most

Base: All been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**8**	7	-	-	-	-	1	7	1	1	1	6	-	-	1	1	3	3	2	6
Weighted Base	**6***	6**	-**	-**	-**	-**	***	6**	***	1**	1**	4**	-**	-**	1**	1**	2**	2**	2**	4**
(5) Strongly agree	**2**	2	-	-	-	-	-	2	-	1	-	2	-	-	-	1	2	-	-	2
	41%	42%	-	-	-	-	-	42%	-	100%	-	40%	-	-	-	100%	73%	-	-	61%
(4) Tend to agree	**1**	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-
	14%	14%	-	-	-	-	-	14%	-	-	-	21%	-	-	-	-	-	47%	42%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**3**	2	-	-	-	-	*	2	*	-	1	2	-	-	1	-	1	1	1	2
	45%	43%	-	-	-	-	100%	43%	100%	-	100%	39%	-	-	100%	-	27%	53%	58%	39%
Agree (NET)	**3**	3	-	-	-	-	-	3	-	1	-	2	-	-	-	1	2	1	1	2
	55%	57%	-	-	-	-	-	57%	-	100%	-	61%	-	-	-	100%	73%	47%	42%	61%
Disagree (NET)	**3**	2	-	-	-	-	*	2	*	-	1	2	-	-	1	-	1	1	1	2
	45%	43%	-	-	-	-	100%	43%	100%	-	100%	39%	-	-	100%	-	27%	53%	58%	39%
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.05**	3.12	-	-	-	-	1	3.12	1	5	1	3.22	-	-	1	5	3.93	2.4	2.25	3.44

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 97
HEA8B_3 - Please tell me the extent to which you agree or disagree? Before my diagnosis, dementia was the health condition I feared most

Base: All been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**8**	4	5	6	3	8	-	-	-	6	6	6	6	1
Weighted Base	**6***	3**	4**	5**	2**	6**	-**	-**	-**	4**	4**	4**	4**	1**
(5) Strongly agree	**2**	2	1	2	-	2	-	-	-	1	1	1	1	1
	41%	65%	23%	37%	-	41%	-	-	-	20%	20%	20%	20%	100%
(4) Tend to agree	**1**	-	1	1	1	1	-	-	-	1	1	1	1	-
	14%	-	22%	18%	47%	14%	-	-	-	19%	19%	19%	19%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) Strongly disagree	**3**	1	2	2	1	3	-	-	-	3	3	3	3	-
	45%	35%	55%	45%	53%	45%	-	-	-	62%	62%	62%	62%	-
Agree (NET)	**3**	2	2	3	1	3	-	-	-	2	2	2	2	1
	55%	65%	45%	55%	47%	55%	-	-	-	38%	38%	38%	38%	100%
Disagree (NET)	**3**	1	2	2	1	3	-	-	-	3	3	3	3	-
	45%	35%	55%	45%	53%	45%	-	-	-	62%	62%	62%	62%	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.05**	3.6	2.58	3.03	2.4	3.05	-	-	-	2.35	2.35	2.35	2.35	5

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 98

HEA8B_3 - Please tell me the extent to which you agree or disagree? Before my diagnosis, dementia was the health condition I feared most

Base: All been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	8	1	2	1	4	-	2	3	2	-	3	5	3	5	5	2	8	-	-
Weighted Base	6*	***	1**	***	3**	-**	1**	2**	1**	-**	3**	3**	2**	4**	3**	2**	6**	-**	-**
(5) Strongly agree	**2** **41%**	- -	- -	- -	2 65%	- -	- -	1 48%	- -	- -	1 27%	2 53%	2 73%	1 20%	2 53%	1 47%	2 41%	- -	- -
(4) Tend to agree	**1** **14%**	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 30%	- -	- -	1 23%	- -	1 53%	1 14%	- -	- -
(3) Neither agree nor disagree	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) Tend to disagree	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) Strongly disagree	**3** **45%**	* 100%	1 100%	* 100%	1 35%	- -	1 100%	1 52%	1 100%	- -	1 43%	2 47%	1 27%	2 58%	2 47%	- -	3 45%	- -	- -
Agree (NET)	**3** **55%**	- -	- -	- -	2 65%	- -	- -	1 48%	- -	- -	2 57%	2 53%	2 73%	2 42%	2 53%	2 100%	3 55%	- -	- -
Disagree (NET)	**3** **45%**	* 100%	1 100%	* 100%	1 35%	- -	1 100%	1 52%	1 100%	- -	1 43%	2 47%	1 27%	2 58%	2 47%	- -	3 45%	- -	- -
Don't know	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean	**3.05**	1	1	1	3.6	-	1	2.94	1	-	2.98	3.1	3.93	2.47	3.1	4.47	3.05	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 99

HEA8B_4 - Please tell me the extent to which you agree or disagree? I am comfortable telling people outside my close family about my diagnosis

Base: All been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**8**	-	-	5	3
Weighted Base	**6**	-	-	4	2
(5) Strongly agree	**4**	-	-	3	2
	71%	-	-	63%	89%
(4) Tend to agree	**2**	-	-	2	-
	26%	-	-	37%	-
(3) Neither agree nor disagree	**-**	-	-	-	-
	-	-	-	-	-
(2) Tend to disagree	*****	-	-	-	*
	3%	-	-	-	11%
(1) Strongly disagree	**-**	-	-	-	-
	-	-	-	-	-
Agree (NET)	**6**	-	-	4	2
	97%	-	-	100%	89%
Disagree (NET)	*****	-	-	-	*
	3%	-	-	-	11%
Don't know	**-**	-	-	-	-
	-	-	-	-	-
Mean	**4.64**	-	-	4.63	4.66

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 100

HEA8B_4 - Please tell me the extent to which you agree or disagree? I am comfortable telling people outside my close family about my diagnosis

Base: All been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**8**	6	2	-	1	-	1	1	5	1	-	-	-	2	-	1	-	1	5	2	1	-
Weighted Base	**6***	4**	2**	-**	1**	-**	1**	1**	3**	1**	-**	-**	-**	2**	-**	1**	-**	1**	4**	1**	1**	-**
(5) Strongly agree	**4**	3	1	-	1	-	-	1	2	1	-	-	-	1	-	1	-	1	3	-	1	-
	71%	77%	55%	-	100%	-	-	100%	72%	100%	-	-	-	58%	-	100%	-	100%	81%	-	100%	-
(4) Tend to agree	**2**	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-
	26%	19%	45%	-	-	-	100%	-	22%	-	-	-	-	42%	-	-	-	-	19%	78%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	*****	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-
	3%	5%	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	22%	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	4	2	-	1	-	1	1	3	1	-	-	-	2	-	1	-	1	4	1	1	-
	97%	95%	100%	-	100%	-	100%	100%	94%	100%	-	-	-	100%	-	100%	-	100%	100%	78%	100%	-
Disagree (NET)	*****	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-
	3%	5%	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	22%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.64**	4.67	4.55	-	5	-	4	5	4.6	5	-	-	-	4.58	-	5	-	5	4.81	3.56	5	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 101

HEA8B_4 - Please tell me the extent to which you agree or disagree? I am comfortable telling people outside my close family about my diagnosis

Base: All been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**8**	-	1	3	1	2	-	1	7	-	1	-	3	2	4	-	-
Weighted Base	**6***	-**	***	3**	1**	2**	-**	1**	5**	-**	1**	-**	2**	2**	2**	-**	-**
(5) Strongly agree	**4**	-	-	3	1	1	-	1	3	-	-	-	1	2	1	-	-
	71%	-	-	100%	100%	47%	-	100%	64%	-	-	-	87%	100%	57%	-	-
(4) Tend to agree	**2**	-	-	-	-	1	-	-	2	-	1	-	-	-	1	-	-
	26%	-	-	-	-	53%	-	-	32%	-	100%	-	-	-	34%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	*****	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-
	3%	-	100%	-	-	-	-	-	4%	-	-	-	13%	-	9%	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	-	-	3	1	2	-	1	5	-	1	-	1	2	2	-	-
	97%	-	-	100%	100%	100%	-	100%	96%	-	100%	-	87%	100%	91%	-	-
Disagree (NET)	*****	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-
	3%	-	100%	-	-	-	-	-	4%	-	-	-	13%	-	9%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.64**	-	2	5	5	4.47	-	5	4.56	-	4	-	4.61	5	4.4	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 102

HEA8B_4 - Please tell me the extent to which you agree or disagree? I am comfortable telling people outside my close family about my diagnosis

Base: All been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**8**	7	-	-	-	-	1	7	1	1	1	6	-	-	1	1	3	3	2	6
Weighted Base	**6***	6**	-**	-**	-**	-**	***	6**	***	1**	1**	4**	-**	-**	1**	1**	2**	2**	2**	4**
(5) Strongly agree	**4**	4	-	-	-	-	-	4	-	1	1	2	-	-	1	-	2	1	1	3
	71%	73%	-	-	-	-	-	73%	-	100%	100%	56%	-	-	100%	-	100%	42%	58%	77%
(4) Tend to agree	**2**	2	-	-	-	-	-	2	-	-	-	2	-	-	-	1	-	1	1	1
	26%	27%	-	-	-	-	-	27%	-	-	-	39%	-	-	-	100%	-	47%	42%	18%
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	*****	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	*	-	*
	3%	-	-	-	-	-	100%	-	100%	-	-	5%	-	-	-	-	-	12%	-	5%
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	6	-	-	-	-	-	6	-	1	1	4	-	-	1	1	2	2	2	4
	97%	100%	-	-	-	-	-	100%	-	100%	100%	95%	-	-	100%	100%	100%	88%	100%	95%
Disagree (NET)	*****	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	*	-	*
	3%	-	-	-	-	-	100%	-	100%	-	-	5%	-	-	-	-	-	12%	-	5%
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.64**	4.73	-	-	-	-	2	4.73	2	5	5	4.46	-	-	5	4	5	4.18	4.58	4.67

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 103

HEA8B_4 - Please tell me the extent to which you agree or disagree? I am comfortable telling people outside my close family about my diagnosis

Base: All been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**8**	4	5	6	3	8	-	-	-	6	6	6	6	1
Weighted Base	**6***	3**	4**	5**	2**	6**	-**	-**	-**	4**	4**	4**	4**	1**
(5) Strongly agree	**4**	2	3	4	1	4	-	-	-	3	3	3	3	-
	71%	92%	73%	78%	42%	71%	-	-	-	77%	77%	77%	77%	-
(4) Tend to agree	**2**	-	1	1	1	2	-	-	-	1	1	1	1	1
	26%	-	22%	18%	47%	26%	-	-	-	19%	19%	19%	19%	100%
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	*****	*	*	*	*	*	-	-	-	*	*	*	*	-
	3%	8%	5%	4%	12%	3%	-	-	-	5%	5%	5%	5%	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	2	4	4	2	6	-	-	-	4	4	4	4	1
	97%	92%	95%	96%	88%	97%	-	-	-	95%	95%	95%	95%	100%
Disagree (NET)	*****	*	*	*	*	*	-	-	-	*	*	*	*	-
	3%	8%	5%	4%	12%	3%	-	-	-	5%	5%	5%	5%	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.64**	4.77	4.62	4.69	4.18	4.64	-	-	-	4.68	4.68	4.68	4.68	4

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 104

HEA8B_4 - Please tell me the extent to which you agree or disagree? I am comfortable telling people outside my close family about my diagnosis

Base: All been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**8**	1	2	1	4	-	2	3	2	-	3	5	3	5	5	2	8	-	-
Weighted Base	**6***	***	1**	***	3**	-**	1**	2**	1**	-**	3**	3**	2**	4**	3**	2**	6**	-**	-**
(5) Strongly agree	**4**	-	1	-	2	-	1	2	1	-	1	3	2	2	3	-	4	-	-
	71%	-	78%	-	92%	-	100%	89%	100%	-	43%	94%	100%	52%	94%	-	71%	-	-
(4) Tend to agree	**2**	-	-	-	-	-	-	-	-	-	2	-	-	2	-	2	2	-	-
	26%	-	-	-	-	-	-	-	-	-	57%	-	-	42%	-	100%	26%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	*****	*	*	*	*	-	-	*	-	-	-	*	-	*	*	-	*	-	-
	3%	100%	22%	100%	8%	-	-	11%	-	-	-	6%	-	6%	6%	-	3%	-	-
(1) Strongly disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (NET)	**6**	-	1	-	2	-	1	2	1	-	3	3	2	3	3	2	6	-	-
	97%	-	78%	-	92%	-	100%	89%	100%	-	100%	94%	100%	94%	94%	100%	97%	-	-
Disagree (NET)	*****	*	*	*	*	-	-	*	-	-	-	*	-	*	*	-	*	-	-
	3%	100%	22%	100%	8%	-	-	11%	-	-	-	6%	-	6%	6%	-	3%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**4.64**	2	4.34	2	4.77	-	5	4.66	5	-	4.43	4.81	5	4.41	4.81	4	4.64	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 105

HEA8B_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**8**	-	-	5	3
Weighted Base	**6**	-	-	4	2
(5) Strongly agree	**2**	-	-	1	1
	27%	-	-	21%	40%
(4) Tend to agree	**1**	-	-	1	-
	19%	-	-	27%	-
(3) Neither agree nor disagree	**-**	-	-	-	-
	-	-	-	-	-
(2) Tend to disagree	**2**	-	-	1	1
	28%	-	-	20%	48%
(1) Strongly disagree	**1**	-	-	1	*
	14%	-	-	15%	11%
Agree (NET)	**3**	-	-	2	1
	46%	-	-	48%	40%
Disagree (NET)	**2**	-	-	1	1
	42%	-	-	35%	60%
Don't know	**1**	-	-	1	-
	12%	-	-	17%	-
Mean	**3.18**	-	-	3.23	3.09

Table 106

HEA8B_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**8**	6	2	-	1	-	1	1	5	1	-	-	-	2	-	1	-	1	5	2	1	-
Weighted Base	**6***	4**	2**	-**	1**	-**	1**	1**	3**	1**	-**	-**	-**	2**	-**	1**	-**	1**	4**	1**	1**	-**
(5) Strongly agree	**2**	2	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	1	2	-	-	-
	27%	36%	-	-	-	-	-	100%	26%	-	-	-	-	-	-	100%	-	100%	38%	-	-	-
(4) Tend to agree	**1**	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	19%	26%	-	-	100%	-	-	-	-	-	-	-	-	58%	-	-	-	-	27%	-	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**2**	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-
	28%	19%	55%	-	-	-	100%	-	27%	-	-	-	-	42%	-	-	-	-	19%	-	100%	-
(1) Strongly disagree	**1**	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	*	-	-
	14%	19%	-	-	-	-	-	-	26%	100%	-	-	-	-	-	-	-	-	15%	22%	-	-
Agree (NET)	**3**	3	-	-	1	-	-	1	1	-	-	-	-	1	-	1	-	1	3	-	-	-
	46%	62%	-	-	100%	-	-	100%	26%	-	-	-	-	58%	-	100%	-	100%	65%	-	-	-
Disagree (NET)	**2**	2	1	-	-	-	1	-	2	1	-	-	-	1	-	-	-	-	1	*	1	-
	42%	38%	55%	-	-	-	100%	-	52%	100%	-	-	-	42%	-	-	-	-	35%	22%	100%	-
Don't know	**1**	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	12%	-	45%	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	78%	-	-
Mean	**3.18**	3.42	2	-	4	-	2	5	2.68	1	-	-	-	3.17	-	5	-	5	3.53	1	2	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 107

HEA8B_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**8**	-	1	3	1	2	-	1	7	-	1	-	3	2	4	-	-
Weighted Base	**6***	-**	***	3**	1**	2**	-**	1**	5**	-**	1**	-**	2**	2**	2**	-**	-**
(5) Strongly agree	**2**	-	-	1	-	1	-	-	2	-	-	-	1	1	1	-	-
	27%	-	-	33%	-	47%	-	-	33%	-	-	-	46%	50%	30%	-	-
(4) Tend to agree	**1**	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	19%	-	-	43%	-	-	-	100%	-	-	-	-	-	-	-	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**2**	-	-	-	1	1	-	-	2	-	1	-	-	1	1	-	-
	28%	-	-	-	100%	53%	-	-	35%	-	100%	-	-	50%	34%	-	-
(1) Strongly disagree	**1**	-	*	1	-	-	-	-	1	-	-	-	1	-	1	-	-
	14%	-	100%	24%	-	-	-	-	17%	-	-	-	54%	-	35%	-	-
Agree (NET)	**3**	-	-	2	-	1	-	1	2	-	-	-	1	1	1	-	-
	46%	-	-	76%	-	47%	-	100%	33%	-	-	-	46%	50%	30%	-	-
Disagree (NET)	**2**	-	*	1	1	1	-	-	2	-	1	-	1	1	2	-	-
	42%	-	100%	24%	100%	53%	-	-	52%	-	100%	-	54%	50%	70%	-	-
Don't know	**1**	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	12%	-	-	-	-	-	-	-	15%	-	-	-	-	-	-	-	-
Mean	**3.18**	-	1	3.6	2	3.41	-	4	2.95	-	2	-	2.85	3.49	2.56	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 108

HEA8B_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**8**	7	-	-	-	-	1	7	1	1	1	6	-	-	1	1	3	3	2	6
Weighted Base	**6***	6**	-**	-**	-**	-**	***	6**	***	1**	1**	4**	-**	-**	1**	1**	2**	2**	2**	4**
(5) Strongly agree	**2**	2	-	-	-	-	-	2	-	1	-	1	-	-	-	-	1	1	-	2
	27%	27%	-	-	-	-	-	27%	-	100%	-	18%	-	-	-	-	36%	42%	-	39%
(4) Tend to agree	**1**	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-
	19%	20%	-	-	-	-	-	20%	-	-	100%	-	-	-	100%	-	-	-	58%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**2**	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	1	1	1	1
	28%	29%	-	-	-	-	-	29%	-	-	-	43%	-	-	-	-	37%	47%	42%	22%
(1) Strongly disagree	**1**	1	-	-	-	-	*	1	*	-	-	1	-	-	-	-	1	*	-	1
	14%	11%	-	-	-	-	100%	11%	100%	-	-	21%	-	-	-	-	27%	12%	-	21%
Agree (NET)	**3**	3	-	-	-	-	-	3	-	1	1	1	-	-	1	-	1	1	1	2
	46%	47%	-	-	-	-	-	47%	-	100%	100%	18%	-	-	100%	-	36%	42%	58%	39%
Disagree (NET)	**2**	2	-	-	-	-	*	2	*	-	-	2	-	-	-	-	1	1	1	2
	42%	40%	-	-	-	-	100%	40%	100%	-	-	64%	-	-	-	-	64%	58%	42%	43%
Don't know	**1**	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1
	12%	12%	-	-	-	-	-	12%	-	-	-	18%	-	-	-	100%	-	-	-	18%
Mean	**3.18**	3.27	-	-	-	-	1	3.27	1	5	4	2.41	-	-	4	-	2.82	3.13	3.17	3.19

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 109
HEA8B_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**8**	4	5	6	3	8	-	-	-	6	6	6	6	1
Weighted Base	**6***	3**	4**	5**	2**	6**	-**	-**	-**	4**	4**	4**	4**	1**
(5) Strongly agree	**2**	2	1	2	1	2	-	-	-	1	1	1	1	-
	27%	60%	19%	34%	42%	27%	-	-	-	16%	16%	16%	16%	-
(4) Tend to agree	**1**	-	1	1	-	1	-	-	-	1	1	1	1	-
	19%	-	30%	25%	-	19%	-	-	-	26%	26%	26%	26%	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**2**	1	2	2	1	2	-	-	-	2	2	2	2	-
	28%	33%	45%	36%	47%	28%	-	-	-	38%	38%	38%	38%	-
(1) Strongly disagree	**1**	*	*	*	*	1	-	-	-	1	1	1	1	-
	14%	8%	5%	4%	12%	14%	-	-	-	19%	19%	19%	19%	-
Agree (NET)	**3**	2	2	3	1	3	-	-	-	2	2	2	2	-
	46%	60%	50%	59%	42%	46%	-	-	-	43%	43%	43%	43%	-
Disagree (NET)	**2**	1	2	2	1	2	-	-	-	2	2	2	2	-
	42%	40%	50%	41%	58%	42%	-	-	-	57%	57%	57%	57%	-
Don't know	**1**	-	-	-	-	1	-	-	-	-	-	-	-	1
	12%	-	-	-	-	12%	-	-	-	-	-	-	-	100%
Mean	**3.18**	3.71	3.13	3.48	3.13	3.18	-	-	-	2.82	2.82	2.82	2.82	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 110

HEA8B_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**8**	1	2	1	4	-	2	3	2	-	3	5	3	5	5	2	8	-	-
Weighted Base	**6***	***	1**	***	3**	-**	1**	2**	1**	-**	3**	3**	2**	4**	3**	2**	6**	-**	-**
(5) Strongly agree	**2**	-	1	-	2	-	1	1	1	-	-	2	1	1	2	-	2	-	-
	27%	-	78%	-	60%	-	53%	40%	53%	-	-	48%	36%	20%	48%	-	27%	-	-
(4) Tend to agree	**1**	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-
	19%	-	-	-	-	-	-	-	-	-	43%	-	-	32%	-	-	19%	-	-
(3) Neither agree nor disagree	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(2) Tend to disagree	**2**	-	-	-	1	-	-	1	-	-	1	1	1	1	1	1	2	-	-
	28%	-	-	-	33%	-	-	48%	-	-	30%	26%	37%	23%	26%	53%	28%	-	-
(1) Strongly disagree	**1**	*	*	*	*	-	1	*	1	-	-	1	1	*	1	-	1	-	-
	14%	100%	22%	100%	8%	-	47%	11%	47%	-	-	25%	27%	6%	25%	-	14%	-	-
Agree (NET)	**3**	-	1	-	2	-	1	1	1	-	1	2	1	2	2	-	3	-	-
	46%	-	78%	-	60%	-	53%	40%	53%	-	43%	48%	36%	52%	48%	-	46%	-	-
Disagree (NET)	**2**	*	*	*	1	-	1	1	1	-	1	2	1	1	2	1	2	-	-
	42%	100%	22%	100%	40%	-	47%	60%	47%	-	30%	52%	64%	28%	52%	53%	42%	-	-
Don't know	**1**	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-
	12%	-	-	-	-	-	-	-	-	-	27%	-	-	20%	-	47%	12%	-	-
Mean	**3.18**	1	4.12	1	3.71	-	3.13	3.09	3.13	-	3.17	3.19	2.82	3.47	3.19	2	3.18	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 111

HEA8B_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All been personally diagnosed

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**8**	-	-	5	3
Weighted Base	**6**	-	-	4	2
(5) Strongly agree	**2**	-	-	1	1
	29%	-	-	21%	48%
(4) Tend to agree	**1**	-	-	1	-
	19%	-	-	27%	-
(3) Neither agree nor disagree	**1**	-	-	1	-
	11%	-	-	15%	-
(2) Tend to disagree	**1**	-	-	1	-
	14%	-	-	20%	-
(1) Strongly disagree	**2**	-	-	1	1
	28%	-	-	17%	52%
Agree (NET)	**3**	-	-	2	1
	48%	-	-	48%	48%
Disagree (NET)	**2**	-	-	2	1
	41%	-	-	37%	52%
Don't know	**-**	-	-	-	-
	-	-	-	-	-
Mean	**3.08**	-	-	3.15	2.94

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 112

HEA8B_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All been personally diagnosed

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**8**	6	2	-	1	-	1	1	5	1	-	-	-	2	-	1	-	1	5	2	1	-
Weighted Base	**6***	4**	2**	-**	1**	-**	1**	1**	3**	1**	-**	-**	-**	2**	-**	1**	-**	1**	4**	1**	1**	-**
(5) Strongly agree	**2**	1	1	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	1	-	1	-
	29%	20%	55%	-	-	-	-	-	53%	-	-	-	-	-	-	100%	-	-	21%	-	100%	-
(4) Tend to agree	**1**	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	19%	26%	-	-	100%	-	-	-	-	-	-	-	-	58%	-	-	-	-	27%	-	-	-
(3) Neither agree nor disagree	**1**	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-
	11%	14%	-	-	-	-	-	-	19%	100%	-	-	-	-	-	-	-	-	15%	-	-	-
(2) Tend to disagree	**1**	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	14%	19%	-	-	-	-	100%	-	-	-	-	-	-	42%	-	-	-	-	19%	-	-	-
(1) Strongly disagree	**2**	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	1	1	-	-
	28%	21%	45%	-	-	-	-	100%	28%	-	-	-	-	-	-	-	-	100%	17%	100%	-	-
Agree (NET)	**3**	2	1	-	1	-	-	-	2	-	-	-	-	1	-	1	-	-	2	-	1	-
	48%	46%	55%	-	100%	-	-	-	53%	-	-	-	-	58%	-	100%	-	-	48%	-	100%	-
Disagree (NET)	**2**	2	1	-	-	-	1	1	1	-	-	-	-	1	-	-	-	1	2	1	-	-
	41%	40%	45%	-	-	-	100%	100%	28%	-	-	-	-	42%	-	-	-	100%	37%	100%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.08**	3.04	3.2	-	4	-	2	1	3.49	3	-	-	-	3.17	-	5	-	1	3.14	1	5	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 113

HEA8B_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All been personally diagnosed

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**8**	-	1	3	1	2	-	1	7	-	1	-	3	2	4	-	-
Weighted Base	**6***	-**	***	3**	1**	2**	-**	1**	5**	-**	1**	-**	2**	2**	2**	-**	-**
(5) Strongly agree	**2**	-	-	1	1	-	-	-	2	-	-	-	-	2	-	-	-
	29%	-	-	33%	100%	-	-	-	36%	-	-	-	-	100%	-	-	-
(4) Tend to agree	**1**	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	19%	-	-	43%	-	-	-	100%	-	-	-	-	-	-	-	-	-
(3) Neither agree nor disagree	**1**	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-
	11%	-	-	24%	-	-	-	-	13%	-	-	-	41%	-	27%	-	-
(2) Tend to disagree	**1**	-	-	-	-	1	-	-	1	-	1	-	-	-	1	-	-
	14%	-	-	-	-	53%	-	-	17%	-	100%	-	-	-	34%	-	-
(1) Strongly disagree	**2**	-	*	-	-	1	-	-	2	-	-	-	1	-	1	-	-
	28%	-	100%	-	-	47%	-	-	34%	-	-	-	59%	-	39%	-	-
Agree (NET)	**3**	-	-	2	1	-	-	1	2	-	-	-	-	2	-	-	-
	48%	-	-	76%	100%	-	-	100%	36%	-	-	-	-	100%	-	-	-
Disagree (NET)	**2**	-	*	-	-	2	-	-	2	-	1	-	1	-	2	-	-
	41%	-	100%	-	-	100%	-	-	51%	-	100%	-	59%	-	73%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.08**	-	1	4.08	5	1.53	-	4	2.87	-	2	-	1.81	5	1.88	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 114

HEA8B_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All been personally diagnosed

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**8**	7	-	-	-	-	1	7	1	1	1	6	-	-	1	1	3	3	2	6
Weighted Base	**6***	6**	-**	-**	-**	-**	***	6**	***	1**	1**	4**	-**	-**	1**	1**	2**	2**	2**	4**
(5) Strongly agree	**2**	2	-	-	-	-	-	2	-	1	-	1	-	-	-	-	2	-	-	2
	29%	30%	-	-	-	-	-	30%	-	100%	-	22%	-	-	-	-	73%	-	-	43%
(4) Tend to agree	**1**	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-
	19%	20%	-	-	-	-	-	20%	-	-	100%	-	-	-	100%	-	-	-	58%	-
(3) Neither agree nor disagree	**1**	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1
	11%	11%	-	-	-	-	-	11%	-	-	-	16%	-	-	-	-	27%	-	-	16%
(2) Tend to disagree	**1**	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-
	14%	14%	-	-	-	-	-	14%	-	-	-	21%	-	-	-	-	-	47%	42%	-
(1) Strongly disagree	**2**	1	-	-	-	-	*	1	*	-	-	2	-	-	-	1	-	1	-	2
	28%	25%	-	-	-	-	100%	25%	100%	-	-	41%	-	-	-	100%	-	53%	-	41%
Agree (NET)	**3**	3	-	-	-	-	-	3	-	1	1	1	-	-	1	-	2	-	1	2
	48%	50%	-	-	-	-	-	50%	-	100%	100%	22%	-	-	100%	-	73%	-	58%	43%
Disagree (NET)	**2**	2	-	-	-	-	*	2	*	-	-	2	-	-	-	1	-	2	1	2
	41%	39%	-	-	-	-	100%	39%	100%	-	-	62%	-	-	-	100%	-	100%	42%	41%
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.08**	3.16	-	-	-	-	1	3.16	1	5	4	2.41	-	-	4	1	4.46	1.47	3.17	3.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 115

HEA8B_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All been personally diagnosed

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**8**	4	5	6	3	8	-	-	-	6	6	6	6	1
Weighted Base	**6***	3**	4**	5**	2**	6**	-**	-**	-**	4**	4**	4**	4**	1**
(5) Strongly agree	**2**	2	1	2	-	2	-	-	-	1	1	1	1	-
	29%	65%	23%	37%	-	29%	-	-	-	20%	20%	20%	20%	-
(4) Tend to agree	**1**	-	1	1	-	1	-	-	-	1	1	1	1	-
	19%	-	30%	25%	-	19%	-	-	-	26%	26%	26%	26%	-
(3) Neither agree nor disagree	**1**	-	-	-	-	1	-	-	-	1	1	1	1	-
	11%	-	-	-	-	11%	-	-	-	14%	14%	14%	14%	-
(2) Tend to disagree	**1**	-	1	1	1	1	-	-	-	1	1	1	1	-
	14%	-	22%	18%	47%	14%	-	-	-	19%	19%	19%	19%	-
(1) Strongly disagree	**2**	1	1	1	1	2	-	-	-	1	1	1	1	1
	28%	35%	25%	20%	53%	28%	-	-	-	21%	21%	21%	21%	100%
Agree (NET)	**3**	2	2	3	-	3	-	-	-	2	2	2	2	-
	48%	65%	54%	62%	-	48%	-	-	-	46%	46%	46%	46%	-
Disagree (NET)	**2**	1	2	2	2	2	-	-	-	2	2	2	2	1
	41%	35%	46%	38%	100%	41%	-	-	-	40%	40%	40%	40%	100%
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.08**	3.6	3.06	3.42	1.47	3.08	-	-	-	3.05	3.05	3.05	3.05	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 116

HEA8B_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All been personally diagnosed

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**8**	1	2	1	4	-	2	3	2	-	3	5	3	5	5	2	8	-	-
Weighted Base	**6***	***	1**	***	3**	-**	1**	2**	1**	-**	3**	3**	2**	4**	3**	2**	6**	-**	-**
(5) Strongly agree	**2**	-	-	-	2	-	-	1	-	-	-	2	2	-	2	-	2	-	-
	29%	-	-	-	65%	-	-	48%	-	-	-	53%	73%	-	53%	-	29%	-	-
(4) Tend to agree	**1**	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-
	19%	-	-	-	-	-	-	-	-	-	43%	-	-	32%	-	-	19%	-	-
(3) Neither agree nor disagree	**1**	-	-	-	-	-	1	-	1	-	-	1	1	-	1	-	1	-	-
	11%	-	-	-	-	-	47%	-	47%	-	-	19%	27%	-	19%	-	11%	-	-
(2) Tend to disagree	**1**	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-
	14%	-	-	-	-	-	-	-	-	-	30%	-	-	23%	-	53%	14%	-	-
(1) Strongly disagree	**2**	*	1	*	1	-	1	1	1	-	1	1	-	2	1	1	2	-	-
	28%	100%	100%	100%	35%	-	53%	52%	53%	-	27%	28%	-	46%	28%	47%	28%	-	-
Agree (NET)	**3**	-	-	-	2	-	-	1	-	-	1	2	2	1	2	-	3	-	-
	48%	-	-	-	65%	-	-	48%	-	-	43%	53%	73%	32%	53%	-	48%	-	-
Disagree (NET)	**2**	*	1	*	1	-	1	1	1	-	2	1	-	2	1	2	2	-	-
	41%	100%	100%	100%	35%	-	53%	52%	53%	-	57%	28%	-	68%	28%	100%	41%	-	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**3.08**	1	1	1	3.6	-	1.93	2.94	1.93	-	2.59	3.49	4.46	2.18	3.49	1.53	3.08	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 117
HEA8A/B - Summary Table Please tell me the extent to which you agree or disagree?

Base: All adults 18+ in the UK

	Dementia affects physical aspects of a person's health	Dementia affects mental aspects of a person's health	Dementia is/was the health condition I fear/ed most	Comfortable telling people outside my own family	Dementia is an inevitable part of getting older	One day the diseases that cause dementia will be cured
Unweighted Base	2530	2530	2530	2530	2530	2530
Weighted Base	2530	2530	2530	2530	2530	2530
(5) Strongly agree	1203	1974	636	803	157	514
	48%	78%	25%	32%	6%	20%
(4) Tend to agree	860	450	599	747	378	904
	34%	18%	24%	30%	15%	36%
(3) Neither agree nor disagree	196	50	510	306	326	569
	8%	2%	20%	12%	13%	22%
(2) Tend to disagree	129	18	414	353	718	290
	5%	1%	16%	14%	28%	11%
(1) Strongly disagree	70	18	318	257	927	136
	3%	1%	13%	10%	37%	5%
Agree (NET)	2063	2424	1235	1549	535	1418
	82%	96%	49%	61%	21%	56%
Disagree (NET)	199	36	732	610	1646	426
	8%	1%	29%	24%	65%	17%
Don't know	72	20	53	65	23	118
	3%	1%	2%	3%	1%	5%
Mean	4.22	4.73	3.33	3.6	2.25	3.57

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Table 118

HEA8AB_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**1203**	37	33	568	566
	48%	50%	44%	47%	48%
(4) Tend to agree	**860**	24	27	414	396
	34%	33%	36%	35%	33%
(3) Neither agree nor disagree	**196**	4	4	91	97
	8%	6%	5%	8%	8%
(2) Tend to disagree	**129**	1	5	66	56
	5%	2%	6%	6%	5%
(1) Strongly disagree	**70**	4	3	27	36
	3%	6%	4%	2%	3%
Agree (NET)	**2063**	60	60	981	962
	82%	83%	80%	82%	81%
Disagree (NET)	**199**	6	7	94	93
	8%	8%	10%	8%	8%
Don't know	**72**	3	4	32	33
	3%	4%	5%	3%	3%
Mean	**4.22**	4.25	4.16	4.23	4.22

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Table 119

HEA8AB_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**1203**	537	648	118	200	204	204	203	273	101	112	146	44	135	170	94	113	103	1019	104	53	27
	48%	44%	51%	44%	46%	49%	49%	50%	46%	56%	47%	43%	44%	49%	49%	43%	51%	50%	48%	49%	44%	38%
			a							ko												
(4) Tend to agree	**860**	425	422	106	152	130	121	141	209	54	87	121	34	89	113	83	64	75	720	66	44	30
	34%	35%	33%	39%	35%	32%	29%	34%	36%	30%	37%	35%	34%	32%	33%	38%	29%	36%	34%	31%	37%	44%
				f					f													
(3) Neither agree nor disagree	**196**	96	95	23	41	35	31	29	35	8	18	32	11	19	23	17	22	13	163	21	7	5
	8%	8%	7%	8%	10%	9%	8%	7%	6%	4%	8%	9%	11%	7%	7%	8%	10%	6%	8%	10%	6%	8%
																	i					
(2) Tend to disagree	**129**	79	48	14	22	24	28	19	22	7	9	28	7	16	14	9	15	9	116	8	6	-
	5%	7%	4%	5%	5%	6%	7%	5%	4%	4%	4%	8%	7%	6%	4%	4%	7%	4%	5%	4%	5%	-
		b										n										
(1) Strongly disagree	**70**	36	34	4	8	11	18	9	20	5	8	10	2	10	7	6	4	1	52	7	6	5
	3%	3%	3%	2%	2%	3%	4%	2%	3%	3%	3%	3%	2%	4%	2%	3%	2%	1%	2%	3%	5%	7%
Agree (NET)	**2063**	962	1070	225	353	334	325	344	483	155	200	267	78	224	283	176	177	178	1739	170	98	57
	82%	79%	84%	83%	81%	81%	78%	84%	82%	86%	84%	78%	78%	81%	82%	81%	80%	87%	82%	80%	81%	82%
			a					f		k								k				
Disagree (NET)	**199**	116	81	19	29	35	46	28	42	12	17	39	9	26	21	15	19	10	168	15	12	5
	8%	10%	6%	7%	7%	8%	11%	7%	7%	7%	7%	11%	9%	9%	6%	7%	9%	5%	8%	7%	10%	7%
		b										nq										
Don't know	**72**	45	25	4	10	8	14	8	29	6	3	6	2	7	20	9	3	5	60	6	4	2
	3%	4%	2%	1%	2%	2%	3%	2%	5%	4%	1%	2%	2%	2%	6%	4%	1%	2%	3%	3%	3%	3%
		b							ceg						jkp							
Mean	**4.22**	4.15	4.29	4.2	4.22	4.22	4.16	4.27	4.24	4.37	4.23	4.08	4.13	4.2	4.3	4.2	4.23	4.34	4.23	4.22	4.14	4.11
			a							k					k			k				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 120

HEA8AB_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**1203**	239	86	285	243	151	13	327	876	48	124	37	509	320	315	249	274
	48%	48%	41%	47%	52%	45%	60%	48%	47%	52%	45%	40%	49%	48%	48%	48%	46%
					b												
(4) Tend to agree	**860**	178	80	211	139	115	6	220	641	32	84	36	366	245	221	164	203
	34%	36%	38%	35%	30%	34%	26%	32%	35%	35%	30%	39%	35%	37%	33%	32%	34%
(3) Neither agree nor disagree	**196**	32	20	38	35	39	*	58	137	3	34	4	80	42	57	47	43
	8%	6%	10%	6%	8%	12%	2%	9%	7%	3%	12%	4%	8%	6%	9%	9%	7%
						ac					il						
(2) Tend to disagree	**129**	25	18	24	25	14	1	37	92	5	12	10	52	31	33	30	33
	5%	5%	8%	4%	5%	4%	6%	6%	5%	5%	5%	11%	5%	5%	5%	6%	6%
			c									l					
(1) Strongly disagree	**70**	15	4	19	12	7	1	21	49	*	13	5	19	15	17	13	19
	3%	3%	2%	3%	3%	2%	6%	3%	3%	*	5%	6%	2%	2%	3%	3%	3%
											l	l					
Agree (NET)	**2063**	417	166	496	382	266	19	547	1516	80	208	73	875	565	536	412	477
	82%	83%	78%	83%	82%	79%	86%	80%	82%	87%	75%	79%	83%	84%	81%	80%	81%
										j			j				
Disagree (NET)	**199**	40	22	43	37	20	3	59	140	5	26	15	71	47	50	42	52
	8%	8%	10%	7%	8%	6%	12%	9%	8%	6%	9%	17%	7%	7%	7%	8%	9%
												l					
Don't know	**72**	11	4	24	10	9	-	16	56	3	8	-	22	16	19	13	20
	3%	2%	2%	4%	2%	3%	-	2%	3%	4%	3%	-	2%	2%	3%	3%	3%
Mean	**4.22**	4.23	4.09	4.25	4.27	4.2	4.28	4.2	4.23	4.38	4.09	3.97	4.26	4.26	4.22	4.21	4.19
										k			j k				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 121

HEA8AB_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**1203**	1033	29	63	49	2	12	1033	155	234	259	487	96	102	219	444	362	178	734	469
	48%	48%	50%	49%	41%	32%	48%	48%	46%	47%	49%	46%	49%	50%	46%	49%	49%	44%	47%	48%
(4) Tend to agree	**860**	738	24	39	42	2	6	738	113	167	169	387	55	59	173	297	244	145	537	324
	34%	34%	41%	31%	34%	26%	23%	34%	33%	34%	32%	37%	28%	29%	36%	33%	33%	36%	35%	33%
												l								
(3) Neither agree nor disagree	**196**	166	3	8	12	3	2	166	27	35	47	76	17	17	34	66	58	38	127	69
	8%	8%	4%	6%	10%	35%	9%	8%	8%	7%	9%	7%	9%	9%	7%	7%	8%	9%	8%	7%
(2) Tend to disagree	**129**	109	1	8	8	-	1	109	18	29	28	56	8	7	27	40	37	25	86	43
	5%	5%	1%	6%	6%	-	5%	5%	5%	6%	5%	5%	4%	3%	6%	4%	5%	6%	6%	4%
(1) Strongly disagree	**70**	56	1	4	9	-	-	56	14	13	14	24	7	9	10	29	20	11	35	35
	3%	3%	1%	3%	7%	-	-	3%	4%	3%	3%	2%	4%	4%	2%	3%	3%	3%	2%	4%
					ab															
Agree (NET)	**2063**	1771	54	103	91	4	17	1771	268	402	428	874	151	161	392	742	606	324	1271	792
	82%	82%	91%	80%	75%	58%	72%	82%	79%	81%	81%	83%	77%	79%	82%	82%	82%	80%	82%	81%
		d	acdf																	
Disagree (NET)	**199**	166	1	12	16	-	1	166	31	43	42	80	15	16	37	69	57	36	121	78
	8%	8%	2%	10%	14%	-	5%	8%	9%	9%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
				b	ab															
Don't know	**72**	59	1	5	2	1	4	59	12	14	10	22	13	10	14	27	21	10	35	37
	3%	3%	2%	4%	2%	7%	15%	3%	4%	3%	2%	2%	7%	5%	3%	3%	3%	2%	2%	4%
							abc d						ijk							r
Mean	**4.22**	4.23	4.4	4.21	3.96	3.96	4.36	4.23	4.16	4.21	4.22	4.22	4.23	4.23	4.22	4.24	4.24	4.14	4.22	4.22
		d	d	d																

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 122

HEA8AB_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**1203**	186	593	652	172	732	469	925	255	1103	1151	1161	1162	31
	48%	60%	55%	55%	54%	55%	39%	48%	47%	47%	47%	47%	47%	56%
		f	f	f	f	f								
(4) Tend to agree	**860**	82	334	369	103	415	440	665	174	804	843	847	849	11
	34%	27%	31%	31%	33%	31%	37%	34%	32%	35%	35%	34%	34%	19%
					a		abce			m	m	m	m	
(3) Neither agree nor disagree	**196**	19	68	72	17	82	114	138	54	178	187	189	189	7
	8%	6%	6%	6%	6%	6%	10%	7%	10%	8%	8%	8%	8%	12%
							bcde							
(2) Tend to disagree	**129**	12	38	42	17	50	76	104	24	119	126	127	127	2
	5%	4%	4%	4%	5%	4%	6%	5%	4%	5%	5%	5%	5%	3%
							bce							
(1) Strongly disagree	**70**	4	29	29	3	31	39	56	13	66	68	69	69	1
	3%	1%	3%	2%	1%	2%	3%	3%	2%	3%	3%	3%	3%	1%
			d				d							
Agree (NET)	**2063**	268	928	1021	275	1147	909	1590	429	1907	1994	2009	2011	42
	82%	86%	86%	87%	87%	86%	77%	82%	79%	82%	82%	82%	82%	75%
		f	f	f	f	f								
Disagree (NET)	**199**	16	67	71	20	81	115	159	37	185	194	196	197	2
	8%	5%	6%	6%	6%	6%	10%	8%	7%	8%	8%	8%	8%	4%
							abce							
Don't know	**72**	7	14	14	3	20	48	42	26	60	65	67	67	5
	3%	2%	1%	1%	1%	2%	4%	2%	5%	3%	3%	3%	3%	8%
						c	bcde		g					ijkl
Mean	**4.22**	4.43	4.34	4.35	4.36	4.35	4.08	4.22	4.22	4.22	4.21	4.21	4.21	4.36
		f	f	f	f	f								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 123

HEA8AB_1 - Please tell me the extent to which you agree or disagree? Dementia affects physical aspects of a person's health

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**1203**	24	75	4	177	6	114	194	87	76	694	499	458	745	897	107	842	200	154
	48%	53%	52%	26%	51%	44%	49%	50%	53%	51%	46%	50%	51%	46%	48%	47%	50%	48%	37%
													m				r	r	
(4) Tend to agree	**860**	12	49	8	91	3	70	126	49	46	539	310	314	547	645	72	563	127	162
	34%	28%	34%	51%	26%	25%	30%	33%	30%	30%	36%	31%	35%	34%	35%	32%	34%	30%	39%
											dk								q
(3) Neither agree nor disagree	**196**	3	8	1	32	1	26	30	10	17	109	85	62	134	139	15	114	32	48
	8%	6%	6%	7%	9%	9%	11%	8%	6%	11%	7%	8%	7%	8%	7%	7%	7%	8%	12%
																			p
(2) Tend to disagree	**129**	3	6	2	14	3	13	22	7	6	79	50	36	93	87	16	77	22	30
	5%	7%	4%	10%	4%	19%	5%	6%	4%	4%	5%	5%	4%	6%	5%	7%	5%	5%	7%
(1) Strongly disagree	**70**	2	4	-	15	*	6	8	5	4	39	30	17	53	51	10	47	15	8
	3%	4%	2%	-	4%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	4%	3%	4%	2%
Agree (NET)	**2063**	36	123	13	269	10	183	320	136	122	1233	809	772	1291	1543	179	1405	326	316
	82%	81%	86%	77%	78%	69%	79%	83%	83%	81%	82%	81%	85%	80%	83%	79%	84%	78%	76%
			d										m				qr		
Disagree (NET)	**199**	5	10	2	29	3	19	29	12	10	118	80	53	147	138	26	124	37	38
	8%	11%	7%	10%	8%	22%	8%	8%	7%	7%	8%	8%	6%	9%	7%	12%	7%	9%	9%
														l		n			
Don't know	**72**	1	2	1	17	-	4	8	5	1	44	27	20	52	50	6	34	21	15
	3%	2%	2%	7%	5%	-	2%	2%	3%	1%	3%	3%	2%	3%	3%	3%	2%	5%	3%
					gk													p	
Mean	**4.22**	4.22	4.3	4	4.22	3.89	4.2	4.26	4.31	4.24	4.21	4.23	4.31	4.17	4.24	4.13	4.26	4.2	4.06
													m				r		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 124

HEA8AB_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**1974**	56	52	937	929
	78%	77%	69%	78%	78%
(4) Tend to agree	**450**	12	16	210	212
	18%	17%	22%	17%	18%
(3) Neither agree nor disagree	**50**	3	3	30	14
	2%	4%	4%	3%	1%
(2) Tend to disagree	**18**	-	1	5	12
	1%	-	1%	*	1%
(1) Strongly disagree	**18**	1	2	9	6
	1%	2%	2%	1%	*
Agree (NET)	**2424**	68	68	1146	1141
	96%	94%	91%	96%	96%
Disagree (NET)	**36**	1	3	14	18
	1%	2%	4%	1%	2%
Don't know	**20**	1	2	7	11
	1%	1%	2%	1%	1%
Mean	**4.73**	4.69	4.58	4.73	4.74

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Table 125

HEA8AB_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**1974**	919	1027	210	356	334	336	306	432	139	196	242	83	217	281	179	174	155	1665	158	90	61
	78%	75%	81%	78%	82%	81%	81%	75%	73%	77%	82%	70%	82%	79%	81%	82%	79%	75%	78%	75%	75%	88%
			a		gh	gh	gh				k		k	k	k	k	k					s
(4) Tend to agree	**450**	248	194	46	61	57	63	91	132	36	38	77	17	48	51	33	34	40	374	43	24	8
	18%	20%	15%	17%	14%	14%	15%	22%	22%	20%	16%	22%	17%	18%	15%	15%	16%	19%	18%	21%	20%	12%
		b						def	def			n										
(3) Neither agree nor disagree	**50**	23	24	9	7	10	6	5	13	3	4	14	-	6	10	2	3	3	45	3	1	-
	2%	2%	2%	3%	2%	2%	1%	1%	2%	1%	2%	4%	-	2%	3%	1%	2%	2%	2%	2%	1%	-
(2) Tend to disagree	**18**	7	11	2	6	3	3	1	5	4	-	1	-	1	2	4	4	3	17	-	1	-
	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	-	*	-	*	1%	2%	2%	1%	1%	-	1%	-
										jk												
(1) Strongly disagree	**18**	12	6	2	2	5	4	2	3	-	1	7	-	1	2	-	4	2	16	1	1	-
	1%	1%	*	1%	*	1%	1%	*	*	-	*	2%	-	*	1%	-	2%	1%	1%	*	1%	-
Agree (NET)	**2424**	1168	1220	256	418	391	399	397	564	175	234	319	100	265	332	211	208	195	2039	202	114	69
	96%	96%	96%	95%	96%	95%	96%	97%	96%	97%	98%	93%	99%	96%	96%	97%	95%	95%	96%	95%	95%	100%
											k		k			k						
Disagree (NET)	**36**	19	17	4	8	8	7	3	7	4	1	8	-	2	4	4	7	5	33	1	2	-
	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	*	2%	-	1%	1%	2%	3%	2%	2%	*	2%	-
																	j					
Don't know	**20**	10	9	1	1	3	5	5	5	-	-	4	1	3	*	-	1	2	11	6	3	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	1%	1%	1%	*	-	1%	1%	1%	3%	2%	-
																				r	r	
Mean	**4.73**	4.7	4.76	4.71	4.77	4.74	4.76	4.72	4.69	4.71	4.79	4.61	4.83	4.76	4.75	4.78	4.7	4.69	4.73	4.74	4.72	4.88
			a								k		k	k	k	k						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 126

HEA8AB_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**1974**	398	170	477	370	254	19	550	1424	61	215	76	859	550	531	381	443
	78%	79%	80%	79%	80%	76%	87%	81%	77%	67%	78%	83%	82%	82%	80%	74%	75%
												i	i	op	op		
(4) Tend to agree	**450**	80	38	108	78	64	3	99	351	27	48	14	166	97	109	104	125
	18%	16%	18%	18%	17%	19%	13%	15%	19%	29%	17%	15%	16%	14%	16%	20%	21%
									g	jl						m	m
(3) Neither agree nor disagree	**50**	10	4	7	10	4	-	16	34	1	6	1	11	14	8	9	15
	2%	2%	2%	1%	2%	1%	-	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%
(2) Tend to disagree	**18**	3	-	4	3	6	-	7	11	-	6	1	5	2	7	6	2
	1%	1%	-	1%	1%	2%	-	1%	1%	-	2%	1%	*	*	1%	1%	*
											l						
(1) Strongly disagree	**18**	7	-	2	1	3	-	5	13	-	1	-	6	4	3	8	4
	1%	1%	-	*	*	1%	-	1%	1%	-	*	-	1%	1%	*	1%	1%
Agree (NET)	**2424**	478	208	585	448	318	22	649	1775	88	263	90	1024	647	640	486	567
	96%	95%	98%	97%	97%	95%	100%	95%	96%	96%	95%	98%	98%	97%	97%	94%	96%
Disagree (NET)	**36**	10	-	6	4	10	-	12	24	-	6	1	10	5	10	14	6
	1%	2%	-	1%	1%	3%	-	2%	1%	-	2%	1%	1%	1%	1%	3%	1%
						b										m	
Don't know	**20**	3	-	3	1	5	-	4	16	2	1	-	3	3	4	6	4
	1%	1%	-	*	*	1%	-	1%	1%	3%	*	-	*	*	1%	1%	1%
										l							
Mean	**4.73**	4.73	4.78	4.76	4.76	4.69	4.87	4.75	4.72	4.67	4.71	4.79	4.78	4.78	4.76	4.66	4.7
														o	o		
														p			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 127

HEA8AB_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**1974**	1705	49	93	85	6	14	1705	248	358	422	865	155	138	374	711	584	305	1249	725
	78%	79%	84%	73%	71%	87%	58%	79%	73%	73%	80%	82%	79%	68%	78%	79%	79%	75%	80%	74%
		df	cdf					h			im	im	m						s	
(4) Tend to agree	**450**	378	8	25	29	*	6	378	68	109	86	154	31	50	87	157	118	88	253	197
	18%	17%	14%	19%	24%	5%	23%	17%	20%	22%	16%	15%	16%	25%	18%	17%	16%	22%	16%	20%
					ab					jk				jk				p		r
(3) Neither agree nor disagree	**50**	38	-	3	3	-	3	38	9	15	9	9	7	8	7	13	21	8	21	29
	2%	2%	-	2%	2%	-	11%	2%	3%	3%	2%	1%	4%	4%	1%	1%	3%	2%	1%	3%
							abcd			k			k	k						r
(2) Tend to disagree	**18**	14	*	2	*	-	-	14	3	4	4	8	*	1	2	8	6	2	9	9
	1%	1%	1%	2%	*	-	-	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%
(1) Strongly disagree	**18**	14	-	1	3	1	-	14	4	5	3	6	-	4	2	8	7	1	12	6
	1%	1%	-	1%	2%	7%	-	1%	1%	1%	1%	1%	-	2%	*	1%	1%	*	1%	1%
					a															
Agree (NET)	**2424**	2083	57	118	114	7	19	2083	316	467	509	1019	187	188	461	868	702	393	1502	922
	96%	96%	98%	92%	95%	93%	81%	96%	93%	95%	97%	97%	95%	92%	97%	96%	95%	97%	97%	94%
		cf	f	f	f			h			m	m							s	
Disagree (NET)	**36**	28	*	3	3	1	-	28	8	9	8	14	*	5	3	16	13	3	21	15
	1%	1%	1%	3%	3%	7%	-	1%	2%	2%	1%	1%	*	2%	1%	2%	2%	1%	1%	2%
Don't know	**20**	13	1	3	*	-	2	13	7	3	1	10	2	3	6	7	5	2	10	11
	1%	1%	1%	3%	*	-	8%	1%	2%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%
				ad			ad		g											
Mean	**4.73**	4.74	4.83	4.66	4.61	4.65	4.51	4.74	4.66	4.65	4.75	4.79	4.76	4.58	4.76	4.73	4.72	4.71	4.76	4.68
		df	cdf					h			im	im	m						s	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 128
HEA8AB_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**1974**	262	926	1011	263	1126	843	1518	414	1848	1917	1934	1935	29
	78%	85%	86%	86%	83%	85%	71%	79%	76%	79%	79%	79%	79%	53%
		f	ef	ef	f	f				jklm	m	m	m	
(4) Tend to agree	**450**	39	126	137	43	164	281	339	100	395	425	427	428	21
	18%	13%	12%	12%	14%	12%	24%	18%	18%	17%	17%	17%	17%	37%
						c	abcde				i		i	ijkl
(3) Neither agree nor disagree	**50**	6	12	14	6	20	30	37	12	41	47	47	47	3
	2%	2%	1%	1%	2%	1%	3%	2%	2%	2%	2%	2%	2%	5%
						c	bc				i			
(2) Tend to disagree	**18**	1	4	5	1	5	12	12	6	16	18	18	18	-
	1%	*	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	-
													k	
(1) Strongly disagree	**18**	-	7	7	1	10	8	15	3	13	16	16	16	2
	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	4%
											i	i	i	ijkl
Agree (NET)	**2424**	302	1051	1148	306	1290	1124	1858	514	2243	2342	2361	2363	50
	96%	97%	98%	97%	97%	97%	95%	96%	94%	96%	96%	96%	96%	89%
			ef	ef		f		h		jklm	m	m	m	
Disagree (NET)	**36**	1	11	12	2	15	20	27	10	29	33	33	34	2
	1%	*	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	4%
											i	i	ik	
Don't know	**20**	1	3	4	2	5	12	8	10	16	18	19	19	1
	1%	*	*	*	*	*	1%	*	2%	1%	1%	1%	1%	2%
						b	b		g					
Mean	**4.73**	4.83	4.82	4.82	4.8	4.81	4.65	4.74	4.71	4.75	4.74	4.74	4.74	4.36
		f	ef	ef	f	f				jklm	m	lm	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 129

HEA8AB_2 - Please tell me the extent to which you agree or disagree? Dementia affects mental aspects of a person's health

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**1974** **78%**	34 76%	104 72%	11 70%	260 75%	9 66%	182 78%	313 81% b	127 78%	124 83% b	1179 78%	774 77%	740 82% m	1234 76%	1501 80%	168 74%	1381 82% qr	291 70%	291 70%
(4) Tend to agree	**450** **18%**	9 21%	38 26% ghijk	4 26%	66 19%	4 28%	42 18%	66 17%	26 16%	22 15%	261 17%	186 19%	144 16%	306 19%	310 17%	42 18%	239 14%	103 25% p	103 25% p
(3) Neither agree nor disagree	**50** **2%**	- -	- -	1 4%	11 3% g	- -	8 3% g	4 1%	6 4% b	1 1%	29 2%	21 2%	15 2%	34 2%	29 2%	4 2%	28 2%	7 2%	14 3% p
(2) Tend to disagree	**18** **1%**	1 3% fg	1 1%	- -	4 1%	- -	- -	1 *	3 2%	1 *	11 1%	8 1%	3 *	15 1%	9 *	3 1%	14 1%	3 1%	1 *
(1) Strongly disagree	**18** **1%**	- -	- -	- -	3 1%	1 6%	1 *	1 *	1 *	- -	12 1%	6 1%	2 *	16 1% l	9 *	7 3% n	10 1%	6 1%	1 *
Agree (NET)	**2424** **96%**	43 97%	142 99% dh	16 96%	326 94%	13 94%	224 96%	379 98% dhk	153 94%	146 97%	1440 96%	960 96%	884 98% m	1540 95%	1810 97% o	210 93%	1620 97%	394 95%	394 95%
Disagree (NET)	**36** **1%**	1 3%	1 1%	- -	7 2%	1 6%	1 *	3 1%	3 2%	1 *	22 1%	13 1%	5 1%	31 2% l	18 1%	10 4% n	25 1%	9 2%	2 1%
Don't know	**20** **1%**	- -	1 *	- -	1 *	- -	- -	2 1%	1 1%	2 1%	13 1%	6 1%	2 *	18 1% l	11 1%	2 1%	4 *	6 1% p	5 1% p
Mean	**4.73**	4.7	4.7	4.67	4.67	4.47	4.74	4.79 dk	4.7	4.82 d	4.73	4.73	4.79 m	4.7	4.77 o	4.61	4.77 qr	4.63	4.66

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 130

HEA8AB_3 - Please tell me the extent to which you agree or disagree? Dementia is/was the health condition I fear/ed most

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**636**	14	24	294	303
	25%	19%	32%	25%	26%
(4) Tend to agree	**599**	17	10	293	279
	24%	24%	13%	24%	24%
(3) Neither agree nor disagree	**510**	15	9	251	234
	20%	21%	12%	21%	20%
(2) Tend to disagree	**414**	9	14	188	203
	16%	12%	18%	16%	17%
(1) Strongly disagree	**318**	15	15	143	145
	13%	21%	20%	12%	12%
Agree (NET)	**1235**	31	34	587	583
	49%	43%	46%	49%	49%
Disagree (NET)	**732**	24	29	331	348
	29%	33%	38%	28%	29%
Don't know	**53**	2	3	29	19
	2%	3%	4%	2%	2%
Mean	**3.33**	3.1	3.2	3.35	3.34

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Table 131
HEA8AB_3 - Please tell me the extent to which you agree or disagree? Dementia is/was the health condition I fear/ed most

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**636**	275	355	55	107	79	95	95	204	48	50	82	27	63	90	43	54	62	519	62	32	22
	25%	23%	28%	20%	25%	19%	23%	23%	35%	27%	21%	24%	26%	23%	26%	20%	25%	30%	24%	29%	27%	32%
			a						cdefg									jo				
(4) Tend to agree	**599**	292	297	66	113	83	102	102	133	49	51	87	25	68	83	53	52	33	500	57	24	18
	24%	24%	23%	24%	26%	20%	25%	25%	23%	27%	21%	25%	25%	25%	24%	24%	24%	16%	23%	27%	20%	26%
										q		q		q	q							
(3) Neither agree nor disagree	**510**	239	266	54	80	96	72	89	117	40	53	61	18	58	70	51	48	41	440	39	18	13
	20%	20%	21%	20%	19%	23%	17%	22%	20%	22%	22%	18%	18%	21%	20%	24%	22%	20%	21%	18%	15%	18%
(2) Tend to disagree	**414**	209	199	44	71	86	81	64	67	24	42	59	11	41	60	41	45	32	356	23	27	9
	16%	17%	16%	16%	16%	21%	20%	16%	11%	13%	17%	17%	11%	15%	17%	19%	21%	16%	17%	11%	23%	13%
					h	h	h												s		s	
(1) Strongly disagree	**318**	172	135	48	56	55	54	55	50	19	42	45	13	40	38	28	18	31	274	28	11	5
	13%	14%	11%	18%	13%	13%	13%	13%	8%	10%	18%	13%	13%	14%	11%	13%	8%	15%	13%	13%	10%	7%
		b		h	h	h	h	h			np											
Agree (NET)	**1235**	567	652	121	219	162	197	198	338	97	100	169	52	131	174	96	106	95	1019	120	57	40
	49%	47%	51%	45%	51%	39%	47%	48%	57%	53%	42%	49%	51%	47%	50%	44%	48%	46%	48%	56%	47%	58%
			a		e		e	e	cefg	j										r		
Disagree (NET)	**732**	381	334	93	127	142	136	118	117	43	83	105	25	81	98	68	64	63	630	50	39	14
	29%	31%	26%	34%	29%	34%	33%	29%	20%	24%	35%	30%	25%	29%	28%	32%	29%	31%	30%	24%	32%	20%
		b		h	h	h	h	h			i											
Don't know	**53**	32	20	2	8	12	11	4	17	1	1	9	6	6	5	1	3	7	40	3	6	3
	2%	3%	2%	1%	2%	3%	3%	1%	3%	1%	1%	3%	6%	2%	2%	1%	1%	3%	2%	2%	5%	4%
													ijnop								r	
Mean	**3.33**	3.24	3.43	3.13	3.34	3.11	3.25	3.3	3.66	3.46	3.1	3.3	3.43	3.27	3.37	3.2	3.36	3.31	3.3	3.5	3.34	3.66
			a		e				cdef	j					j					r		
									g													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 132

HEA8AB_3 - Please tell me the extent to which you agree or disagree? Dementia is/was the health condition I fear/ed most

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**636**	124	45	136	132	85	4	163	473	36	86	25	231	144	164	128	181
	25%	25%	21%	23%	28%	25%	16%	24%	26%	40%	31%	27%	22%	21%	25%	25%	31%
										l	l						mn
(4) Tend to agree	**599**	121	57	154	108	81	3	140	459	24	57	29	266	186	158	115	125
	24%	24%	27%	26%	23%	24%	13%	21%	25%	27%	21%	32%	25%	28%	24%	22%	21%
									g					p			
(3) Neither agree nor disagree	**510**	106	43	128	95	64	2	147	363	12	52	19	223	134	138	109	107
	20%	21%	21%	21%	21%	19%	8%	22%	20%	13%	19%	21%	21%	20%	21%	21%	18%
(2) Tend to disagree	**414**	90	37	99	67	49	5	131	283	11	33	8	201	121	114	90	74
	16%	18%	17%	16%	14%	15%	22%	19%	15%	13%	12%	9%	19%	18%	17%	18%	12%
								h					jk	p	p		
(1) Strongly disagree	**318**	56	27	72	53	49	7	84	234	8	40	9	119	75	80	60	85
	13%	11%	13%	12%	11%	15%	33%	12%	13%	8%	14%	10%	11%	11%	12%	12%	14%
Agree (NET)	**1235**	245	102	289	240	166	6	303	932	60	143	55	497	330	322	244	306
	49%	49%	48%	48%	52%	50%	29%	45%	50%	66%	52%	59%	47%	49%	49%	47%	52%
									g	jl							
Disagree (NET)	**732**	145	64	171	120	98	12	215	517	19	73	18	320	196	194	151	159
	29%	29%	30%	28%	26%	29%	54%	32%	28%	21%	26%	19%	31%	29%	29%	29%	27%
													k				
Don't know	**53**	5	3	12	9	7	2	15	38	-	9	1	8	10	8	11	20
	2%	1%	1%	2%	2%	2%	9%	2%	2%	-	3%	1%	1%	1%	1%	2%	3%
											l						n
Mean	**3.33**	3.34	3.27	3.31	3.44	3.32	2.55	3.25	3.36	3.76	3.44	3.58	3.28	3.31	3.32	3.32	3.42
										l							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

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Table 133
HEA8AB_3 - Please tell me the extent to which you agree or disagree? Dementia is/was the health condition I fear/ed most

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**636**	541	15	36	31	2	6	541	89	130	135	233	56	67	110	233	186	107	348	287
	25%	25%	26%	28%	25%	24%	24%	25%	26%	26%	26%	22%	28%	33%	23%	26%	25%	26%	22%	29%
														k						r
(4) Tend to agree	**599**	529	12	26	20	2	4	529	64	105	125	277	38	45	109	219	178	93	378	221
	24%	24%	20%	20%	16%	32%	19%	24%	19%	21%	24%	26%	19%	22%	23%	24%	24%	23%	24%	23%
		d						h												
(3) Neither agree nor disagree	**510**	441	10	28	21	1	6	441	66	96	113	211	42	34	106	182	142	80	320	190
	20%	20%	17%	22%	17%	9%	26%	20%	19%	19%	21%	20%	22%	16%	22%	20%	19%	20%	21%	19%
(2) Tend to disagree	**414**	358	9	21	18	1	2	358	51	89	72	197	29	24	92	127	126	70	286	128
	16%	17%	15%	16%	15%	19%	9%	17%	15%	18%	14%	19%	15%	12%	19%	14%	17%	17%	18%	13%
												jm			o				s	
(1) Strongly disagree	**318**	254	12	13	27	1	3	254	57	65	73	118	26	22	54	119	96	49	200	118
	13%	12%	21%	10%	23%	16%	13%	12%	17%	13%	14%	11%	13%	11%	11%	13%	13%	12%	13%	12%
			ac		ac				g											
Agree (NET)	**1235**	1070	27	62	50	4	10	1070	153	234	260	510	94	112	218	453	364	200	727	508
	49%	50%	46%	48%	42%	56%	43%	50%	45%	47%	49%	48%	48%	55%	46%	50%	49%	49%	47%	52%
		d																		r
Disagree (NET)	**732**	612	21	34	46	3	5	612	109	153	146	315	55	45	146	246	222	118	486	246
	29%	28%	36%	27%	38%	35%	21%	28%	32%	31%	28%	30%	28%	22%	31%	27%	30%	29%	31%	25%
					ac					m									s	
Don't know	**53**	38	1	5	4	-	2	38	11	10	8	16	5	12	7	25	13	8	21	32
	2%	2%	1%	4%	3%	-	9%	2%	3%	2%	2%	2%	2%	6%	1%	3%	2%	2%	1%	3%
							ab		g					ijk						r
Mean	**3.33**	3.35	3.15	3.41	3.06	3.29	3.37	3.35	3.24	3.3	3.34	3.3	3.36	3.59	3.27	3.37	3.32	3.35	3.25	3.46
		d		d										ik						r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 134

HEA8AB_3 - Please tell me the extent to which you agree or disagree? Dementia is/was the health condition I fear/ed most

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**636**	97	311	342	86	388	245	487	140	566	605	612	614	16
	25%	31%	29%	29%	27%	29%	21%	25%	26%	24%	25%	25%	25%	29%
		f	f	f	f	f					i	i	i	
(4) Tend to agree	**599**	75	280	305	86	342	257	472	110	567	588	589	589	10
	24%	24%	26%	26%	27%	26%	22%	24%	20%	24%	24%	24%	24%	18%
			f	f		f								
(3) Neither agree nor disagree	**510**	50	184	202	59	229	279	399	102	480	498	501	501	8
	20%	16%	17%	17%	19%	17%	24%	21%	19%	21%	20%	20%	20%	14%
							abce							
(2) Tend to disagree	**414**	51	163	178	45	202	209	306	103	381	396	401	402	11
	16%	17%	15%	15%	14%	15%	18%	16%	19%	16%	16%	16%	16%	19%
(1) Strongly disagree	**318**	31	122	132	35	148	167	232	78	291	305	307	307	9
	13%	10%	11%	11%	11%	11%	14%	12%	14%	12%	13%	12%	12%	16%
							e							
Agree (NET)	**1235**	172	592	647	172	730	502	958	251	1134	1193	1201	1204	26
	49%	56%	55%	55%	55%	55%	42%	50%	46%	49%	49%	49%	49%	47%
		f	f	f	f	f								
Disagree (NET)	**732**	82	286	310	79	350	376	538	180	671	701	708	709	19
	29%	26%	27%	26%	25%	26%	32%	28%	33%	29%	29%	29%	29%	35%
							bcde		g					
Don't know	**53**	6	16	19	5	21	29	33	13	44	49	50	50	3
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	5%
Mean	**3.33**	3.51	3.47	3.47	3.46	3.47	3.18	3.36	3.25	3.32	3.33	3.33	3.33	3.27
		f	f	f	f	f								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 135

HEA8AB_3 - Please tell me the extent to which you agree or disagree? Dementia is/was the health condition I fear/ed most

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**636** **25%**	11 26%	51 36% fgjk	6 36%	113 33% fgjk	2 17%	55 24%	91 23%	43 26%	46 30%	357 24%	274 27%	216 24%	419 26%	455 24%	60 27%	445 27% r	99 24%	86 21%
(4) Tend to agree	**599** **24%**	15 33%	32 22%	5 31%	71 20%	6 44%	56 24%	90 23%	33 20%	35 24%	359 24%	233 23%	216 24%	384 24%	464 25%	48 21%	430 26% q	67 16%	98 24% q
(3) Neither agree nor disagree	**510** **20%**	11 25%	25 18%	2 12%	72 21%	2 16%	50 22%	79 20%	41 25%	28 19%	294 20%	209 21%	192 21%	318 20%	349 19%	38 17%	317 19%	71 17%	119 29% pq
(2) Tend to disagree	**414** **16%**	4 9%	18 12%	- -	36 11%	- -	38 16%	64 16% d	20 12%	22 14%	266 18% d	144 14% d	162 18%	252 16%	341 18%	34 15%	276 16%	81 19% r	55 13%
(1) Strongly disagree	**318** **13%**	3 7%	15 10%	2 12%	47 14%	3 22%	26 11%	55 14%	21 13%	17 11%	198 13%	117 12%	103 11%	215 13%	231 12%	42 19% n	186 11%	80 19% pr	50 12%
Agree (NET)	**1235** **49%**	26 59%	83 58% gj	11 67%	183 53%	9 61%	111 48%	181 47%	76 46%	81 54%	716 48%	507 51%	432 48%	803 49%	919 49%	109 48%	874 52% qr	166 40%	184 44%
Disagree (NET)	**732** **29%**	7 16%	32 23%	2 12%	83 24%	3 22%	64 27%	118 31% dk	42 26%	39 26%	464 31% dk	261 26%	265 29%	467 29%	572 31%	76 34%	461 28%	161 39% pr	105 25%
Don't know	**53** **2%**	- -	3 2%	2 10%	7 2%	- -	8 3%	9 2%	5 3%	2 1%	29 2%	23 2%	17 2%	36 2%	29 2%	3 1%	24 1%	18 4% p	8 2%
Mean	**3.33**	3.61	3.62 gj	3.88	3.49 gj	3.34	3.34	3.26	3.35	3.48	3.28	3.41 gj	3.32	3.34	3.31	3.23	3.41 q	3.06	3.28 q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 136

HEA8AB_4 - Please tell me the extent to which you agree or disagree? Comfortable telling people outside my own family

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**803**	26	26	374	376
	32%	35%	35%	31%	32%
(4) Tend to agree	**747**	20	14	345	368
	30%	28%	18%	29%	31%
(3) Neither agree nor disagree	**306**	8	6	155	137
	12%	11%	8%	13%	12%
(2) Tend to disagree	**353**	9	11	159	174
	14%	12%	15%	13%	15%
(1) Strongly disagree	**257**	7	15	132	103
	10%	9%	20%	11%	9%
Agree (NET)	**1549**	46	40	720	744
	61%	63%	53%	60%	63%
Disagree (NET)	**610**	16	26	291	276
	24%	22%	35%	24%	23%
Don't know	**65**	3	3	32	27
	3%	4%	3%	3%	2%
Mean	**3.6**	3.7	3.34	3.58	3.64

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Table 137

HEA8AB_4 - Please tell me the extent to which you agree or disagree? Comfortable telling people outside my own family

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**803**	412	372	77	154	135	123	123	192	67	74	92	33	94	122	67	72	64	686	56	46	14
	32%	34%	29%	29%	35%	33%	29%	30%	33%	37%	31%	27%	33%	34%	35%	31%	33%	31%	32%	27%	38%	20%
		b								k					k						su	
(4) Tend to agree	**747**	361	379	83	101	107	127	130	198	42	76	89	29	92	92	66	67	61	614	77	39	17
	30%	30%	30%	31%	23%	26%	31%	32%	34%	23%	32%	26%	29%	33%	27%	30%	30%	30%	29%	36%	33%	25%
							d	d	de					i						r		
(3) Neither agree nor disagree	**306**	129	173	31	55	54	50	47	68	23	18	53	12	33	44	31	24	21	259	26	7	14
	12%	11%	14%	12%	13%	13%	12%	12%	12%	13%	8%	15%	12%	12%	13%	14%	11%	10%	12%	12%	6%	20%
			a									j							t			t
(2) Tend to disagree	**353**	162	188	50	73	57	55	58	60	30	40	50	12	24	48	27	30	34	295	30	15	13
	14%	13%	15%	18%	17%	14%	13%	14%	10%	17%	17%	15%	12%	9%	14%	13%	14%	17%	14%	14%	13%	19%
				h	h					m	m	m						m				
(1) Strongly disagree	**257**	118	134	28	47	47	48	41	47	14	27	47	12	29	33	19	24	19	225	16	7	9
	10%	10%	11%	10%	11%	11%	11%	10%	8%	8%	11%	14%	11%	11%	10%	9%	11%	9%	11%	8%	5%	13%
Agree (NET)	**1549**	773	751	160	255	242	250	252	390	109	150	181	62	186	214	134	139	125	1300	133	85	31
	61%	63%	59%	59%	59%	59%	60%	62%	66%	60%	63%	53%	61%	68%	62%	62%	63%	61%	61%	63%	71%	45%
		b							de		k			k	k		k		u	u	ru	
Disagree (NET)	**610**	280	322	77	120	104	103	99	107	45	67	97	24	53	81	47	54	53	520	46	22	22
	24%	23%	25%	29%	28%	25%	25%	24%	18%	25%	28%	28%	24%	19%	23%	22%	25%	26%	24%	22%	18%	32%
				h	h	h	h	h			m	m										t
Don't know	**65**	37	26	1	4	11	14	11	24	4	3	14	3	3	8	5	3	6	50	7	6	2
	3%	3%	2%	*	1%	3%	3%	3%	4%	2%	1%	4%	3%	1%	2%	3%	1%	3%	2%	3%	5%	3%
							cd		cd													
Mean	**3.6**	3.67	3.54	3.49	3.56	3.56	3.55	3.59	3.76	3.66	3.55	3.39	3.61	3.72	3.66	3.64	3.61	3.59	3.6	3.62	3.9	3.2
		b							cdef					k	k				u	u	ru	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 138

HEA8AB_4 - Please tell me the extent to which you agree or disagree? Comfortable telling people outside my own family

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**803**	156	51	184	168	111	7	211	591	37	100	31	298	205	209	160	197
	32%	31%	24%	31%	36%	33%	31%	31%	32%	41%	36%	33%	28%	31%	32%	31%	33%
					b	b				l	l						
(4) Tend to agree	**747**	168	58	193	131	92	8	199	548	25	67	32	351	220	203	130	174
	30%	34%	28%	32%	28%	28%	37%	29%	30%	27%	24%	34%	34%	33%	31%	25%	29%
													j	o			
(3) Neither agree nor disagree	**306**	66	31	71	48	37	1	89	216	9	33	5	128	77	77	74	71
	12%	13%	15%	12%	10%	11%	5%	13%	12%	10%	12%	5%	12%	11%	12%	14%	12%
(2) Tend to disagree	**353**	57	38	96	62	45	3	106	247	11	33	15	168	99	102	70	68
	14%	11%	18%	16%	13%	13%	14%	16%	13%	12%	12%	16%	16%	15%	15%	14%	11%
			a	a													
(1) Strongly disagree	**257**	40	30	48	44	43	2	62	195	8	39	10	84	54	57	66	67
	10%	8%	14%	8%	10%	13%	10%	9%	11%	9%	14%	11%	8%	8%	9%	13%	11%
			ac			ac					l					mn	
Agree (NET)	**1549**	324	109	377	299	203	15	410	1140	62	167	63	650	425	413	290	372
	61%	65%	52%	63%	64%	61%	68%	60%	62%	68%	60%	68%	62%	63%	62%	56%	63%
		b		b	b									o			
Disagree (NET)	**610**	97	68	143	106	88	5	168	442	19	72	25	252	154	159	136	135
	24%	19%	32%	24%	23%	26%	24%	25%	24%	21%	26%	27%	24%	23%	24%	26%	23%
			acd			a											
Don't know	**65**	13	3	9	10	8	1	13	52	1	4	-	19	14	14	15	15
	3%	3%	1%	1%	2%	2%	3%	2%	3%	1%	1%	-	2%	2%	2%	3%	3%
Mean	**3.6**	3.7	3.3	3.63	3.7	3.56	3.68	3.59	3.61	3.8	3.57	3.63	3.59	3.64	3.63	3.49	3.63
		b		b	b												

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 139

HEA8AB_4 - Please tell me the extent to which you agree or disagree? Comfortable telling people outside my own family

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**803**	686	20	38	40	3	10	686	110	166	172	298	69	78	159	282	245	117	492	311
	32%	32%	34%	29%	33%	34%	43%	32%	33%	34%	33%	28%	35%	38%	33%	31%	33%	29%	32%	32%
														k						
(4) Tend to agree	**747**	655	16	38	24	2	4	655	84	150	163	323	51	47	161	264	198	124	443	303
	30%	30%	27%	30%	20%	26%	18%	30%	25%	30%	31%	31%	26%	23%	34%	29%	27%	30%	29%	31%
		d		d				h							p					
(3) Neither agree nor disagree	**306**	264	5	15	13	2	2	264	38	52	54	134	27	27	50	116	86	53	197	108
	12%	12%	9%	12%	11%	30%	8%	12%	11%	11%	10%	13%	14%	13%	11%	13%	12%	13%	13%	11%
(2) Tend to disagree	**353**	302	7	18	17	1	7	302	51	56	65	181	31	17	56	116	121	60	230	124
	14%	14%	12%	14%	15%	11%	28%	14%	15%	11%	12%	17%	16%	8%	12%	13%	16%	15%	15%	13%
							ab					ijm					n			
							cd													
(1) Strongly disagree	**257**	202	8	16	23	-	1	202	48	54	67	91	15	23	37	100	76	43	159	98
	10%	9%	14%	12%	19%	-	4%	9%	14%	11%	13%	9%	8%	11%	8%	11%	10%	11%	10%	10%
					af				g		k									
Agree (NET)	**1549**	1341	36	76	64	4	14	1341	195	316	335	620	120	125	320	546	442	241	935	614
	61%	62%	61%	59%	53%	60%	61%	62%	57%	64%	64%	59%	61%	61%	67%	60%	60%	59%	60%	63%
		d													opq					
Disagree (NET)	**610**	503	15	34	41	1	8	503	99	110	131	271	46	40	94	216	197	103	389	222
	24%	23%	26%	27%	34%	11%	32%	23%	29%	22%	25%	26%	24%	19%	20%	24%	27%	25%	25%	23%
					a				g								n			
Don't know	**65**	53	2	3	2	-	-	53	7	15	6	26	2	12	13	26	16	10	33	32
	3%	2%	3%	2%	2%	-	-	2%	2%	3%	1%	2%	1%	6%	3%	3%	2%	3%	2%	3%
														jkl						
Mean	**3.6**	3.63	3.57	3.5	3.34	3.83	3.68	3.63	3.48	3.67	3.59	3.54	3.66	3.73	3.75	3.58	3.57	3.54	3.58	3.64
		d						h							opq					

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 140

HEA8AB_4 - Please tell me the extent to which you agree or disagree? Comfortable telling people outside my own family

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**803**	97	354	384	112	441	361	622	164	726	767	778	779	22
	32%	31%	33%	33%	35%	33%	30%	32%	30%	31%	31%	32%	32%	40%
												j	j	
(4) Tend to agree	**747**	91	327	357	93	399	344	587	147	699	730	734	735	11
	30%	29%	30%	30%	29%	30%	29%	30%	27%	30%	30%	30%	30%	20%
(3) Neither agree nor disagree	**306**	37	133	145	40	165	139	228	67	284	296	296	296	6
	12%	12%	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%	12%	11%
(2) Tend to disagree	**353**	48	136	149	41	168	180	270	79	337	345	347	348	4
	14%	15%	13%	13%	13%	13%	15%	14%	14%	14%	14%	14%	14%	7%
(1) Strongly disagree	**257**	27	106	116	25	128	128	181	72	228	244	246	246	8
	10%	9%	10%	10%	8%	10%	11%	9%	13%	10%	10%	10%	10%	15%
									g					
Agree (NET)	**1549**	188	680	741	204	841	705	1209	311	1425	1497	1512	1514	33
	61%	61%	63%	63%	65%	63%	59%	63%	57%	61%	61%	61%	61%	60%
								h						
Disagree (NET)	**610**	75	241	265	66	296	308	451	150	565	589	593	594	12
	24%	24%	22%	23%	21%	22%	26%	23%	28%	24%	24%	24%	24%	22%
Don't know	**65**	11	23	27	5	28	34	41	18	56	59	59	59	4
	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	8%
														ijkl
Mean	**3.6**	3.61	3.65	3.65	3.73	3.66	3.55	3.64	3.48	3.6	3.6	3.6	3.6	3.68
								h						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 141

HEA8AB_4 - Please tell me the extent to which you agree or disagree? Comfortable telling people outside my own family

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**803**	20	42	5	117	5	88	133	41	53	464	336	263	540	597	87	579	115	103
	32%	45%	29%	33%	34%	34%	38%	34%	25%	36%	31%	34%	29%	33%	32%	38%	35%	28%	25%
		h					h					h		l			qr		
(4) Tend to agree	**747**	6	55	6	81	2	49	94	55	36	478	262	298	448	577	45	517	108	118
	30%	14%	39%	34%	24%	15%	21%	24%	34%	24%	32%	26%	33%	28%	31%	20%	31%	26%	28%
			adfgik						adfgk		adfgk		m		o				
(3) Neither agree nor disagree	**306**	7	9	-	47	1	33	41	19	16	177	124	123	182	218	22	184	53	67
	12%	17%	6%	-	14%	8%	14%	11%	12%	11%	12%	12%	14%	11%	12%	10%	11%	13%	16%
		b			b		b					b							p
(2) Tend to disagree	**353**	7	22	2	40	3	44	57	27	17	202	146	122	231	273	30	227	49	76
	14%	15%	15%	14%	12%	21%	19%	15%	17%	12%	13%	15%	14%	14%	15%	13%	14%	12%	18%
							d												pq
(1) Strongly disagree	**257**	3	11	1	46	3	16	54	15	22	147	105	73	184	164	35	145	71	37
	10%	7%	8%	4%	13%	22%	7%	14%	9%	14%	10%	11%	8%	11%	9%	15%	9%	17%	9%
					f			fjk		f				l		n		pr	
Agree (NET)	**1549**	26	98	11	199	7	137	227	97	90	942	598	561	988	1174	132	1097	223	221
	61%	59%	68%	68%	58%	49%	59%	59%	59%	60%	63%	60%	62%	61%	63%	58%	65%	54%	53%
			dk														qr		
Disagree (NET)	**610**	10	33	3	86	6	60	112	43	39	349	251	196	415	437	65	372	119	112
	24%	23%	23%	18%	25%	43%	26%	29%	26%	26%	23%	25%	22%	26%	23%	29%	22%	29%	27%
								j						l				p	
Don't know	**65**	1	4	2	14	-	2	8	5	5	35	27	26	39	40	7	24	20	16
	3%	2%	3%	14%	4%	-	1%	2%	3%	3%	2%	3%	3%	2%	2%	3%	1%	5%	4%
																		p	p
Mean	**3.6**	3.75	3.69	3.91	3.55	3.18	3.65	3.51	3.5	3.57	3.62	3.59	3.63	3.59	3.64	3.55	3.7	3.37	3.44
																	qr		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 142

HEA8AB_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**157**	13	10	76	58
	6%	18%	13%	6%	5%
(4) Tend to agree	**378**	15	15	187	161
	15%	21%	20%	16%	14%
(3) Neither agree nor disagree	**326**	13	10	164	139
	13%	18%	13%	14%	12%
(2) Tend to disagree	**718**	12	19	345	342
	28%	17%	26%	29%	29%
(1) Strongly disagree	**927**	18	18	414	477
	37%	25%	24%	35%	40%
Agree (NET)	**535**	28	25	263	219
	21%	38%	34%	22%	18%
Disagree (NET)	**1646**	30	38	759	819
	65%	42%	50%	63%	69%
Don't know	**23**	2	2	11	8
	1%	3%	3%	1%	1%
Mean	**2.25**	2.89	2.73	2.3	2.13

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Table 143

HEA8AB_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**157**	89	62	13	22	28	27	24	43	10	12	24	2	21	16	9	16	16	125	12	15	4
	6%	7%	5%	5%	5%	7%	7%	6%	7%	5%	5%	7%	2%	8%	5%	4%	7%	8%	6%	6%	13%	6%
		b																			rs	
(4) Tend to agree	**378**	219	154	48	71	67	52	59	82	25	41	47	18	40	47	30	33	37	320	30	18	11
	15%	18%	12%	18%	16%	16%	12%	14%	14%	14%	17%	14%	18%	15%	14%	14%	15%	18%	15%	14%	15%	16%
		b																				
(3) Neither agree nor disagree	**326**	137	182	48	63	53	59	45	57	30	48	57	12	34	45	23	24	17	289	25	5	6
	13%	11%	14%	18%	15%	13%	14%	11%	10%	17%	20%	17%	12%	12%	13%	11%	11%	8%	14%	12%	4%	9%
			a	gh	h		h			q	mnopq	q							t	t		
(2) Tend to disagree	**718**	353	356	85	123	104	100	137	170	55	62	95	22	76	110	64	69	58	610	55	33	20
	28%	29%	28%	32%	28%	25%	24%	33%	29%	30%	26%	28%	22%	28%	32%	29%	31%	28%	29%	26%	27%	29%
								ef														
(1) Strongly disagree	**927**	405	513	76	150	154	174	142	232	61	73	114	45	104	126	91	78	77	770	83	47	27
	37%	33%	40%	28%	35%	37%	42%	35%	39%	34%	31%	33%	45%	38%	36%	42%	36%	38%	36%	39%	40%	39%
			a			c	c		c				j			j						
Agree (NET)	**535**	308	217	61	93	95	79	83	124	35	54	71	20	61	64	39	49	53	445	42	33	15
	21%	25%	17%	23%	21%	23%	19%	20%	21%	19%	23%	21%	20%	22%	18%	18%	22%	26%	21%	20%	28%	22%
		b																				
Disagree (NET)	**1646**	758	869	161	273	257	274	279	402	116	135	209	68	179	236	155	147	135	1380	138	80	48
	65%	62%	68%	60%	63%	63%	66%	68%	68%	64%	57%	61%	67%	65%	68%	71%	67%	66%	65%	65%	67%	69%
			a					c	c						j	jk						
Don't know	**23**	17	4	*	5	6	4	2	5	-	2	7	1	1	2	-	1	-	15	6	2	*
	1%	1%	*	*	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	-	*	-	1%	3%	1%	1%
		b																		r		
Mean	**2.25**	2.36	2.13	2.4	2.28	2.29	2.17	2.23	2.2	2.27	2.4	2.32	2.08	2.27	2.18	2.09	2.27	2.31	2.25	2.19	2.33	2.18
		b		f							o											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 144

HEA8AB_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**157**	21	6	20	42	35	-	41	115	11	23	2	43	14	34	44	58
	6%	4%	3%	3%	9%	10%	-	6%	6%	13%	8%	2%	4%	2%	5%	8%	10%
					abc	abc				kl	l				m	mn	mn
(4) Tend to agree	**378**	61	24	86	71	57	6	105	274	21	42	13	141	88	90	72	115
	15%	12%	11%	14%	15%	17%	28%	15%	15%	23%	15%	14%	13%	13%	14%	14%	19%
										l							mn
(3) Neither agree nor disagree	**326**	60	26	84	62	44	2	97	229	11	26	12	143	80	77	82	75
	13%	12%	12%	14%	13%	13%	9%	14%	12%	12%	9%	13%	14%	12%	12%	16%	13%
(2) Tend to disagree	**718**	162	80	180	109	93	5	186	532	20	85	34	319	214	200	132	150
	28%	32%	38%	30%	24%	28%	21%	27%	29%	22%	31%	37%	30%	32%	30%	26%	25%
		d	de	d										op			
(1) Strongly disagree	**927**	190	71	229	177	104	9	245	682	25	95	30	399	269	256	181	187
	37%	38%	34%	38%	38%	31%	43%	36%	37%	28%	35%	33%	38%	40%	39%	35%	32%
														p	p		
Agree (NET)	**535**	82	30	106	113	92	6	146	389	32	65	15	184	102	125	115	173
	21%	16%	14%	18%	24%	27%	28%	22%	21%	35%	24%	16%	18%	15%	19%	22%	29%
					abc	abc				kl	l					m	mno
Disagree (NET)	**1646**	352	151	409	286	198	14	431	1215	45	180	64	718	483	456	313	337
	65%	70%	71%	68%	62%	59%	63%	63%	66%	50%	65%	69%	68%	72%	69%	61%	57%
		de	de	e							i	i	i	op	op		
Don't know	**23**	6	4	1	3	2	-	6	17	3	5	2	4	4	4	4	7
	1%	1%	2%	*	1%	1%	-	1%	1%	3%	2%	2%	*	1%	1%	1%	1%
			c							l	l						
Mean	**2.25**	2.11	2.11	2.15	2.33	2.47	2.21	2.28	2.24	2.69	2.31	2.15	2.15	2.04	2.16	2.34	2.5
					ac	abc				kl						m	mn
																n	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 145
HEA8AB_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**157**	111	4	17	16	3	3	111	44	38	27	33	15	38	25	65	49	18	76	81
	6%	5%	7%	14%	14%	40%	13%	5%	13%	8%	5%	3%	8%	19%	5%	7%	7%	4%	5%	8%
				a	a		a		g	k			k	ijkl						r
(4) Tend to agree	**378**	303	13	31	22	*	5	303	71	70	70	145	42	42	64	139	124	51	227	152
	15%	14%	22%	24%	19%	5%	21%	14%	21%	14%	13%	14%	21%	21%	13%	15%	17%	13%	15%	16%
			a	a					g				jk	jk						
(3) Neither agree nor disagree	**326**	274	8	18	20	1	3	274	50	55	72	130	29	27	63	104	105	54	217	109
	13%	13%	13%	14%	17%	19%	12%	13%	15%	11%	14%	12%	15%	13%	13%	11%	14%	13%	14%	11%
(2) Tend to disagree	**718**	627	16	33	26	2	6	627	82	159	141	323	41	38	146	241	194	137	441	277
	28%	29%	27%	26%	21%	28%	24%	29%	24%	32%	27%	31%	21%	19%	31%	27%	26%	34%	28%	28%
		d						h		lm		lm						op		
(1) Strongly disagree	**927**	835	18	24	34	1	7	835	83	164	216	411	69	54	173	345	269	141	580	348
	37%	39%	31%	19%	28%	8%	30%	39%	25%	33%	41%	39%	35%	26%	36%	38%	36%	35%	37%	36%
		cd	c		c			h			im	im								
Agree (NET)	**535**	415	17	48	39	3	8	415	115	109	97	177	56	80	89	205	173	69	302	233
	21%	19%	28%	38%	32%	45%	34%	19%	34%	22%	18%	17%	29%	39%	19%	23%	23%	17%	19%	24%
			a	a	a		a		g	k			jk	ijk		q	q			r
Disagree (NET)	**1646**	1462	34	57	59	3	13	1462	165	323	357	735	110	92	319	586	462	278	1021	625
	65%	68%	58%	44%	49%	36%	54%	68%	49%	65%	68%	70%	56%	45%	67%	65%	62%	68%	66%	64%
		bcd	c					h		m	lm	lm								
Don't know	**23**	11	1	5	2	-	-	11	9	7	1	10	1	4	6	10	1	6	13	10
	1%	1%	1%	4%	2%	-	-	1%	3%	2%	*	1%	*	2%	1%	1%	*	1%	1%	1%
				a	a				g	j				j	p	p		p		
Mean	**2.25**	2.18	2.45	2.88	2.68	3.42	2.64	2.18	2.73	2.3	2.15	2.1	2.45	2.86	2.19	2.26	2.31	2.17	2.21	2.32
			a	ab	a		a		g	k			jk	ijkl						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 146
HEA8AB_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**157**	16	56	63	12	74	81	122	31	127	137	141	141	15
	6%	5%	5%	5%	4%	6%	7%	6%	6%	5%	6%	6%	6%	27%
												ij	ij	ijkl
(4) Tend to agree	**378**	45	141	156	43	175	202	306	68	332	358	365	367	8
	15%	15%	13%	13%	14%	13%	17%	16%	12%	14%	15%	15%	15%	14%
							bce				i	ij	ij	
(3) Neither agree nor disagree	**326**	33	132	142	34	164	160	249	73	309	319	319	319	5
	13%	11%	12%	12%	11%	12%	13%	13%	13%	13%	13%	13%	13%	8%
(2) Tend to disagree	**718**	95	297	330	84	367	345	565	140	683	708	713	713	5
	28%	31%	28%	28%	27%	28%	29%	29%	26%	29%	29%	29%	29%	9%
										m	m	m	m	
(1) Strongly disagree	**927**	117	446	480	142	539	388	672	231	859	897	901	902	21
	37%	38%	41%	41%	45%	41%	33%	35%	42%	37%	37%	37%	37%	37%
			f	f	af	f			g					
Agree (NET)	**535**	61	197	219	54	249	283	428	98	460	495	506	508	23
	21%	20%	18%	19%	17%	19%	24%	22%	18%	20%	20%	21%	21%	41%
							bcde				i	ij	ij	ijkl
Disagree (NET)	**1646**	212	743	810	225	906	733	1237	371	1542	1606	1614	1616	26
	65%	68%	69%	69%	71%	68%	62%	64%	68%	66%	66%	66%	66%	46%
			f	f	f	f				klm	m	m	m	
Don't know	**23**	4	4	7	2	10	11	15	3	20	21	21	21	3
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	5%
		b		b		b								ijkl
Mean	**2.25**	2.18	2.13	2.14	2.04	2.15	2.36	2.29	2.13	2.21	2.23	2.23	2.23	2.85
							abcde	h				ij	ij	ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 147

HEA8AB_5 - Please tell me the extent to which you agree or disagree? Dementia is an inevitable part of getting older

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**157** **6%**	7 16% fhj	11 8%	1 5%	36 10% j	1 6%	13 5%	30 8%	8 5%	14 9%	78 5%	78 8% j	35 4%	122 7% l	109 6%	18 8%	81 5%	49 12% pr	24 6%
(4) Tend to agree	**378** **15%**	4 9%	27 19%	6 39%	50 15%	3 18%	46 20%	70 18%	22 14%	24 16%	209 14%	167 17%	109 12%	269 17% l	274 15%	35 16%	234 14%	75 18% p	62 15%
(3) Neither agree nor disagree	**326** **13%**	1 2%	12 8%	2 11%	40 11%	4 30%	28 12%	43 11%	20 12%	16 11%	205 14% a	119 12%	101 11%	224 14%	220 12%	28 12%	208 12%	40 9%	76 18% pq
(2) Tend to disagree	**718** **28%**	19 42% bk	31 21%	3 17%	95 27%	4 27%	68 29%	103 27%	52 32%	51 34% b	435 29%	274 27%	281 31%	438 27%	553 30%	65 29%	518 31% q	82 20%	116 28% q
(1) Strongly disagree	**927** **37%**	14 31%	61 42% i	5 28%	124 36%	3 19%	75 32%	137 35%	59 36%	44 30%	566 38%	351 35%	372 41% m	556 34%	701 37%	77 34%	629 37%	159 38%	136 33%
Agree (NET)	**535** **21%**	11 25%	38 27% j	7 44%	86 25% j	3 24%	59 25%	100 26% j	30 18%	38 25%	287 19%	246 25% j	144 16%	391 24% l	384 21%	54 24%	315 19%	125 30% pr	86 21%
Disagree (NET)	**1646** **65%**	32 73%	91 64%	7 45%	218 63%	6 46%	142 61%	241 62%	111 68%	95 64%	1001 67%	624 62%	652 72% m	994 61%	1254 67%	142 63%	1146 68% qr	242 58%	252 60%
Don't know	**23** **1%**	- -	2 1%	- -	1 *	- -	4 2%	4 1%	2 1%	- -	11 1%	11 1%	8 1%	15 1%	11 1%	3 1%	8 *	10 3% p	3 1%
Mean	**2.25**	2.37	2.28	2.76	2.36	2.65	2.36	2.35	2.18	2.41	2.19	2.34 j	2.06	2.36 l	2.21	2.34	2.17	2.44 p	2.33 p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 148

HEA8AB_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(5) Strongly agree	**514**	23	17	246	228
	20%	31%	22%	21%	19%
(4) Tend to agree	**904**	16	22	424	442
	36%	22%	30%	35%	37%
(3) Neither agree nor disagree	**569**	17	14	254	283
	22%	24%	19%	21%	24%
(2) Tend to disagree	**290**	7	9	145	130
	11%	9%	11%	12%	11%
(1) Strongly disagree	**136**	4	6	66	60
	5%	6%	8%	5%	5%
Agree (NET)	**1418**	39	39	670	670
	56%	54%	52%	56%	57%
Disagree (NET)	**426**	11	15	210	190
	17%	15%	20%	18%	16%
Don't know	**118**	6	7	63	42
	5%	8%	10%	5%	4%
Mean	**3.57**	3.7	3.51	3.56	3.57

Table 149

HEA8AB_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(5) Strongly agree	**514**	276	229	44	76	85	63	77	169	18	51	81	24	56	74	38	40	39	421	53	31	9
	20%	23%	18%	16%	18%	21%	15%	19%	29%	10%	21%	24%	24%	20%	21%	17%	18%	19%	20%	25%	26%	13%
		b							cdefg		i	i	i	i	i		i	i				
(4) Tend to agree	**904**	428	464	91	140	128	161	161	222	73	80	118	32	89	117	98	86	71	764	76	47	17
	36%	35%	36%	34%	32%	31%	39%	39%	38%	40%	34%	34%	32%	32%	34%	45%	39%	34%	36%	36%	39%	24%
							e	e								jkmn						
(3) Neither agree nor disagree	**569**	253	308	92	119	101	91	85	81	49	58	62	18	76	77	46	53	49	489	32	17	30
	22%	21%	24%	34%	27%	24%	22%	21%	14%	27%	24%	18%	18%	28%	22%	21%	24%	24%	23%	15%	14%	44%
				efgh	gh	h	h	h		k				k					st			rst
(2) Tend to disagree	**290**	133	151	22	60	47	50	45	66	16	29	40	18	24	41	19	27	25	240	28	13	9
	11%	11%	12%	8%	14%	11%	12%	11%	11%	9%	12%	12%	18%	9%	12%	9%	12%	12%	11%	13%	11%	13%
													mo									
(1) Strongly disagree	**136**	69	63	17	23	29	27	23	16	14	14	23	1	12	20	10	10	15	119	11	2	4
	5%	6%	5%	6%	5%	7%	7%	6%	3%	8%	6%	7%	1%	4%	6%	5%	5%	7%	6%	5%	1%	5%
				h		h	h	h		l								l	t			
Agree (NET)	**1418**	704	692	135	216	213	224	238	392	91	131	199	56	146	191	136	125	110	1185	129	78	26
	56%	58%	54%	50%	50%	52%	54%	58%	67%	50%	55%	58%	56%	53%	55%	63%	57%	54%	56%	61%	65%	37%
								d	cdefg							i			u	u	ru	
Disagree (NET)	**426**	202	214	39	83	76	77	68	83	30	43	64	19	36	61	29	37	40	359	39	15	13
	17%	17%	17%	15%	19%	18%	18%	17%	14%	16%	18%	18%	19%	13%	18%	13%	17%	20%	17%	18%	12%	19%
Don't know	**118**	60	56	4	17	22	24	18	34	11	6	20	8	18	17	6	5	5	96	12	10	-
	5%	5%	4%	1%	4%	5%	6%	4%	6%	6%	3%	6%	8%	7%	5%	3%	2%	3%	4%	6%	9%	-
						c	c	c	c					p							ru	
Mean	**3.57**	3.61	3.53	3.46	3.44	3.5	3.47	3.57	3.83	3.39	3.54	3.6	3.65	3.6	3.56	3.64	3.54	3.47	3.55	3.66	3.84	3.26
									cdefg							i				u	ru	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 150

HEA8AB_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(5) Strongly agree	**514**	94	34	126	92	84	5	120	394	17	69	17	196	133	128	102	132
	20%	19%	16%	21%	20%	25%	24%	18%	21%	19%	25%	18%	19%	20%	19%	20%	22%
						b					l						
(4) Tend to agree	**904**	206	72	241	146	104	8	225	679	36	97	32	403	273	246	164	189
	36%	41%	34%	40%	31%	31%	37%	33%	37%	39%	35%	34%	38%	41%	37%	32%	32%
		de		de										op			
(3) Neither agree nor disagree	**569**	99	52	131	116	86	5	168	401	21	66	27	231	131	153	114	149
	22%	20%	25%	22%	25%	26%	21%	25%	22%	23%	24%	29%	22%	20%	23%	22%	25%
																	m
(2) Tend to disagree	**290**	62	32	61	63	24	2	85	205	10	26	7	134	78	75	70	62
	11%	12%	15%	10%	14%	7%	11%	12%	11%	11%	10%	8%	13%	12%	11%	14%	10%
		e	e		e												
(1) Strongly disagree	**136**	14	13	19	34	22	1	43	93	7	11	6	45	28	30	36	33
	5%	3%	6%	3%	7%	6%	4%	6%	5%	7%	4%	7%	4%	4%	5%	7%	6%
			a		ac	ac											
Agree (NET)	**1418**	300	106	368	238	187	14	345	1073	53	166	48	599	406	374	266	321
	56%	60%	50%	61%	51%	56%	61%	51%	58%	58%	60%	52%	57%	61%	56%	52%	54%
		bd		bd					g					op			
Disagree (NET)	**426**	76	46	80	97	46	3	128	298	17	38	13	179	106	106	105	95
	17%	15%	22%	13%	21%	14%	14%	19%	16%	18%	14%	15%	17%	16%	16%	20%	16%
			ce		ace												
Don't know	**118**	26	8	22	13	16	1	40	78	-	7	4	41	26	29	29	28
	5%	5%	4%	4%	3%	5%	3%	6%	4%	-	2%	4%	4%	4%	4%	6%	5%
Mean	**3.57**	3.64	3.4	3.68	3.44	3.64	3.69	3.46	3.61	3.51	3.69	3.51	3.57	3.63	3.58	3.47	3.58
		bd		bd		b			g					o			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 151

HEA8AB_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(5) Strongly agree	**514**	417	17	33	30	4	4	417	89	103	96	203	39	61	95	166	169	84	278	236
	20%	19%	30%	26%	25%	54%	16%	19%	26%	21%	18%	19%	20%	30%	20%	18%	23%	21%	18%	24%
			a	a					g					ijk						r
(4) Tend to agree	**904**	796	14	42	32	1	10	796	100	174	168	414	68	58	188	325	253	137	548	355
	36%	37%	24%	33%	27%	17%	41%	37%	29%	35%	32%	39%	35%	29%	39%	36%	34%	34%	35%	36%
		bd						h				jm								
(3) Neither agree nor disagree	**569**	492	15	28	25	2	2	492	71	110	143	210	52	35	90	206	173	100	373	196
	22%	23%	25%	22%	21%	21%	9%	23%	21%	22%	27%	20%	26%	17%	19%	23%	23%	25%	24%	20%
		f	f								km								s	
(2) Tend to disagree	**290**	253	6	13	14	-	2	253	34	43	69	131	17	27	70	98	77	45	189	101
	11%	12%	10%	10%	12%	-	7%	12%	10%	9%	13%	12%	9%	13%	15%	11%	10%	11%	12%	10%
															p					
(1) Strongly disagree	**136**	107	3	7	10	-	3	107	23	38	32	41	11	10	17	54	44	20	89	46
	5%	5%	5%	5%	8%	-	14%	5%	7%	8%	6%	4%	6%	5%	4%	6%	6%	5%	6%	5%
					a		a			k										
Agree (NET)	**1418**	1213	32	75	63	5	14	1213	188	277	264	617	108	119	283	492	422	221	827	591
	56%	56%	54%	58%	52%	71%	57%	56%	56%	56%	50%	59%	55%	59%	59%	54%	57%	54%	53%	61%
												j								r
Disagree (NET)	**426**	361	9	19	24	-	5	361	57	81	101	172	29	37	88	152	121	65	278	147
	17%	17%	15%	15%	20%	-	21%	17%	17%	16%	19%	16%	15%	18%	18%	17%	16%	16%	18%	15%
Don't know	**118**	95	4	6	9	1	3	95	22	26	18	53	7	12	17	54	26	21	76	42
	5%	4%	6%	4%	7%	7%	13%	4%	7%	5%	3%	5%	4%	6%	3%	6%	4%	5%	5%	4%
							ac		g							p				
Mean	**3.57**	3.56	3.69	3.67	3.53	4.35	3.45	3.56	3.62	3.56	3.45	3.61	3.57	3.69	3.59	3.53	3.6	3.57	3.5	3.68
												j		j						r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 152

HEA8AB_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(5) Strongly agree	**514**	61	221	244	60	271	240	406	103	448	475	482	482	29
	20%	20%	21%	21%	19%	20%	20%	21%	19%	19%	19%	20%	20%	51%
														ijkl
(4) Tend to agree	**904**	110	390	418	122	469	430	731	159	841	890	892	892	10
	36%	36%	36%	35%	39%	35%	36%	38%	29%	36%	36%	36%	36%	18%
								h		m	klm	m	m	
(3) Neither agree nor disagree	**569**	71	248	278	76	311	256	434	121	551	558	561	561	5
	22%	23%	23%	24%	24%	23%	22%	22%	22%	24%	23%	23%	23%	10%
										jklm				
(2) Tend to disagree	**290**	37	127	135	32	155	134	191	92	265	280	282	284	4
	11%	12%	12%	11%	10%	12%	11%	10%	17%	11%	11%	11%	12%	8%
									g				k	
(1) Strongly disagree	**136**	16	56	60	17	68	67	89	44	118	125	129	130	4
	5%	5%	5%	5%	5%	5%	6%	5%	8%	5%	5%	5%	5%	8%
									g			j	j	
Agree (NET)	**1418**	171	611	662	182	740	669	1137	262	1289	1365	1374	1374	39
	56%	55%	57%	56%	58%	56%	56%	59%	48%	55%	56%	56%	56%	69%
								h			i	i		
Disagree (NET)	**426**	53	183	195	50	224	201	280	136	383	405	411	414	9
	17%	17%	17%	17%	16%	17%	17%	15%	25%	16%	17%	17%	17%	16%
									g				jk	
Don't know	**118**	15	36	44	8	55	60	78	27	107	113	114	114	3
	5%	5%	3%	4%	2%	4%	5%	4%	5%	5%	5%	5%	5%	5%
				b		b								
Mean	**3.57**	3.55	3.57	3.57	3.57	3.56	3.57	3.63	3.36	3.56	3.56	3.56	3.56	4.03
								h			l	l		ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 153

HEA8AB_6 - Please tell me the extent to which you agree or disagree? One day the diseases that cause dementia will be cured

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(5) Strongly agree	**514**	12	33	3	79	*	39	79	31	36	303	207	195	319	404	39	351	86	75
	20%	28%	23%	16%	23%	3%	17%	20%	19%	24%	20%	21%	22%	20%	22%	17%	21%	21%	18%
(4) Tend to agree	**904**	15	52	2	118	5	96	135	56	45	530	363	359	545	704	71	659	117	120
	36%	34%	36%	15%	34%	37%	41%	35%	34%	30%	35%	36%	40%	34%	38%	32%	39%	28%	29%
													m				qr		
(3) Neither agree nor disagree	**569**	5	24	7	70	3	65	103	46	35	328	233	171	397	379	50	354	89	123
	22%	12%	17%	40%	20%	22%	28%	26%	28%	23%	22%	23%	19%	24%	20%	22%	21%	21%	30%
							ab	b	b					l					pq
(2) Tend to disagree	**290**	5	18	-	38	1	18	40	15	10	193	96	106	184	214	39	182	54	54
	11%	10%	13%	-	11%	7%	8%	10%	9%	7%	13%	10%	12%	11%	11%	17%	11%	13%	13%
											k					n			
(1) Strongly disagree	**136**	1	4	*	26	4	7	18	11	12	78	57	38	97	93	14	75	35	22
	5%	3%	3%	1%	8%	31%	3%	5%	6%	8%	5%	6%	4%	6%	5%	6%	4%	8%	5%
																		p	
Agree (NET)	**1418**	27	85	5	197	6	135	214	87	81	833	570	554	864	1107	111	1010	204	195
	56%	61%	59%	31%	57%	40%	58%	55%	53%	54%	55%	57%	61%	53%	59%	49%	60%	49%	47%
													m		o		qr		
Disagree (NET)	**426**	6	23	*	64	5	26	57	26	23	271	153	145	281	307	53	257	89	76
	17%	13%	16%	1%	18%	38%	11%	15%	16%	15%	18%	15%	16%	17%	16%	23%	15%	21%	18%
					f						f					n		p	
Don't know	**118**	6	12	5	14	-	6	13	5	12	72	44	36	82	76	13	56	33	22
	5%	14%	8%	28%	4%	-	2%	3%	3%	8%	5%	4%	4%	5%	4%	6%	3%	8%	5%
		dfghjk	fgk							f								p	
Mean	**3.57**	3.85	3.69	3.62	3.56	2.73	3.62	3.58	3.52	3.59	3.55	3.59	3.65	3.52	3.62	3.39	3.64	3.43	3.44
													m		o		qr		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 154

HEA9 - What, if anything, do you think could increase a person's risk of developing dementia?

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
Air pollution	**70**	4	2	25	39
	3%	6%	2%	2%	3%
Being less mentally active	**479**	10	7	220	241
	19%	13%	10%	18%	20%
Being overweight	**45**	3	-	16	26
	2%	4%	-	1%	2%
Depression	**80**	7	4	34	36
	3%	10%	5%	3%	3%
Diabetes	**30**	2	2	6	20
	1%	3%	2%	1%	2%
Fewer years in education	**14**	-	2	6	6
	1%	-	3%	*	1%
Genetic factors e.g. having a parent with dementia	**422**	15	12	196	199
	17%	20%	16%	16%	17%
Hearing loss	**17**	2	*	7	7
	1%	3%	*	1%	1%
Heart disease	**37**	1	*	14	21
	1%	2%	*	1%	2%
Heavy drinking	**307**	7	10	123	166
	12%	10%	14%	10%	14%
High blood pressure	**37**	2	2	14	19
	1%	3%	2%	1%	2%
High cholesterol	**27**	2	1	13	11
	1%	3%	2%	1%	1%
Lack of exercise	**373**	11	9	170	183
	15%	14%	11%	14%	16%
Old age	**126**	7	10	59	51
	5%	9%	13%	5%	4%
Poor diet	**458**	15	12	193	237
	18%	21%	16%	16%	20%
Previous head injury	**222**	7	5	102	109
	9%	10%	7%	9%	9%
Smoking	**193**	4	6	78	106
	8%	5%	9%	7%	9%
Using aluminium pots and pans	**19**	-	-	7	12
	1%	-	-	1%	1%
Loneliness	**350**	12	9	164	165
	14%	17%	13%	14%	14%
Stress	**162**	3	8	66	85
	6%	4%	11%	6%	7%
Poor sleep	**88**	5	2	37	44
	3%	6%	3%	3%	4%
Vision impairment	**9**	*	*	6	3
	*****	1%	*	*	*
All of the above	*****	-	*	-	-
	*****	-	1%	-	-
Drug abuse	**122**	2	3	54	64
	5%	2%	4%	4%	5%
Environmental factors	**33**	1	1	15	17
	1%	1%	1%	1%	1%
Exposure to chemicals	**11**	-	1	3	8
	*****	-	2%	*	1%
Medication / taking the wrong medication	**29**	-	-	21	8
	1%	-	-	2%	1%
Nothing in particular / it just happens	**14**	*	-	3	11
	1%	1%	-	*	1%
Poor lifestyle overall	**142**	4	2	64	72
	6%	5%	3%	5%	6%
Stroke	**27**	1	*	15	10
	1%	2%	*	1%	1%
Traumatic previous experiences / shock	**43**	1	1	18	23
	2%	1%	2%	2%	2%
Work / poor working conditions	**13**	*	-	7	5
	1%	*	-	1%	*
Physical illness / health problems	**62**	-	*	29	33
	2%	-	1%	2%	3%
Blood flow / circulation / to the brain	**12**	-	-	10	2
	*****	-	-	1%	*
Mental health problems	**38**	2	*	15	21
	2%	2%	1%	1%	2%
Dehydration / not drinking enough	**7**	-	-	3	3
	*****	-	-	*	*
Poverty / poor living conditions	**26**	1	*	12	13
	1%	1%	1%	1%	1%
Education / lack of education / learning	**3**	*	-	1	1
	*****	1%	-	*	*
Lack of support / family support	**9**	-	1	4	4
	*****	-	1%	*	*
Lack of interests / hobbies	**4**	-	-	3	1
	*****	-	-	*	*
Watching too much TV	**7**	*	-	5	2
	*****	1%	-	*	*
Lack of reading	**1**	1	-	-	-
	*****	1%	-	-	-
Accident / injury	**41**	-	-	18	22
	2%	-	-	2%	2%
Lack of stimulation	**12**	-	-	4	8
	*****	-	-	*	1%
Other	**132**	11	11	38	72
	5%	14%	15%	3%	6%
Count 1: British Social Attitudes Survey Identification of 7 risk factors					
None	**1568**	42	44	769	713
	62%	58%	59%	64%	60%
One	**635**	24	22	286	304
	25%	33%	29%	24%	26%
Two	**218**	3	6	97	112
	9%	5%	8%	8%	9%
Three	**70**	2	3	32	34
	3%	3%	4%	3%	3%
Four	**18**	-	1	6	12
	1%	-	1%	*	1%
Five	**5**	-	-	1	4
	*****	-	-	*	*
Six	**4**	-	-	1	3
	*****	-	-	*	*
Seven	**6**	1	-	2	2
	*****	2%	-	*	*
One or two	**853**	27	28	383	415
	34%	37%	37%	32%	35%
Three to five	**93**	2	4	38	50
	4%	3%	5%	3%	4%
Six or seven	**10**	1	-	3	5
	*****	2%	-	*	*
Count 2: Extended list of risk factors					
None	**1195**	33	35	596	531
	47%	45%	47%	50%	45%
One	**672**	24	18	305	325
	27%	33%	24%	26%	27%
Two	**362**	8	15	164	175
	14%	11%	20%	14%	15%
Three	**178**	5	5	79	89
	7%	6%	7%	7%	8%
Four	**74**	*	1	37	35
	3%	1%	1%	3%	3%
Five	**23**	2	1	8	12
	1%	2%	2%	1%	1%
Six	**6**	-	*	1	5
	*****	-	*	*	*
Seven	**3**	-	-	-	3
	*****	-	-	-	*
Eight	**3**	-	-	-	3
	*****	-	-	-	*
Nine	**2**	-	-	1	1
	*****	-	-	*	*
Ten	**6**	1	-	2	2
	*****	2%	-	*	*
One or two	**1034**	32	33	469	500
	41%	44%	43%	39%	42%
Three to five	**275**	7	7	124	137
	11%	9%	10%	10%	12%
Six to seven	**9**	-	*	1	8
	*****	-	*	*	1%
Eight to ten	**11**	1	-	3	7
	*****	2%	-	*	1%
Don't know	**752**	18	23	371	339
	30%	25%	31%	31%	29%

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 155
HEA9 - What, if anything, do you think could increase a person's risk of developing dementia?

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	2522	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	2524	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
Air pollution	**70**	33	34	12	12	11	16	9	11	3	4	19	2	3	7	10	6	1	57	5	6	2
	3%	3%	3%	4%	3%	3%	4%	2%	2%	2%	2%	6%	2%	1%	2%	5%	3%	*	3%	2%	5%	3%
												jmnq				mq						
Being less mentally active	**479**	199	274	33	82	87	85	83	110	31	47	47	19	59	74	48	45	39	410	35	22	11
	19%	16%	22%	12%	19%	21%	20%	20%	19%	17%	20%	14%	19%	21%	21%	22%	20%	19%	19%	17%	19%	16%
			a		c	c	c	c	c					k	k	k						
Being overweight	**45**	22	21	5	7	6	8	9	10	2	5	6	1	7	8	5	3	1	37	2	4	2
	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	*	2%	1%	4%	3%
Depression	**80**	28	47	11	19	10	14	6	21	5	5	13	2	6	11	5	11	12	70	6	3	2
	3%	2%	4%	4%	4%	2%	3%	2%	4%	3%	2%	4%	2%	2%	3%	2%	5%	6%	3%	3%	2%	3%
					g																	
Diabetes	**30**	11	18	7	6	5	3	4	5	*	5	4	3	1	7	2	1	2	26	1	2	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	2%	1%	3%	*	2%	1%	1%	1%	1%	1%	2%	1%
Fewer years in education	**14**	5	9	3	2	2	2	2	3	1	*	2	-	1	5	1	1	1	12	1	-	1
	1%	*	1%	1%	*	*	*	1%	1%	*	*	1%	-	*	1%	*	1%	1%	1%	*	-	2%
Genetic factors e.g. having a parent with dementia	**422**	155	261	64	81	77	72	65	62	34	36	71	16	47	61	35	30	32	362	33	17	9
	17%	13%	21%	24%	19%	19%	17%	16%	11%	19%	15%	21%	16%	17%	18%	16%	13%	16%	17%	15%	15%	13%
			a	gh	h	h	h	h														
Hearing loss	**17**	3	12	3	1	3	2	1	6	-	2	3	*	-	4	3	-	2	15	-	1	-
	1%	*	1%	1%	*	1%	1%	*	1%	-	1%	1%	*	-	1%	2%	-	1%	1%	-	1%	-
			a																			
Heart disease	**37**	15	21	4	4	8	3	6	11	1	4	2	3	5	5	4	5	1	30	1	4	1
	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	2%	2%	*	1%	1%	3%	1%
Heavy drinking	**307**	154	151	31	59	51	59	49	58	20	23	44	13	36	41	10	31	22	241	39	19	8
	12%	13%	12%	11%	14%	12%	14%	12%	10%	11%	10%	13%	13%	13%	12%	5%	14%	11%	11%	18%	16%	12%
										o		o	o	o	o		o	o		r		
High blood pressure	**37**	20	16	6	9	8	7	2	5	3	1	5	3	3	6	9	1	1	32	1	4	-
	1%	2%	1%	2%	2%	2%	2%	*	1%	2%	1%	1%	3%	1%	2%	4%	*	*	1%	1%	3%	-
				g												jpq						
High cholesterol	**27**	8	17	4	7	5	3	2	6	1	4	3	1	2	7	1	2	1	23	1	4	-
	1%	1%	1%	2%	2%	1%	1%	1%	1%	*	2%	1%	1%	1%	2%	*	1%	*	1%	*	3%	-
																					rs	
Lack of exercise	**373**	184	182	26	58	59	79	58	94	26	38	50	16	54	49	33	31	25	322	25	18	7
	15%	15%	14%	10%	13%	14%	19%	14%	16%	14%	16%	14%	16%	20%	14%	15%	14%	12%	15%	12%	15%	10%
							cd		c													
Old age	**126**	54	68	23	22	20	16	20	25	11	14	23	5	12	21	5	16	11	117	5	3	2
	5%	4%	5%	8%	5%	5%	4%	5%	4%	6%	6%	7%	5%	4%	6%	2%	7%	6%	6%	2%	2%	2%
				fh								o					o		s			
Poor diet	**458**	233	219	30	82	86	106	79	75	23	39	76	21	59	55	43	34	37	387	34	22	16
	18%	19%	17%	11%	19%	21%	26%	19%	13%	13%	16%	22%	21%	22%	16%	20%	15%	18%	18%	16%	18%	23%
					ch	ch	cdgh	ch				i		i								
Previous head injury	**222**	109	107	31	48	41	37	30	36	17	16	21	14	28	30	17	13	20	175	24	10	13
	9%	9%	8%	11%	11%	10%	9%	7%	6%	9%	7%	6%	14%	10%	9%	8%	6%	10%	8%	11%	9%	19%
				h	h								k									r
Smoking	**193**	108	82	20	37	34	36	33	32	5	14	36	10	28	25	18	17	15	167	12	13	1
	8%	9%	6%	8%	9%	8%	9%	8%	5%	3%	6%	10%	10%	10%	7%	8%	8%	7%	8%	6%	11%	1%
		b										i	i	i		i	i				u	
Using aluminium pots and pans	**19**	12	6	1	3	8	3	2	3	3	1	5	-	-	1	5	1	-	16	1	1	-
	1%	1%	*	*	1%	2%	1%	1%	1%	2%	*	2%	-	-	*	2%	1%	-	1%	1%	1%	-
						h										mn						
Loneliness	**350**	129	216	21	55	44	51	75	103	23	29	49	15	40	42	37	33	30	297	25	25	3
	14%	11%	17%	8%	13%	11%	12%	18%	18%	13%	12%	14%	15%	15%	12%	17%	15%	15%	14%	12%	21%	5%
			a					cdef	cef												rsu	
Stress	**162**	81	77	23	29	33	31	22	24	7	11	36	5	15	32	15	13	7	141	13	7	1
	6%	7%	6%	8%	7%	8%	8%	5%	4%	4%	5%	10%	5%	6%	9%	7%	6%	3%	7%	6%	6%	1%
				h		h	h					ijq			q							
Poor sleep	**88**	49	37	12	20	21	15	10	10	3	11	20	3	13	11	4	6	5	75	4	4	4
	3%	4%	3%	4%	5%	5%	4%	3%	2%	2%	4%	6%	3%	5%	3%	2%	3%	2%	4%	2%	4%	6%
				h	h	h																
Vision impairment	**9**	6	3	-	2	1	3	1	2	-	*	3	2	1	-	-	1	-	8	1	1	-
	*****	*	*	-	*	*	1%	*	*	-	*	1%	2%	*	-	-	1%	-	*	*	1%	-
													n									
All of the above	*****	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-
	*****	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-
Drug abuse	**122**	67	53	22	32	27	18	13	12	6	20	15	5	14	12	9	17	11	109	8	4	2
	5%	6%	4%	8%	7%	6%	4%	3%	2%	3%	8%	4%	5%	5%	3%	4%	8%	5%	5%	4%	4%	3%
				gh	gh	gh					n						n					
Environmental factors	**33**	14	19	3	7	8	6	7	3	-	4	6	3	4	2	3	1	1	24	4	1	4
	1%	1%	2%	1%	2%	2%	1%	2%	1%	-	2%	2%	3%	2%	1%	1%	*	1%	1%	2%	1%	6%
																						rt
Exposure to chemicals	**11**	6	4	-	-	2	5	1	4	-	-	5	-	*	1	-	1	-	9	2	-	1
	*****	1%	*	-	-	*	1%	*	1%	-	-	2%	-	*	*	-	1%	-	*	1%	-	2%
							d															
Medication / taking the wrong medication	**29**	7	22	*	8	5	11	2	3	-	1	7	1	-	6	1	1	3	20	1	1	7
	1%	1%	2%	*	2%	1%	3%	*	*	-	*	2%	1%	-	2%	1%	1%	1%	1%	1%	1%	9%
			a				cgh					m										rst
Nothing in particular / it just happens	**14**	6	8	1	3	2	2	2	5	2	-	2	-	1	2	1	1	1	10	-	3	2
	1%	*	1%	*	1%	*	1%	*	1%	1%	-	1%	-	*	1%	1%	*	*	*	-	2%	2%
																					rs	s
Poor lifestyle overall	**142**	75	66	10	16	20	39	21	36	9	6	21	8	9	25	13	10	20	121	13	6	2
	6%	6%	5%	4%	4%	5%	9%	5%	6%	5%	2%	6%	8%	3%	7%	6%	4%	10%	6%	6%	5%	3%
							cdeg						j		j			jm				
Stroke	**27**	10	17	3	5	5	7	5	2	3	3	2	1	4	5	*	4	-	22	3	1	2
	1%	1%	1%	1%	1%	1%	2%	1%	*	2%	1%	1%	1%	2%	1%	*	2%	-	1%	1%	1%	2%
							h															
Traumatic previous experiences / shock	**43**	14	28	13	6	9	4	5	7	5	3	4	-	7	3	8	8	3	42	-	1	1
	2%	1%	2%	5%	1%	2%	1%	1%	1%	3%	1%	1%	-	3%	1%	4%	4%	2%	2%	-	1%	1%
				dfgh												n	n		s			
Work / poor working conditions	**13**	7	6	-	*	3	4	2	4	-	-	1	1	2	3	1	-	1	9	2	2	-
	1%	1%	1%	-	*	1%	1%	*	1%	-	-	*	1%	1%	1%	*	-	*	*	1%	2%	-
																					r	
Physical illness / health problems	**62**	23	38	2	9	19	12	12	8	3	6	6	2	7	13	2	9	7	56	1	4	2
	2%	2%	3%	1%	2%	5%	3%	3%	1%	1%	3%	2%	2%	2%	4%	1%	4%	4%	3%	*	3%	2%
						ch													s		s	
Blood flow / circulation / to the brain	**12**	7	5	-	4	4	-	3	2	-	-	1	-	3	-	2	2	3	11	1	-	-
	*****	1%	*	-	1%	1%	-	1%	*	-	-	*	-	1%	-	1%	1%	1%	1%	*	-	-
Mental health problems	**38**	16	22	9	4	11	5	6	4	4	2	4	3	2	10	4	6	1	35	1	1	1
	2%	1%	2%	3%	1%	3%	1%	1%	1%	2%	1%	1%	3%	1%	3%	2%	3%	*	2%	1%	1%	1%
				dh		h																
Dehydration / not drinking enough	**7**	3	4	-	1	-	1	3	2	-	-	1	2	-	1	-	1	*	5	1	-	-
	*****	*	*	-	*	-	*	1%	*	-	-	*	2%	-	*	-	*	*	*	1%	-	-
Poverty / poor living conditions	**26**	12	13	-	*	6	4	5	11	2	5	2	-	4	1	4	2	-	21	4	2	-
	1%	1%	1%	-	*	1%	1%	1%	2%	1%	2%	1%	-	1%	*	2%	1%	-	1%	2%	2%	-
						d			cd													
Education / lack of education / learning	**3**	1	2	-	-	2	-	-	1	-	*	-	-	1	-	1	-	-	3	-	-	-
	*****	*	*	-	-	*	-	-	*	-	*	-	-	*	-	1%	-	-	*	-	-	-
Lack of support / family support	**9**	3	6	2	3	3	-	-	1	2	-	1	-	2	2	1	-	-	9	-	-	-
	*****	*	*	1%	1%	1%	-	-	*	1%	-	*	-	1%	1%	1%	-	-	*	-	-	-
Lack of interests / hobbies	**4**	4	-	-	1	-	-	1	2	-	1	-	-	-	3	-	-	-	4	1	-	-
	*****	*	-	-	*	-	-	*	*	-	*	-	-	-	1%	-	-	-	*	*	-	-
Watching too much TV	**7**	5	2	1	-	1	4	-	1	1	1	2	-	-	1	-	2	-	7	-	-	-
	*****	*	*	*	-	*	1%	-	*	*	1%	*	-	-	*	-	1%	-	*	-	-	-
Lack of reading	**1**	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*****	-	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-
Accident / injury	**41**	23	16	3	12	6	7	5	8	-	4	3	4	2	5	4	3	3	28	9	1	3
	2%	2%	1%	1%	3%	1%	2%	1%	1%	-	2%	1%	4%	1%	1%	2%	2%	1%	1%	4%	1%	4%
													i							r		
Lack of stimulation	**12**	3	9	-	-	3	2	1	6	1	2	2	-	-	2	-	-	3	10	1	2	-
	*****	*	1%	-	-	1%	1%	*	1%	1%	1%	1%	-	-	1%	-	-	1%	*	*	1%	-
Other	**132**	53	75	9	29	23	34	21	16	10	13	24	5	11	20	11	9	10	113	8	7	5
	5%	4%	6%	3%	7%	6%	8%	5%	3%	6%	5%	7%	5%	4%	6%	5%	4%	5%	5%	4%	6%	7%
					h	h	ch															
Count 1: British Social Attitudes Survey Identification of 7 risk factors																						
None	**1568**	783	759	167	258	250	236	250	406	112	152	199	62	168	219	143	138	129	1320	126	76	46
	62%	64%	60%	62%	60%	61%	57%	61%	69%	62%	64%	58%	61%	61%	63%	66%	63%	63%	62%	60%	64%	66%
		b							defg													
One	**635**	277	349	68	117	105	114	119	111	52	60	96	23	59	90	47	50	52	529	59	27	20
	25%	23%	27%	25%	27%	26%	28%	29%	19%	29%	25%	28%	23%	22%	26%	22%	23%	25%	25%	28%	23%	29%
			a		h	h	h	h														
Two	**218**	108	107	24	35	43	45	27	44	11	22	31	11	31	21	19	27	18	189	18	8	3
	9%	9%	8%	9%	8%	10%	11%	7%	8%	6%	9%	9%	11%	11%	6%	9%	12%	9%	9%	8%	7%	4%
							g							n			n					
Three	**70**	31	40	3	15	8	16	8	20	7	3	12	3	11	7	6	5	5	58	8	3	1
	3%	3%	3%	1%	3%	2%	4%	2%	3%	4%	1%	3%	3%	4%	2%	3%	2%	2%	3%	4%	3%	1%
Four	**18**	9	9	3	5	2	2	4	2	-	1	3	1	4	6	-	1	-	17	-	1	-
	1%	1%	1%	1%	1%	*	1%	1%	*	-	1%	1%	1%	1%	2%	-	1%	-	1%	-	*	-
Five	**5**	4	-	1	1	1	-	1	1	-	-	3	-	1	-	-	-	-	4	-	1	-
	*****	*	-	*	*	*	-	*	*	-	-	1%	-	*	-	-	-	-	*	-	1%	-
																					r	
Six	**4**	2	1	-	-	2	*	-	1	-	-	-	*	-	-	2	-	-	2	-	1	-
	*****	*	*	-	-	1%	*	-	*	-	-	-	*	-	-	1%	-	-	*	-	1%	-
																					r	
Seven	**6**	1	4	3	1	1	1	-	-	-	1	*	-	-	3	-	-	1	5	-	1	-
	*****	*	*	1%	*	*	*	-	-	-	*	*	-	-	1%	-	-	*	*	-	1%	-
				h																		
One or two	**853**	386	457	92	152	148	160	146	155	62	81	127	34	90	111	66	77	70	718	77	36	23
	34%	32%	36%	34%	35%	36%	38%	36%	27%	34%	34%	37%	34%	33%	32%	30%	35%	34%	34%	37%	30%	33%
			a	h	h	h	h	h														
Three to five	**93**	43	49	7	21	10	18	13	23	7	4	18	5	16	13	6	6	5	79	8	5	1
	4%	4%	4%	3%	5%	3%	4%	3%	4%	4%	2%	5%	5%	6%	4%	3%	3%	2%	4%	4%	4%	1%
														j								
Six or seven	**10**	3	6	3	1	3	1	-	1	-	1	*	*	-	3	2	-	1	8	-	2	-
	*****	*	*	1%	*	1%	*	-	*	-	*	*	*	-	1%	1%	-	*	*	-	2%	-
																					r	
Count 2: Extended list of risk factors																						
None	**1195**	604	568	139	193	182	175	184	323	87	117	151	49	126	160	104	105	98	997	106	62	29
	47%	50%	45%	51%	45%	44%	42%	45%	55%	48%	49%	44%	49%	46%	46%	48%	47%	48%	47%	50%	52%	42%
		b		f					defg													
One	**672**	311	353	74	127	110	102	121	139	58	59	93	24	60	109	60	56	52	571	47	26	28
	27%	26%	28%	27%	29%	27%	25%	30%	24%	32%	25%	27%	23%	22%	31%	28%	26%	26%	27%	22%	22%	41%
										m					m							rst
Two	**362**	164	195	34	63	68	76	59	62	16	36	57	10	50	42	26	31	35	302	36	17	7
	14%	14%	15%	13%	15%	16%	18%	14%	11%	9%	15%	17%	10%	18%	12%	12%	14%	17%	14%	17%	14%	10%
						h	h					i		i				i				
Three	**178**	80	95	10	25	34	40	33	36	13	19	27	11	19	15	18	19	10	151	15	8	4
	7%	7%	7%	4%	6%	8%	10%	8%	6%	7%	8%	8%	11%	7%	4%	8%	9%	5%	7%	7%	7%	5%
						c	c	c					n									
Four	**74**	37	37	6	13	11	17	7	20	5	4	6	4	12	12	7	7	7	65	6	2	1
	3%	3%	3%	2%	3%	3%	4%	2%	3%	3%	2%	2%	4%	4%	3%	3%	3%	4%	3%	3%	1%	1%
							g															
Five	**23**	11	12	4	8	3	4	3	2	2	1	6	-	5	5	-	1	1	22	1	1	-
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	2%	-	2%	1%	-	*	1%	1%	*	1%	-
					h																	
Six	**6**	3	3	1	2	1	1	1	1	-	*	2	1	-	2	-	-	-	6	-	-	-
	*****	*	*	*	*	*	*	*	*	-	*	1%	1%	-	*	-	-	-	*	-	-	-
Seven	**3**	2	1	-	1	-	-	1	1	-	-	-	-	1	-	-	1	-	2	-	1	-
	*****	*	*	-	*	-	-	*	*	-	-	-	-	*	-	-	1%	-	*	-	1%	-
																					r	
Eight	**3**	2	-	-	-	1	-	1	1	-	-	1	-	1	-	-	-	-	2	-	1	-
	*****	*	-	-	-	*	-	*	*	-	-	*	-	*	-	-	-	-	*	-	1%	-
																					r	
Nine	**2**	1	1	-	-	1	*	-	1	-	-	-	*	-	-	2	-	-	2	-	-	-
	*****	*	*	-	-	*	*	-	*	-	-	-	*	-	-	1%	-	-	*	-	-	-
Ten	**6**	1	4	3	1	1	1	-	-	-	1	*	-	-	3	-	-	1	5	-	1	-
	*****	*	*	1%	*	*	*	-	-	-	*	*	-	-	1%	-	-	*	*	-	1%	-
				h																		
One or two	**1034**	475	548	107	190	177	178	180	201	73	95	150	34	110	151	85	87	87	873	83	43	35
	41%	39%	43%	40%	44%	43%	43%	44%	34%	41%	40%	44%	33%	40%	44%	39%	40%	43%	41%	39%	36%	51%
					h	h	h	h														
Three to five	**275**	127	145	20	46	48	61	42	58	20	25	39	16	36	31	25	27	18	238	22	11	4
	11%	10%	11%	7%	11%	12%	15%	10%	10%	11%	10%	11%	16%	13%	9%	11%	12%	9%	11%	10%	9%	6%
							ch															
Six to seven	**9**	5	4	1	3	1	1	2	2	-	*	2	1	1	2	-	1	-	8	-	1	-
	*****	*	*	*	1%	*	*	*	*	-	*	1%	1%	*	*	-	1%	-	*	-	1%	-
Eight to ten	**11**	4	6	3	1	3	1	1	2	-	1	1	*	1	3	2	-	1	9	-	2	-
	*****	*	*	1%	*	1%	*	*	*	-	*	*	*	*	1%	1%	-	*	*	-	2%	-
Don't know	**752**	376	361	88	124	110	106	118	206	57	77	92	28	75	97	56	78	72	632	67	39	14
	30%	31%	28%	32%	29%	27%	26%	29%	35%	31%	32%	27%	28%	27%	28%	26%	35%	35%	30%	32%	33%	20%
									def													

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 156

HEA9 - What, if anything, do you think could increase a person's risk of developing dementia?

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	2522	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	2524	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
Air pollution	70 3%	12 2%	14 7% acde	17 3%	9 2%	6 2%	- -	16 2%	54 3%	2 3%	3 1%	1 1%	41 4% j	14 2%	24 4%	16 3%	15 2%
Being less mentally active	479 19%	125 25% cde	43 20%	118 20%	76 16%	47 14%	7 33%	145 21%	334 18%	12 13%	43 16%	20 22%	246 23% j	167 25% nop	125 19%	81 16%	92 16%
Being overweight	45 2%	17 3% ce	4 2%	5 1%	8 2%	1 *	- -	10 1%	35 2%	1 1%	5 2%	- -	29 3%	18 3% p	16 2% p	6 1%	5 1%
Depression	80 3%	15 3%	9 4%	18 3%	7 2%	11 3%	4 17%	20 3%	61 3%	1 1%	14 5%	4 4%	28 3%	25 4%	15 2%	14 3%	24 4%
Diabetes	30 1%	6 1%	5 2%	5 1%	5 1%	2 1%	- -	6 1%	24 1%	1 1%	3 1%	- -	16 2%	8 1%	10 2%	4 1%	7 1%
Fewer years in education	14 1%	3 1%	3 1%	6 1%	1 *	* *	- -	1 *	13 1%	* *	- -	- -	6 1%	4 1%	3 1%	2 *	5 1%
Genetic factors e.g. having a parent with dementia	422 17%	82 16%	45 21%	95 16%	73 16%	56 17%	2 9%	130 19%	292 16%	12 13%	38 14%	15 16%	211 20% j	141 21% op	129 20% op	67 13%	71 12%
Hearing loss	17 1%	9 2% cd	3 1%	2 *	1 *	1 *	- -	3 *	14 1%	* *	2 1%	- -	12 1%	6 1%	8 1%	1 *	2 *
Heart disease	37 1%	9 2% e	4 2% e	10 2% e	5 1%	- -	1 5%	8 1%	28 2%	* *	2 1%	1 1%	23 2%	17 3% o	8 1%	3 1%	7 1%
Heavy drinking	307 12%	58 12%	37 17% e	71 12%	57 12%	31 9%	2 11%	86 13%	220 12%	10 11%	36 13%	12 13%	152 15%	94 14% o	87 13%	49 10%	68 12%
High blood pressure	37 1%	8 2%	5 3%	7 1%	8 2%	2 1%	- -	8 1%	29 2%	* *	6 2%	- -	22 2%	12 2%	9 1%	7 1%	9 1%
High cholesterol	27 1%	5 1%	6 3% ce	5 1%	4 1%	1 *	- -	4 1%	23 1%	2 2%	2 1%	- -	19 2%	7 1%	10 1%	8 1%	3 1%
Lack of exercise	373 15%	97 19% cde	41 19% e	82 14% e	64 14%	29 9%	9 40%	93 14%	280 15%	9 10%	43 16%	9 9%	191 18%	115 17% op	112 17% op	62 12%	72 12%
Old age	126 5%	24 5%	16 7%	28 5%	20 4%	16 5%	1 4%	33 5%	93 5%	5 5%	23 8%	3 3%	51 5%	34 5%	23 3%	35 7% n	31 5%
Poor diet	458 18%	97 19% e	58 27% ace	98 16%	93 20% e	39 12%	7 30%	124 18%	334 18%	11 12%	43 16%	17 19%	245 23% ij	151 23% op	146 22% op	74 14%	76 13%
Previous head injury	222 9%	42 8%	25 12%	51 9%	41 9%	28 9%	3 14%	63 9%	160 9%	13 14%	30 11%	7 7%	100 10%	63 9%	55 8%	40 8%	58 10%
Smoking	193 8%	41 8%	26 12% c	37 6%	36 8%	24 7%	2 10%	49 7%	145 8%	12 13% j	15 5%	11 12%	90 9%	61 9%	53 8%	37 7%	37 6%
Using aluminium pots and pans	19 1%	1 *	3 1% d	5 1%	- -	1 *	- -	5 1%	14 1%	- -	1 *	- -	8 1%	5 1%	6 1%	4 1%	3 1%
Loneliness	350 14%	81 16%	34 16%	80 13%	62 13%	37 11%	1 5%	70 10%	280 15% g	9 10%	41 15%	13 14%	145 14%	117 17% no	83 13%	65 13%	76 13%
Stress	162 6%	24 5%	24 11% ad	43 7%	19 4%	21 6%	- -	48 7%	114 6%	6 6%	15 6%	6 6%	74 7%	47 7%	39 6%	30 6%	37 6%
Poor sleep	88 3%	16 3%	11 5%	17 3%	14 3%	14 4%	1 5%	22 3%	66 4%	7 8%	12 4%	3 3%	40 4%	19 3%	30 5%	16 3%	22 4%
Vision impairment	9 *	2 *	1 1%	1 *	1 *	2 1%	- -	3 *	7 *	* *	- -	- -	6 1%	3 *	3 1%	1 *	2 *
All of the above	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	* *	- -	- -
Drug abuse	122 5%	14 3%	12 6%	28 5%	27 6% a	15 5%	- -	40 6%	82 4%	* *	14 5%	13 14% ijl	53 5%	30 4%	42 6%	22 4%	23 4%
Environmental factors	33 1%	6 1%	1 1%	9 2%	4 1%	8 2%	- -	11 2%	22 1%	- -	4 1%	- -	17 2%	10 2%	12 2%	6 1%	4 1%
Exposure to chemicals	11 *	1 *	* *	3 1%	5 1%	1 *	- -	* *	11 1%	- -	4 1%	1 1%	5 *	2 *	3 *	2 *	4 1%
Medication / taking the wrong medication	29 1%	7 1%	3 2%	4 1%	2 *	3 1%	- -	6 1%	22 1%	3 3%	3 1%	- -	14 1%	10 1%	8 1%	2 *	8 1%
Nothing in particular / it just happens	14 1%	3 1%	2 1%	3 *	3 1%	* *	- -	6 1%	9 *	- -	4 2% l	- -	3 *	1 *	4 1%	4 1%	5 1%
Poor lifestyle overall	142 6%	27 5%	17 8%	35 6%	22 5%	19 6%	- -	34 5%	107 6%	2 2%	9 3%	7 8%	61 6%	39 6%	45 7% p	32 6%	23 4%
Stroke	27 1%	3 1%	1 1%	7 1%	5 1%	4 1%	1 4%	6 1%	21 1%	- -	1 1%	- -	17 2%	11 2% p	8 1%	6 1%	1 *
Traumatic previous experiences / shock	43 2%	6 1%	4 2%	8 1%	10 2%	3 1%	1 5%	8 1%	36 2%	1 1%	6 2%	6 6% l	16 2%	6 1%	9 1%	8 2%	16 3% m
Work / poor working conditions	13 1%	4 1%	- -	3 1%	- -	1 *	- -	6 1%	7 *	1 1%	1 1%	- -	7 1%	5 1%	5 1%	3 1%	- -
Physical illness / health problems	62 2%	17 3%	5 3%	19 3%	9 2%	5 2%	1 5%	20 3%	42 2%	- -	1 1%	1 1%	38 4% j	23 3% p	18 3% p	16 3% p	5 1%
Blood flow / circulation / to the brain	12 *	- -	2 1% a	2 *	7 1% a	- -	1 5%	6 1%	6 *	2 2%	- -	- -	8 1%	5 1%	3 *	2 *	2 *
Mental health problems	38 2%	3 1%	2 1%	12 2%	10 2%	3 1%	- -	12 2%	26 1%	1 1%	5 2%	1 1%	20 2%	9 1%	12 2%	6 1%	8 1%
Dehydration / not drinking enough	7 *	3 1%	- -	- -	- -	- -	- -	2 *	4 *	1 2%	- -	- -	3 *	1 *	1 *	- -	3 1%
Poverty / poor living conditions	26 1%	7 1%	2 1%	6 1%	8 2%	2 *	- -	3 *	23 1%	2 2%	1 *	2 2%	14 1%	11 2% o	5 1%	1 *	8 1%
Education / lack of education / learning	3 *	- -	- -	* *	- -	- -	- -	- -	3 *	1 1% l	- -	- -	- -	* *	1 *	- -	- -
Lack of support / family support	9 *	- -	- -	2 *	5 1% a	1 *	- -	2 *	7 *	- -	- -	1 1%	4 *	5 1%	1 *	2 *	- -
Lack of interests / hobbies	4 *	- -	- -	1 *	2 *	- -	- -	1 *	4 *	- -	- -	- -	1 *	- -	2 *	- -	2 *
Watching too much TV	7 *	3 1%	- -	* *	- -	2 1%	- -	3 *	4 *	- -	2 1%	- -	5 *	1 *	1 *	1 *	4 1%
Lack of reading	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -
Accident / injury	41 2%	5 1%	5 2%	14 2%	12 3%	2 *	- -	14 2%	26 1%	1 2%	3 1%	1 1%	21 2%	15 2%	12 2%	4 1%	8 1%
Lack of stimulation	12 *	6 1%	1 1%	2 *	3 1%	- -	- -	5 1%	7 *	- -	2 1%	- -	5 1%	7 1% op	4 1%	- -	- -
Other	132 5%	26 5%	10 5%	29 5%	33 7%	13 4%	- -	45 7%	87 5%	3 3%	17 6%	5 6%	58 6%	45 7% o	33 5%	19 4%	27 5%
Count 1: British Social Attitudes Survey Identification of 7 risk factors																	
None	1568 62%	307 61%	112 53%	378 63% b	292 63% b	226 68% b	8 38%	416 61%	1152 62%	59 64%	172 62%	57 61%	596 57%	379 57%	381 58%	354 69% mn	393 66% mn
One	635 25%	118 24%	65 31%	145 24%	118 26%	78 23%	10 43%	168 25%	467 25%	22 24%	65 24%	24 26%	292 28%	174 26%	194 29% op	112 22%	138 23%
Two	218 9%	49 10%	19 9%	62 10% e	36 8%	19 6%	3 13%	70 10%	148 8%	9 10%	30 11%	10 11%	98 9%	79 12% nop	53 8%	31 6%	46 8%
Three	70 3%	20 4%	8 4%	12 2%	12 3%	6 2%	1 6%	18 3%	52 3%	1 1%	4 2%	2 2%	44 4%	28 4% p	21 3%	13 3%	8 1%
Four	18 1%	4 1%	4 2% cd	1 *	2 *	3 1%	- -	5 1%	13 1%	* *	3 1%	- -	7 1%	4 1%	8 1% o	- -	4 1%
Five	5 *	1 *	1 *	1 *	1 *	- -	- -	- -	5 *	- -	- -	- -	3 *	3 *	- -	2 *	- -
Six	4 *	1 *	- -	* *	1 *	1 *	- -	1 *	3 *	- -	1 *	- -	3 *	1 *	1 *	1 *	- -
Seven	6 *	1 *	3 1% c	- -	* *	- -	- -	1 *	5 *	- -	- -	- -	4 *	1 *	2 *	1 *	2 *
One or two	853 34%	167 33%	84 40% e	207 35%	154 33%	97 29%	12 56%	239 35%	614 33%	31 34%	96 35%	34 37%	390 37%	252 38% op	247 37% op	142 28%	185 31%
Three to five	93 4%	25 5% c	13 6% c	13 2%	15 3%	10 3%	1 6%	22 3%	71 4%	2 2%	7 2%	2 2%	55 5%	35 5% p	29 4%	16 3%	13 2%
Six or seven	10 *	2 *	3 1% c	* *	2 *	1 *	- -	2 *	8 *	- -	1 *	- -	7 1%	2 *	3 *	2 *	2 *
Count 2: Extended list of risk factors																	
None	1195 47%	229 46%	79 37%	278 46% b	229 49% b	180 54% ab	8 38%	312 46%	883 48%	48 52%	134 49% l	36 39%	422 40%	267 40%	291 44%	268 52% mn	316 53% mn
One	672 27%	125 25%	61 29%	170 28%	113 24%	96 29%	4 18%	176 26%	496 27%	24 26%	64 23%	35 37% j	294 28%	177 26%	183 28%	147 29%	149 25%
Two	362 14%	64 13%	37 18% e	90 15%	70 15%	36 11%	2 10%	107 16%	255 14%	12 13%	50 18%	15 16%	165 16%	112 17% o	98 15%	59 12%	82 14%
Three	178 7%	52 10% ce	16 7% e	40 7% e	31 7% e	10 3%	4 19%	52 8%	125 7%	6 7%	17 6%	2 3%	97 9%	67 10% op	55 8% op	20 4%	29 5%
Four	74 3%	20 4%	8 4%	17 3%	15 3%	6 2%	3 15%	24 4%	49 3%	1 1%	6 2%	5 5%	45 4%	32 5% np	18 3%	14 3%	9 2%
Five	23 1%	7 1% c	5 2% cd	1 *	2 *	2 1%	- -	3 1%	20 1%	- -	- -	- -	13 1%	6 1%	10 2%	1 *	5 1%
Six	6 *	1 *	1 *	1 *	2 *	2 1%	- -	2 *	4 *	* *	2 1%	- -	2 *	2 *	2 *	- -	2 *
Seven	3 *	2 *	- -	- -	- -	- -	- -	1 *	2 *	- -	1 *	- -	1 *	2 *	- -	1 *	- -
Eight	3 *	- -	1 *	1 *	1 *	- -	- -	- -	3 *	- -	- -	- -	2 *	1 *	- -	2 *	- -
Nine	2 *	1 *	- -	* *	- -	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	- -	- -
Ten	6 *	1 *	3 1% c	- -	* *	- -	- -	1 *	5 *	- -	- -	- -	4 *	1 *	2 *	1 *	2 *
One or two	1034 41%	188 38%	98 47% a	260 44%	183 39%	133 40%	6 29%	282 42%	751 41%	36 39%	114 42%	49 53%	459 44%	289 43%	281 43%	206 40%	230 39%
Three to five	275 11%	78 16% cde	29 14% e	58 10%	48 10% e	18 5%	7 34%	80 12%	195 11%	7 8%	23 8%	7 8%	155 15% j	105 16% op	83 13% op	36 7%	42 7%
Six to seven	9 *	2 *	1 *	1 *	2 *	2 1%	- -	3 *	6 *	* *	3 1%	- -	4 *	4 1%	2 *	1 *	2 *
Eight to ten	11 *	2 *	4 2% c	1 *	2 *	1 *	- -	2 *	10 1%	- -	1 *	- -	8 1%	3 *	3 *	3 1%	2 *
Don't know	752 30%	139 28%	49 23%	172 29%	148 32% b	129 39% abc	7 33%	198 29%	554 30%	34 37% kl	79 29%	19 21%	255 24%	155 23%	183 28% m	171 33% m	212 36% mn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 157

HEA9 - What, if anything, do you think could increase a person's risk of developing dementia?

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	2522	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	2524	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
Air pollution	70 3%	57 3%	3 5%	4 3%	2 2%	- -	1 2%	57 3%	10 3%	15 3%	12 2%	33 3%	5 3%	2 1%	11 2%	25 3%	19 3%	14 3%	49 3%	21 2%
Being less mentally active	479 19%	425 20% d	9 16%	23 18% d	12 10%	* 4%	4 17%	425 20% h	49 14%	82 17% m	88 17% m	250 24% ijm	34 17% m	19 9%	86 18%	169 19%	157 21%	67 17%	292 19%	186 19%
Being overweight	45 2%	37 2%	2 3%	4 3%	1 1%	* 4%	* 2%	37 2%	8 2%	3 1%	10 2%	27 3% im	3 1%	- -	8 2%	18 2%	12 2%	8 2%	34 2%	11 1%
Depression	80 3%	60 3%	* 1%	10 8% ab	6 5%	* 4%	3 12% ab	60 3%	19 6% g	20 4%	10 2%	39 4%	4 2%	2 1%	6 1%	32 4% n	27 4% n	15 4% n	51 3%	29 3%
Diabetes	30 1%	24 1%	* 1%	3 3%	2 2%	- -	- -	24 1%	6 2%	2 *	3 1%	16 2%	3 1%	2 1%	4 1%	15 2%	8 1%	3 1%	22 1%	8 1%
Fewer years in education	14 1%	11 1%	* 1%	1 1%	2 2%	- -	- -	11 1%	3 1%	2 *	4 1%	7 1%	2 1%	- -	2 *	5 1%	4 1%	3 1%	10 1%	5 *
Genetic factors e.g. having a parent with dementia	422 17%	356 17%	10 16%	24 19%	24 20%	* 4%	3 13%	356 17%	61 18%	71 14% m	90 17% lm	227 22% ilm	19 10% m	7 3%	77 16%	153 17%	117 16%	74 18%	293 19% s	128 13%
Hearing loss	17 1%	13 1%	- -	3 2% a	* *	- -	- -	13 1%	4 1%	2 *	3 1%	9 1%	- -	1 *	2 1%	4 *	6 1%	4 1%	12 1%	5 1%
Heart disease	37 1%	32 1%	- -	3 2%	2 1%	- -	- -	32 1%	5 1%	5 1%	3 1%	25 2% j	1 *	- -	5 1%	18 2%	11 2%	2 1%	19 1%	18 2%
Heavy drinking	307 12%	272 13%	8 13%	11 8%	11 9%	* 4%	4 15%	272 13%	33 10%	56 11% m	53 10%	159 15% jm	20 10%	11 5%	54 11%	104 12%	95 13%	54 13%	220 14% s	86 9%
High blood pressure	37 1%	31 1%	1 1%	2 2%	3 2%	- -	- -	31 1%	6 2%	7 1%	6 1%	20 2%	2 1%	- -	2 *	17 2% n	15 2% n	3 1%	25 2%	13 1%
High cholesterol	27 1%	22 1%	1 2%	3 3% a	1 1%	- -	- -	22 1%	6 2%	6 1%	4 1%	14 1%	1 *	1 1%	5 1%	11 1%	10 1%	2 *	20 1%	8 1%
Lack of exercise	373 15%	323 15%	10 18%	20 16%	13 11%	* 4%	2 8%	323 15%	46 14%	48 10%	65 12%	205 20% ijm	27 14%	19 9%	77 16%	127 14%	109 15%	60 15%	235 15%	138 14%
Old age	126 5%	89 4%	4 7%	12 9% a	16 14% a	* 4%	3 11% a	89 4%	36 10% g	24 5%	36 7% k	44 4%	12 6%	8 4%	21 4%	45 5%	39 5%	21 5%	84 5%	42 4%
Poor diet	458 18%	389 18%	14 23%	27 21%	17 14%	- -	6 26%	389 18%	64 19%	55 11%	96 18% im	256 24% ijlm	30 15% m	14 7%	92 19%	164 18%	121 16%	80 20%	320 21% s	138 14%
Previous head injury	222 9%	197 9% d	7 12% d	8 6%	6 5%	* 4%	* 2%	197 9%	22 6%	48 10%	45 8%	103 10%	12 6%	10 5%	39 8%	81 9%	73 10%	30 7%	147 9%	75 8%
Smoking	193 8%	166 8%	7 11% d	8 7%	6 5%	- -	2 10%	166 8%	23 7%	18 4%	36 7% i	109 10% ijm	15 7%	10 5%	35 7%	55 6%	60 8%	43 11% o	137 9% s	57 6%
Using aluminium pots and pans	19 1%	17 1%	- -	- -	1 *	- -	- -	17 1%	1 *	8 2%	2 *	7 1%	2 1%	- -	2 *	14 2% pq	3 *	- -	13 1%	6 1%
Loneliness	350 14%	302 14%	5 8%	20 15%	12 10%	1 13%	4 18%	302 14%	42 12%	56 11%	77 15%	168 16% im	26 14%	19 9%	61 13%	116 13%	105 14%	68 17%	193 12%	157 16% r
Stress	162 6%	130 6%	4 7%	15 12% a	10 9%	* 4%	1 6%	130 6%	31 9% g	21 4%	31 6%	81 8% i	13 7%	14 7%	30 6%	57 6%	45 6%	30 7%	121 8% s	41 4%
Poor sleep	88 3%	74 3%	3 5% d	6 5% d	1 1%	* 4%	1 4%	74 3%	12 4%	13 3%	18 3%	46 4%	6 3%	4 2%	6 1%	44 5% n	23 3% n	16 4% n	55 4%	33 3%
Vision impairment	9 *	8 *	- -	1 1%	* *	- -	- -	8 *	1 *	5 1%	1 *	3 *	- -	- -	1 *	4 *	4 1%	1 *	7 *	2 *
All of the above	* *	- -	- -	* * a	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	* *	* *	- -
Drug abuse	122 5%	105 5%	5 9%	6 5%	5 4%	- -	1 2%	105 5%	16 5%	27 5%	27 5%	54 5%	8 4%	4 2%	18 4%	41 4%	37 5%	26 6%	91 6% s	32 3%
Environmental factors	33 1%	28 1%	2 3%	1 1%	1 1%	- -	1 4%	28 1%	4 1%	3 1%	8 1%	15 1%	2 1%	2 1%	7 2%	15 2%	8 1%	3 1%	25 2%	8 1%
Exposure to chemicals	11 *	9 *	* 1%	1 1%	1 1%	- -	* 2%	9 *	3 1%	4 1%	3 1%	2 *	- -	2 1%	2 *	5 1%	2 *	2 *	8 *	4 *
Medication / taking the wrong medication	29 1%	27 1%	1 1%	* *	- -	- -	- -	27 1%	1 *	3 1%	4 1%	16 2%	3 2%	1 *	5 1%	14 2%	6 1%	4 1%	17 1%	12 1%
Nothing in particular / it just happens	14 1%	14 1%	- -	* *	- -	- -	- -	14 1%	* *	3 1%	5 1%	3 *	- -	3 2% k	4 1%	6 1%	3 *	2 *	7 *	7 1%
Poor lifestyle overall	142 6%	124 6%	2 3%	5 4%	7 6%	- -	1 4%	124 6%	15 5%	16 3%	33 6%	69 7% im	15 8% im	4 2%	32 7%	49 5%	34 5%	28 7%	87 6%	54 6%
Stroke	27 1%	23 1%	1 1%	1 1%	1 1%	1 7%	- -	23 1%	4 1%	4 1%	5 1%	16 2%	- -	- -	6 1%	11 1%	6 1%	3 1%	21 1%	6 1%
Traumatic previous experiences / shock	43 2%	39 2%	- -	2 1%	1 1%	- -	1 4%	39 2%	4 1%	9 2%	13 2%	12 1%	3 2%	5 2%	9 2%	17 2%	10 1%	8 2%	27 2%	16 2%
Work / poor working conditions	13 1%	12 1%	- -	- -	1 1%	- -	- -	12 1%	1 *	2 *	1 *	8 1%	1 1%	1 1%	3 1%	5 1%	3 *	2 *	7 *	6 1%
Physical illness / health problems	62 2%	57 3%	* 1%	2 2%	1 1%	- -	- -	57 3%	4 1%	11 2%	7 1%	37 4% j	3 2%	2 1%	16 3%	19 2%	18 2%	8 2%	51 3% s	11 1%
Blood flow / circulation / to the brain	12 *	11 1%	- -	1 *	- -	- -	- -	11 1%	1 *	1 *	1 *	6 1%	4 2% ij	- -	- -	1 *	6 1%	4 1% no	8 1%	4 *
Mental health problems	38 2%	29 1%	* 1%	5 4% a	2 2%	- -	1 4%	29 1%	9 3% g	7 1%	7 1%	18 2%	2 1%	- -	8 2%	13 1%	13 2%	4 1%	25 2%	13 1%
Dehydration / not drinking enough	7 *	4 *	* 1%	- -	- -	- -	- -	4 *	* *	1 *	- -	2 *	- -	1 1%	2 *	3 *	- -	1 *	2 *	4 *
Poverty / poor living conditions	26 1%	21 1%	1 2%	1 1%	1 1%	- -	* 2%	21 1%	3 1%	5 1%	3 1%	13 1%	3 2%	2 1%	8 2%	8 1%	8 1%	3 1%	14 1%	11 1%
Education / lack of education / learning	3 *	1 *	* 1% a	- -	- -	- -	- -	1 *	* *	- -	1 *	* *	- -	- -	- -	2 *	* *	- -	2 *	1 *
Lack of support / family support	9 *	8 *	- -	* *	1 1%	- -	- -	8 *	1 *	1 *	4 1%	4 *	- -	- -	- -	7 1%	2 *	- -	6 *	3 *
Lack of interests / hobbies	4 *	3 *	- -	- -	- -	- -	- -	3 *	- -	- -	2 *	2 *	- -	- -	1 *	2 *	1 *	- -	2 *	2 *
Watching too much TV	7 *	6 *	* 1%	1 1%	- -	- -	- -	6 *	1 *	1 *	1 *	3 *	- -	2 1%	- -	3 *	4 *	- -	6 *	1 *
Lack of reading	1 *	- -	- -	- -	1 * a	- -	- -	- -	1 * g	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
Accident / injury	41 2%	39 2%	- -	1 1%	- -	- -	- -	39 2% h	1 *	8 2%	11 2%	19 2%	2 1%	2 1%	11 2%	13 1%	9 1%	8 2%	30 2%	11 1%
Lack of stimulation	12 *	11 1%	- -	- -	- -	- -	- -	11 1%	- -	1 *	1 *	9 1%	- -	- -	2 *	2 *	5 1%	3 1%	7 *	5 *
Other	132 5%	97 4%	6 11% a	8 6%	16 14% ac	1 17%	3 12% a	97 4%	34 10% g	19 4%	31 6% m	69 7% lm	5 2%	3 1%	23 5%	42 5%	43 6%	23 6%	92 6%	40 4%
Count 1: British Social Attitudes Survey Identification of 7 risk factors																				
None	1568 62%	1342 62%	33 57%	77 60%	76 63%	7 96%	13 57%	1342 62%	206 61%	328 66% k	331 63% k	562 54%	138 70% k	169 83% ijkl	307 64%	558 62%	468 63%	235 58%	909 59%	659 68% r
One	635 25%	534 25%	17 29%	37 29%	31 26%	- -	7 31%	534 25%	93 27%	125 25% m	144 27% lm	304 29% lm	35 18%	20 10%	107 22%	246 27%	170 23%	112 28%	426 27% s	209 22%
Two	218 9%	189 9%	7 12%	9 7%	9 8%	- -	2 9%	189 9%	28 8%	28 6%	39 7%	117 11% ij	15 8%	13 6%	44 9%	69 8%	67 9%	38 9%	146 9%	72 7%
Three	70 3%	62 3%	2 3%	2 2%	4 3%	- -	1 3%	62 3%	8 2%	8 2%	8 2%	47 4% ijm	6 3%	1 *	14 3%	18 2%	23 3%	15 4%	46 3%	24 2%
Four	18 1%	17 1%	- -	1 1%	- -	* 4%	- -	17 1%	1 *	3 1%	* *	9 1%	2 1%	- -	3 1%	7 1%	4 1%	4 1%	10 1%	8 1%
Five	5 *	3 *	- -	1 *	- -	- -	- -	3 *	1 *	1 *	1 *	3 *	- -	- -	1 *	1 *	2 *	1 *	4 *	1 *
Six	4 *	3 *	- -	* *	- -	- -	- -	3 *	* *	- -	1 *	2 *	- -	- -	- -	2 *	1 *	- -	4 *	- -
Seven	6 *	5 *	- -	1 1%	* *	- -	- -	5 *	1 *	- -	- -	5 *	- -	- -	- -	3 *	3 *	- -	6 *	- -
One or two	853 34%	724 34%	24 41%	46 36%	41 34%	- -	10 40%	724 34%	120 36%	153 31% m	183 35% lm	421 40% ilm	50 25%	33 16%	151 32%	314 35%	237 32%	150 37%	572 37% s	281 29%
Three to five	93 4%	82 4%	2 3%	4 3%	4 3%	* 4%	1 3%	82 4%	10 3%	12 2%	10 2%	58 6% ijm	8 4% m	1 *	18 4%	26 3%	29 4%	20 5%	61 4%	32 3%
Six or seven	10 *	8 *	- -	1 1%	* *	- -	- -	8 *	2 1%	- -	1 *	7 1%	- -	- -	- -	5 1%	5 1%	- -	10 1% s	- -
Count 2: Extended list of risk factors																				
None	1195 47%	1021 47% f	25 42%	58 46% f	60 49% f	7 96%	6 27%	1021 47%	156 46%	252 51% k	242 46% k	399 38%	110 56% jk	152 75% ijkl	245 52% q	423 47%	354 48%	173 43%	678 44%	516 53% r
One	672 27%	573 27%	17 28%	33 26%	33 27%	- -	11 46% ac d	573 27%	94 28%	155 31% m	156 30% m	285 27% m	45 23% m	23 12%	112 23%	251 28%	185 25%	124 31% n	435 28%	237 24%
Two	362 14%	309 14%	9 15%	20 16%	15 12%	- -	5 20%	309 14%	49 15%	54 11%	82 16% l	185 18% ilm	16 8%	20 10%	51 11%	136 15% n	121 16% n	54 13%	239 15%	123 13%
Three	178 7%	149 7%	6 11%	10 8%	9 7%	- -	1 4%	149 7%	26 8%	19 4%	30 6%	110 10% ijm	13 7% m	4 2%	41 9%	61 7%	41 6%	34 8%	118 8%	60 6%
Four	74 3%	68 3%	2 4%	2 1%	2 1%	- -	- -	68 3%	6 2%	7 1%	11 2%	42 4% i	10 5% i	4 2%	22 5% o	16 2%	21 3%	14 3%	48 3%	26 3%
Five	23 1%	19 1%	- -	2 2%	2 1%	- -	1 3%	19 1%	5 1%	2 *	2 *	16 2%	1 *	- -	1 *	9 1%	8 1%	5 1%	17 1%	7 1%
Six	6 *	5 *	- -	1 1%	- -	* 4%	- -	5 *	1 *	3 1%	- -	2 *	- -	- -	1 *	2 *	3 *	1 *	3 *	3 *
Seven	3 *	3 *	- -	- -	- -	- -	- -	3 *	- -	- -	1 *	1 *	1 1%	- -	1 *	1 *	1 *	- -	3 *	1 *
Eight	3 *	2 *	- -	- -	- -	- -	- -	2 *	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	2 *	1 *
Nine	2 *	2 *	- -	* *	- -	- -	- -	2 *	* *	- -	- -	2 *	- -	- -	- -	1 *	1 *	- -	2 *	- -
Ten	6 *	5 *	- -	1 1%	* *	- -	- -	5 *	1 *	- -	- -	5 *	- -	- -	- -	3 *	3 *	- -	6 *	- -
One or two	1034 41%	882 41%	26 44%	54 42%	48 40%	- -	16 66% ab cd	882 41%	143 42%	209 42% lm	238 45% lm	470 45% lm	61 31%	43 21%	163 34%	387 43% n	307 41% n	178 44% n	674 43% s	360 37%
Three to five	275 11%	236 11%	9 15%	14 11%	12 10%	- -	2 7%	236 11%	36 11%	28 6%	43 8%	168 16% ijm	24 12% im	8 4%	65 14% op	86 10%	70 9%	54 13%	183 12%	92 9%
Six to seven	9 *	8 *	- -	1 1%	- -	* 4%	- -	8 *	1 *	3 1%	1 *	3 *	1 1%	- -	2 *	3 *	4 *	1 *	6 *	4 *
Eight to ten	11 *	8 *	- -	1 1%	* *	- -	- -	8 *	2 1%	1 *	1 *	8 1%	- -	- -	1 *	5 1%	5 1%	- -	11 1%	1 *
Don't know	752 30%	639 30%	15 25%	37 29%	39 32%	5 63%	5 21%	639 30%	101 30%	172 35% k	150 29% k	224 21%	73 37% k	110 54% ijkl	154 32%	255 28%	237 32% q	105 26%	415 27%	336 35% r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 158

HEA9 - What, if anything, do you think could increase a person's risk of developing dementia?

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
Air pollution	**70** **3%**	13 4%	24 2%	31 3% b	16 5% bce	34 3%	35 3%	58 3%	12 2%	66 3%	68 3%	68 3%	68 3%	2 3%
Being less mentally active	**479** **19%**	71 23% f	243 23% f	260 22% f	75 24% f	287 22% f	190 16%	367 19%	103 19%	450 19%	465 19%	467 19%	468 19%	9 17%
Being overweight	**45** **2%**	8 3%	26 2%	26 2%	10 3%	29 2%	16 1%	29 1%	15 3%	44 2%	44 2%	44 2%	44 2%	1 2%
Depression	**80** **3%**	16 5%	35 3%	40 3%	13 4%	42 3%	39 3%	58 3%	21 4%	75 3%	76 3%	76 3%	76 3%	3 5%
Diabetes	**30** **1%**	6 2%	14 1%	14 1%	9 3% bcef	19 1%	11 1%	21 1%	6 1%	29 1%	30 1%	30 1%	30 1%	- -
Fewer years in education	**14** **1%**	4 1%	6 1%	7 1%	3 1%	7 1%	7 1%	10 1%	4 1%	14 1%	14 1%	14 1%	14 1%	- -
Genetic factors e.g. having a parent with dementia	**422** **17%**	50 16%	211 20% cf	221 19% f	60 19%	246 19% f	176 15%	320 17%	96 18%	408 18% jklm	416 17% m	418 17% m	418 17% m	2 4%
Hearing loss	**17** **1%**	8 2% cef	11 1% f	13 1% f	4 1% f	13 1%	4 *	8 *	9 2% g	16 1%	17 1%	17 1%	17 1%	- -
Heart disease	**37** **1%**	9 3% f	21 2%	22 2%	9 3% f	25 2%	12 1%	31 2%	6 1%	37 2%	37 2%	37 1%	37 1%	- -
Heavy drinking	**307** **12%**	36 12%	157 15% f	168 14% f	52 16% af	186 14% f	120 10%	234 12%	67 12%	299 13% jkl	304 12%	304 12%	304 12%	3 5%
High blood pressure	**37** **1%**	7 2%	21 2%	23 2%	11 4% cef	24 2%	13 1%	27 1%	10 2%	37 2%	37 2%	37 2%	37 2%	- -
High cholesterol	**27** **1%**	6 2% f	16 2%	16 1%	8 2% f	20 1%	8 1%	17 1%	11 2%	26 1%	27 1%	27 1%	27 1%	- -
Lack of exercise	**373** **15%**	48 16%	189 18% cef	198 17% ef	60 19% f	212 16%	160 13%	302 16%	65 12%	350 15%	362 15%	363 15%	363 15%	8 14%
Old age	**126** **5%**	15 5%	62 6%	67 6%	19 6%	74 6%	52 4%	100 5%	27 5%	117 5%	124 5%	124 5%	124 5%	2 4%
Poor diet	**458** **18%**	55 18%	217 20%	233 20%	76 24% aef	259 20%	198 17%	370 19% h	80 15%	443 19% jklm	453 19% m	455 19% m	456 19% m	2 3%
Previous head injury	**222** **9%**	32 10%	97 9%	107 9%	30 10%	113 9%	109 9%	166 9%	55 10%	208 9%	214 9%	216 9%	216 9%	6 12%
Smoking	**193** **8%**	24 8%	97 9%	100 9%	33 11% f	113 9%	80 7%	162 8% h	29 5%	190 8% jkl	191 8%	191 8%	191 8%	2 4%
Using aluminium pots and pans	**19** **1%**	4 1%	9 1%	10 1%	4 1%	10 1%	9 1%	15 1%	4 1%	18 1%	19 1%	19 1%	19 1%	- -
Loneliness	**350** **14%**	49 16%	169 16% f	182 16% f	61 20% f	211 16% f	139 12%	244 13%	100 18% g	333 14%	342 14%	345 14%	345 14%	3 6%
Stress	**162** **6%**	22 7%	82 8%	90 8%	26 8%	96 7%	65 5%	116 6%	41 8%	156 7%	160 7%	161 7%	161 7%	1 2%
Poor sleep	**88** **3%**	13 4%	49 5% f	51 4% f	20 7% f	60 5% f	28 2%	69 4%	18 3%	87 4%	88 4%	88 4%	88 4%	* *
Vision impairment	**9** *****	3 1% f	5 1%	7 1%	* *	7 1%	2 *	3 *	6 1% g	8 *	9 *	9 *	9 *	- -
All of the above	* *	- -	- -	- -	- -	- -	* *	- -	* *	* *	* *	* *	* *	- -
Drug abuse	**122** **5%**	17 5%	47 4%	56 5% b	12 4%	59 4%	63 5%	99 5%	23 4%	120 5%	121 5%	121 5%	121 5%	1 2%
Environmental factors	**33** **1%**	4 1%	16 2%	17 1%	11 3% abcef	22 2%	12 1%	25 1%	5 1%	32 1%	32 1%	32 1%	32 1%	1 2%
Exposure to chemicals	**11** *****	2 *	3 *	3 *	2 *	3 *	8 1%	4 *	6 1% g	9 *	10 *	10 *	11 * jk	- -
Medication / taking the wrong medication	**29** **1%**	3 1%	13 1%	14 1%	7 2%	16 1%	13 1%	24 1%	5 1%	28 1%	28 1%	28 1%	29 1% k	* *
Nothing in particular / it just happens	**14** **1%**	2 1%	8 1%	8 1%	- -	10 1%	5 *	13 1%	1 *	13 1%	14 1%	14 1%	14 1%	- -
Poor lifestyle overall	**142** **6%**	20 7%	71 7%	76 6%	15 5%	82 6%	60 5%	110 6%	28 5%	136 6%	139 6%	139 6%	140 6%	2 3%
Stroke	**27** **1%**	3 1%	18 2% f	20 2% f	4 1%	20 1%	7 1%	20 1%	7 1%	27 1%	27 1%	27 1%	27 1%	- -
Traumatic previous experiences / shock	**43** **2%**	2 1%	18 2%	20 2%	5 2%	22 2%	22 2%	31 2%	12 2%	43 2%	43 2%	43 2%	43 2%	- -
Work / poor working conditions	**13** **1%**	4 1%	7 1%	7 1%	3 1%	9 1%	4 *	10 1%	2 *	13 1%	13 1%	13 1%	13 1%	- -
Physical illness / health problems	**62** **2%**	8 3%	27 3%	30 3%	12 4%	34 3%	28 2%	47 2%	13 2%	61 3%	62 3%	62 3%	62 3%	- -
Blood flow / circulation / to the brain	**12** *****	2 1%	6 1%	6 1%	3 1%	6 *	6 1%	11 1%	1 *	10 *	12 *	12 *	12 *	- -
Mental health problems	**38** **2%**	5 2%	12 1%	13 1%	2 1%	17 1%	22 2%	31 2%	7 1%	38 2%	38 2%	38 2%	38 2%	- -
Dehydration / not drinking enough	**7** *****	3 1% bce	2 *	2 *	1 *	3 *	4 *	5 *	1 *	4 *	7 * i	7 * i	7 * i	- -
Poverty / poor living conditions	**26** **1%**	6 2% f	16 1% f	18 2% f	12 4% bcef	20 2% f	6 *	22 1%	4 1%	25 1%	26 1%	26 1%	26 1%	- -
Education / lack of education / learning	**3** *****	- -	1 *	1 *	- -	2 *	1 *	2 *	1 *	3 *	3 *	3 *	3 *	- -
Lack of support / family support	**9** *****	- -	5 *	5 *	2 1%	5 *	4 *	8 *	1 *	9 *	9 *	9 *	9 *	- -
Lack of interests / hobbies	**4** *****	1 *	1 *	1 *	1 *	3 * bc	1 *	3 *	1 *	2 *	2 *	2 *	2 *	2 3% ijkl
Watching too much TV	**7** *****	- -	5 *	5 *	- -	5 *	2 *	4 *	3 1%	7 *	7 *	7 *	7 *	- -
Lack of reading	**1** *****	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *	- -
Accident / injury	**41** **2%**	5 1%	18 2%	20 2%	8 2%	20 2%	21 2%	29 1%	11 2%	39 2%	40 2%	40 2%	40 2%	1 1%
Lack of stimulation	**12** *****	2 1%	8 1%	9 1%	4 1% f	9 1%	3 *	7 *	5 1%	11 *	12 *	12 *	12 *	- -
Other	**132** **5%**	23 8% f	66 6%	71 6%	21 7%	78 6%	52 4%	101 5%	28 5%	119 5%	128 5%	128 5%	129 5%	3 5%
Count 1: British Social Attitudes Survey Identification of 7 risk factors														
None	**1568** **62%**	198 65% bcd	614 57%	688 59% b	180 57%	790 60% b	766 65% bcde	1177 61%	357 65%	1411 61%	1499 62% i	1516 62% ij	1519 62% ij	42 77% i
One	**635** **25%**	70 23%	298 28% ce	315 27%	75 24%	344 26%	291 25%	497 26%	129 24%	604 26% kl	624 26% l	625 25%	625 25%	9 16%
Two	**218** **9%**	21 7%	101 9%	106 9%	36 11% a	119 9%	99 8%	175 9%	39 7%	209 9% jkl	211 9%	212 9%	212 9%	4 8%
Three	**70** **3%**	10 3%	40 4% f	43 4% f	13 4% f	49 4% f	21 2%	59 3%	9 2%	68 3%	70 3%	70 3%	70 3%	- -
Four	**18** **1%**	3 1%	12 1%	12 1%	5 2%	12 1%	6 1%	12 1%	6 1%	18 1%	18 1%	18 1%	18 1%	- -
Five	**5** *****	1 *	3 *	4 *	1 *	4 *	1 *	4 *	1 *	5 *	5 *	5 *	5 *	- -
Six	**4** *****	* *	3 *	3 *	- -	3 *	1 *	4 *	- -	4 *	4 *	4 *	4 *	- -
Seven	**6** *****	4 1% cef	4 *	4 *	4 1% ef	4 *	2 *	2 *	4 1% g	6 *	6 *	6 *	6 *	- -
One or two	**853** **34%**	91 30%	399 37% ace	421 36% a	111 35%	463 35% a	389 33%	672 35%	168 31%	813 35% jkl	835 34% l	837 34%	837 34%	13 23%
Three to five	**93** **4%**	14 4%	55 5% f	58 5% f	20 6% f	64 5% f	29 2%	75 4%	16 3%	91 4%	93 4%	93 4%	93 4%	- -
Six or seven	**10** *****	4 1% f	7 1%	7 1%	4 1% f	7 1%	3 *	5 *	4 1%	10 *	10 *	10 *	10 *	- -
Count 2: Extended list of risk factors														
None	**1195** **47%**	148 48% bcd	444 41%	500 43% b	128 41%	577 44% b	606 51% bcde	891 46%	276 51%	1058 45%	1132 46% i	1148 47% ij	1150 47% ij	38 69% ijkl
One	**672** **27%**	80 26%	301 28%	326 28%	81 26%	366 28%	306 26%	512 27%	150 28%	641 28% jkl	661 27%	663 27%	663 27%	8 14%
Two	**362** **14%**	41 13%	174 16%	186 16%	48 15%	201 15%	160 13%	292 15%	62 11%	342 15%	354 15%	354 14%	355 14%	7 12%
Three	**178** **7%**	20 7%	88 8%	91 8%	31 10% f	102 8%	76 6%	138 7%	37 7%	169 7%	173 7%	173 7%	173 7%	3 6%
Four	**74** **3%**	8 3%	40 4%	41 4%	13 4%	47 4%	26 2%	62 3%	9 2%	72 3%	72 3%	74 3%	74 3%	- -
Five	**23** **1%**	4 1%	14 1%	16 1%	5 2%	17 1%	6 1%	20 1%	3 1%	23 1%	23 1%	23 1%	23 1%	- -
Six	**6** *****	1 *	5 *	5 *	2 1%	5 *	1 *	3 *	3 *	6 *	6 *	6 *	6 *	- -
Seven	**3** *****	- -	1 *	1 *	1 *	1 *	2 *	2 *	1 *	3 *	3 *	3 *	3 *	- -
Eight	**3** *****	1 *	1 *	2 *	- -	2 *	1 *	3 *	- -	3 *	3 *	3 *	3 *	- -
Nine	**2** *****	* *	1 *	1 *	- -	1 *	1 *	2 *	- -	2 *	2 *	2 *	2 *	- -
Ten	**6** *****	4 1% cef	4 *	4 *	4 1% ef	4 *	2 *	2 *	4 1% g	6 *	6 *	6 *	6 *	- -
One or two	**1034** **41%**	121 39%	474 44% f	512 44%	130 41%	567 43%	466 39%	804 42%	213 39%	983 42% jklm	1015 42% klm	1017 41%	1018 41%	14 26%
Three to five	**275** **11%**	32 10%	142 13% cf	148 13% f	50 16% af	166 13% f	108 9%	221 11%	49 9%	264 11% jkl	269 11%	270 11%	270 11%	3 6%
Six to seven	**9** *****	1 *	7 1%	7 1%	3 1%	7 1%	3 *	5 *	4 1%	9 *	9 *	9 *	9 *	- -
Eight to ten	**11** *****	5 2% cef	7 1%	7 1%	4 1%	8 1%	4 *	7 *	4 1%	11 *	11 *	11 *	11 *	- -
Don't know	**752** **30%**	89 29% d	255 24%	285 24%	70 22%	334 25% bc	408 34% bcde	566 29%	168 31%	657 28%	706 29% i	718 29% ij	720 29% ij	27 48% ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

Table 159
HEA9 - What, if anything, do you think could increase a person's risk of developing dementia?

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	2522	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	2524	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
Air pollution	**70** **3%**	1 2%	1 1%	2 14%	9 2%	1 7%	14 6% bj	15 4%	9 6% bj	2 1%	28 2%	38 4% bj	48 5% m	21 1%	56 3%	3 1%	45 3%	9 2%	16 4%
Being less mentally active	**479** **19%**	7 16%	19 13%	- -	59 17%	- -	48 21%	58 15%	35 21%	32 21%	296 20%	179 18%	255 28% m	224 14%	428 23% o	18 8%	373 22% qr	49 12%	54 13%
Being overweight	**45** **2%**	- -	1 1%	- -	3 1%	- -	3 1%	3 1%	5 3%	2 1%	28 2%	16 2%	31 3% m	14 1%	42 2%	2 1%	32 2%	6 1%	8 2%
Depression	**80** **3%**	1 2%	1 1%	2 10%	8 2%	1 7%	7 3%	13 3%	7 4%	5 3%	49 3%	31 3%	41 5% m	39 2%	72 4%	2 1%	54 3%	7 2%	17 4%
Diabetes	**30** **1%**	- -	2 1%	- -	- -	- -	4 2%	2 *	4 2% d	1 1%	19 1%	10 1%	23 3% m	7 *	27 1%	- -	21 1%	4 1%	4 1%
Fewer years in education	**14** **1%**	- -	3 2% j	- -	2 1%	- -	3 1% j	2 1%	6 4% dgjk	1 1%	4 *	10 1% j	12 1% m	3 *	12 1%	* *	8 *	3 1%	4 1%
Genetic factors e.g. having a parent with dementia	**422** **17%**	7 16%	17 12%	3 19%	44 13%	5 37%	42 18%	69 18%	32 20%	20 13%	258 17%	158 16%	166 18%	256 16%	318 17%	39 18%	291 17%	59 14%	68 16%
Hearing loss	**17** **1%**	- -	4 2% dj	- -	- -	- -	2 1%	2 *	3 2% dj	2 1%	7 *	10 1%	11 1% m	6 *	15 1%	* *	13 1%	3 1%	1 *
Heart disease	**37** **1%**	- -	2 1%	- -	6 2%	- -	4 2%	5 1%	2 1%	1 1%	21 1%	15 2%	23 3% m	13 1%	28 1%	3 2%	33 2% q	1 *	2 *
Heavy drinking	**307** **12%**	4 9%	13 9%	2 13%	29 9%	4 25%	30 13%	47 12%	24 15% d	23 16% d	178 12%	124 12% d	153 17% m	153 9%	259 14%	22 10%	211 13% q	36 9%	59 14% q
High blood pressure	**37** **1%**	* 1%	- -	- -	4 1%	- -	4 2%	9 2%	6 4% bj	1 *	19 1%	17 2%	26 3% m	11 1%	33 2%	1 1%	27 2%	5 1%	4 1%
High cholesterol	**27** **1%**	- -	- -	- -	1 *	- -	3 1%	2 1%	4 2%	* *	19 1%	9 1%	20 2% m	8 *	26 1%	1 1%	18 1%	4 1%	5 1%
Lack of exercise	**373** **15%**	4 9%	11 8%	- -	44 13%	1 8%	30 13%	49 13%	24 15%	23 16%	241 16% b	129 13%	224 25% m	148 9%	334 18% o	13 6%	280 17% qr	42 10%	50 12%
Old age	**126** **5%**	2 4%	6 4%	- -	16 5%	1 6%	12 5%	20 5%	15 9% jk	7 5%	72 5%	52 5%	47 5%	80 5%	100 5%	10 4%	86 5%	14 3%	24 6%
Poor diet	**458** **18%**	7 16%	26 18%	- -	41 12%	1 8%	48 21% d	73 19% d	30 18%	22 15%	281 19% d	170 17% d	265 29% m	193 12%	400 21% o	23 10%	342 20% q	46 11%	70 17% q
Previous head injury	**222** **9%**	4 9%	13 9%	3 18%	30 9%	4 28%	33 14% jk	35 9%	19 12%	15 10%	124 8%	97 10%	88 10%	134 8%	176 9%	18 8%	153 9%	26 6%	42 10%
Smoking	**193** **8%**	3 7%	8 6%	- -	16 5%	2 15%	15 7%	27 7%	16 10% d	17 12% d	118 8%	73 7% d	100 11% m	94 6%	165 9%	12 5%	137 8%	24 6%	32 8%
Using aluminium pots and pans	**19** **1%**	- -	- -	- -	* *	- -	3 1%	3 1%	- -	- -	15 1%	4 *	15 2% m	4 *	17 1%	- -	11 1%	4 1%	4 1%
Loneliness	**350** **14%**	7 15%	15 10%	- -	60 18%	2 15%	28 12%	62 16%	21 13%	18 12%	201 13%	145 15%	161 18% m	189 12%	292 16% o	23 10%	236 14%	50 12%	59 14%
Stress	**162** **6%**	2 5%	8 5%	2 12%	16 5%	- -	24 11% djk	29 8%	10 6%	13 9%	92 6%	67 7%	80 9% m	82 5%	131 7%	14 6%	102 6%	32 8%	26 6%
Poor sleep	**88** **3%**	1 3%	1 1%	3 18%	13 4%	- -	13 5% b	18 5% b	10 6% b	4 3%	52 3%	35 4% b	60 7% m	28 2%	79 4% o	1 *	58 3%	10 2%	20 5%
Vision impairment	**9** *****	- -	- -	- -	1 *	- -	- -	2 1%	- -	- -	6 *	3 *	7 1% m	3 *	8 *	* *	5 *	2 1%	2 *
All of the above	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	* *	* *	- -	- -	* *	- -
Drug abuse	**122** **5%**	1 3%	2 2%	- -	6 2%	2 12%	16 7% bd	27 7% bd	7 4%	6 4%	71 5% d	51 5% bd	53 6%	69 4%	104 6% o	3 1%	77 5%	17 4%	26 6%
Environmental factors	**33** **1%**	1 2%	3 2%	- -	5 2%	- -	5 2%	7 2%	3 2%	1 1%	16 1%	15 2%	18 2%	15 1%	26 1%	3 1%	18 1%	7 2%	7 2%
Exposure to chemicals	**11** *****	- -	1 *	- -	3 1%	- -	- -	2 *	- -	- -	7 *	4 *	5 1%	7 *	11 1%	1 *	7 *	2 *	2 1%
Medication / taking the wrong medication	**29** **1%**	- -	- -	3 18%	7 2%	- -	5 2%	3 1%	3 2%	1 1%	16 1%	12 1%	14 2%	15 1%	26 1%	* *	21 1%	3 1%	5 1%
Nothing in particular / it just happens	**14** **1%**	- -	2 1%	- -	2 1%	- -	2 1%	3 1%	2 1%	- -	7 *	7 1%	- -	14 1% l	7 *	1 1%	8 *	1 *	5 1%
Poor lifestyle overall	**142** **6%**	1 2%	6 4%	- -	12 3%	- -	7 3%	14 4%	3 2%	6 4%	98 7% hk	40 4%	65 7% m	77 5%	119 6%	8 4%	97 6%	23 6%	21 5%
Stroke	**27** **1%**	- -	1 1%	- -	3 1%	- -	- -	4 1%	1 *	- -	22 1% k	5 *	10 1%	17 1%	23 1%	1 *	23 1%	2 *	1 *
Traumatic previous experiences / shock	**43** **2%**	- -	2 1%	- -	8 2%	- -	6 3%	16 4% jk	3 2%	4 3%	20 1%	23 2%	19 2%	24 1%	33 2%	6 3%	27 2%	6 1%	7 2%
Work / poor working conditions	**13** **1%**	- -	1 1%	- -	1 *	- -	1 *	- -	1 1%	- -	9 1%	3 *	5 1%	8 1%	11 1%	1 *	10 1%	- -	3 1%
Physical illness / health problems	**62** **2%**	2 4%	1 1%	- -	3 1%	- -	3 1%	5 1%	4 2%	6 4% d	45 3%	16 2%	31 3% m	31 2%	51 3% o	1 *	45 3%	5 1%	13 3%
Blood flow / circulation / to the brain	**12** *****	- -	2 1% g	- -	3 1%	- -	1 1%	- -	- -	- -	8 1%	4 *	5 1%	7 *	10 1%	- -	9 1%	1 *	2 *
Mental health problems	**38** **2%**	2 5% j	1 1%	- -	7 2%	2 14%	11 5% jk	14 4% jk	5 3% j	5 3%	16 1%	21 2%	12 1%	26 2%	27 1%	3 1%	29 2%	4 1%	5 1%
Dehydration / not drinking enough	**7** *****	1 3% hjk	- -	- -	1 *	- -	2 1%	2 1%	- -	- -	3 *	2 *	5 1%	2 *	7 *	- -	4 *	2 *	* *
Poverty / poor living conditions	**26** **1%**	2 5% fgjk	1 1%	- -	5 1%	- -	- -	3 1%	5 3% fk	2 1%	16 1%	10 1%	7 1%	19 1%	22 1%	2 1%	16 1%	1 *	8 2% q
Education / lack of education / learning	**3** *****	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	2 *	1 *	2 *	1 *	2 *	- -	1 *	* *	1 *
Lack of support / family support	**9** *****	- -	- -	- -	- -	- -	- -	* *	- -	- -	9 1%	* *	5 1%	4 *	9 *	- -	7 *	2 *	* *
Lack of interests / hobbies	**4** *****	- -	- -	2 12%	2 1%	- -	- -	2 *	2 1% j	2 1% j	1 *	3 *	2 *	2 *	4 *	- -	1 *	- -	3 1% p
Watching too much TV	**7** *****	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	6 *	1 *	2 *	5 *	7 *	- -	5 *	* *	2 *
Lack of reading	**1** *****	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -
Accident / injury	**41** **2%**	- -	4 3% d	- -	2 1%	- -	6 3%	5 1%	1 1%	1 1%	28 2%	13 1%	18 2%	23 1%	28 1%	3 1%	29 2%	8 2%	3 1%
Lack of stimulation	**12** *****	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%	10 1%	2 *	8 1% m	4 *	10 1%	- -	11 1%	1 *	- -
Other	**132** **5%**	2 4%	8 6%	- -	16 5%	- -	10 4%	18 5%	4 3%	7 4%	85 6%	46 5%	67 7% m	64 4%	103 6%	15 7%	87 5%	29 7%	16 4%
Count 1: British Social Attitudes Survey Identification of 7 risk factors																			
None	**1568** **62%**	31 70%	104 73% fghijk	11 66%	242 71% fghijk	5 33%	141 61%	234 61%	97 60%	90 60%	915 61%	634 64%	454 50%	1114 69% l	1083 58%	158 70% n	993 59%	295 71% pr	265 64%
One	**635** **25%**	10 23%	30 21%	4 27%	68 20%	6 42%	59 25%	101 26% d	41 26%	38 26%	394 26% d	239 24%	282 31% m	354 22%	510 27%	51 22%	451 27% q	87 21%	97 23%
Two	**218** **9%**	- -	6 4%	1 7%	22 6%	3 25%	25 11% ab	39 10% ab	13 8%	11 7%	130 9%	85 9%	103 11% m	115 7%	179 10%	12 5%	158 9% q	22 5%	35 8%
Three	**70** **3%**	3 7% b	2 1%	- -	8 2%	- -	4 2%	10 3%	8 5%	10 7% bdfgjk	38 3%	31 3%	43 5% m	28 2%	64 3%	3 1%	49 3%	7 2%	14 3%
Four	**18** **1%**	- -	- -	- -	3 1%	- -	1 *	2 *	- -	- -	14 1%	4 *	10 1%	8 *	16 1%	1 1%	10 1%	3 1%	4 1%
Five	**5** *****	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	4 *	1 *	5 1% m	- -	5 *	- -	3 *	1 *	1 *
Six	**4** *****	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -	4 * m	- -	4 *	- -	4 *	- -	- -
Seven	**6** *****	- -	- -	- -	- -	- -	1 *	- -	3 2% dgjk	- -	3 *	3 *	5 1%	1 *	6 *	- -	5 *	1 *	* *
One or two	**853** **34%**	10 23%	37 26%	6 34%	90 26%	9 67%	84 36% bd	139 36% bd	55 34%	50 33%	524 35% bd	324 33% d	384 43% m	469 29%	689 37% o	62 28%	608 36% q	109 26%	132 32%
Three to five	**93** **4%**	3 7%	2 2%	- -	11 3%	- -	5 2%	12 3%	8 5%	10 7% f	56 4%	35 4%	57 6% m	36 2%	85 5%	5 2%	62 4%	11 3%	19 5%
Six or seven	**10** *****	- -	- -	- -	- -	- -	1 *	- -	3 2% dgjk	- -	6 *	3 *	8 1% m	1 *	9 *	- -	8 *	1 *	* *
Count 2: Extended list of risk factors																			
None	**1195** **47%**	23 52%	82 58% fghijk	11 66%	192 56% fghijk	5 33%	102 44%	181 47%	70 43%	67 45%	697 46%	483 48%	297 33%	898 55% l	774 41%	129 57% n	717 43%	249 60% p	218 52% p
One	**672** **27%**	13 30%	34 24%	4 27%	85 25%	5 36%	62 27%	106 27%	51 32%	42 28%	402 27%	264 26%	244 27%	428 26%	518 28%	70 31%	471 28%	98 24%	96 23%
Two	**362** **14%**	5 11%	15 11%	1 7%	35 10%	3 23%	41 18% dh	55 14%	15 9%	23 16%	218 15%	144 14% d	189 21% m	173 11%	311 17% o	14 6%	262 16% q	43 10%	54 13%
Three	**178** **7%**	- -	9 6%	- -	19 6%	1 8%	18 8%	28 7%	12 7%	9 6%	108 7%	66 7%	97 11% m	81 5%	154 8% o	9 4%	129 8% q	15 4%	32 8% q
Four	**74** **3%**	3 7% b	1 1%	- -	8 2%	- -	5 2%	13 3%	11 7% bdfjk	6 4%	45 3%	28 3%	50 6% m	24 1%	70 4% o	1 *	61 4% q	5 1%	8 2%
Five	**23** **1%**	- -	- -	- -	- -	- -	1 1%	* *	- -	2 2% d	18 1%	4 *	12 1%	11 1%	21 1%	1 *	18 1%	3 1%	2 *
Six	**6** *****	- -	- -	- -	3 1%	- -	- -	2 *	- -	- -	3 *	3 *	3 *	3 *	5 *	1 1%	2 *	- -	3 1%
Seven	**3** *****	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 *	1 *	3 *	1 *	3 *	- -	1 *	1 *	1 *
Eight	**3** *****	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	3 * m	- -	3 *	- -	2 *	- -	1 *
Nine	**2** *****	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	2 *	- -	2 *	- -	2 *	- -	- -
Ten	**6** *****	- -	- -	- -	- -	- -	1 *	- -	3 2% dgjk	- -	3 *	3 *	5 1%	1 *	6 *	- -	5 *	1 *	* *
One or two	**1034** **41%**	18 41%	50 35%	6 34%	120 35%	8 59%	103 45% d	161 42%	66 41%	65 44%	620 41%	407 41% d	433 48% m	601 37%	829 44%	84 37%	733 44% qr	141 34%	150 36%
Three to five	**275** **11%**	3 7%	10 7%	- -	27 8%	1 8%	24 10%	42 11%	23 14% d	18 12%	171 11%	98 10%	159 18% m	116 7%	245 13% o	11 5%	209 12% q	23 6%	42 10% q
Six to seven	**9** *****	- -	- -	- -	3 1%	- -	1 *	2 *	- -	- -	5 *	4 *	5 1%	4 *	8 *	1 1%	3 *	1 *	4 1% p
Eight to ten	**11** *****	- -	1 1%	- -	- -	- -	1 *	- -	3 2% dgk	- -	7 *	4 *	10 1% m	1 *	11 1%	- -	9 1%	1 *	1 *
Don't know	**752** **30%**	11 26%	53 37%	5 31%	125 37% gjk	5 33%	72 31%	111 29%	46 29%	42 28%	438 29%	305 31%	147 16%	605 37% l	442 24%	97 43% n	440 26%	162 39% p	143 34% p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 160

HEA10 - 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?

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Yes, definitely	**1308**	47	47	621	593
	52%	65%	62%	52%	50%
(3) Yes, probably	**621**	13	15	283	309
	25%	19%	20%	24%	26%
(2) No, probably not	**335**	7	3	166	159
	13%	9%	4%	14%	13%
(1) No, definitely not	**211**	3	7	98	103
	8%	4%	9%	8%	9%
Yes (NET)	**1929**	60	62	904	902
	76%	83%	83%	76%	76%
No (NET)	**546**	10	10	264	262
	22%	13%	13%	22%	22%
Don't know	**50**	3	3	26	19
	2%	4%	4%	2%	2%
Mean	**3.22**	3.48	3.42	3.22	3.2

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Table 161

HEA10 - 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?

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Yes, definitely	**1308**	657	632	134	218	221	220	229	286	106	118	171	49	150	180	101	127	119	1120	101	50	37
	52%	54%	50%	49%	50%	54%	53%	56%	49%	58%	49%	50%	48%	55%	52%	47%	57%	58%	53%	48%	42%	54%
								h		o								o	t			
(3) Yes, probably	**621**	298	313	79	134	97	95	91	125	38	61	87	18	70	93	62	54	38	522	57	25	18
	25%	25%	25%	29%	31%	24%	23%	22%	21%	21%	26%	25%	18%	26%	27%	29%	24%	19%	25%	27%	21%	26%
				h	efgh											q						
(2) No, probably not	**335**	148	185	38	52	56	50	53	87	22	36	48	17	29	48	36	15	36	287	27	19	3
	13%	12%	15%	14%	12%	14%	12%	13%	15%	12%	15%	14%	17%	10%	14%	17%	7%	18%	13%	13%	16%	4%
											p	p	p		p	p		p	u		u	
(1) No, definitely not	**211**	86	118	18	21	30	42	28	71	14	21	24	11	20	22	12	24	11	159	22	21	9
	8%	7%	9%	7%	5%	7%	10%	7%	12%	8%	9%	7%	11%	7%	6%	6%	11%	5%	7%	10%	18%	13%
							d		cdeg												rs	
Yes (NET)	**1929**	955	945	212	353	318	315	320	410	143	179	259	66	220	273	164	180	157	1642	158	75	55
	76%	79%	74%	79%	81%	77%	76%	78%	70%	79%	75%	75%	66%	80%	79%	76%	82%	77%	77%	75%	63%	79%
		b		h	h	h		h		l				l	l		l		t	t		t
No (NET)	**546**	233	303	56	73	86	92	80	159	36	57	71	28	49	70	48	38	47	445	49	40	12
	22%	19%	24%	21%	17%	21%	22%	20%	27%	20%	24%	21%	28%	18%	20%	22%	17%	23%	21%	23%	34%	17%
			a						deg												rsu	
Don't know	**50**	26	22	1	7	7	9	9	17	1	2	14	7	5	3	4	2	1	38	4	4	3
	2%	2%	2%	*	2%	2%	2%	2%	3%	1%	1%	4%	7%	2%	1%	2%	1%	*	2%	2%	3%	4%
									c			ijnpq	ijmnpq									
Mean	**3.22**	3.28	3.17	3.22	3.29	3.26	3.21	3.3	3.1	3.31	3.17	3.23	3.1	3.3	3.26	3.19	3.29	3.3	3.25	3.15	2.9	3.25
		b			h	h		h											t	t		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 162

HEA10 - 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?

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Yes, definitely	**1308**	282	109	306	234	169	12	358	950	53	125	50	569	345	359	256	300
	52%	56%	52%	51%	51%	51%	53%	53%	51%	58%	45%	54%	54%	52%	54%	50%	51%
													j				
(3) Yes, probably	**621**	105	53	145	113	105	4	170	451	15	84	27	247	168	157	127	147
	25%	21%	25%	24%	24%	31%	18%	25%	24%	17%	30%	29%	24%	25%	24%	25%	25%
						ac					il						
(2) No, probably not	**335**	68	26	80	65	42	4	89	246	14	35	9	147	96	83	66	80
	13%	14%	12%	13%	14%	13%	16%	13%	13%	15%	13%	10%	14%	14%	13%	13%	14%
(1) No, definitely not	**211**	42	14	51	46	15	1	53	157	6	24	5	73	42	51	54	54
	8%	8%	7%	9%	10%	5%	5%	8%	9%	7%	9%	5%	7%	6%	8%	11%	9%
					e											m	
Yes (NET)	**1929**	386	162	451	347	274	16	528	1401	68	209	77	816	513	516	383	447
	76%	77%	77%	75%	75%	82%	71%	78%	76%	75%	76%	83%	78%	77%	78%	74%	75%
						cd											
No (NET)	**546**	110	41	131	111	58	5	142	404	20	59	14	219	139	134	121	135
	22%	22%	19%	22%	24%	17%	21%	21%	22%	22%	21%	15%	21%	21%	20%	23%	23%
					e												
Don't know	**50**	4	9	16	5	2	2	9	40	3	8	1	12	16	10	11	11
	2%	1%	4%	3%	1%	1%	8%	1%	2%	3%	3%	2%	1%	2%	1%	2%	2%
			ade	a													
Mean	**3.22**	3.26	3.27	3.21	3.17	3.29	3.3	3.24	3.22	3.3	3.16	3.34	3.27	3.25	3.27	3.16	3.19

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 163

HEA10 - 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?

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Yes, definitely	**1308**	1090	33	80	79	5	9	1090	206	235	308	527	114	101	238	466	383	221	820	488
	52%	51%	55%	62%	65%	73%	40%	51%	61%	48%	59%	50%	58%	50%	50%	52%	52%	54%	53%	50%
				af	af				g		ik		i							
(3) Yes, probably	**621**	538	17	30	20	1	6	538	74	118	115	274	45	46	110	233	183	96	387	234
	25%	25%	29%	23%	17%	8%	26%	25%	22%	24%	22%	26%	23%	23%	23%	26%	25%	24%	25%	24%
		d	d																	
(2) No, probably not	**335**	307	2	9	10	-	3	307	24	82	57	151	20	21	79	108	101	47	204	131
	13%	14%	4%	7%	8%	-	14%	14%	7%	17%	11%	14%	10%	10%	17%	12%	14%	12%	13%	13%
		bcd					b	h		j					oq					
(1) No, definitely not	**211**	181	6	7	7	1	4	181	26	50	39	67	14	32	44	75	63	30	112	98
	8%	8%	11%	5%	6%	13%	16%	8%	8%	10%	7%	6%	7%	16%	9%	8%	8%	7%	7%	10%
							cd			k				jkl						r
Yes (NET)	**1929**	1627	49	109	99	6	15	1627	279	354	423	801	159	147	348	699	565	317	1207	722
	76%	75%	84%	85%	82%	81%	65%	75%	83%	72%	81%	76%	81%	72%	73%	77%	76%	78%	78%	74%
			af	af	af				g		im		i							
No (NET)	**546**	488	9	16	17	1	7	488	49	132	96	218	34	53	123	182	164	76	317	229
	22%	23%	15%	12%	14%	13%	30%	23%	15%	27%	18%	21%	17%	26%	26%	20%	22%	19%	20%	24%
		cd					bc d	h		jkl					oq					
Don't know	**50**	40	1	3	4	*	1	40	10	7	6	29	4	4	5	22	10	12	28	21
	2%	2%	1%	2%	4%	5%	4%	2%	3%	1%	1%	3%	2%	2%	1%	2%	1%	3%	2%	2%
Mean	**3.22**	3.2	3.3	3.46	3.47	3.49	2.93	3.2	3.4	3.11	3.33	3.24	3.35	3.08	3.15	3.24	3.21	3.29	3.26	3.17
				af	a f				g		im	i	im							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 164
HEA10 - 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?

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Yes, definitely	**1308**	166	575	635	167	715	589	1308	-	1206	1268	1276	1276	29
	52%	54%	54%	54%	53%	54%	50%	68%	-	52%	52%	52%	52%	52%
				f		f		h						
(3) Yes, probably	**621**	68	239	262	70	294	322	621	-	583	604	608	609	7
	25%	22%	22%	22%	22%	22%	27%	32%	-	25%	25%	25%	25%	12%
							bce	h						
(2) No, probably not	**335**	36	160	167	44	185	148	-	335	311	327	329	330	5
	13%	12%	15%	14%	14%	14%	12%	-	61%	13%	13%	13%	13%	10%
									g					
(1) No, definitely not	**211**	32	77	85	24	101	109	-	211	180	192	194	195	14
	8%	10%	7%	7%	8%	8%	9%	-	39%	8%	8%	8%	8%	26%
		c							g					ijkl
Yes (NET)	**1929**	235	814	897	238	1009	911	1929	-	1789	1872	1884	1885	36
	76%	76%	76%	76%	76%	76%	77%	100%	-	77%	77%	77%	77%	65%
								h						
No (NET)	**546**	68	237	252	68	286	256	-	546	491	518	523	525	20
	22%	22%	22%	22%	22%	22%	22%	-	100%	21%	21%	21%	21%	35%
									g					ijkl
Don't know	**50**	5	22	24	8	28	19	-	-	45	46	48	48	-
	2%	2%	2%	2%	3%	2%	2%	-	-	2%	2%	2%	2%	-
												j		
Mean	**3.22**	3.22	3.25	3.26	3.25	3.25	3.19	3.68	1.61	3.23	3.23	3.23	3.23	2.91
								h		m	m	m	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 165

HEA10 - 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?

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Yes, definitely	**1308** **52%**	20 46%	80 56%	11 66%	169 49%	5 39%	113 49%	195 51%	89 55%	83 55%	801 53%	497 50%	495 55% m	812 50%	1012 54%	108 48%	1001 60% qr	142 34%	158 38%
(3) Yes, probably	**621** **25%**	9 21%	29 20%	1 7%	65 19%	6 45%	67 29% d	104 27% d	43 27%	34 23%	356 24%	257 26% d	196 22%	425 26% l	444 24%	44 20%	392 23%	99 24%	128 31% pq
(2) No, probably not	**335** **13%**	5 12%	20 14%	1 4%	61 18% fgk	- -	22 9%	45 12%	20 12%	21 14%	200 13%	131 13%	128 14%	207 13%	241 13%	30 13%	169 10%	79 19% p	81 20% p
(1) No, definitely not	**211** **8%**	6 14%	13 9%	3 16%	39 11% j	2 16%	20 9%	36 9%	9 6%	9 6%	112 7%	96 10%	64 7%	147 9%	132 7%	43 19% n	86 5%	86 21% pr	38 9% p
Yes (NET)	**1929** **76%**	30 67%	109 76%	12 73%	234 68%	12 84%	180 78% d	299 78% d	132 81% d	117 78% d	1157 77% d	754 76% d	692 77%	1237 76%	1456 78% o	152 67%	1393 83% qr	240 58%	286 69% q
No (NET)	**546** **22%**	11 26%	33 23%	3 20%	100 29% fghjk	2 16%	41 18%	81 21%	29 18%	30 20%	313 21%	226 23%	192 21%	353 22%	373 20%	73 32% n	255 15%	165 40% pr	119 29% p
Don't know	**50** **2%**	3 7% bghk	1 1%	1 7%	8 2%	- -	10 4% gk	6 1%	1 1%	2 2%	32 2%	17 2%	20 2%	30 2%	37 2%	* *	23 1%	11 3%	11 3%
Mean	**3.22**	3.07	3.24	3.32	3.09	3.06	3.24	3.21	3.31 d	3.3	3.26 d	3.18	3.27	3.2	3.28 o	2.96	3.4 qr	2.73	3 q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 166

HEA11 - How willing or reluctant would you personally be to use smartphone apps and wearable technology such as a smartwatch to help you and your doctor better understand your brain health and future risk of dementia?

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1083**	39	35	488	521
	43%	53%	46%	41%	44%
(3) Fairly willing	**859**	16	23	439	381
	34%	23%	31%	37%	32%
(2) Fairly reluctant	**300**	6	7	144	142
	12%	9%	10%	12%	12%
(1) Very reluctant	**233**	8	6	98	121
	9%	11%	9%	8%	10%
Willing (NET)	**1943**	55	58	927	902
	77%	76%	77%	78%	76%
Reluctant (NET)	**533**	14	14	242	263
	21%	19%	18%	20%	22%
Don't know	**48**	3	3	24	17
	2%	4%	4%	2%	1%
Mean	**3.13**	3.24	3.2	3.13	3.12

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Table 167

HEA11 - How willing or reluctant would you personally be to use smartphone apps and wearable technology such as a smartwatch to help you and your doctor better understand your brain health and future risk of dementia?

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1083**	513	554	112	197	199	187	172	217	83	103	131	46	139	140	96	89	98	924	86	40	33
	43%	42%	44%	41%	45%	48%	45%	42%	37%	46%	43%	38%	46%	51%	40%	44%	40%	48%	43%	41%	33%	48%
					h	h	h							knp				k	t			
(3) Fairly willing	**859**	425	425	127	158	135	132	117	190	55	76	121	32	94	139	76	73	63	729	70	36	25
	34%	35%	33%	47%	36%	33%	32%	29%	33%	31%	32%	35%	32%	34%	40%	35%	33%	31%	34%	33%	30%	36%
				defgh	g																	
(2) Fairly reluctant	**300**	132	166	17	42	43	42	63	95	26	35	42	14	15	35	20	33	25	245	31	18	6
	12%	11%	13%	6%	10%	10%	10%	15%	16%	14%	15%	12%	14%	5%	10%	9%	15%	12%	12%	15%	15%	8%
								cdf	cdef	m	m	m	m				m	m				
(1) Very reluctant	**233**	119	103	12	32	27	42	48	71	12	22	40	8	19	31	21	20	17	190	16	23	5
	9%	10%	8%	5%	7%	7%	10%	12%	12%	7%	9%	12%	8%	7%	9%	10%	9%	8%	9%	7%	19%	7%
							c	ce	cde												rsu	
Willing (NET)	**1943**	938	979	239	354	334	319	289	408	138	179	252	78	234	278	171	162	161	1653	156	76	58
	77%	77%	77%	88%	82%	81%	77%	71%	70%	76%	75%	73%	78%	85%	80%	79%	73%	79%	78%	74%	64%	84%
				defgh	gh	gh	h							ijkp	k				t			t
Reluctant (NET)	**533**	251	269	29	74	70	83	111	166	38	57	83	21	34	66	41	52	42	435	47	41	10
	21%	21%	21%	11%	17%	17%	20%	27%	28%	21%	24%	24%	21%	12%	19%	19%	24%	20%	20%	22%	35%	15%
					c		c	cdef	cdef	m	m	m					m	m			rsu	
Don't know	**48**	25	22	2	5	8	13	9	12	5	2	9	1	6	2	3	6	2	37	8	2	1
	2%	2%	2%	1%	1%	2%	3%	2%	2%	3%	1%	3%	1%	2%	1%	2%	3%	1%	2%	4%	1%	1%
																				r		
Mean	**3.13**	3.12	3.15	3.26	3.21	3.25	3.15	3.03	2.97	3.19	3.1	3.02	3.17	3.32	3.12	3.16	3.08	3.19	3.14	3.11	2.79	3.27
				gh	gh	gh	h							jknp					t	t		t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 168

HEA11 - How willing or reluctant would you personally be to use smartphone apps and wearable technology such as a smartwatch to help you and your doctor better understand your brain health and future risk of dementia?

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1083**	220	91	266	202	149	7	317	766	31	123	44	502	285	300	220	242
	43%	44%	43%	44%	44%	45%	31%	47%	42%	34%	45%	47%	48%	43%	45%	43%	41%
								h					i				
(3) Fairly willing	**859**	180	76	201	140	121	9	242	617	41	70	29	372	247	223	161	204
	34%	36%	36%	34%	30%	36%	41%	36%	33%	45%	26%	32%	35%	37%	34%	31%	34%
										j			j				
(2) Fairly reluctant	**300**	59	23	75	68	39	1	65	236	12	37	10	98	72	81	71	68
	12%	12%	11%	13%	15%	12%	5%	10%	13%	13%	14%	11%	9%	11%	12%	14%	11%
									g								
(1) Very reluctant	**233**	37	17	44	42	21	3	41	192	7	38	7	65	50	42	53	70
	9%	7%	8%	7%	9%	6%	15%	6%	10%	7%	14%	8%	6%	7%	6%	10%	12%
									g		l					n	mn
Willing (NET)	**1943**	400	167	467	342	270	16	560	1383	72	194	73	874	532	523	381	446
	77%	80%	79%	78%	74%	81%	71%	82%	75%	79%	70%	79%	83%	80%	79%	74%	75%
		d				d		h					j	o			
Reluctant (NET)	**533**	96	40	119	109	60	4	106	428	19	75	17	163	123	123	124	138
	21%	19%	19%	20%	24%	18%	20%	16%	23%	20%	27%	18%	16%	18%	19%	24%	23%
									g		l					mn	
Don't know	**48**	5	4	12	11	4	2	14	34	*	6	2	10	13	13	10	8
	2%	1%	2%	2%	2%	1%	9%	2%	2%	*	2%	3%	1%	2%	2%	2%	1%
Mean	**3.13**	3.18	3.16	3.18	3.11	3.21	2.95	3.26	3.08	3.06	3.04	3.21	3.26	3.17	3.21	3.09	3.06
								h					j		p		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 169

HEA11 - How willing or reluctant would you personally be to use smartphone apps and wearable technology such as a smartwatch to help you and your doctor better understand your brain health and future risk of dementia?

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1083**	917	31	58	58	4	11	917	162	208	231	467	90	66	197	376	339	171	684	399
	43%	43%	52%	45%	48%	60%	48%	43%	48%	42%	44%	45%	46%	33%	41%	42%	46%	42%	44%	41%
									g	m	m	m	m							
(3) Fairly willing	**859**	745	15	44	38	2	6	745	104	163	198	368	59	57	156	313	246	145	554	305
	34%	35%	25%	34%	31%	21%	27%	35%	31%	33%	38%	35%	30%	28%	33%	35%	33%	36%	36%	31%
											m								s	
(2) Fairly reluctant	**300**	264	7	12	9	-	2	264	31	61	49	122	18	39	71	93	91	45	160	141
	12%	12%	12%	10%	8%	-	9%	12%	9%	12%	9%	12%	9%	19%	15%	10%	12%	11%	10%	14%
														jkl	o					r
(1) Very reluctant	**233**	191	5	12	12	1	2	191	32	51	44	73	21	33	45	106	47	36	129	104
	9%	9%	9%	9%	10%	13%	8%	9%	9%	10%	8%	7%	11%	16%	9%	12%	6%	9%	8%	11%
										k				jk		p				
Willing (NET)	**1943**	1662	45	102	95	6	18	1662	266	371	429	835	149	123	353	689	585	316	1238	705
	77%	77%	77%	79%	79%	81%	75%	77%	79%	75%	82%	80%	76%	61%	74%	76%	79%	78%	80%	72%
										m	im	m	m						s	
Reluctant (NET)	**533**	456	13	24	21	1	4	456	63	113	93	195	39	72	116	199	137	81	288	245
	21%	21%	22%	19%	17%	13%	17%	21%	19%	23%	18%	19%	20%	35%	24%	22%	19%	20%	19%	25%
														ijkl	p					r
Don't know	**48**	38	1	2	4	*	2	38	10	9	3	18	7	9	7	16	17	8	26	22
	2%	2%	1%	2%	4%	5%	8%	2%	3%	2%	1%	2%	4%	4%	1%	2%	2%	2%	2%	2%
							abc						j	j						
Mean	**3.13**	3.13	3.22	3.17	3.22	3.35	3.25	3.13	3.2	3.09	3.18	3.19	3.16	2.8	3.08	3.08	3.21	3.14	3.17	3.05
										m	m	m	m				no		s	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 170

HEA11 - How willing or reluctant would you personally be to use smartphone apps and wearable technology such as a smartwatch to help you and your doctor better understand your brain health and future risk of dementia?

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1083**	126	510	554	128	606	475	968	99	1025	1065	1068	1068	13
	43%	41%	48%	47%	41%	46%	40%	50%	18%	44%	44%	43%	43%	24%
			adef	adef		f		h		klm	klm	m	m	
(3) Fairly willing	**859**	104	347	380	117	429	429	648	199	819	848	852	853	4
	34%	34%	32%	32%	37%	32%	36%	34%	36%	35%	35%	35%	35%	7%
										klm	m	m	m	
(2) Fairly reluctant	**300**	35	107	116	42	145	152	169	127	259	279	282	283	15
	12%	11%	10%	10%	13%	11%	13%	9%	23%	11%	11%	11%	12%	27%
						bc	c		g		i	i	i	ijkl
(1) Very reluctant	**233**	39	91	104	22	121	109	120	106	180	202	210	211	20
	9%	13%	8%	9%	7%	9%	9%	6%	19%	8%	8%	9%	9%	36%
		bcde							g		i	ij	ij	ijkl
Willing (NET)	**1943**	229	857	934	244	1035	904	1615	298	1844	1913	1920	1921	17
	77%	75%	80%	80%	78%	78%	76%	84%	55%	79%	78%	78%	78%	31%
			ae	ae				h		jklm	klm	lm	m	
Reluctant (NET)	**533**	74	198	220	64	266	260	289	233	439	481	491	494	35
	21%	24%	18%	19%	21%	20%	22%	15%	43%	19%	20%	20%	20%	64%
		bc				bc			g		i	ij	ijk	ijkl
Don't know	**48**	4	18	19	5	22	22	24	15	42	43	44	44	3
	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	6%
									g					
Mean	**3.13**	3.04	3.21	3.2	3.13	3.17	3.09	3.29	2.55	3.18	3.16	3.15	3.15	2.2
			aef	aef		a		h		jklm	klm	lm	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 171

HEA11 - How willing or reluctant would you personally be to use smartphone apps and wearable technology such as a smartwatch to help you and your doctor better understand your brain health and future risk of dementia?

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1083**	16	61	4	145	5	100	182	67	65	661	418	392	691	831	85	879	73	126
	43%	36%	43%	27%	42%	37%	43%	47%	41%	44%	44%	42%	43%	43%	45%	38%	53%	18%	30%
								k									qr		q
(3) Fairly willing	**859**	22	40	5	89	7	89	115	56	54	518	334	298	561	638	70	552	133	168
	34%	49%	28%	29%	26%	53%	39%	30%	35%	36%	35%	33%	33%	35%	34%	31%	33%	32%	40%
		bdgk					dg			d	d	d							pq
(2) Fairly reluctant	**300**	-	23	4	53	1	23	50	16	15	167	123	102	198	214	29	146	81	74
	12%	-	16%	26%	15%	9%	10%	13%	10%	10%	11%	12%	11%	12%	11%	13%	9%	19%	18%
			a		a			a			a	a						p	p
(1) Very reluctant	**233**	7	17	1	41	-	15	35	17	13	131	100	98	135	159	34	78	112	41
	9%	15%	12%	4%	12%	-	7%	9%	11%	9%	9%	10%	11%	8%	9%	15%	5%	27%	10%
																n		pr	p
Willing (NET)	**1943**	38	101	9	235	13	189	297	123	120	1179	751	690	1252	1469	154	1431	206	294
	77%	85%	71%	56%	68%	91%	82%	77%	76%	80%	79%	75%	76%	77%	79%	69%	86%	49%	71%
		d					bdk	d		d	d	d			o		qr		q
Reluctant (NET)	**533**	7	40	5	94	1	38	85	33	28	298	223	200	333	372	63	224	192	115
	21%	15%	28%	30%	27%	9%	16%	22%	20%	19%	20%	22%	22%	21%	20%	28%	13%	46%	28%
			fj		fjk							f				n		pr	p
Don't know	**48**	-	2	2	14	-	4	3	6	2	24	22	13	35	25	7	17	18	7
	2%	-	1%	14%	4%	-	2%	1%	3%	1%	2%	2%	1%	2%	1%	3%	1%	4%	2%
					gjk							g				n		pr	
Mean	**3.13**	3.06	3.03	2.93	3.03	3.28	3.21	3.16	3.11	3.16	3.16	3.1	3.11	3.14	3.16	2.94	3.35	2.42	2.92
															o		qr		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 172

HEA12 - If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how likely or unlikely would you be to seek a formal diagnosis from a doctor?

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very likely	**1550**	50	58	727	715
	61%	69%	77%	61%	60%
(3) Fairly likely	**693**	14	11	326	342
	27%	19%	15%	27%	29%
(2) Fairly unlikely	**127**	1	-	65	61
	5%	1%	-	5%	5%
(1) Very unlikely	**109**	3	3	47	55
	4%	4%	4%	4%	5%
Likely (NET)	**2243**	64	69	1053	1057
	89%	88%	91%	88%	89%
Unlikely (NET)	**235**	4	3	112	116
	9%	5%	4%	9%	10%
Don't know	**46**	5	3	28	9
	2%	7%	4%	2%	1%
Mean	**3.49**	3.64	3.71	3.49	3.46

Table 173

HEA12 - If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how likely or unlikely would you be to seek a formal diagnosis from a doctor?

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very likely	**1550**	731	798	158	263	282	260	253	333	113	145	204	64	174	213	136	144	131	1324	117	68	40
	61%	60%	63%	59%	61%	69%	63%	62%	57%	63%	61%	59%	63%	64%	61%	63%	66%	64%	62%	56%	57%	58%
						cdh													s			
(3) Fairly likely	**693**	331	357	84	123	95	108	107	176	53	67	92	29	78	95	55	55	49	573	71	33	16
	27%	27%	28%	31%	28%	23%	26%	26%	30%	29%	28%	27%	28%	29%	27%	25%	25%	24%	27%	34%	28%	23%
				e					e											r		
(2) Fairly unlikely	**127**	63	60	10	21	15	20	25	35	5	6	17	6	13	18	6	11	19	101	11	3	12
	5%	5%	5%	4%	5%	4%	5%	6%	6%	3%	3%	5%	6%	5%	5%	3%	5%	9%	5%	5%	3%	17%
																		ijo				rst
(1) Very unlikely	**109**	61	40	16	14	11	16	22	30	6	17	23	3	3	14	12	9	5	92	7	9	1
	4%	5%	3%	6%	3%	3%	4%	5%	5%	3%	7%	7%	3%	1%	4%	5%	4%	3%	4%	3%	8%	1%
		b									m	m			m	m						
Likely (NET)	**2243**	1061	1154	242	386	377	368	360	509	166	212	296	92	253	308	191	199	180	1897	188	102	56
	89%	87%	91%	90%	89%	92%	89%	88%	87%	92%	89%	86%	92%	92%	89%	88%	90%	88%	89%	89%	85%	80%
			a			h								k					u			
Unlikely (NET)	**235**	124	100	26	35	26	37	47	65	11	23	40	8	16	33	18	21	24	193	18	12	13
	9%	10%	8%	10%	8%	6%	9%	11%	11%	6%	10%	12%	8%	6%	9%	8%	9%	12%	9%	8%	10%	18%
								e	e			m						m				rs
Don't know	**46**	29	16	1	12	9	11	2	11	4	3	9	-	5	6	7	1	1	35	5	5	1
	2%	2%	1%	1%	3%	2%	3%	1%	2%	2%	1%	3%	-	2%	2%	3%	*	*	2%	2%	4%	1%
		b			g		g									p					r	
Mean	**3.49**	3.46	3.52	3.43	3.51	3.61	3.51	3.45	3.41	3.54	3.44	3.42	3.53	3.58	3.49	3.51	3.52	3.5	3.5	3.45	3.41	3.39
						cgh								k								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 174

HEA12 - If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how likely or unlikely would you be to seek a formal diagnosis from a doctor?

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very likely	**1550**	312	132	362	278	228	12	440	1110	58	166	63	666	423	423	304	350
	61%	62%	62%	61%	60%	68%	55%	65%	60%	63%	60%	68%	64%	63%	64%	59%	59%
						cd											
(3) Fairly likely	**693**	138	57	181	130	78	7	175	518	23	78	25	285	184	179	148	157
	27%	28%	27%	30%	28%	23%	31%	26%	28%	25%	28%	27%	27%	28%	27%	29%	26%
(2) Fairly unlikely	**127**	25	6	32	30	10	1	32	94	6	11	3	49	31	29	22	40
	5%	5%	3%	5%	6%	3%	6%	5%	5%	7%	4%	3%	5%	5%	4%	4%	7%
					e												
(1) Very unlikely	**109**	19	13	19	23	11	1	17	92	3	15	1	37	20	22	31	31
	4%	4%	6%	3%	5%	3%	5%	3%	5%	3%	5%	1%	4%	3%	3%	6%	5%
									g							m	
Likely (NET)	**2243**	450	189	543	407	306	19	615	1628	81	244	88	951	607	602	452	507
	89%	90%	89%	91%	88%	92%	85%	91%	88%	89%	89%	95%	91%	91%	91%	88%	86%
														p	p		
Unlikely (NET)	**235**	44	19	51	52	21	3	49	186	9	26	4	86	51	51	53	71
	9%	9%	9%	9%	11%	6%	11%	7%	10%	10%	10%	4%	8%	8%	8%	10%	12%
					e				g								mn
Don't know	**46**	7	4	4	3	7	1	14	32	1	5	1	11	9	7	9	15
	2%	1%	2%	1%	1%	2%	3%	2%	2%	1%	2%	1%	1%	1%	1%	2%	3%
Mean	**3.49**	3.51	3.48	3.49	3.44	3.6	3.39	3.56	3.46	3.51	3.46	3.64	3.52	3.54	3.54	3.44	3.43
						d		h						p	p		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 175

HEA12 - If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how likely or unlikely would you be to seek a formal diagnosis from a doctor?

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very likely	**1550** **61%**	1305 61%	44 75% af	85 66%	87 72% af	4 54%	13 55%	1305 61%	232 69% g	289 59%	336 64%	651 62%	120 61%	123 61%	287 60%	541 60%	464 63%	257 63%	954 61%	596 61%
(3) Fairly likely	**693** **27%**	610 28% d	12 21%	30 24%	23 19%	1 7%	6 24%	610 28% h	72 21%	140 28%	142 27%	294 28%	50 26%	43 21%	141 30%	254 28%	192 26%	106 26%	435 28%	259 27%
(2) Fairly unlikely	**127** **5%**	116 5% d	2 3%	4 3%	1 *	- -	* 2%	116 5% h	6 2%	26 5%	27 5%	53 5%	10 5%	8 4%	28 6%	49 5%	34 5%	16 4%	74 5%	52 5%
(1) Very unlikely	**109** **4%**	91 4%	1 1%	5 4%	5 5%	2 33%	3 15% abc d	91 4%	17 5%	25 5% k	18 3%	27 3%	14 7% k	25 12% ijk	15 3%	40 4%	37 5%	17 4%	61 4%	48 5%
Likely (NET)	**2243** **89%**	1916 89%	56 96% af	115 90%	110 91% f	5 62%	19 79%	1916 89%	305 90%	429 87%	478 91% m	946 90% m	170 87%	167 82%	428 90%	796 88%	657 89%	363 90%	1388 89%	854 88%
Unlikely (NET)	**235** **9%**	207 10% d	2 4%	9 7%	6 5%	2 33%	4 17% bd	207 10%	24 7%	51 10%	45 9%	80 8%	24 12%	33 16% jk	43 9%	89 10%	71 10%	33 8%	135 9%	100 10%
Don't know	**46** **2%**	33 2%	* 1%	4 3%	4 4% a	* 5%	1 4%	33 2%	10 3% g	13 3% j	3 1%	22 2% j	2 1%	4 2%	5 1%	20 2%	12 2%	9 2%	28 2%	18 2%
Mean	**3.49**	3.47	3.7 af	3.57 f	3.65 a f	2.87	3.25	3.47	3.58 g	3.44	3.52 m	3.53 m	3.42	3.33	3.49	3.47	3.49	3.52	3.5	3.47

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 176
HEA12 - If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how likely or unlikely would you be to seek a formal diagnosis from a doctor?

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very likely	**1550**	195	665	737	190	821	722	1290	241	1442	1508	1513	1515	30
	61%	64%	62%	63%	61%	62%	61%	67%	44%	62%	62%	62%	62%	53%
								h			kl			
(3) Fairly likely	**693**	85	310	333	100	381	308	496	181	640	672	680	681	9
	27%	28%	29%	28%	32%	29%	26%	26%	33%	28%	28%	28%	28%	17%
									g					
(2) Fairly unlikely	**127**	13	50	52	15	59	67	67	57	112	119	122	122	3
	5%	4%	5%	4%	5%	4%	6%	3%	10%	5%	5%	5%	5%	6%
									g					
(1) Very unlikely	**109**	14	38	42	6	51	57	52	52	89	95	97	97	11
	4%	5%	4%	4%	2%	4%	5%	3%	10%	4%	4%	4%	4%	20%
		d					d		g					ijkl
Likely (NET)	**2243**	280	975	1070	290	1202	1031	1786	422	2081	2179	2193	2196	39
	89%	91%	91%	91%	93%	91%	87%	93%	77%	90%	89%	89%	89%	71%
			f	f	f	f		h		m	km	m	m	
Unlikely (NET)	**235**	27	89	94	21	110	124	119	109	201	214	218	218	14
	9%	9%	8%	8%	7%	8%	10%	6%	20%	9%	9%	9%	9%	26%
									g			j		ijkl
Don't know	**46**	-	10	10	2	12	31	24	14	43	43	44	44	2
	2%	-	1%	1%	1%	1%	3%	1%	3%	2%	2%	2%	2%	3%
							abce		g					
Mean	**3.49**	3.5	3.51	3.52	3.52	3.5	3.47	3.59	3.15	3.5	3.5	3.5	3.5	3.07
								h		m	klm	m	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

Table 177

HEA12 - If you were concerned that you might be in the early stages of Alzheimer's or another form of dementia, how likely or unlikely would you be to seek a formal diagnosis from a doctor?

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very likely	**1550**	24	91	8	201	6	119	249	114	95	937	599	551	999	1175	134	1128	194	221
	61%	54%	64%	48%	59%	40%	52%	64%	70%	63%	62%	60%	61%	62%	63%	60%	67%	47%	53%
			f					f	dfk	f	f	f					qr		
(3) Fairly likely	**693**	13	33	1	81	7	89	101	41	42	391	291	254	439	503	52	425	124	138
	27%	29%	23%	4%	24%	53%	38%	26%	25%	28%	26%	29%	28%	27%	27%	23%	25%	30%	33%
							bdghjk					d							p
(2) Fairly unlikely	**127**	1	8	5	22	-	17	19	4	1	82	44	44	83	86	16	65	41	20
	5%	2%	6%	30%	6%	-	7%	5%	3%	1%	5%	4%	5%	5%	5%	7%	4%	10%	5%
			i		i		i				i	i						pr	
(1) Very unlikely	**109**	7	7	2	34	1	6	14	2	9	58	51	40	69	70	22	42	42	24
	4%	15%	5%	10%	10%	7%	3%	4%	1%	6%	4%	5%	4%	4%	4%	10%	3%	10%	6%
		bfghjk	h		fghjk					h		h				n		pr	p
Likely (NET)	**2243**	37	125	8	282	13	208	349	155	137	1328	890	805	1437	1678	186	1552	318	359
	89%	83%	87%	53%	82%	93%	90%	91%	96%	91%	88%	89%	89%	89%	90%	83%	93%	76%	86%
							d	d	abdjk	d	d	d			o		qr		q
Unlikely (NET)	**235**	8	16	6	55	1	23	33	6	10	141	95	84	152	156	38	107	83	44
	9%	17%	11%	40%	16%	7%	10%	9%	4%	7%	9%	10%	9%	9%	8%	17%	6%	20%	11%
		h	h		ghijk		h				h	h				n		pr	p
Don't know	**46**	-	2	1	6	-	*	3	1	3	32	12	15	31	32	*	12	15	13
	2%	-	2%	7%	2%	-	*	1%	1%	2%	2%	1%	2%	2%	2%	*	1%	4%	3%
																		p	p
Mean	**3.49**	3.22	3.49	2.98	3.33	3.26	3.39	3.53	3.66	3.52	3.5	3.46	3.48	3.49	3.52	3.33	3.59	3.17	3.38
								adf	abdfjk		ad	d			o		qr		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 178

HEA13A - You mentioned you would be likely to seek a formal diagnosis... Why do you say that?

Base: All who would be likely to seek a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2261**	119	125	1004	1013
Weighted Base	**2243**	64	69	1053	1057
I am clear about what the process would be	**281**	6	9	133	133
	13%	10%	13%	13%	13%
It would allow me to access treatments that could help	**636**	19	22	302	294
	28%	30%	32%	29%	28%
It would allow me to access care services that could help	**312**	9	8	134	161
	14%	14%	11%	13%	15%
It would allow me to plan for my future	**613**	22	16	283	293
	27%	34%	23%	27%	28%
It would allow access to financial support or benefits	**57**	1	2	24	30
	3%	2%	3%	2%	3%
It would provide opportunities for me to get involved in research/trials	**54**	3	3	16	33
	2%	4%	5%	1%	3%
It would provide peace of mind, removing worry about the cause of my symptoms	**367**	8	10	158	191
	16%	12%	15%	15%	18%
COVID-19 has made me think more about my general health	**10**	*	2	5	3
	*****	1%	3%	*	*
It would allow me to tell / prepare my family / friends	**76**	1	1	33	42
	3%	2%	1%	3%	4%
I would rather know if I had it / for confirmation / to be prepared	**311**	7	8	162	134
	14%	11%	12%	15%	13%
It would be better to know early / sooner	**28**	1	-	14	13
	1%	2%	-	1%	1%
Early intervention / treatment / might slow down the disease	**80**	1	2	27	50
	4%	1%	3%	3%	5%
I have other medical conditions / mental health problems	**15**	-	-	1	14
	1%	-	-	*	1%
I have known people / family members who had dementia	**47**	1	*	23	22
	2%	2%	1%	2%	2%
It would allow me to change my lifestyle	**15**	-	-	9	6
	1%	-	-	1%	1%
It would allow me to get help / advice / support (unspecified)	**67**	-	1	16	51
	3%	-	1%	1%	5%
Dementia runs in my family	**11**	1	-	8	2
	*****	1%	-	1%	*
It would allow me to have control over the end of my life	**13**	-	-	4	9
	1%	-	-	*	1%
It would help me / family and friends to understand	**26**	-	-	14	11
	1%	-	-	1%	1%
I hope I don't get dementia	**2**	-	*	-	2
	*****	-	1%	-	*
It would allow me to manage the condition / my health better	**28**	-	-	4	24
	1%	-	-	*	2%
It would allow me to have a better quality of life	**17**	1	*	7	9
	1%	1%	1%	1%	1%
It would allow me to do something about it (unspecified)	**14**	-	-	6	8
	1%	-	-	1%	1%
Prevention / rather than cure	**15**	3	1	6	4
	1%	4%	2%	1%	*
It would allow me to improve the condition	**-**	-	-	-	-
	-	-	-	-	-
It would affect / impact my family	**13**	-	-	4	9
	1%	-	-	*	1%
Doctor would know best / could point me in the right direction	**23**	1	1	10	12
	1%	1%	1%	1%	1%
For my family / friends / for my family's sake (unspecified)	**17**	-	-	13	3
	1%	-	-	1%	*
I'm scared of dementia / scary disease	**12**	-	-	5	7
	1%	-	-	*	1%
It would eliminate other causes / diseases	**19**	-	-	4	15
	1%	-	-	*	1%
No reason not to / it would be a good idea	**16**	-	-	5	11
	1%	-	-	*	1%
I work in health / care	**6**	-	-	2	4
	*****	-	-	*	*
Other	**78**	4	2	55	17
	3%	6%	3%	5%	2%
Don't know	**64**	4	5	33	22
	3%	6%	8%	3%	2%

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

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Table 179
HEA13A - You mentioned you would be likely to seek a formal diagnosis... Why do you say that?

Base: All who would be likely to seek a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	2261	1120	1114	243	376	386	397	369	490	158	215	360	79	226	295	162	189	166	1850	238	125	48
Weighted Base	2243	1061	1154	242	386	377	368	360	509	166	212	296	92*	253	308	191	199	180	1897	188	102	56*
I am clear about what the process would be	281	133	144	40	47	56	44	35	59	22	22	40	14	40	46	23	26	21	252	19	5	4
	13%	12%	12%	16% g	12%	15%	12%	10%	12%	13%	10%	14%	15%	16%	15%	12%	13%	12%	13% t	10%	5%	7%
It would allow me to access treatments that could help	636	289	340	69	105	124	107	109	123	51	66	85	24	63	108	38	59	54	549	49	23	15
	28%	27%	29%	28%	27%	33% h	29%	30%	24%	31% o	31% o	29%	26%	25%	35% mo	20%	29%	30%	29%	26%	22%	27%
It would allow me to access care services that could help	312	131	179	36	59	65	44	48	61	18	33	43	13	20	42	29	37	26	261	33	7	11
	14%	12%	16%	15%	15%	17% fh	12%	13%	12%	11%	16% m	14% m	14%	8%	14%	15% m	18% m	14%	14% t	18% t	7%	20% t
It would allow me to plan for my future	613	260	349	63	106	106	98	109	131	48	53	77	14	77	78	55	52	50	504	63	28	18
	27%	25%	30% a	26%	27%	28%	26%	30%	26%	29% l	25%	26%	15%	30% l	25%	29% l	26%	28% l	27%	33% r	28%	32%
It would allow access to financial support or benefits	57	21	37	6	11	8	12	10	9	5	6	9	2	5	9	6	4	5	50	8	-	-
	3%	2%	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%	4% t	-	-
It would provide opportunities for me to get involved in research/trials	54	20	35	7	5	15	9	7	12	4	3	9	1	9	7	-	6	4	44	7	1	3
	2%	2%	3%	3%	1%	4% d	2%	2%	2%	2%	1%	3% o	1%	4% o	2%	-	3% o	2%	2%	4%	1%	5%
It would provide peace of mind, removing worry about the cause of my symptoms	367	181	184	37	68	68	64	46	83	26	27	40	20	46	55	43	29	26	313	30	17	7
	16%	17%	16%	15%	18%	18%	17%	13%	16%	16%	13%	14%	22%	18%	18%	23% jk	15%	14%	17%	16%	16%	13%
COVID-19 has made me think more about my general health	10	2	9	1	1	2	2	1	4	1	2	1	-	2	2	-	1	1	9	1	*	-
	*	*	1%	*	*	1%	1%	*	1%	*	1%	*	-	1%	1%	-	1%	*	*	*	*	-
It would allow me to tell / prepare my family / friends	76	24	52	3	13	8	11	18	22	7	6	7	3	8	12	6	5	8	60	11	2	3
	3%	2%	5% a	1%	3%	2%	3%	5% c	4%	4%	3%	2%	3%	3%	4%	3%	2%	4%	3%	6%	2%	5%
I would rather know if I had it / for confirmation / to be prepared	311	156	151	33	55	52	53	57	63	24	31	34	14	32	41	29	32	24	263	30	15	4
	14%	15%	13%	13%	14%	14%	14%	16%	12%	14%	15%	11%	16%	13%	13%	15%	16%	14%	14%	16%	14%	7%
It would be better to know early / sooner	28	11	17	5	6	5	5	4	4	1	2	4	1	2	4	2	3	2	22	4	1	1
	1%	1%	2%	2%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Early intervention / treatment / might slow down the disease	80	38	40	5	19	17	11	12	15	5	12	7	2	9	13	9	5	9	70	3	3	4
	4%	4%	3%	2%	5%	5%	3%	3%	3%	3%	6%	2%	3%	3%	4%	4%	3%	5%	4%	2%	3%	7%
I have other medical conditions / mental health problems	15	3	11	3	1	4	4	1	2	2	-	2	1	2	3	-	2	2	14	-	-	1
	1%	*	1%	1%	*	1%	1%	*	*	1%	-	1%	1%	1%	1%	-	1%	1%	1%	-	-	2%
I have known people / family members who had dementia	47	18	30	4	7	3	18	7	8	4	4	7	7	7	6	2	3	4	44	1	2	-
	2%	2%	3%	2%	2%	1%	5% deh	2%	2%	2%	2%	3%	8% jknopq	3%	2%	1%	2%	2%	2%	1%	2%	-
It would allow me to change my lifestyle	15	8	7	*	-	3	6	1	5	2	3	1	-	-	2	-	2	1	11	3	-	1
	1%	1%	1%	*	-	1%	2% d	*	1%	1%	2%	*	-	-	1%	-	1%	*	1%	1%	-	2%
It would allow me to get help / advice / support (unspecified)	67	23	43	6	9	18	10	9	15	6	7	7	1	6	7	11	7	9	60	3	2	3
	3%	2%	4%	3%	2%	5%	3%	3%	3%	4%	3%	2%	1%	2%	2%	6%	3%	5%	3%	2%	2%	5%
Dementia runs in my family	11	2	9	-	4	2	3	1	1	-	1	2	-	1	3	-	-	*	7	1	*	2
	*	*	1%	-	1%	1%	1%	*	*	-	*	1%	-	1%	1%	-	-	*	*	1%	*	3% r
It would allow me to have control over the end of my life	13	8	6	-	-	4	1	2	5	-	2	1	-	-	2	3	-	2	11	1	1	-
	1%	1%	*	-	-	1%	*	1%	1%	-	1%	*	-	-	1%	2%	-	1%	1%	1%	1%	-
It would help me / family and friends to understand	26	10	16	3	3	6	5	5	4	2	1	3	2	5	5	2	*	2	22	3	-	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	2%	2%	2%	1%	*	1%	1%	2%	-	2%
I hope I don't get dementia	2	*	2	-	-	*	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-
	*	*	*	-	-	*	-	-	*	-	-	-	-	-	1%	-	-	-	*	-	-	-
It would allow me to manage the condition / my health better	28	14	14	2	3	3	7	4	9	2	3	5	2	4	2	2	3	-	21	4	2	-
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	-	1%	2%	2%	-
It would allow me to have a better quality of life	17	11	7	1	1	2	10	2	2	-	4	*	-	3	4	3	1	1	17	-	-	-
	1%	1%	1%	*	*	1%	3% degh	*	*	-	2% k	*	-	1%	1%	2%	1%	1%	1%	-	-	-
It would allow me to do something about it (unspecified)	14	8	6	*	1	2	1	4	6	-	2	1	-	1	2	1	3	3	13	-	1	-
	1%	1%	1%	*	*	*	*	1%	1%	-	1%	*	-	*	1%	*	1%	1%	1%	-	1%	-
Prevention / rather than cure	15	8	7	1	5	3	2	2	2	1	1	5	1	3	2	-	1	1	15	-	-	-
	1%	1%	1%	*	1%	1%	*	1%	*	1%	1%	2%	1%	1%	1%	-	*	*	1%	-	-	-
It would allow me to improve the condition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It would affect / impact my family	13	5	8	-	2	5	3	1	1	-	1	2	2	-	1	3	-	3	11	1	1	-
	1%	*	1%	-	1%	1%	1%	*	*	-	*	1%	2%	-	*	1%	-	1%	1%	*	1%	-
Doctor would know best / could point me in the right direction	23	13	9	4	7	2	1	3	7	-	1	6	-	3	2	3	1	1	17	2	5	-
	1%	1%	1%	2%	2%	1%	*	1%	1%	-	*	2%	-	1%	1%	1%	1%	1%	1%	1%	5% rs	-
For my family / friends / for my family's sake (unspecified)	17	9	8	-	4	5	2	1	5	1	1	3	-	4	4	-	2	-	14	1	1	-
	1%	1%	1%	-	1%	1%	1%	*	1%	*	*	1%	-	1%	1%	-	1%	-	1%	1%	1%	-
I'm scared of dementia / scary disease	12	8	4	-	1	2	4	1	4	2	1	1	-	2	2	1	-	-	9	2	1	-
	1%	1%	*	-	*	*	1%	*	1%	1%	*	*	-	1%	1%	1%	-	-	*	1%	1%	-
It would eliminate other causes / diseases	19	10	8	1	4	-	4	7	3	3	2	-	-	1	1	1	2	4	14	3	2	-
	1%	1%	1%	*	1%	-	1%	2% e	1%	2% k	1%	-	-	*	*	1%	1%	2% k	1%	2%	2%	-
No reason not to / it would be a good idea	16	10	6	-	3	2	2	1	8	-	2	2	-	3	1	5	-	-	13	2	1	-
	1%	1%	*	-	1%	*	*	*	2%	-	1%	1%	-	1%	*	3%	-	-	1%	1%	1%	-
I work in health / care	6	3	4	-	1	1	1	1	2	-	1	-	-	-	2	-	1	-	4	1	-	1
	*	*	*	-	*	*	*	*	*	-	*	-	-	-	1%	-	1%	-	*	1%	-	1%
Other	78	41	36	11	18	13	12	14	10	3	7	10	3	6	15	12	8	7	70	2	5	-
	3%	4%	3%	4%	5% h	3%	3%	4%	2%	2%	3%	3%	3%	2%	5%	6%	4%	4%	4%	1%	5% s	-
Don't know	64	36	26	6	8	15	6	9	19	5	11	8	4	7	3	5	7	5	55	4	3	2
	3%	3%	2%	3%	2%	4%	2%	2%	4%	3%	5% n	3%	4% n	3%	1%	3%	4% n	3%	3%	2%	3%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 180
HEA13A - You mentioned you would be likely to seek a formal diagnosis... Why do you say that?

Base: All who would be likely to seek a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2261**	472	206	545	391	296	20	658	1603	67	215	81	1028	695	827	321	320
Weighted Base	**2243**	450	189	543	407	306	19**	615	1628	81*	244	88*	951	607	602	452	507
I am clear about what the process would be	**281**	50	27	72	47	41	4	88	193	7	27	12	119	84	79	61	50
	13%	11%	14%	13%	12%	13%	19%	14%	12%	9%	11%	13%	13%	14%	13%	14%	10%
It would allow me to access treatments that could help	**636**	138	70	160	86	84	9	168	468	20	58	22	299	185	177	110	145
	28%	31% d	37% de	29% d	21%	27%	46%	27%	29%	25%	24%	25%	31% j	30%	29%	24%	29%
It would allow me to access care services that could help	**312**	71	25	78	52	31	2	85	227	6	48	5	147	99	74	55	74
	14%	16% e	13%	14%	13%	10%	12%	14%	14%	7%	19% ik	6%	16% k	16% n	12%	12%	15%
It would allow me to plan for my future	**613**	146	47	149	98	85	5	178	435	14	75	26	271	168	170	122	143
	27%	32% d	25%	27%	24%	28%	27%	29%	27%	18%	31%	30%	29%	28%	28%	27%	28%
It would allow access to financial support or benefits	**57**	15	7	9	14	6	-	14	43	1	9	1	28	20	14	8	16
	3%	3%	3%	2%	3%	2%	-	2%	3%	2%	4%	1%	3%	3%	2%	2%	3%
It would provide opportunities for me to get involved in research/trials	**54**	12	7	12	10	4	-	18	36	2	4	2	27	15	12	15	12
	2%	3%	4%	2%	3%	1%	-	3%	2%	3%	2%	3%	3%	2%	2%	3%	2%
It would provide peace of mind, removing worry about the cause of my symptoms	**367**	53	24	89	81	53	4	88	279	14	46	20	139	93	86	95	82
	16%	12%	13%	16%	20% a	17%	19%	14%	17%	18%	19%	22%	15%	15%	14%	21% mn	16%
COVID-19 has made me think more about my general health	**10**	2	-	*	3	4	-	2	9	-	5	-	3	3	1	3	2
	*****	*	-	*	1%	1%	-	*	1%	-	2% l	-	*	1%	*	1%	*
It would allow me to tell / prepare my family / friends	**76**	16	3	23	18	7	-	17	59	5	15	3	29	21	21	11	22
	3%	4%	2%	4%	4%	2%	-	3%	4%	7%	6%	4%	3%	3%	3%	2%	4%
I would rather know if I had it / for confirmation / to be prepared	**311**	66	19	70	64	54	2	93	218	15	22	12	132	88	75	68	74
	14%	15%	10%	13%	16%	18% b	13%	15%	13%	18%	9%	13%	14%	15%	12%	15%	15%
It would be better to know early / sooner	**28**	4	5	5	6	3	-	12	17	-	6	-	12	8	12	6	1
	1%	1%	3%	1%	1%	1%	-	2%	1%	-	3%	-	1%	1%	2% p	1%	*
Early intervention / treatment / might slow down the disease	**80**	20	5	26	13	9	1	27	52	1	7	4	42	34	22	13	8
	4%	4%	3%	5%	3%	3%	6%	4%	3%	2%	3%	5%	4%	6% p	4%	3%	2%
I have other medical conditions / mental health problems	**15**	-	-	4	6	2	-	4	11	-	3	2	6	3	3	3	5
	1%	-	-	1%	1% a	1%	-	1%	1%	-	1%	2%	1%	1%	*	1%	1%
I have known people / family members who had dementia	**47**	5	4	17	8	7	-	12	35	-	6	3	23	14	14	11	9
	2%	1%	2%	3% a	2%	2%	-	2%	2%	-	3%	3%	2%	2%	2%	2%	2%
It would allow me to change my lifestyle	**15**	5	-	5	1	-	-	6	9	-	1	-	12	7	*	2	4
	1%	1%	-	1%	*	-	-	1%	1%	-	*	-	1%	1% n	*	*	1%
It would allow me to get help / advice / support (unspecified)	**67**	13	6	19	16	6	-	26	41	1	3	3	37	19	23	11	15
	3%	3%	3%	4%	4%	2%	-	4%	3%	2%	1%	4%	4%	3%	4%	2%	3%
Dementia runs in my family	**11**	2	-	3	1	4	-	2	8	-	-	-	4	3	3	3	-
	*****	*	-	*	*	1%	-	*	1%	-	-	-	*	1%	1%	1%	-
It would allow me to have control over the end of my life	**13**	3	-	5	3	2	-	3	10	-	2	-	3	-	3	1	10
	1%	1%	-	1%	1%	1%	-	*	1%	-	1%	-	*	-	*	*	2% mn
It would help me / family and friends to understand	**26**	6	3	4	7	3	-	10	16	-	2	1	14	8	10	2	3
	1%	1%	2%	1%	2%	1%	-	2%	1%	-	1%	1%	1%	1%	2%	*	1%
I hope I don't get dementia	**2**	-	*	2	-	-	-	-	2	-	*	-	-	-	*	-	2
	*****	-	*	*	-	-	-	-	*	-	*	-	-	-	*	-	*
It would allow me to manage the condition / my health better	**28**	4	2	9	8	1	-	7	21	2	3	1	13	7	15	2	3
	1%	1%	1%	2%	2%	*	-	1%	1%	2%	1%	1%	1%	1%	2% op	*	1%
It would allow me to have a better quality of life	**17**	5	1	5	*	4	-	6	11	-	1	2	9	5	6	3	2
	1%	1%	1%	1%	*	1%	-	1%	1%	-	1%	3%	1%	1%	1%	1%	*
It would allow me to do something about it (unspecified)	**14**	2	-	7	2	2	-	3	12	-	2	-	7	3	5	3	3
	1%	*	-	1%	1%	1%	-	*	1%	-	1%	-	1%	1%	1%	1%	1%
Prevention / rather than cure	**15**	1	7	3	*	2	-	4	10	-	4	-	8	4	4	1	5
	1%	*	3% acde	*	*	1%	-	1%	1%	-	2%	-	1%	1%	1%	*	1%
It would allow me to improve the condition	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It would affect / impact my family	**13**	5	2	1	1	2	-	9	3	2	-	-	7	3	5	1	3
	1%	1%	1%	*	*	1%	-	2% h	*	2%	-	-	1%	1%	1%	*	1%
Doctor would know best / could point me in the right direction	**23**	2	2	8	5	3	-	4	19	-	2	4	10	3	4	4	8
	1%	*	1%	1%	1%	1%	-	1%	1%	-	1%	4% l	1%	*	1%	1%	2%
For my family / friends / for my family's sake (unspecified)	**17**	3	-	7	3	2	1	4	12	-	1	-	3	8	-	7	-
	1%	1%	-	1%	1%	1%	6%	1%	1%	-	*	-	*	1% np	-	2% np	-
I'm scared of dementia / scary disease	**12**	1	1	2	3	3	-	2	10	-	3	-	1	3	3	1	5
	1%	*	*	*	1%	1%	-	*	1%	-	1% l	-	*	*	*	*	1%
It would eliminate other causes / diseases	**19**	-	3	6	4	4	-	2	17	-	4	1	11	6	4	5	4
	1%	-	2% a	1% a	1%	1% a	-	*	1%	-	2%	2%	1%	1%	1%	1%	1%
No reason not to / it would be a good idea	**16**	-	-	2	7	2	-	4	12	*	4	1	3	6	5	-	5
	1%	-	-	*	2% a	1%	-	1%	1%	1%	1%	1%	*	1%	1%	-	1%
I work in health / care	**6**	2	2	1	-	-	-	1	5	-	-	-	4	3	2	-	-
	*****	1%	1%	*	-	-	-	*	*	-	-	-	*	1%	*	-	-
Other	**78**	11	8	15	15	9	1	31	47	2	8	*	34	22	16	23	9
	3%	3%	4%	3%	4%	3%	5%	5% h	3%	3%	3%	1%	4%	4%	3%	5% p	2%
Don't know	**64**	14	4	14	13	7	-	19	46	1	9	1	10	14	18	13	14
	3%	3%	2%	3%	3%	2%	-	3%	3%	1%	4% l	1%	1%	2%	3%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 181

HEA13A - You mentioned you would be likely to seek a formal diagnosis... Why do you say that?

Base: All who would be likely to seek a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2261**	1691	111	202	196	7	32	1691	548	378	447	1091	159	137	436	776	640	409	1450	811
Weighted Base	**2243**	1916	56*	115	110	5**	19**	1916	305	429	478	946	170	167	428	796	657	363	1388	854
I am clear about what the process would be	**281**	240	9	13	13	1	2	240	38	60	57	119	21	19	46	96	91	48	181	100
	13%	13%	16%	11%	12%	26%	12%	13%	12%	14%	12%	13%	12%	11%	11%	12%	14%	13%	13%	12%
It would allow me to access treatments that could help	**636**	539	15	38	29	-	7	539	88	112	133	300	48	33	125	220	185	106	427	210
	28%	28%	27%	33%	26%	-	36%	28%	29%	26%	28%	32%	28%	20%	29%	28%	28%	29%	31%	25%
												m							s	
It would allow me to access care services that could help	**312**	271	9	14	11	1	1	271	36	62	57	151	19	19	53	109	88	62	210	102
	14%	14%	16%	12%	10%	14%	6%	14%	12%	14%	12%	16%	11%	12%	12%	14%	13%	17%	15%	12%
It would allow me to plan for my future	**613**	535	15	23	29	3	3	535	74	110	135	289	38	32	121	210	184	98	376	237
	27%	28%	26%	20%	27%	60%	18%	28%	24%	26%	28%	31%	23%	19%	28%	26%	28%	27%	27%	28%
		c									m	m								
It would allow access to financial support or benefits	**57**	49	1	1	5	-	*	49	7	7	11	31	3	1	13	22	13	9	38	19
	3%	3%	2%	1%	4%	-	3%	3%	2%	2%	2%	3%	2%	1%	3%	3%	2%	3%	3%	2%
					c															
It would provide opportunities for me to get involved in research/trials	**54**	46	1	3	5	*	-	46	9	8	10	30	3	2	12	17	18	8	31	23
	2%	2%	2%	2%	4%	7%	-	2%	3%	2%	2%	3%	2%	1%	3%	2%	3%	2%	2%	3%
It would provide peace of mind, removing worry about the cause of my symptoms	**367**	316	8	23	14	-	2	316	47	79	75	143	32	28	73	131	121	42	218	149
	16%	17%	14%	20%	13%	-	10%	17%	15%	18%	16%	15%	19%	17%	17%	16%	18%	12%	16%	17%
															q	q	q			
COVID-19 has made me think more about my general health	**10**	6	-	1	3	-	-	6	4	4	2	3	-	1	3	3	4	1	5	5
	*****	*	-	1%	3%	-	-	*	1%	1%	1%	*	-	*	1%	*	1%	*	*	1%
					a				g											
It would allow me to tell / prepare my family / friends	**76**	69	2	3	2	-	-	69	7	11	22	28	5	8	18	24	23	11	40	37
	3%	4%	4%	3%	2%	-	-	4%	2%	3%	5%	3%	3%	5%	4%	3%	4%	3%	3%	4%
I would rather know if I had it / for confirmation / to be prepared	**311**	274	8	14	13	1	1	274	35	76	59	113	31	20	66	106	84	55	193	118
	14%	14%	13%	12%	11%	12%	5%	14%	12%	18%	12%	12%	18%	12%	16%	13%	13%	15%	14%	14%
										k			k							
It would be better to know early / sooner	**28**	24	1	1	2	-	-	24	4	4	5	16	-	2	2	10	12	4	19	9
	1%	1%	1%	1%	2%	-	-	1%	1%	1%	1%	2%	-	1%	1%	1%	2%	1%	1%	1%
Early intervention / treatment / might slow down the disease	**80**	69	-	4	5	-	1	69	11	11	19	40	7	2	17	26	27	9	54	26
	4%	4%	-	4%	5%	-	5%	4%	3%	3%	4%	4%	4%	1%	4%	3%	4%	3%	4%	3%
					b															
I have other medical conditions / mental health problems	**15**	13	*	1	-	-	1	13	3	5	4	4	-	-	2	9	4	1	4	11
	1%	1%	1%	1%	-	-	5%	1%	1%	1%	1%	*	-	-	*	1%	1%	*	*	1%
																				r
I have known people / family members who had dementia	**47**	41	*	2	2	1	2	41	6	10	16	17	3	-	5	22	15	5	31	16
	2%	2%	1%	2%	1%	13%	8%	2%	2%	2%	3%	2%	2%	-	1%	3%	2%	1%	2%	2%
											m									
It would allow me to change my lifestyle	**15**	15	-	-	*	-	-	15	*	1	1	12	1	-	4	6	5	-	9	7
	1%	1%	-	-	*	-	-	1%	*	*	*	1%	1%	-	1%	1%	1%	-	1%	1%
It would allow me to get help / advice / support (unspecified)	**67**	63	1	1	1	-	-	63	4	13	9	34	3	9	13	21	17	16	44	23
	3%	3%	2%	1%	1%	-	-	3%	1%	3%	2%	4%	2%	5%	3%	3%	3%	4%	3%	3%
								h						j						
Dementia runs in my family	**11**	10	*	-	*	-	-	10	1	-	4	5	-	1	3	5	1	2	8	3
	*****	1%	1%	-	*	-	-	1%	*	-	1%	1%	-	1%	1%	1%	*	1%	1%	*
It would allow me to have control over the end of my life	**13**	13	-	-	-	-	-	13	-	3	-	4	1	5	2	6	4	1	4	10
	1%	1%	-	-	-	-	-	1%	-	1%	-	*	1%	3%	1%	1%	1%	*	*	1%
														jk						r
It would help me / family and friends to understand	**26**	22	1	1	1	-	-	22	3	7	4	11	2	2	5	9	9	3	15	10
	1%	1%	1%	1%	1%	-	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
I hope I don't get dementia	**2**	2	-	-	-	-	*	2	*	-	2	*	-	-	-	2	*	-	2	-
	*****	*	-	-	-	-	2%	*	*	-	*	*	-	-	-	*	*	-	*	-
It would allow me to manage the condition / my health better	**28**	23	2	-	3	-	-	23	4	3	8	12	1	2	7	8	9	4	17	11
	1%	1%	3%	-	2%	-	-	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
			c		c															
It would allow me to have a better quality of life	**17**	15	-	*	2	-	-	15	2	3	7	6	-	-	3	8	5	1	13	5
	1%	1%	-	*	2%	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*	1%	1%
It would allow me to do something about it (unspecified)	**14**	14	-	-	*	-	-	14	*	3	2	5	2	2	6	3	2	3	8	6
	1%	1%	-	-	*	-	-	1%	*	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%
Prevention / rather than cure	**15**	6	-	4	5	-	-	6	9	*	2	10	2	1	1	4	3	6	12	2
	1%	*	-	3%	5%	-	-	*	3%	*	*	1%	1%	*	*	1%	*	2%	1%	*
				a	ab				g									n		
It would allow me to improve the condition	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It would affect / impact my family	**13**	12	-	-	1	-	-	12	1	1	5	6	-	-	3	5	4	*	8	4
	1%	1%	-	-	1%	-	-	1%	*	*	1%	1%	-	-	1%	1%	1%	*	1%	1%
Doctor would know best / could point me in the right direction	**23**	18	-	1	2	1	1	18	6	5	3	10	1	3	5	12	4	3	12	11
	1%	1%	-	1%	2%	19%	5%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
For my family / friends / for my family's sake (unspecified)	**17**	16	1	-	-	-	-	16	1	6	3	7	-	-	5	3	5	3	13	4
	1%	1%	2%	-	-	-	-	1%	*	1%	1%	1%	-	-	1%	*	1%	1%	1%	*
I'm scared of dementia / scary disease	**12**	11	-	-	-	-	1	11	1	4	2	5	*	-	5	2	3	2	4	8
	1%	1%	-	-	-	-	3%	1%	*	1%	*	1%	*	-	1%	*	1%	1%	*	1%
It would eliminate other causes / diseases	**19**	19	-	-	-	-	-	19	-	5	4	8	1	1	5	7	3	4	13	5
	1%	1%	-	-	-	-	-	1%	-	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%
								h												
No reason not to / it would be a good idea	**16**	14	*	*	1	-	-	14	1	2	3	9	1	-	6	6	2	2	10	6
	1%	1%	1%	*	*	-	-	1%	*	1%	1%	1%	1%	-	1%	1%	*	*	1%	1%
I work in health / care	**6**	6	-	-	-	-	-	6	-	-	1	5	-	-	1	3	2	-	4	2
	*****	*	-	-	-	-	-	*	-	-	*	1%	-	-	*	*	*	-	*	*
Other	**78**	63	3	6	4	-	-	63	13	17	17	28	7	5	13	29	23	12	55	23
	3%	3%	6%	5%	4%	-	-	3%	4%	4%	4%	3%	4%	3%	3%	4%	3%	3%	4%	3%
Don't know	**64**	46	1	6	7	-	2	46	17	8	13	21	6	16	9	17	27	11	36	28
	3%	2%	2%	5%	6%	-	13%	2%	6%	2%	3%	2%	3%	10%	2%	2%	4%	3%	3%	3%
				a	a				g					ijkl			o			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 182

HEA13A - You mentioned you would be likely to seek a formal diagnosis... Why do you say that?

Base: All who would be likely to seek a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2261**	275	949	1043	290	1172	1079	1822	405	2112	2208	2221	2224	31
Weighted Base	**2243**	280	975	1070	290	1202	1031	1786	422	2081	2179	2193	2196	39**
I am clear about what the process would be	**281**	35	121	133	27	151	130	236	40	266	274	274	274	6
	13%	13%	12%	12%	9%	13%	13%	13%	9%	13%	13%	12%	12%	15%
It would allow me to access treatments that could help	**636**	84	273	299	101	346	289	523	104	602	619	624	624	12
	28%	30%	28%	28%	35%	29%	28%	29%	25%	29%	28%	28%	28%	30%
					bcef					j				
It would allow me to access care services that could help	**312**	47	146	160	52	183	128	249	55	301	310	312	312	-
	14%	17%	15%	15%	18%	15%	12%	14%	13%	14%	14%	14%	14%	-
					f									
It would allow me to plan for my future	**613**	82	292	318	90	350	262	505	102	585	603	603	603	6
	27%	29%	30%	30%	31%	29%	25%	28%	24%	28%	28%	27%	27%	15%
			f	f						kl	kl			
It would allow access to financial support or benefits	**57**	12	32	36	10	40	17	50	7	55	57	57	57	-
	3%	4%	3%	3%	4%	3%	2%	3%	2%	3%	3%	3%	3%	-
		f	f	f		f								
It would provide opportunities for me to get involved in research/trials	**54**	9	26	26	13	29	25	44	10	53	54	54	54	-
	2%	3%	3%	2%	4%	2%	2%	2%	2%	3%	2%	2%	2%	-
					ce									
It would provide peace of mind, removing worry about the cause of my symptoms	**367**	53	169	183	43	203	163	290	72	339	359	360	361	6
	16%	19%	17%	17%	15%	17%	16%	16%	17%	16%	16%	16%	16%	14%
COVID-19 has made me think more about my general health	**10**	*	5	5	1	6	3	7	3	8	10	10	10	1
	*****	*	1%	*	*	*	*	*	1%	*	*	*	*	2%
											i	i		
It would allow me to tell / prepare my family / friends	**76**	10	40	42	18	50	26	53	21	67	73	73	74	2
	3%	4%	4%	4%	6%	4%	3%	3%	5%	3%	3%	3%	3%	5%
					f								k	
I would rather know if I had it / for confirmation / to be prepared	**311**	30	123	135	26	145	164	249	55	285	304	307	307	3
	14%	11%	13%	13%	9%	12%	16%	14%	13%	14%	14%	14%	14%	8%
							ade							
It would be better to know early / sooner	**28**	4	12	13	4	13	15	20	7	26	28	28	28	-
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-
Early intervention / treatment / might slow down the disease	**80**	6	46	47	12	49	30	66	14	73	80	80	80	-
	4%	2%	5%	4%	4%	4%	3%	4%	3%	4%	4%	4%	4%	-
			e											
I have other medical conditions / mental health problems	**15**	-	6	6	*	6	10	14	1	15	15	15	15	-
	1%	-	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	-
I have known people / family members who had dementia	**47**	3	36	36	4	36	11	42	3	46	47	47	47	-
	2%	1%	4%	3%	1%	3%	1%	2%	1%	2%	2%	2%	2%	-
			adef	af		f								
It would allow me to change my lifestyle	**15**	2	7	7	4	9	6	11	4	15	15	15	15	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
It would allow me to get help / advice / support (unspecified)	**67**	12	33	37	12	40	27	58	9	65	66	67	67	-
	3%	4%	3%	3%	4%	3%	3%	3%	2%	3%	3%	3%	3%	-
Dementia runs in my family	**11**	2	11	11	2	11	-	9	-	9	9	9	9	-
	*****	1%	1%	1%	1%	1%	-	1%	-	*	*	*	*	-
		f	f	f	f	f								
It would allow me to have control over the end of my life	**13**	3	9	9	4	10	3	12	-	8	11	11	11	2
	1%	1%	1%	1%	1%	1%	*	1%	-	*	1%	1%	1%	5%
					f						i	i	i	
It would help me / family and friends to understand	**26**	4	11	13	6	15	11	22	4	25	26	26	26	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-
I hope I don't get dementia	**2**	-	2	2	-	2	*	2	-	2	2	2	2	-
	*****	-	*	*	-	*	*	*	-	*	*	*	*	-
It would allow me to manage the condition / my health better	**28**	5	12	13	7	16	11	26	2	27	28	28	28	-
	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	-
It would allow me to have a better quality of life	**17**	2	6	6	2	6	11	17	-	17	17	17	17	-
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-
It would allow me to do something about it (unspecified)	**14**	2	7	7	1	7	7	12	2	12	14	14	14	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-
											i			
Prevention / rather than cure	**15**	1	1	1	3	5	10	11	2	15	15	15	15	-
	1%	*	*	*	1%	*	1%	1%	*	1%	1%	1%	1%	-
					bc	bc	bc							
It would allow me to improve the condition	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It would affect / impact my family	**13**	4	11	11	2	11	2	10	2	13	13	13	13	-
	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-
		f	f	f		f								
Doctor would know best / could point me in the right direction	**23**	1	9	9	4	14	9	18	4	20	22	23	23	-
	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-
						c						j	j	
For my family / friends / for my family's sake (unspecified)	**17**	4	6	9	2	9	8	9	7	16	17	17	17	-
	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	-
				b					g					
I'm scared of dementia / scary disease	**12**	1	4	4	1	7	4	10	2	12	12	12	12	-
	1%	*	*	*	*	1%	*	1%	*	1%	1%	1%	1%	-
						c								
It would eliminate other causes / diseases	**19**	3	7	9	3	10	9	11	7	19	19	19	19	-
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-
									g					
No reason not to / it would be a good idea	**16**	1	5	5	4	6	10	9	5	14	16	16	16	-
	1%	*	1%	*	1%	*	1%	*	1%	1%	1%	1%	1%	-
					ce									
I work in health / care	**6**	1	2	3	2	3	3	5	1	6	6	6	6	-
	*****	*	*	*	1%	*	*	*	*	*	*	*	*	-
Other	**78**	7	34	34	2	37	39	55	22	71	75	75	76	2
	3%	2%	3%	3%	1%	3%	4%	3%	5%	3%	3%	3%	3%	5%
			d	d		d	d							
Don't know	**64**	6	21	23	5	26	37	43	21	53	57	58	58	6
	3%	2%	2%	2%	2%	2%	4%	2%	5%	3%	3%	3%	3%	15%
									g					

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 183

HEA13A - You mentioned you would be likely to seek a formal diagnosis... Why do you say that?

Base: All who would be likely to seek a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2261**	36	125	8	249	11	180	303	131	126	1425	804	825	1436	1709	193	1562	337	347
Weighted Base	**2243**	37**	125	8**	282	13**	208	349	155	137	1328	890	805	1437	1678	186	1552	318	359
I am clear about what the process would be	**281**	5	17	-	37	1	31	45	22	13	158	120	100	181	220	18	197	36	46
	13%	13%	13%	-	13%	7%	15%	13%	14%	9%	12%	13%	12%	13%	13%	10%	13%	11%	13%
It would allow me to access treatments that could help	**636**	5	34	3	59	4	60	100	42	35	395	231	270	366	506	43	473	65	97
	28%	14%	27%	34%	21%	31%	29%	29%	27%	25%	30%	26%	34%	25%	30%	23%	30%	20%	27%
								d			d	d	m				q		
It would allow me to access care services that could help	**312**	*	12	2	30	-	41	66	21	21	180	127	122	190	237	32	235	32	44
	14%	1%	10%	29%	10%	-	20%	19%	13%	16%	14%	14%	15%	13%	14%	17%	15%	10%	12%
							bdk	bdjk									q		
It would allow me to plan for my future	**613**	10	32	1	77	3	57	100	46	37	370	239	212	401	469	50	447	75	86
	27%	28%	26%	12%	27%	22%	27%	29%	29%	27%	28%	27%	26%	28%	28%	27%	29%	23%	24%
It would allow access to financial support or benefits	**57**	-	4	-	8	-	8	14	8	1	25	30	24	33	42	8	43	7	7
	3%	-	3%	-	3%	-	4%	4%	5%	1%	2%	3%	3%	2%	2%	4%	3%	2%	2%
								j	j										
It would provide opportunities for me to get involved in research/trials	**54**	*	6	-	13	-	2	14	8	3	29	25	24	30	47	3	45	2	7
	2%	1%	5%	-	5%	-	1%	4%	5%	2%	2%	3%	3%	2%	3%	2%	3%	1%	2%
								f	fj								q		
It would provide peace of mind, removing worry about the cause of my symptoms	**367**	10	24	1	52	2	31	87	39	31	193	171	134	233	266	24	256	53	57
	16%	27%	19%	12%	18%	16%	15%	25%	25%	23%	15%	19%	17%	16%	16%	13%	16%	17%	16%
								fjk	fj	j		j							
COVID-19 has made me think more about my general health	**10**	-	1	-	5	-	-	2	2	-	4	6	3	8	7	1	9	-	1
	*****	-	1%	-	2%	-	-	*	1%	-	*	1%	*	1%	*	*	1%	-	*
					jk														
It would allow me to tell / prepare my family / friends	**76**	2	4	-	13	-	8	8	4	4	46	30	33	43	52	11	51	12	13
	3%	5%	3%	-	4%	-	4%	2%	3%	3%	3%	3%	4%	3%	3%	6%	3%	4%	4%
I would rather know if I had it / for confirmation / to be prepared	**311**	4	23	2	43	2	30	34	21	18	193	112	96	215	221	25	207	47	55
	14%	11%	18%	19%	15%	19%	14%	10%	14%	13%	15%	13%	12%	15%	13%	13%	13%	15%	15%
			g		g						g								
It would be better to know early / sooner	**28**	*	2	-	4	-	6	6	-	1	14	14	9	19	22	2	21	1	6
	1%	1%	2%	-	1%	-	3%	2%	-	1%	1%	2%	1%	1%	1%	1%	1%	*	2%
Early intervention / treatment / might slow down the disease	**80**	1	6	-	12	-	9	7	3	6	50	29	31	49	61	7	60	1	18
	4%	2%	5%	-	4%	-	4%	2%	2%	4%	4%	3%	4%	3%	4%	4%	4%	*	5%
																	q		q
I have other medical conditions / mental health problems	**15**	-	2	-	7	-	1	6	1	3	3	13	3	12	5	2	10	3	1
	1%	-	2%	-	3%	-	1%	2%	1%	2%	*	1%	*	1%	*	1%	1%	1%	*
			j		j			j		j		j							
I have known people / family members who had dementia	**47**	1	1	1	6	-	1	7	2	6	30	17	16	32	33	3	41	2	4
	2%	4%	1%	12%	2%	-	1%	2%	1%	4%	2%	2%	2%	2%	2%	2%	3%	1%	1%
																	q		
It would allow me to change my lifestyle	**15**	-	1	-	-	-	-	-	2	-	13	2	8	8	12	1	11	2	2
	1%	-	1%	-	-	-	-	-	1%	-	1%	*	1%	1%	1%	*	1%	1%	1%
											k								
It would allow me to get help / advice / support (unspecified)	**67**	3	6	-	10	-	13	8	1	2	37	30	26	42	53	4	54	9	5
	3%	7%	5%	-	4%	-	6%	2%	1%	2%	3%	3%	3%	3%	3%	2%	3%	3%	1%
							ghjk												
Dementia runs in my family	**11**	-	-	-	1	1	-	3	-	-	6	4	5	6	8	*	10	-	1
	*****	-	-	-	*	10%	-	1%	-	-	*	*	1%	*	*	*	1%	-	*
It would allow me to have control over the end of my life	**13**	-	-	-	5	-	6	6	-	-	3	9	6	7	10	-	7	6	-
	1%	-	-	-	2%	-	3%	2%	-	-	*	1%	1%	*	1%	-	*	2%	-
					j		jk	j				j						pr	
It would help me / family and friends to understand	**26**	-	1	-	2	-	5	7	-	2	13	12	10	16	19	4	20	2	3
	1%	-	1%	-	1%	-	2%	2%	-	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
I hope I don't get dementia	**2**	-	-	-	-	-	-	-	-	-	2	-	-	2	2	-	2	-	-
	*****	-	-	-	-	-	-	-	-	-	*	-	-	*	*	-	*	-	-
It would allow me to manage the condition / my health better	**28**	2	2	-	3	-	-	4	-	1	20	8	12	15	23	2	21	3	3
	1%	4%	1%	-	1%	-	-	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
It would allow me to have a better quality of life	**17**	-	2	-	1	-	1	1	-	-	13	4	5	12	13	*	14	*	3
	1%	-	2%	-	*	-	*	*	-	-	1%	*	1%	1%	1%	*	1%	*	1%
It would allow me to do something about it (unspecified)	**14**	1	2	-	3	-	1	1	2	-	7	7	8	7	11	1	11	1	2
	1%	2%	2%	-	1%	-	*	*	1%	-	1%	1%	1%	*	1%	1%	1%	*	1%
Prevention / rather than cure	**15**	-	-	-	2	-	-	-	-	3	11	3	6	9	10	2	8	3	4
	1%	-	-	-	1%	-	-	-	-	2%	1%	*	1%	1%	1%	1%	*	1%	1%
										gk									
It would allow me to improve the condition	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It would affect / impact my family	**13**	-	2	-	3	-	*	4	3	1	6	6	7	6	11	-	8	2	3
	1%	-	2%	-	1%	-	*	1%	2%	1%	*	1%	1%	*	1%	-	*	1%	1%
Doctor would know best / could point me in the right direction	**23**	-	-	-	1	-	1	5	2	-	14	9	11	13	19	3	13	7	3
	1%	-	-	-	*	-	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%
For my family / friends / for my family's sake (unspecified)	**17**	-	1	-	1	-	1	3	-	1	11	5	3	13	10	2	13	2	2
	1%	-	1%	-	*	-	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
I'm scared of dementia / scary disease	**12**	-	*	-	5	-	3	6	2	-	4	7	3	8	4	-	7	4	1
	1%	-	*	-	2%	-	1%	2%	1%	-	*	1%	*	1%	*	-	*	1%	*
					j			j											
It would eliminate other causes / diseases	**19**	2	2	-	1	-	1	7	-	2	8	11	6	13	14	1	14	3	2
	1%	5%	1%	-	1%	-	1%	2%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	*
								j											
No reason not to / it would be a good idea	**16**	-	-	-	-	-	4	5	-	1	8	7	8	8	12	-	10	1	5
	1%	-	-	-	-	-	2%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	*	1%
							d												
I work in health / care	**6**	1	1	-	1	-	-	-	1	-	4	2	4	3	5	1	4	1	1
	*****	2%	1%	-	*	-	-	-	*	-	*	*	*	*	*	*	*	*	*
Other	**78**	1	2	-	7	-	6	11	4	5	46	29	36	42	63	5	48	15	14
	3%	3%	2%	-	3%	-	3%	3%	2%	3%	3%	3%	5%	3%	4%	2%	3%	5%	4%
Don't know	**64**	-	5	1	13	1	4	10	6	2	35	29	28	36	44	7	30	23	11
	3%	-	4%	6%	5%	7%	2%	3%	4%	1%	3%	3%	3%	3%	3%	4%	2%	7%	3%
																		pr	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 184

HEA13B - You mentioned you would be unlikely to seek a formal diagnosis... Why do you say that?

Base: All who would be unlikely to seek a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**216**	6	6	100	104
Weighted Base	**235**	4	3	112	116
I am not clear about what the process would be	**10**	1	-	2	7
	4%	28%	-	2%	6%
The stigma of a diagnosis is too great	**17**	-	-	12	5
	7%	-	-	10%	4%
There are no treatments that can really make a difference	**24**	1	-	12	11
	10%	24%	-	11%	10%
It's just part of getting older	**7**	*	*	5	1
	3%	9%	10%	5%	1%
I would find it too stressful	**25**	-	1	10	13
	10%	-	25%	9%	11%
Diagnosis is too often inaccurate	**10**	1	-	1	8
	4%	22%	-	1%	7%
It could cause practical problems like stopping driving or trouble getting insurance	**3**	-	-	-	3
	1%	-	-	-	2%
I am worried about COVID-19	**-**	-	-	-	-
	-	-	-	-	-
Fear / of the unknown	**11**	-	-	6	5
	5%	-	-	5%	5%
I would rather not know	**35**	-	*	18	17
	15%	-	14%	16%	15%
Negative comments about quality of doctors	**20**	-	1	8	11
	9%	-	24%	7%	10%
I don't go / don't like going to the doctor	**20**	-	-	9	10
	8%	-	-	8%	9%
You can't get in to see the doctor	**4**	-	-	3	1
	2%	-	-	2%	1%
GP /Doctor not available or can't help	**2**	-	-	1	1
	1%	-	-	1%	1%
Wouldn't let it worry me / can't change things	**3**	-	-	1	2
	1%	-	-	1%	2%
Wait before seeing GP	**-**	-	-	-	-
	-	-	-	-	-
Need more evidence / see a specialist	**-**	-	-	-	-
	-	-	-	-	-
Worried about consequences of diagnosis	*****	-	*	-	-
	*****	-	12%	-	-
You would just know yourself	**7**	-	-	6	1
	3%	-	-	5%	1%
Just want to enjoy my life	**3**	-	-	-	3
	1%	-	-	-	3%
Other	**55**	1	*	23	30
	23%	41%	15%	21%	26%
Don't know	**20**	-	-	11	9
	8%	-	-	10%	7%

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
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7 Jul 2023

Table 185
HEA13B - You mentioned you would be unlikely to seek a formal diagnosis... Why do you say that?

Base: All who would be unlikely to seek a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**216**	121	84	22	28	27	37	41	61	10	20	33	7	18	30	14	17	21	170	23	13	10
Weighted Base	**235**	124*	100*	26**	35**	26**	37**	47*	65*	11**	23**	40**	8**	16**	33**	18**	21**	24**	193	18**	12**	13**
I am not clear about what the process would be	**10**	7	2	-	1	*	2	-	7	-	-	2	1	2	3	2	-	-	10	1	-	-
	4%	6%	2%	-	4%	1%	5%	-	10%	-	-	5%	9%	13%	8%	11%	-	-	5%	4%	-	-
The stigma of a diagnosis is too great	**17**	11	6	-	7	1	2	4	3	-	4	2	2	1	3	3	-	2	17	-	-	-
	7%	9%	6%	-	21%	4%	6%	8%	4%	-	16%	5%	26%	8%	9%	14%	-	7%	9%	-	-	-
There are no treatments that can really make a difference	**24**	8	15	-	2	3	7	4	8	3	1	7	2	-	4	-	-	3	20	2	-	2
	10%	6%	15%	-	6%	12%	19%	9%	12%	24%	4%	19%	22%	-	12%	-	-	13%	10%	11%	-	18%
It's just part of getting older	**7**	5	2	-	*	-	1	-	6	2	*	-	-	1	-	-	3	-	6	1	-	-
	3%	4%	2%	-	1%	-	1%	-	9%	16%	1%	-	-	4%	-	-	15%	-	3%	5%	-	-
I would find it too stressful	**25**	8	16	-	5	5	5	4	7	1	3	4	1	1	6	1	3	4	22	2	-	-
	10%	6%	16% a	-	14%	19%	12%	8%	10%	8%	11%	9%	13%	6%	17%	5%	13%	17%	12%	12%	-	-
Diagnosis is too often inaccurate	**10**	4	6	-	4	-	1	3	2	-	2	*	-	1	4	-	1	*	9	-	1	-
	4%	3%	6%	-	11%	-	2%	7%	3%	-	10%	1%	-	8%	11%	-	4%	1%	5%	-	7%	-
It could cause practical problems like stopping driving or trouble getting insurance	**3**	1	1	-	1	-	-	-	1	-	-	2	-	-	-	-	1	-	3	-	-	-
	1%	1%	1%	-	4%	-	-	-	2%	-	-	5%	-	-	-	-	3%	-	1%	-	-	-
I am worried about COVID-19	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fear / of the unknown	**11**	4	7	1	2	-	3	1	3	1	-	3	-	-	-	-	2	2	8	1	1	1
	5%	3%	7%	5%	6%	-	10%	2%	5%	8%	-	8%	-	-	-	-	9%	8%	4%	5%	11%	7%
I would rather not know	**35**	21	15	3	-	3	7	12	9	3	4	8	2	4	2	1	5	1	30	2	3	1
	15%	17%	15%	12%	-	14%	20%	26%	14%	25%	16%	20%	26%	23%	7%	4%	26%	4%	15%	11%	22%	7%
Negative comments about quality of doctors	**20**	10	7	1	2	4	3	7	2	1	3	3	1	2	2	3	-	*	15	2	1	1
	9%	8%	7%	5%	7%	15%	9%	15% h	3%	7%	14%	7%	13%	12%	7%	14%	-	2%	8%	14%	12%	8%
I don't go / don't like going to the doctor	**20**	12	6	10	3	3	2	1	-	-	4	5	1	-	1	4	*	2	16	2	-	2
	8%	10%	6%	38%	10%	13%	5%	3%	-	-	16%	12%	9%	-	4%	20%	2%	8%	8%	9%	-	13%
You can't get in to see the doctor	**4**	4	-	-	-	3	1	-	-	-	3	-	-	-	1	-	-	-	4	-	-	-
	2%	3%	-	-	-	11%	2%	-	-	-	12%	-	-	-	2%	-	-	-	2%	-	-	-
GP /Doctor not available or can't help	**2**	1	1	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	2	-	-	-
	1%	1%	1%	-	-	-	2%	-	2%	-	-	-	-	-	2%	7%	-	-	1%	-	-	-
Wouldn't let it worry me / can't change things	**3**	1	2	-	1	-	-	1	1	-	-	-	-	1	1	-	-	-	2	-	1	-
	1%	1%	2%	-	3%	-	-	2%	2%	-	-	-	-	7%	3%	-	-	-	1%	-	12%	-
Wait before seeing GP	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need more evidence / see a specialist	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried about consequences of diagnosis	*****	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-
	*****	*	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	*	-	-	-
You would just know yourself	**7**	4	1	-	3	-	-	1	3	-	-	1	-	1	1	-	-	1	4	-	-	3
	3%	4%	1%	-	9%	-	-	2%	5%	-	-	3%	-	8%	2%	-	-	3%	2%	-	-	24%
Just want to enjoy my life	**3**	1	2	-	2	-	-	-	1	-	-	-	-	1	-	-	-	1	2	1	-	-
	1%	1%	2%	-	6%	-	-	-	1%	-	-	-	-	7%	-	-	-	4%	1%	5%	-	-
Other	**55**	31	21	7	8	6	7	8	19	3	2	12	1	7	6	3	5	7	46	4	2	3
	23%	25%	21%	26%	24%	23%	18%	18%	29%	27%	10%	31%	8%	46%	17%	14%	24%	30%	24%	24%	17%	22%
Don't know	**20**	13	5	3	5	-	2	4	5	-	1	3	-	*	4	3	1	2	16	2	2	-
	8%	10%	5%	13%	14%	-	6%	9%	8%	-	5%	6%	-	2%	14%	19%	6%	10%	8%	11%	19%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 186
HEA13B - You mentioned you would be unlikely to seek a formal diagnosis... Why do you say that?

Base: All who would be unlikely to seek a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**216**	46	14	47	46	19	2	53	163	6	22	3	84	55	69	38	40
Weighted Base	**235**	44*	19**	51*	52*	21**	3**	49*	186	9**	26**	4**	86*	51*	51*	53*	71*
I am not clear about what the process would be	**10**	3	2	4	-	-	1	-	10	-	1	-	5	5	1	2	2
	4%	6%	11%	8%	-	-	53%	-	6%	-	3%	-	6%	10%	2%	4%	3%
The stigma of a diagnosis is too great	**17**	1	3	4	2	2	1	1	16	-	-	-	8	1	1	6	8
	7%	2%	17%	8%	4%	9%	53%	2%	8%	-	-	-	9%	3%	1%	11%	11%
There are no treatments that can really make a difference	**24**	9	1	7	2	1	1	6	18	-	3	2	14	8	3	6	6
	10%	20% d	7%	13%	4%	3%	47%	12%	10%	-	10%	54%	16%	16%	6%	12%	9%
It's just part of getting older	**7**	2	-	-	2	1	-	-	7	-	-	-	-	*	1	1	4
	3%	6%	-	-	4%	6%	-	-	4%	-	-	-	-	1%	2%	2%	5%
I would find it too stressful	**25**	6	3	3	8	*	-	9	15	-	3	1	10	5	5	7	7
	10%	13%	17%	5%	15%	2%	-	18%	8%	-	13%	24%	11%	9%	9%	14%	10%
Diagnosis is too often inaccurate	**10**	1	2	3	2	1	1	1	9	-	2	-	4	2	1	3	4
	4%	2%	10%	5%	5%	3%	53%	2%	5%	-	9%	-	4%	4%	3%	5%	5%
It could cause practical problems like stopping driving or trouble getting insurance	**3**	1	-	-	-	-	-	1	1	-	1	-	1	2	1	-	-
	1%	3%	-	-	-	-	-	3%	1%	-	3%	-	1%	4%	1%	-	-
I am worried about COVID-19	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fear / of the unknown	**11**	3	3	2	4	-	-	3	8	1	-	2	6	1	2	7	1
	5%	6%	14%	4%	8%	-	-	6%	4%	14%	-	54%	7%	3%	3%	13%	2%
I would rather not know	**35**	9	2	11	10	1	-	6	29	-	2	-	19	8	7	4	14
	15%	22%	9%	21%	20%	4%	-	13%	16%	-	8%	-	22%	16%	15%	7%	20%
Negative comments about quality of doctors	**20**	2	1	6	3	3	-	3	17	3	4	-	6	2	4	6	5
	9%	5%	6%	11%	6%	16%	-	7%	9%	30%	14%	-	7%	4%	8%	12%	8%
I don't go / don't like going to the doctor	**20**	4	5	4	2	1	-	7	13	-	3	-	10	3	4	6	6
	8%	9%	24%	8%	4%	5%	-	14%	7%	-	13%	-	11%	6%	7%	12%	8%
You can't get in to see the doctor	**4**	-	-	-	2	2	-	1	3	-	-	-	1	-	1	2	-
	2%	-	-	-	3%	9%	-	2%	1%	-	-	-	1%	-	2%	3%	-
GP /Doctor not available or can't help	**2**	-	-	1	-	1	-	-	2	-	-	-	2	1	1	-	-
	1%	-	-	3%	-	4%	-	-	1%	-	-	-	2%	3%	2%	-	-
Wouldn't let it worry me / can't change things	**3**	-	-	1	1	-	-	1	2	-	1	-	-	1	1	1	-
	1%	-	-	2%	2%	-	-	2%	1%	-	5%	-	-	2%	2%	3%	-
Wait before seeing GP	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need more evidence / see a specialist	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried about consequences of diagnosis	*****	*	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-
	*****	1%	-	-	-	-	-	1%	-	-	-	-	*	1%	-	-	-
You would just know yourself	**7**	1	-	1	-	1	-	-	7	3	-	-	-	2	2	-	3
	3%	2%	-	3%	-	3%	-	-	4%	33%	-	-	-	4%	3%	-	4%
Just want to enjoy my life	**3**	-	-	2	1	-	-	1	2	-	1	-	1	1	2	-	-
	1%	-	-	4%	2%	-	-	2%	1%	-	3%	-	1%	2%	4%	-	-
Other	**55**	8	3	9	16	6	1	14	41	1	6	1	20	17	20	7	11
	23%	18%	18%	18%	31%	27%	53%	28%	22%	11%	22%	22%	24%	34% o	39% op	13%	16%
Don't know	**20**	2	1	3	2	3	-	2	18	1	*	-	5	1	5	4	8
	8%	5%	8%	7%	4%	14%	-	4%	10%	12%	2%	-	5%	2%	10%	7%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 187

HEA13B - You mentioned you would be unlikely to seek a formal diagnosis... Why do you say that?

Base: All who would be unlikely to seek a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**216**	174	4	17	8	3	7	174	39	45	41	80	21	27	41	81	59	35	131	85
Weighted Base	**235**	207	2**	9**	6**	2**	4**	207	24*	51*	45*	80*	24**	33**	43*	89*	71*	33**	135	100*
I am not clear about what the process would be	**10**	9	-	*	1	-	-	9	1	1	1	5	2	1	1	2	4	3	4	6
	4%	4%	-	3%	17%	-	-	4%	5%	2%	3%	6%	8%	3%	3%	2%	6%	10%	3%	6%
The stigma of a diagnosis is too great	**17**	17	-	-	-	-	-	17	-	7	1	6	-	3	3	4	8	2	13	4
	7%	8%	-	-	-	-	-	8%	-	14%	3%	7%	-	8%	7%	4%	11%	6%	9%	4%
There are no treatments that can really make a difference	**24**	22	-	1	1	-	-	22	2	2	1	18	2	-	8	10	1	6	16	7
	10%	11%	-	14%	9%	-	-	11%	8%	5%	3%	22%	10%	-	18%	11%	2%	17%	12%	7%
												ij			p					
It's just part of getting older	**7**	6	-	1	-	-	-	6	1	*	-	*	2	3	*	2	5	-	2	5
	3%	3%	-	7%	-	-	-	3%	3%	1%	-	*	7%	8%	1%	2%	7%	-	2%	5%
I would find it too stressful	**25**	20	*	2	-	-	1	20	3	5	5	11	-	3	6	7	6	5	17	8
	10%	10%	18%	18%	-	-	23%	10%	13%	11%	11%	13%	-	11%	14%	8%	9%	16%	12%	8%
Diagnosis is too often inaccurate	**10**	8	*	1	*	-	-	8	2	1	3	1	5	-	2	2	5	2	6	4
	4%	4%	18%	9%	5%	-	-	4%	6%	2%	7%	2%	19%	-	4%	2%	7%	5%	5%	4%
It could cause practical problems like stopping driving or trouble getting insurance	**3**	1	-	-	-	-	-	1	-	-	1	1	-	-	-	1	-	1	1	1
	1%	1%	-	-	-	-	-	1%	-	-	3%	2%	-	-	-	2%	-	4%	1%	1%
I am worried about COVID-19	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fear / of the unknown	**11**	9	-	*	-	-	-	9	*	2	*	8	-	1	2	4	1	4	8	3
	5%	4%	-	5%	-	-	-	4%	2%	4%	1%	9%	-	4%	5%	4%	2%	13%	6%	3%
I would rather not know	**35**	33	*	1	-	-	*	33	2	11	4	12	1	8	8	6	14	7	17	18
	15%	16%	20%	9%	-	-	11%	16%	7%	21%	8%	15%	5%	25%	19%	7%	20%	20%	13%	18%
Negative comments about quality of doctors	**20**	19	-	*	-	-	1	19	2	4	5	7	2	2	7	9	4	1	12	8
	9%	9%	-	4%	-	-	30%	9%	6%	8%	12%	9%	7%	5%	16%	10%	5%	3%	9%	8%
I don't go / don't like going to the doctor	**20**	19	-	*	-	-	-	19	*	4	6	5	4	-	2	5	10	2	17	3
	8%	9%	-	4%	-	-	-	9%	1%	8%	12%	7%	16%	-	6%	5%	15%	6%	12%	3%
																			s	
You can't get in to see the doctor	**4**	4	-	-	-	-	-	4	-	-	1	-	-	3	1	2	1	-	4	-
	2%	2%	-	-	-	-	-	2%	-	-	2%	-	-	8%	2%	2%	1%	-	3%	-
GP /Doctor not available or can't help	**2**	2	-	-	-	-	-	2	-	1	-	-	-	1	-	2	-	-	1	1
	1%	1%	-	-	-	-	-	1%	-	3%	-	-	-	2%	-	2%	-	-	1%	1%
Wouldn't let it worry me / can't change things	**3**	3	-	-	-	-	-	3	-	1	1	-	-	1	1	1	1	-	2	1
	1%	2%	-	-	-	-	-	2%	-	2%	2%	-	-	4%	2%	2%	1%	-	1%	1%
Wait before seeing GP	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need more evidence / see a specialist	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried about consequences of diagnosis	*****	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	*	-
	*****	-	-	4%	-	-	-	-	2%	-	-	*	-	-	-	-	1%	-	*	-
									g											
You would just know yourself	**7**	6	-	-	1	-	-	6	1	1	-	3	3	-	-	5	1	-	-	7
	3%	3%	-	-	17%	-	-	3%	4%	2%	-	3%	12%	-	-	6%	2%	-	-	7%
																				r
Just want to enjoy my life	**3**	3	-	-	-	-	-	3	-	-	1	2	-	-	1	-	2	-	2	1
	1%	1%	-	-	-	-	-	1%	-	-	2%	2%	-	-	2%	-	3%	-	2%	1%
Other	**55**	46	1	1	3	1	1	46	8	10	18	14	6	6	8	24	14	10	32	23
	23%	22%	62%	9%	57%	41%	36%	22%	34%	20%	40%	18%	26%	18%	18%	27%	20%	29%	23%	23%
											k									
Don't know	**20**	15	-	2	1	1	-	15	5	8	5	5	-	2	2	10	6	1	11	9
	8%	7%	-	21%	21%	59%	-	7%	19%	16%	11%	6%	-	6%	5%	12%	9%	3%	8%	9%
									g											

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 188

HEA13B - You mentioned you would be unlikely to seek a formal diagnosis... Why do you say that?

Base: All who would be unlikely to seek a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**216**	26	78	84	24	99	116	106	104	187	199	203	203	11
Weighted Base	**235**	27**	89*	94*	21**	110*	124*	119*	109*	201	214	218	218	14**
I am not clear about what the process would be	**10**	3	5	5	1	8	3	1	7	9	10	10	10	*
	4%	11%	6%	6%	4%	7%	2%	1%	6%	5%	5%	5%	5%	2%
The stigma of a diagnosis is too great	**17**	-	6	6	-	6	10	9	8	17	17	17	17	-
	7%	-	7%	7%	-	6%	8%	7%	7%	8%	8%	8%	8%	-
There are no treatments that can really make a difference	**24**	5	13	13	2	14	10	13	11	24	24	24	24	-
	10%	18%	14%	14%	11%	13%	8%	11%	10%	12%	11%	11%	11%	-
It's just part of getting older	**7**	-	*	*	-	*	6	1	6	3	3	3	3	4
	3%	-	*	*	-	*	5%	*	6%	1%	1%	1%	1%	28%
									g					
I would find it too stressful	**25**	3	10	11	1	11	13	8	15	21	25	25	25	-
	10%	11%	12%	12%	3%	10%	10%	7%	13%	11%	11%	11%	11%	-
Diagnosis is too often inaccurate	**10**	4	4	4	-	8	2	6	4	9	10	10	10	-
	4%	15%	4%	4%	-	7%	1%	5%	3%	4%	5%	4%	4%	-
						bc								
It could cause practical problems like stopping driving or trouble getting insurance	**3**	3	3	3	1	3	-	1	2	3	3	3	3	-
	1%	10%	3%	3%	3%	2%	-	1%	2%	1%	1%	1%	1%	-
I am worried about COVID-19	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fear / of the unknown	**11**	-	2	2	3	6	5	8	3	8	8	8	8	1
	5%	-	2%	2%	12%	5%	4%	7%	3%	4%	4%	4%	4%	9%
						bc								
I would rather not know	**35**	2	18	18	1	20	15	11	25	30	30	31	31	4
	15%	7%	20%	19%	6%	18%	12%	9%	22%	15%	14%	14%	14%	28%
									g					
Negative comments about quality of doctors	**20**	1	9	10	4	11	9	8	10	17	19	20	20	-
	9%	5%	10%	11%	19%	10%	8%	7%	9%	8%	9%	9%	9%	-
I don't go / don't like going to the doctor	**20**	1	5	5	1	5	15	18	2	20	20	20	20	-
	8%	5%	5%	5%	3%	4%	12%	15%	2%	10%	9%	9%	9%	-
								h						
You can't get in to see the doctor	**4**	-	1	1	-	1	3	2	2	3	3	3	3	-
	2%	-	1%	1%	-	1%	2%	1%	2%	1%	1%	1%	1%	-
GP /Doctor not available or can't help	**2**	-	1	1	1	2	-	2	-	2	2	2	2	-
	1%	-	2%	1%	4%	2%	-	2%	-	1%	1%	1%	1%	-
Wouldn't let it worry me / can't change things	**3**	1	2	3	1	3	-	2	1	2	2	2	2	1
	1%	5%	2%	4%	5%	3%	-	2%	1%	1%	1%	1%	1%	10%
				b										
Wait before seeing GP	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need more evidence / see a specialist	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried about consequences of diagnosis	*****	-	*	*	-	*	-	*	-	*	*	*	*	-
	*****	-	*	*	-	*	-	*	-	*	*	*	*	-
You would just know yourself	**7**	1	-	-	-	1	6	5	1	6	7	7	7	-
	3%	3%	-	-	-	1%	5%	4%	1%	3%	3%	3%	3%	-
Just want to enjoy my life	**3**	1	2	3	2	3	-	-	3	3	3	3	3	-
	1%	3%	2%	3%	10%	3%	-	-	3%	1%	1%	1%	1%	-
Other	**55**	5	23	24	7	26	29	30	23	47	51	53	53	2
	23%	18%	26%	26%	32%	23%	24%	25%	21%	24%	24%	24%	24%	14%
Don't know	**20**	1	4	4	-	5	15	15	4	15	17	18	18	1
	8%	5%	4%	4%	-	4%	12%	12%	4%	7%	8%	8%	8%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
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Table 189

HEA13B - You mentioned you would be unlikely to seek a formal diagnosis... Why do you say that?

Base: All who would be unlikely to seek a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**216**	7	15	5	42	1	18	28	7	10	136	80	80	136	140	35	92	85	37
Weighted Base	**235**	8**	16**	6**	55*	1**	23**	33**	6**	10**	141	95*	84*	152	156	38**	107*	83*	44*
I am not clear about what the process would be	**10**	3	1	-	6	-	-	-	*	2	4	7	4	6	6	3	5	5	1
	4%	34%	8%	-	11%	-	-	-	8%	21%	3%	7%	5%	4%	4%	7%	4%	5%	2%
The stigma of a diagnosis is too great	**17**	-	-	-	4	-	4	2	-	-	9	8	7	10	12	2	10	3	4
	7%	-	-	-	7%	-	17%	6%	-	-	6%	8%	8%	6%	8%	5%	10%	3%	8%
There are no treatments that can really make a difference	**24**	-	4	1	2	-	1	2	-	2	17	7	6	18	15	7	13	7	4
	10%	-	24%	17%	4%	-	5%	7%	-	16%	12%	7%	7%	12%	10%	17%	12%	9%	8%
It's just part of getting older	**7**	-	-	-	2	-	-	-	-	-	5	2	3	4	4	1	-	6	1
	3%	-	-	-	3%	-	-	-	-	-	4%	2%	4%	2%	3%	2%	-	7%	3%
																		p	
I would find it too stressful	**25**	4	1	-	8	-	3	5	2	2	14	11	9	16	19	3	11	5	8
	10%	50%	10%	-	14%	-	12%	15%	43%	21%	10%	11%	11%	10%	12%	9%	11%	7%	18%
Diagnosis is too often inaccurate	**10**	-	3	-	2	-	-	2	2	-	4	6	2	8	6	4	6	4	-
	4%	-	17%	-	3%	-	-	5%	28%	-	3%	6%	3%	5%	4%	10%	5%	5%	-
It could cause practical problems like stopping driving or trouble getting insurance	**3**	-	-	-	-	-	-	-	-	-	3	-	1	1	3	-	1	2	-
	1%	-	-	-	-	-	-	-	-	-	2%	-	2%	1%	2%	-	1%	2%	-
I am worried about COVID-19	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fear / of the unknown	**11**	-	-	-	-	-	2	1	-	-	8	3	6	5	7	1	6	3	2
	5%	-	-	-	-	-	9%	3%	-	-	6%	3%	7%	3%	5%	3%	6%	4%	4%
I would rather not know	**35**	1	3	1	10	-	-	7	1	2	19	16	11	24	21	7	16	12	8
	15%	17%	17%	11%	19%	-	-	22%	15%	17%	14%	17%	13%	16%	13%	20%	15%	14%	17%
Negative comments about quality of doctors	**20**	1	1	2	9	1	3	8	2	2	6	14	14	6	16	*	10	7	2
	9%	13%	5%	26%	17%	100%	13%	24%	26%	16%	4%	15%	17%	4%	10%	1%	9%	9%	5%
					j							j	m						
I don't go / don't like going to the doctor	**20**	-	-	-	1	-	5	4	-	-	14	6	8	12	17	1	8	4	8
	8%	-	-	-	2%	-	22%	11%	-	-	10%	6%	9%	8%	11%	2%	7%	5%	17%
																			q
You can't get in to see the doctor	**4**	-	-	-	-	-	-	-	-	-	4	-	1	3	4	-	1	3	-
	2%	-	-	-	-	-	-	-	-	-	3%	-	1%	2%	2%	-	1%	3%	-
GP /Doctor not available or can't help	**2**	-	-	-	1	-	-	-	-	-	1	1	1	1	-	1	1	-	1
	1%	-	-	-	2%	-	-	-	-	-	1%	1%	1%	1%	-	3%	1%	-	3%
Wouldn't let it worry me / can't change things	**3**	-	-	-	1	-	-	-	-	-	2	1	-	3	2	1	-	1	2
	1%	-	-	-	3%	-	-	-	-	-	1%	2%	-	2%	2%	2%	-	1%	5%
Wait before seeing GP	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need more evidence / see a specialist	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worried about consequences of diagnosis	*****	-	-	-	-	-	-	-	-	-	*	-	*	-	*	-	*	-	-
	*****	-	-	-	-	-	-	-	-	-	*	-	*	-	*	-	*	-	-
You would just know yourself	**7**	-	-	3	3	-	3	-	-	1	3	4	2	5	7	-	3	3	1
	3%	-	-	46%	5%	-	13%	-	-	7%	2%	4%	2%	3%	4%	-	3%	4%	2%
Just want to enjoy my life	**3**	-	-	-	-	-	-	-	-	-	3	-	-	3	2	1	1	2	-
	1%	-	-	-	-	-	-	-	-	-	2%	-	-	2%	1%	2%	1%	2%	-
Other	**55**	1	3	-	6	-	5	2	1	2	40	15	19	37	40	3	29	22	4
	23%	13%	20%	-	10%	-	23%	6%	22%	16%	29%	16%	22%	24%	26%	9%	27%	27%	9%
											d						r	r	
Don't know	**20**	-	-	-	5	-	1	3	-	1	13	7	6	13	8	6	6	8	4
	8%	-	-	-	10%	-	4%	8%	-	7%	9%	7%	8%	9%	5%	16%	6%	10%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 190

HEA14 - Summary Table 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 diagno

Base: All without a diagnosis

	Memory and thinking tests	A brain scan	A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine	Blood test	Eye test	Computer or smartphone tasks or apps	Wearable technology such as a smartwatch
Unweighted Base	2522	2522	2522	2522	2522	2522	2522
Weighted Base	2524	2524	2524	2524	2524	2524	2524
(4) Very willing	1769	1608	404	1776	1858	1394	1338
	70%	64%	16%	70%	74%	55%	53%
(3) Fairly willing	606	682	689	592	544	697	681
	24%	27%	27%	23%	22%	28%	27%
(2) Fairly reluctant	55	105	622	62	37	192	228
	2%	4%	25%	2%	1%	8%	9%
(1) Very reluctant	71	97	744	74	62	196	234
	3%	4%	29%	3%	2%	8%	9%
Willing (NET)	2374	2290	1094	2368	2402	2091	2019
	94%	91%	43%	94%	95%	83%	80%
Reluctant (NET)	126	203	1366	135	99	388	462
	5%	8%	54%	5%	4%	15%	18%
Don't know	24	31	64	21	24	45	44
	1%	1%	3%	1%	1%	2%	2%
Mean	3.63	3.52	2.31	3.63	3.68	3.33	3.26

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Table 191

HEA14_1 - 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? Memory and thinking

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1769**	51	51	844	823
	70%	70%	67%	71%	70%
(3) Fairly willing	**606**	14	18	295	280
	24%	19%	23%	25%	24%
(2) Fairly reluctant	**55**	2	1	24	28
	2%	2%	1%	2%	2%
(1) Very reluctant	**71**	4	3	21	43
	3%	5%	4%	2%	4%
Willing (NET)	**2374**	65	68	1139	1102
	94%	89%	91%	95%	93%
Reluctant (NET)	**126**	6	4	45	71
	5%	8%	5%	4%	6%
Don't know	**24**	2	3	10	9
	1%	3%	4%	1%	1%
Mean	**3.63**	3.59	3.6	3.66	3.6

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 192

HEA14_1 - 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? Memory and thinkin

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1769**	830	918	186	295	315	290	297	386	136	162	224	68	201	248	155	154	135	1483	147	86	53
	70%	68%	72%	69%	68%	77%	70%	73%	66%	75%	68%	65%	68%	74%	72%	72%	70%	66%	70%	70%	72%	76%
						cdfh		h		k				k								
(3) Fairly willing	**606**	318	282	65	120	82	97	88	152	38	66	90	28	61	74	51	57	55	521	49	22	14
	24%	26%	22%	24%	28%	20%	23%	22%	26%	21%	28%	26%	28%	22%	21%	24%	26%	27%	25%	23%	18%	20%
		b			e				e													
(2) Fairly reluctant	**55**	18	34	7	5	3	8	11	22	-	3	11	-	5	7	2	3	10	41	8	6	1
	2%	2%	3%	2%	1%	1%	2%	3%	4%	-	1%	3%	-	2%	2%	1%	1%	5%	2%	4%	5%	1%
								e	de			i						i			r	
(1) Very reluctant	**71**	38	26	12	9	8	13	7	22	4	6	14	4	3	14	7	6	3	61	4	4	2
	3%	3%	2%	4%	2%	2%	3%	2%	4%	2%	3%	4%	4%	1%	4%	3%	3%	1%	3%	2%	3%	3%
												m			m							
Willing (NET)	**2374**	1147	1200	251	416	397	388	385	538	174	228	314	96	263	322	206	210	190	2004	196	108	66
	94%	94%	94%	93%	96%	97%	93%	94%	92%	96%	96%	91%	96%	96%	93%	95%	96%	93%	94%	93%	91%	96%
					h	h				k				k								
Reluctant (NET)	**126**	56	59	18	14	11	21	19	44	4	10	24	4	8	22	9	9	13	102	12	9	3
	5%	5%	5%	7%	3%	3%	5%	5%	8%	2%	4%	7%	4%	3%	6%	4%	4%	6%	5%	6%	8%	4%
				e					de			im										
Don't know	**24**	12	11	1	3	3	7	5	3	3	1	6	-	3	3	1	1	2	19	3	2	-
	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	*	2%	-	1%	1%	1%	*	1%	1%	2%	1%	-
Mean	**3.63**	3.61	3.66	3.58	3.63	3.73	3.63	3.67	3.55	3.72	3.62	3.55	3.59	3.7	3.62	3.64	3.63	3.59	3.63	3.63	3.62	3.69
						cfh		h		k				k								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

tests

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Table 193

HEA14_1 - 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? Memory and thinking tests

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1769** **70%**	376 75% bd	142 67%	435 73%	312 67%	230 69%	16 72%	495 73%	1273 69%	68 74%	176 64%	68 73%	797 76% j	514 77% op	486 74% op	328 64%	387 65%
(3) Fairly willing	**606** **24%**	107 21%	58 27%	134 22%	118 26%	80 24%	6 25%	154 23%	451 24%	18 20%	78 29% l	20 21%	216 21%	129 19%	141 21%	159 31% mn	155 26% m
(2) Fairly reluctant	**55** **2%**	9 2%	2 1%	10 2%	17 4%	10 3%	- -	12 2%	43 2%	3 4% l	9 3% l	3 3%	10 1%	8 1%	8 1%	11 2%	24 4% mn
(1) Very reluctant	**71** **3%**	8 2%	6 3%	17 3%	10 2%	11 3%	- -	12 2%	59 3%	2 2%	10 4%	3 3%	19 2%	13 2%	18 3%	12 2%	19 3%
Willing (NET)	**2374** **94%**	483 96% de	200 94%	569 95%	430 93%	310 93%	21 97%	650 96%	1724 93%	86 94%	255 93%	87 94%	1013 97% j	643 96% p	627 95% p	487 95%	542 92%
Reluctant (NET)	**126** **5%**	17 3%	9 4%	27 5%	28 6%	21 6%	- -	24 3%	102 6%	5 6%	19 7% l	5 6%	29 3%	21 3%	26 4%	23 4%	44 7% mn
Don't know	**24** **1%**	1 *	3 2% a	2 *	6 1%	3 1%	1 3%	6 1%	18 1%	- -	1 *	- -	5 1%	3 *	6 1%	5 1%	6 1%
Mean	**3.63**	3.7 de	3.61	3.66	3.6	3.6	3.74	3.68 h	3.61	3.66	3.53	3.65	3.72 j	3.72 o p	3.68 o p	3.57	3.55

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 194

HEA14_1 - 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? Memory and thinking tests

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1769**	1530	45	83	79	4	12	1530	225	320	379	789	139	107	344	612	527	285	1108	661
	70%	71%	77%	65%	66%	60%	53%	71%	66%	65%	72%	75%	71%	53%	72%	68%	71%	70%	71%	68%
		f	cdf					h		m	im	im	m							
(3) Fairly willing	**606**	515	10	33	29	-	8	515	80	146	120	215	44	62	109	235	166	96	376	230
	24%	24%	16%	26%	24%	-	33%	24%	24%	30%	23%	20%	23%	31%	23%	26%	22%	24%	24%	24%
							b			jk				k						
(2) Fairly reluctant	**55**	46	-	3	4	-	*	46	8	6	14	18	*	15	14	19	14	8	21	34
	2%	2%	-	3%	3%	-	2%	2%	2%	1%	3%	2%	*	7%	3%	2%	2%	2%	1%	3%
														ijkl						r
(1) Very reluctant	**71**	51	2	6	5	3	2	51	17	16	11	17	10	14	6	29	25	11	34	37
	3%	2%	3%	4%	4%	34%	10%	2%	5%	3%	2%	2%	5%	7%	1%	3%	3%	3%	2%	4%
							a		g				k	jk						r
Willing (NET)	**2374**	2045	55	116	108	4	20	2045	304	467	499	1004	183	169	453	847	693	381	1483	891
	94%	95%	93%	91%	90%	60%	85%	95%	90%	95%	95%	96%	94%	83%	95%	94%	94%	94%	96%	92%
		cdf						h		m	m	m	m						s	
Reluctant (NET)	**126**	97	2	9	9	3	3	97	25	22	26	35	10	29	20	48	39	19	56	71
	5%	4%	3%	7%	8%	34%	12%	4%	7%	5%	5%	3%	5%	14%	4%	5%	5%	5%	4%	7%
							ab		g					ijkl						r
Don't know	**24**	14	2	3	3	*	1	14	9	4	1	9	2	5	2	9	7	5	13	11
	1%	1%	4%	2%	2%	5%	3%	1%	3%	1%	*	1%	1%	3%	1%	1%	1%	1%	1%	1%
			a	a	a				g					j						
Mean	**3.63**	3.65	3.75	3.55	3.55	2.91	3.31	3.65	3.55	3.58	3.65	3.71	3.61	3.32	3.67	3.6	3.63	3.64	3.66	3.58
		f	cdf					h		m	m	im	m						s	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 195

HEA14_1 - 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? Memory and thinking tests

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1769**	226	809	882	240	981	782	1449	294	1655	1727	1739	1742	25
	70%	74%	75%	75%	76%	74%	66%	75%	54%	71%	71%	71%	71%	44%
		f	f	ef	f	f		h		m	m	m	m	
(3) Fairly willing	**606**	62	211	232	61	272	328	407	183	547	577	580	580	17
	24%	20%	20%	20%	19%	21%	28%	21%	34%	24%	24%	24%	24%	32%
							abcde		g					
(2) Fairly reluctant	**55**	6	16	18	7	22	32	30	24	46	50	51	51	4
	2%	2%	2%	2%	2%	2%	3%	2%	4%	2%	2%	2%	2%	7%
									g					ijkl
(1) Very reluctant	**71**	12	32	34	6	41	30	34	36	57	61	65	65	6
	3%	4%	3%	3%	2%	3%	3%	2%	7%	2%	3%	3%	3%	11%
									g			ij	ij	ijkl
Willing (NET)	**2374**	288	1020	1114	301	1253	1110	1855	477	2202	2304	2319	2322	42
	94%	94%	95%	95%	96%	95%	94%	96%	87%	95%	95%	94%	94%	76%
								h		km	klm	m	m	
Reluctant (NET)	**126**	18	48	53	13	63	62	64	59	103	111	116	116	10
	5%	6%	4%	4%	4%	5%	5%	3%	11%	4%	5%	5%	5%	19%
									g			ij	ij	ijkl
Don't know	**24**	1	6	7	-	7	14	9	10	21	21	21	21	3
	1%	*	1%	1%	-	1%	1%	*	2%	1%	1%	1%	1%	5%
									g					ijkl
Mean	**3.63**	3.64	3.68	3.68	3.7	3.67	3.59	3.7	3.37	3.65	3.64	3.64	3.64	3.15
			f	ef	f	f		h		klm	klm	m	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 196

HEA14_1 - 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? Memory and thinking

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1769**	27	92	7	222	7	156	279	118	110	1066	683	682	1086	1358	141	1310	198	250
	70%	61%	64%	46%	65%	52%	68%	72%	73%	73%	71%	68%	76%	67%	73%	63%	78%	48%	60%
								d					m		o		qr		q
(3) Fairly willing	**606**	13	41	7	84	4	65	85	39	31	354	247	182	423	418	57	319	142	143
	24%	30%	29%	43%	25%	32%	28%	22%	24%	21%	24%	25%	20%	26%	22%	25%	19%	34%	34%
														l				p	p
(2) Fairly reluctant	**55**	1	3	-	11	1	3	7	-	3	34	21	17	38	38	5	20	27	7
	2%	3%	2%	-	3%	7%	1%	2%	-	2%	2%	2%	2%	2%	2%	2%	1%	7%	2%
																		pr	
(1) Very reluctant	**71**	3	6	2	23	-	5	12	2	3	34	37	15	56	42	20	19	38	13
	3%	6%	4%	10%	7%	-	2%	3%	1%	2%	2%	4%	2%	3%	2%	9%	1%	9%	3%
					fghjk									l		n		pr	p
Willing (NET)	**2374**	40	133	14	306	12	221	365	157	141	1420	930	865	1510	1775	198	1629	339	392
	94%	91%	93%	90%	89%	84%	96%	95%	97%	94%	95%	93%	96%	93%	95%	88%	97%	82%	94%
							d	d	d		d	d	m		o		qr		q
Reluctant (NET)	**126**	4	8	2	34	1	8	20	2	5	69	57	32	94	79	25	40	65	20
	5%	9%	6%	10%	10%	7%	4%	5%	1%	4%	5%	6%	4%	6%	4%	11%	2%	16%	5%
		h	h		fghijk			h				h		l		n		pr	p
Don't know	**24**	-	2	-	3	1	2	1	4	3	13	10	7	17	11	2	3	11	4
	1%	-	1%	-	1%	9%	1%	*	2%	2%	1%	1%	1%	1%	1%	1%	*	3%	1%
									g									p	p
Mean	**3.63**	3.45	3.55	3.25	3.48	3.49	3.62	3.64	3.72	3.69	3.65	3.6	3.71	3.58	3.67	3.43	3.75	3.23	3.52
								d	abdk	d	d	d	m		o		qr		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 197

HEA14_2 - 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? A brain scan

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1608**	48	43	756	762
	64%	66%	57%	63%	64%
(3) Fairly willing	**682**	15	22	327	318
	27%	21%	29%	27%	27%
(2) Fairly reluctant	**105**	4	3	57	41
	4%	6%	4%	5%	3%
(1) Very reluctant	**97**	4	5	36	53
	4%	6%	6%	3%	4%
Willing (NET)	**2290**	63	65	1083	1080
	91%	87%	86%	91%	91%
Reluctant (NET)	**203**	9	7	93	94
	8%	12%	10%	8%	8%
Don't know	**31**	1	3	17	10
	1%	1%	4%	1%	1%
Mean	**3.52**	3.49	3.43	3.53	3.52

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Table 198

HEA14_2 - 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? A brain scar

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1608**	771	819	166	257	282	271	278	355	123	158	208	55	172	236	125	147	134	1357	129	78	44
	64%	63%	64%	61%	59%	68%	65%	68%	61%	68%	67%	60%	54%	63%	68%	58%	67%	65%	64%	61%	65%	64%
						dh		dh							lo							
(3) Fairly willing	**682**	337	337	77	147	97	101	105	155	46	62	94	34	79	79	68	55	52	571	67	25	19
	27%	28%	27%	28%	34%	24%	24%	26%	26%	26%	26%	27%	33%	29%	23%	32%	25%	26%	27%	32%	21%	27%
					efgh											n				t		
(2) Fairly reluctant	**105**	45	58	10	9	15	23	10	39	4	7	11	10	12	14	17	8	7	89	6	7	4
	4%	4%	5%	4%	2%	4%	6%	2%	7%	2%	3%	3%	10%	4%	4%	8%	4%	4%	4%	3%	6%	6%
							dg		dg				ijkn			ijk						
(1) Very reluctant	**97**	44	45	15	16	12	16	12	27	5	8	21	2	8	17	2	9	11	85	5	8	-
	4%	4%	4%	6%	4%	3%	4%	3%	5%	3%	4%	6%	2%	3%	5%	1%	4%	6%	4%	2%	6%	-
												o			o			o				
Willing (NET)	**2290**	1107	1156	242	404	379	372	383	510	169	221	302	89	251	315	194	202	186	1928	196	103	63
	91%	91%	91%	90%	93%	92%	90%	94%	87%	94%	93%	88%	88%	92%	91%	90%	92%	91%	91%	93%	87%	91%
					h	h		h														
Reluctant (NET)	**203**	89	103	25	24	27	39	22	66	9	15	31	12	20	31	19	18	19	174	11	14	4
	8%	7%	8%	9%	6%	7%	9%	5%	11%	5%	6%	9%	12%	7%	9%	9%	8%	9%	8%	5%	12%	6%
							g		deg												s	
Don't know	**31**	19	11	3	4	5	5	5	10	3	2	11	-	3	2	3	-	-	23	4	1	2
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	-	1%	*	2%	-	-	1%	2%	1%	3%
												npq										
Mean	**3.52**	3.53	3.53	3.47	3.51	3.6	3.53	3.6	3.46	3.61	3.57	3.47	3.4	3.53	3.54	3.49	3.54	3.51	3.52	3.55	3.47	3.6
						h		ch		l												

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 199

HEA14_2 - 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? A brain sca

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1608**	329	136	399	282	208	15	439	1169	64	164	65	715	454	434	320	351
	64%	66%	64%	67%	61%	62%	68%	65%	63%	70%	60%	70%	68%	68%	66%	62%	59%
													j	p	p		
(3) Fairly willing	**682**	131	58	155	130	93	5	190	492	19	80	16	268	165	186	134	174
	27%	26%	27%	26%	28%	28%	23%	28%	27%	21%	29%	17%	26%	25%	28%	26%	29%
(2) Fairly reluctant	**105**	18	8	22	25	18	1	20	85	3	13	5	34	22	16	25	36
	4%	4%	4%	4%	5%	5%	4%	3%	5%	4%	5%	6%	3%	3%	2%	5%	6%
																n	n
(1) Very reluctant	**97**	18	6	18	21	14	*	20	77	4	13	5	20	19	18	28	23
	4%	4%	3%	3%	5%	4%	2%	3%	4%	4%	5%	6%	2%	3%	3%	5%	4%
											l					mn	
Willing (NET)	**2290**	460	194	555	411	300	20	630	1661	84	244	80	983	619	620	454	525
	91%	92%	92%	93%	89%	90%	91%	93%	90%	92%	89%	87%	94%	93%	94%	88%	89%
													jk	op	op		
Reluctant (NET)	**203**	36	13	40	46	31	1	41	162	7	26	11	54	41	34	53	58
	8%	7%	6%	7%	10%	9%	6%	6%	9%	8%	10%	11%	5%	6%	5%	10%	10%
									g		l	l				mn	mn
Don't know	**31**	5	4	3	6	2	1	9	22	-	4	2	10	7	5	7	9
	1%	1%	2%	1%	1%	1%	3%	1%	1%	-	2%	2%	1%	1%	1%	1%	1%
Mean	**3.52**	3.55	3.57	3.57	3.47	3.49	3.62	3.56	3.51	3.58	3.46	3.54	3.62	3.6	3.58	3.47	3.46
													j	o	o		
														p	p		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 200

HEA14_2 - 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? A brain scan

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1608**	1407	42	66	68	4	10	1407	191	296	335	695	127	124	307	574	477	250	992	616
	64%	65%	72%	51%	57%	60%	43%	65%	57%	60%	64%	66%	65%	61%	64%	64%	65%	62%	64%	63%
		cdf	cdf					h				i								
(3) Fairly willing	**682**	576	9	43	37	-	8	576	97	138	145	277	49	54	141	245	184	112	441	241
	27%	27%	16%	33%	30%	-	34%	27%	29%	28%	28%	26%	25%	26%	30%	27%	25%	28%	28%	25%
		b		b	b		b													
(2) Fairly reluctant	**105**	84	2	6	6	-	1	84	16	30	18	35	12	10	15	37	40	14	57	48
	4%	4%	4%	5%	5%	-	6%	4%	5%	6%	3%	3%	6%	5%	3%	4%	5%	3%	4%	5%
										k										
(1) Very reluctant	**97**	66	4	11	8	2	3	66	28	19	24	28	7	14	12	34	33	18	45	52
	4%	3%	7%	9%	6%	21%	14%	3%	8%	4%	5%	3%	4%	7%	3%	4%	4%	5%	3%	5%
			a	a	a		a		g					k						r
Willing (NET)	**2290**	1984	52	109	105	4	18	1984	288	434	479	972	176	178	447	819	661	363	1433	858
	91%	92%	88%	85%	87%	60%	78%	92%	85%	88%	91%	93%	90%	87%	94%	91%	89%	90%	92%	88%
		cdf						h				im			pq				s	
Reluctant (NET)	**203**	150	7	17	14	2	5	150	44	49	42	63	19	24	26	71	73	32	102	101
	8%	7%	11%	13%	11%	21%	21%	7%	13%	10%	8%	6%	10%	12%	6%	8%	10%	8%	7%	10%
				a	a		a		g	k				k			n			r
Don't know	**31**	22	*	3	2	1	*	22	7	10	4	13	1	2	2	14	5	10	17	14
	1%	1%	1%	2%	1%	19%	2%	1%	2%	2%	1%	1%	1%	1%	*	2%	1%	2%	1%	1%
																		np		
Mean	**3.52**	3.56	3.54	3.3	3.4	3.23	3.08	3.56	3.36	3.47	3.51	3.58	3.52	3.42	3.57	3.53	3.51	3.51	3.55	3.48
		cdf	cf					h				im								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 201

HEA14_2 - 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? A brain s

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1608**	216	744	809	219	906	695	1329	259	1497	1560	1573	1575	30
	64%	70%	69%	69%	70%	68%	59%	69%	48%	64%	64%	64%	64%	53%
		f	f	f	f	f		h						
(3) Fairly willing	**682**	67	249	275	73	317	362	495	167	626	659	662	662	14
	27%	22%	23%	23%	23%	24%	31%	26%	31%	27%	27%	27%	27%	25%
							abcde		g					
(2) Fairly reluctant	**105**	10	35	40	8	44	60	51	53	92	100	101	102	3
	4%	3%	3%	3%	3%	3%	5%	3%	10%	4%	4%	4%	4%	5%
							e		g				k	
(1) Very reluctant	**97**	12	37	39	9	44	53	46	50	79	87	88	88	9
	4%	4%	3%	3%	3%	3%	4%	2%	9%	3%	4%	4%	4%	16%
									g		i	i	i	ijkl
Willing (NET)	**2290**	283	993	1084	292	1223	1057	1824	427	2124	2219	2235	2237	44
	91%	92%	93%	92%	93%	92%	89%	95%	78%	91%	91%	91%	91%	79%
			f	f		f		h		klm	m	m	m	
Reluctant (NET)	**203**	22	73	79	17	88	113	96	103	171	187	190	191	12
	8%	7%	7%	7%	5%	7%	10%	5%	19%	7%	8%	8%	8%	21%
							bcde		g		i	i	i	ijkl
Don't know	**31**	3	8	11	4	13	16	8	16	31	31	31	31	-
	1%	1%	1%	1%	1%	1%	1%	*	3%	1%	1%	1%	1%	-
									g					
Mean	**3.52**	3.6	3.6	3.59	3.62	3.59	3.45	3.62	3.2	3.54	3.53	3.53	3.53	3.16
		f	f	f	f	f		h		jklm	m	m	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 202

HEA14_2 - 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? A brain scan

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1608**	24	94	9	216	12	139	261	115	107	954	642	604	1005	1221	134	1202	182	215
	64%	55%	66%	57%	63%	84%	60%	68%	71%	72%	64%	64%	67%	62%	65%	60%	72%	44%	52%
										f			m				qr		q
(3) Fairly willing	**682**	15	36	5	79	1	79	82	36	29	414	260	223	459	495	59	397	134	147
	27%	33%	25%	33%	23%	9%	34%	21%	22%	19%	28%	26%	25%	28%	27%	26%	24%	32%	35%
							dghik				g	g						p	p
(2) Fairly reluctant	**105**	2	3	-	18	-	4	21	2	5	63	40	45	60	78	10	43	39	24
	4%	4%	2%	-	5%	-	2%	5%	2%	3%	4%	4%	5%	4%	4%	4%	3%	9%	6%
								f										p	p
(1) Very reluctant	**97**	3	8	2	25	1	4	16	5	5	56	41	23	75	61	19	25	53	17
	4%	7%	6%	10%	7%	7%	2%	4%	3%	4%	4%	4%	3%	5%	3%	8%	1%	13%	4%
					fjk									l		n		pr	p
Willing (NET)	**2290**	39	130	14	294	13	218	343	151	136	1367	901	827	1464	1715	193	1599	316	362
	91%	89%	91%	90%	86%	93%	94%	89%	93%	91%	91%	90%	91%	90%	92%	86%	96%	76%	87%
							dg		d		d	d			o		qr		q
Reluctant (NET)	**203**	5	12	2	43	1	9	37	8	11	119	81	68	135	139	29	68	92	41
	8%	11%	8%	10%	13%	7%	4%	10%	5%	7%	8%	8%	7%	8%	7%	13%	4%	22%	10%
					fhjk			f				f				n		pr	p
Don't know	**31**	-	2	-	5	-	5	5	3	3	15	15	9	21	12	3	5	8	13
	1%	-	1%	-	1%	-	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*	2%	3%
																		p	p
Mean	**3.52**	3.37	3.52	3.36	3.44	3.7	3.56	3.54	3.64	3.62	3.52	3.53	3.57	3.5	3.55	3.39	3.67	3.09	3.39
									ad	d		d	m		o		qr		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 203

HEA14_3 - 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? A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**404**	13	11	181	198
	16%	19%	15%	15%	17%
(3) Fairly willing	**689**	16	17	328	328
	27%	23%	23%	27%	28%
(2) Fairly reluctant	**622**	17	18	280	307
	25%	24%	23%	23%	26%
(1) Very reluctant	**744**	23	24	371	326
	29%	32%	32%	31%	28%
Willing (NET)	**1094**	30	29	509	526
	43%	41%	38%	43%	44%
Reluctant (NET)	**1366**	41	42	650	633
	54%	56%	55%	54%	54%
Don't know	**64**	2	5	34	23
	3%	3%	6%	3%	2%
Mean	**2.31**	2.28	2.23	2.28	2.34

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Table 204

HEA14_3 - 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? A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**404**	217	179	38	53	76	67	77	92	34	29	58	11	49	52	38	31	39	341	27	20	16
	16%	18%	14%	14%	12%	19%	16%	19%	16%	19%	12%	17%	11%	18%	15%	18%	14%	19%	16%	13%	17%	23%
		b				d		d														
(3) Fairly willing	**689**	349	336	80	141	122	109	103	135	54	61	85	26	74	87	53	76	63	580	61	28	21
	27%	29%	26%	30%	32%	30%	26%	25%	23%	30%	25%	25%	25%	27%	25%	25%	35%	31%	27%	29%	24%	30%
					gh	h											kn					
(2) Fairly reluctant	**622**	282	331	70	110	84	105	97	156	39	65	75	27	64	93	61	49	49	521	57	28	15
	25%	23%	26%	26%	25%	20%	25%	24%	27%	21%	27%	22%	27%	24%	27%	28%	22%	24%	25%	27%	24%	22%
									e													
(1) Very reluctant	**744**	330	396	78	114	120	125	122	187	51	78	111	38	83	105	57	61	48	633	58	39	15
	29%	27%	31%	29%	26%	29%	30%	30%	32%	28%	33%	32%	37%	30%	30%	27%	28%	23%	30%	27%	33%	21%
			a									q	q									
Willing (NET)	**1094**	566	515	118	194	198	176	180	228	89	90	143	36	123	140	91	107	102	921	87	48	37
	43%	47%	41%	44%	45%	48%	42%	44%	39%	49%	38%	41%	36%	45%	40%	42%	49%	50%	43%	41%	41%	54%
		b				h				j							j	j				
Reluctant (NET)	**1366**	612	727	148	224	204	230	218	342	90	143	186	64	147	199	118	110	97	1154	115	67	30
	54%	50%	57%	55%	52%	49%	55%	53%	58%	50%	60%	54%	64%	54%	57%	55%	50%	47%	54%	54%	56%	43%
			a						e		q		ipq		q							
Don't know	**64**	37	27	4	15	9	10	11	16	2	5	15	-	3	9	7	3	5	50	9	3	2
	3%	3%	2%	1%	3%	2%	2%	3%	3%	1%	2%	4%	-	1%	2%	3%	1%	3%	2%	4%	3%	3%
												m										
Mean	**2.31**	2.38	2.24	2.29	2.32	2.39	2.29	2.34	2.23	2.4	2.17	2.27	2.09	2.33	2.26	2.34	2.36	2.47	2.3	2.28	2.26	2.57
		b								l								jln				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 205

HEA14_3 - 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? A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**404**	83	39	104	63	49	8	113	291	16	47	23	174	107	100	89	91
	16%	16%	18%	17%	14%	15%	34%	17%	16%	18%	17%	24%	17%	16%	15%	17%	15%
(3) Fairly willing	**689**	136	59	176	127	93	4	186	503	28	67	33	311	194	191	125	163
	27%	27%	28%	29%	27%	28%	20%	27%	27%	31%	24%	35%	30%	29%	29%	24%	28%
(2) Fairly reluctant	**622**	138	57	151	116	78	6	172	450	17	67	10	285	200	171	120	112
	25%	28%	27%	25%	25%	23%	28%	25%	24%	19%	24%	11%	27%	30%	26%	23%	19%
											k		k	op	p		
(1) Very reluctant	**744**	134	53	159	148	104	3	190	554	29	89	26	262	146	186	166	213
	29%	27%	25%	27%	32%	31%	14%	28%	30%	32%	33%	28%	25%	22%	28%	32%	36%
											l				m	m	mn
Willing (NET)	**1094**	219	98	280	190	143	12	300	794	45	114	55	485	301	291	214	255
	43%	44%	46%	47%	41%	43%	54%	44%	43%	49%	41%	60%	46%	45%	44%	42%	43%
												jl					
Reluctant (NET)	**1366**	272	110	311	263	182	9	362	1004	46	156	36	547	346	356	286	325
	54%	54%	52%	52%	57%	54%	43%	53%	54%	51%	57%	39%	52%	52%	54%	56%	55%
											k		k				
Don't know	**64**	9	4	8	9	10	1	17	47	-	6	1	15	21	12	14	13
	3%	2%	2%	1%	2%	3%	3%	3%	3%	-	2%	1%	1%	3%	2%	3%	2%
Mean	**2.31**	2.34	2.4	2.38	2.23	2.27	2.77	2.34	2.3	2.35	2.26	2.57	2.39	2.41	2.32	2.27	2.23
														p			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 206

HEA14_3 - 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? A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**404**	347	11	19	18	2	4	347	56	86	79	161	35	40	72	131	136	66	242	163
	16%	16%	19%	15%	15%	33%	17%	16%	16%	17%	15%	15%	18%	19%	15%	15%	18%	16%	16%	17%
(3) Fairly willing	**689**	610	13	33	24	2	5	610	77	89	162	314	64	52	138	234	200	117	450	240
	27%	28%	23%	25%	20%	29%	21%	28%	23%	18%	31%	30%	32%	25%	29%	26%	27%	29%	29%	25%
		d						h			i	i	i						s	
(2) Fairly reluctant	**622**	539	14	34	19	1	5	539	73	130	103	293	48	27	126	222	175	98	391	231
	25%	25%	24%	27%	16%	13%	20%	25%	22%	26%	20%	28%	24%	13%	27%	25%	24%	24%	25%	24%
		d		d						jm		jm	m							
(1) Very reluctant	**744**	611	19	37	54	1	8	611	119	174	171	252	45	80	131	287	219	107	430	314
	29%	28%	33%	29%	45%	20%	33%	28%	35%	35%	33%	24%	23%	39%	28%	32%	30%	26%	28%	32%
					ac				g	kl	kl			kl						r
Willing (NET)	**1094**	957	25	52	43	5	9	957	133	175	241	475	98	91	210	365	336	183	691	403
	43%	44%	42%	41%	35%	62%	37%	44%	39%	35%	46%	45%	50%	45%	44%	40%	45%	45%	45%	41%
		d						h			i	i	i							
Reluctant (NET)	**1366**	1149	33	71	73	2	13	1149	193	304	274	544	93	107	258	509	394	205	821	545
	54%	53%	57%	56%	60%	32%	53%	53%	57%	62%	52%	52%	48%	53%	54%	56%	53%	51%	53%	56%
										jkl										
Don't know	**64**	50	1	5	5	*	2	50	13	15	10	28	4	5	8	30	9	17	39	25
	3%	2%	1%	4%	4%	5%	10%	2%	4%	3%	2%	3%	2%	2%	2%	3%	1%	4%	3%	3%
							ab									p		np		
Mean	**2.31**	2.33	2.29	2.28	2.06	2.8	2.23	2.33	2.21	2.18	2.29	2.38	2.46	2.26	2.32	2.24	2.35	2.36	2.33	2.27
		d						h				i	i							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 207

HEA14_3 - 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? A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						**DEMENTIA RISK - WANT TO KNOW?**		**INTERNET USAGE**				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**404**	48	201	217	45	231	173	350	46	371	392	394	395	9
	16%	16%	19%	19%	14%	17%	15%	18%	8%	16%	16%	16%	16%	17%
			ef	ef				h						
(3) Fairly willing	**689**	77	327	348	100	387	297	578	107	648	670	675	675	13
	27%	25%	30%	30%	32%	29%	25%	30%	20%	28%	28%	27%	27%	24%
			f	f	af	f		h						
(2) Fairly reluctant	**622**	83	239	272	73	306	315	481	129	582	609	609	609	8
	25%	27%	22%	23%	23%	23%	27%	25%	24%	25%	25%	25%	25%	14%
				b			b				kl			
(1) Very reluctant	**744**	97	288	316	89	372	369	486	244	661	702	713	715	25
	29%	32%	27%	27%	28%	28%	31%	25%	45%	28%	29%	29%	29%	46%
						bc	bc		g			ij	ij	ijkl
Willing (NET)	**1094**	125	529	565	145	618	469	928	153	1020	1062	1069	1070	22
	43%	41%	49%	48%	46%	47%	40%	48%	28%	44%	44%	44%	44%	40%
			acef	aef	f	af		h						
Reluctant (NET)	**1366**	179	527	588	162	678	683	966	373	1243	1311	1322	1324	33
	54%	58%	49%	50%	52%	51%	58%	50%	68%	53%	54%	54%	54%	60%
		bcde		b		bc	bce		g					
Don't know	**64**	3	18	21	7	27	34	34	20	63	63	64	64	-
	3%	1%	2%	2%	2%	2%	3%	2%	4%	3%	3%	3%	3%	-
									g					
Mean	**2.31**	2.25	2.42	2.4	2.33	2.37	2.24	2.42	1.92	2.32	2.32	2.31	2.31	2.11
			aef	aef		af		h						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 208

HEA14_3 - 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? A lumbar puncture or spinal tap where a spinal fluid sample is taken using a needle in the base of the spine

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**404**	7	27	2	66	2	35	60	24	22	238	164	156	248	305	40	330	39	34
	16%	16%	19%	13%	19%	18%	15%	16%	15%	15%	16%	16%	17%	15%	16%	18%	20%	9%	8%
																	qr		
(3) Fairly willing	**689**	9	40	6	87	2	70	121	56	46	393	294	246	443	537	47	520	70	95
	27%	20%	28%	36%	25%	11%	30%	31%	34%	31%	26%	29%	27%	27%	29%	21%	31%	17%	23%
									d						o		qr		
(2) Fairly reluctant	**622**	9	34	1	63	-	51	83	34	32	389	223	232	390	478	42	400	84	132
	25%	21%	24%	3%	19%	-	22%	21%	21%	21%	26%	22%	26%	24%	26%	19%	24%	20%	32%
											d				o				pq
(1) Very reluctant	**744**	19	41	8	121	9	69	115	46	49	435	301	246	498	505	87	395	205	140
	29%	42%	28%	49%	35%	65%	30%	30%	29%	32%	29%	30%	27%	31%	27%	39%	24%	49%	34%
					jk											n		pr	p
Willing (NET)	**1094**	16	67	8	152	4	105	181	80	68	631	458	402	692	842	87	850	110	129
	43%	36%	47%	48%	44%	29%	46%	47%	49%	46%	42%	46%	45%	43%	45%	38%	51%	26%	31%
																	qr		
Reluctant (NET)	**1366**	28	75	8	185	9	120	198	81	81	824	524	478	888	984	129	795	289	272
	54%	63%	52%	52%	54%	65%	52%	51%	50%	54%	55%	53%	53%	55%	53%	57%	48%	69%	65%
																		p	p
Don't know	**64**	*	2	-	5	1	6	7	2	1	46	15	24	40	40	9	27	18	15
	3%	1%	1%	-	2%	6%	3%	2%	1%	1%	3%	2%	3%	2%	2%	4%	2%	4%	4%
											k							p	p
Mean	**2.31**	2.1	2.37	2.12	2.29	1.8	2.32	2.33	2.36	2.28	2.3	2.33	2.35	2.28	2.35	2.18	2.48	1.86	2.06
															o		qr		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 209

HEA14_4 - 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? Blood test

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1776**	51	48	852	825
	70%	70%	64%	71%	70%
(3) Fairly willing	**592**	14	20	274	285
	23%	19%	26%	23%	24%
(2) Fairly reluctant	**62**	3	1	31	27
	2%	4%	2%	3%	2%
(1) Very reluctant	**74**	4	3	27	40
	3%	5%	5%	2%	3%
Willing (NET)	**2368**	65	68	1126	1110
	94%	89%	90%	94%	94%
Reluctant (NET)	**135**	6	5	58	66
	5%	9%	7%	5%	6%
Don't know	**21**	1	2	10	7
	1%	2%	3%	1%	1%
Mean	**3.63**	3.57	3.55	3.65	3.61

Table 210

HEA14_4 - 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? Blood test

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1776**	823	933	157	285	303	304	297	429	138	171	229	64	205	248	149	150	144	1499	148	85	44
	70%	68%	73%	58%	66%	74%	73%	73%	73%	76%	72%	67%	64%	75%	72%	69%	68%	70%	71%	70%	72%	64%
			a			cd	cd	c	cd	k												
(3) Fairly willing	**592**	309	273	72	127	87	87	92	127	33	53	87	28	59	74	59	52	49	495	51	26	20
	23%	25%	21%	27%	29%	21%	21%	22%	22%	18%	22%	25%	28%	22%	21%	27%	24%	24%	23%	24%	22%	29%
		b			efgh																	
(2) Fairly reluctant	**62**	36	25	24	6	6	5	6	13	5	5	9	2	2	10	4	10	3	50	6	3	2
	2%	3%	2%	9%	1%	1%	1%	1%	2%	3%	2%	3%	2%	1%	3%	2%	4%	2%	2%	3%	2%	3%
				defgh													m					
(1) Very reluctant	**74**	34	31	14	11	11	13	11	14	2	6	14	6	3	12	4	9	7	63	3	5	3
	3%	3%	2%	5%	3%	3%	3%	3%	2%	1%	3%	4%	6%	1%	4%	2%	4%	3%	3%	1%	4%	4%
												m	im									
Willing (NET)	**2368**	1133	1206	229	413	390	392	389	556	171	225	316	92	264	322	208	202	193	1993	200	112	64
	94%	93%	95%	85%	95%	95%	94%	95%	95%	95%	94%	92%	92%	96%	93%	96%	92%	94%	94%	95%	94%	92%
					c	c	c	c	c					kp								
Reluctant (NET)	**135**	71	56	38	18	17	19	17	27	7	12	23	8	5	22	8	18	10	113	9	7	5
	5%	6%	4%	14%	4%	4%	5%	4%	5%	4%	5%	7%	8%	2%	6%	4%	8%	5%	5%	4%	6%	8%
				defgh								m	m		m		m					
Don't know	**21**	11	8	3	2	4	5	3	2	2	2	5	-	5	2	-	-	2	19	2	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	-	2%	1%	-	-	1%	1%	1%	-	-
Mean	**3.63**	3.6	3.67	3.39	3.6	3.68	3.66	3.66	3.67	3.72	3.65	3.57	3.49	3.73	3.62	3.63	3.56	3.63	3.63	3.65	3.62	3.52
			a		c	c	c	c	c	klp				klp								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 211

HEA14_4 - 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? Blood test

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1776** **70%**	376 75%	154 73%	433 72%	322 70%	229 69%	16 73%	480 71%	1296 70%	66 73%	177 64%	69 74%	786 75% j	505 76% op	477 72%	347 67%	395 67%
(3) Fairly willing	**592** **23%**	104 21%	48 23%	134 22%	109 24%	84 25%	4 18%	161 24%	431 23%	20 22%	88 32% l	20 21%	218 21%	140 21%	149 23%	130 25%	153 26%
(2) Fairly reluctant	**62** **2%**	14 3%	4 2%	9 2%	11 2%	13 4% c	1 5%	17 2%	45 2%	1 1%	- -	2 2% j	23 2% j	11 2%	16 2%	22 4% mp	9 2%
(1) Very reluctant	**74** **3%**	7 1%	2 1%	21 3% a	16 3%	5 2%	- -	15 2%	58 3%	3 4%	10 3% l	2 2%	14 1%	10 1%	13 2%	12 2%	30 5% mn
Willing (NET)	**2368** **94%**	479 96%	202 96%	567 95%	431 93%	314 94%	20 91%	641 94%	1727 94%	87 95%	265 96%	89 96%	1004 96%	644 96% op	626 95%	477 93%	549 93%
Reluctant (NET)	**135** **5%**	20 4%	5 3%	30 5%	27 6%	18 5%	1 5%	32 5%	103 6%	4 5%	10 3%	4 4%	37 4%	20 3%	29 4%	34 7% m	39 7% m
Don't know	**21** **1%**	1 *	4 2% ac	1 *	5 1%	2 1%	1 3%	6 1%	15 1%	- -	1 *	- -	7 1%	3 *	4 1%	3 1%	5 1%
Mean	**3.63**	3.7	3.71	3.64	3.61	3.62	3.7	3.64	3.62	3.64	3.58	3.68	3.71 j	3.71 o p	3.66 p	3.59	3.56

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 212

HEA14_4 - 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? Blood tes

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1776**	1545	43	82	77	5	14	1545	221	313	380	767	151	131	346	613	521	297	1089	687
	70%	72%	73%	64%	64%	74%	60%	72%	65%	63%	72%	73%	77%	64%	73%	68%	70%	73%	70%	71%
		cd						h			i	im	im							
(3) Fairly willing	**592**	491	13	34	32	-	8	491	87	146	114	228	36	51	105	227	173	87	383	209
	23%	23%	22%	27%	27%	-	32%	23%	26%	30%	22%	22%	18%	25%	22%	25%	23%	21%	25%	22%
										jkl										
(2) Fairly reluctant	**62**	50	2	5	3	-	*	50	11	10	17	27	2	1	12	29	15	6	36	26
	2%	2%	3%	4%	3%	-	2%	2%	3%	2%	3%	3%	1%	*	3%	3%	2%	1%	2%	3%
											m									
(1) Very reluctant	**74**	56	1	5	5	2	1	56	14	19	14	16	6	16	12	25	27	10	31	42
	3%	3%	2%	4%	4%	21%	6%	3%	4%	4%	3%	2%	3%	8%	3%	3%	4%	2%	2%	4%
									g	k				jk						r
Willing (NET)	**2368**	2036	56	116	109	5	22	2036	308	459	493	996	187	182	451	840	694	383	1472	896
	94%	94%	95%	90%	91%	74%	92%	94%	91%	93%	94%	95%	96%	90%	95%	93%	94%	95%	95%	92%
		cd						h				m							s	
Reluctant (NET)	**135**	106	3	10	9	2	2	106	25	30	31	43	8	17	24	54	42	15	67	68
	5%	5%	5%	8%	7%	21%	8%	5%	8%	6%	6%	4%	4%	8%	5%	6%	6%	4%	4%	7%
									g					k						r
Don't know	**21**	14	-	2	3	*	-	14	5	5	1	9	1	5	-	10	4	7	12	8
	1%	1%	-	1%	2%	5%	-	1%	1%	1%	*	1%	*	2%	-	1%	1%	2%	1%	1%
					a									j		n		n		
Mean	**3.63**	3.65	3.66	3.52	3.54	3.34	3.46	3.65	3.54	3.54	3.64	3.68	3.71	3.49	3.65	3.6	3.62	3.68	3.64	3.6
		cd						h			m	im	im							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 213

HEA14_4 - 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? Blood te

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1776**	231	832	904	236	1012	757	1453	296	1650	1726	1739	1741	30
	70%	75%	78%	77%	75%	76%	64%	75%	54%	71%	71%	71%	71%	54%
		f	f	f	f	f		h		m	m	m	m	
(3) Fairly willing	**592**	59	189	211	64	247	342	394	185	538	566	571	572	16
	23%	19%	18%	18%	20%	19%	29%	20%	34%	23%	23%	23%	23%	28%
							abcde		g					
(2) Fairly reluctant	**62**	9	19	23	4	24	38	39	23	59	61	62	62	-
	2%	3%	2%	2%	1%	2%	3%	2%	4%	3%	2%	3%	3%	-
							be		g					
(1) Very reluctant	**74**	8	28	29	8	35	39	38	33	59	64	65	65	8
	3%	3%	3%	2%	3%	3%	3%	2%	6%	3%	3%	3%	3%	15%
									g					ijkl
Willing (NET)	**2368**	291	1021	1116	300	1259	1099	1846	480	2188	2292	2309	2312	46
	94%	95%	95%	95%	96%	95%	93%	96%	88%	94%	94%	94%	94%	83%
			f	f		f		h		m	m	m	m	
Reluctant (NET)	**135**	17	46	52	11	58	76	77	55	118	125	127	127	8
	5%	5%	4%	4%	4%	4%	6%	4%	10%	5%	5%	5%	5%	15%
							bce		g					ijkl
Don't know	**21**	-	6	6	2	6	11	6	10	20	20	20	20	1
	1%	-	1%	1%	1%	*	1%	*	2%	1%	1%	1%	1%	2%
									g					
Mean	**3.63**	3.67	3.71	3.71	3.7	3.7	3.55	3.7	3.39	3.64	3.64	3.64	3.64	3.24
		f	f	f	f	f		h		m	m	m	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 214

HEA14_4 - 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? Blood test

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1776**	31	104	10	237	10	150	282	127	116	1055	707	663	1114	1329	152	1309	213	246
	70%	70%	72%	60%	69%	71%	65%	73%	79%	78%	70%	71%	73%	69%	71%	67%	78%	51%	59%
								f	dfk	f			m				qr		q
(3) Fairly willing	**592**	9	33	5	74	1	67	71	22	28	367	218	194	398	440	51	305	135	145
	23%	20%	23%	30%	21%	7%	29%	18%	13%	19%	24%	22%	21%	25%	24%	23%	18%	33%	35%
			h		h		ghik				gh	h						p	p
(2) Fairly reluctant	**62**	-	1	1	4	3	5	11	5	4	38	23	24	38	40	3	23	24	13
	2%	-	1%	4%	1%	22%	2%	3%	3%	3%	3%	2%	3%	2%	2%	1%	1%	6%	3%
																		p	p
(1) Very reluctant	**74**	4	5	1	24	-	9	19	5	1	31	42	19	54	50	15	30	32	11
	3%	9%	3%	7%	7%	-	4%	5%	3%	1%	2%	4%	2%	3%	3%	7%	2%	8%	3%
		ij			ijk			j				ij				n		pr	
Willing (NET)	**2368**	40	137	14	310	11	217	353	149	144	1421	924	857	1512	1769	202	1614	348	391
	94%	91%	96%	90%	91%	78%	94%	92%	92%	96%	95%	93%	95%	93%	95%	90%	97%	84%	94%
											d				o		qr		q
Reluctant (NET)	**135**	4	5	2	28	3	14	30	11	5	69	65	43	92	90	18	53	56	24
	5%	9%	4%	10%	8%	22%	6%	8%	6%	4%	5%	7%	5%	6%	5%	8%	3%	13%	6%
					j			j										pr	p
Don't know	**21**	-	*	-	4	-	*	3	2	-	11	7	5	16	7	4	4	12	2
	1%	-	*	-	1%	-	*	1%	1%	-	1%	1%	1%	1%	*	2%	*	3%	*
																n		pr	
Mean	**3.63**	3.52	3.66	3.43	3.54	3.48	3.55	3.61	3.7	3.73	3.64	3.61	3.67	3.6	3.64	3.54	3.74	3.31	3.51
										dfk	d		m				qr		q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 215

HEA14_5 - 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? Eye tes

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1858**	54	53	875	876
	74%	74%	71%	73%	74%
(3) Fairly willing	**544**	14	15	264	251
	22%	19%	20%	22%	21%
(2) Fairly reluctant	**37**	3	1	17	16
	1%	4%	2%	1%	1%
(1) Very reluctant	**62**	1	2	25	34
	2%	2%	3%	2%	3%
Willing (NET)	**2402**	68	68	1139	1127
	95%	93%	91%	95%	95%
Reluctant (NET)	**99**	4	4	41	49
	4%	6%	5%	3%	4%
Don't know	**24**	1	3	13	6
	1%	1%	5%	1%	1%
Mean	**3.68**	3.67	3.66	3.69	3.67

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Table 216

HEA14_5 - 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? Eye test

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1858**	864	970	177	301	318	320	303	439	143	177	233	69	210	258	168	160	145	1563	157	87	51
	74%	71%	76%	66%	69%	77%	77%	74%	75%	79%	74%	68%	68%	77%	74%	78%	72%	71%	74%	75%	73%	73%
			a			cd	cd	c	c	k				k		k						
(3) Fairly willing	**544**	287	251	70	113	75	76	91	119	32	50	84	24	52	66	44	56	49	455	46	25	17
	22%	24%	20%	26%	26%	18%	18%	22%	20%	18%	21%	24%	23%	19%	19%	20%	25%	24%	21%	22%	21%	24%
		b		ef	ef																	
(2) Fairly reluctant	**37**	17	17	11	3	5	2	7	9	1	4	7	2	2	8	2	1	7	33	1	2	-
	1%	1%	1%	4%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	3%	2%	*	2%	-
				def																		
(1) Very reluctant	**62**	34	24	7	13	10	11	5	17	4	4	13	6	5	12	3	3	4	53	4	3	2
	2%	3%	2%	3%	3%	2%	3%	1%	3%	2%	2%	4%	6%	2%	3%	1%	1%	2%	3%	2%	2%	3%
													op									
Willing (NET)	**2402**	1151	1221	247	413	393	396	394	558	175	227	317	92	263	324	211	215	194	2018	203	113	67
	95%	95%	96%	92%	95%	96%	95%	96%	95%	97%	95%	92%	92%	96%	93%	98%	98%	95%	95%	96%	95%	97%
								c								kln	kln					
Reluctant (NET)	**99**	51	41	18	16	15	13	11	26	5	8	20	8	7	20	5	4	10	87	5	5	2
	4%	4%	3%	6%	4%	4%	3%	3%	4%	3%	3%	6%	8%	3%	6%	2%	2%	5%	4%	2%	4%	3%
				g									mop									
Don't know	**24**	14	8	5	3	3	7	4	2	1	3	8	-	4	3	-	1	1	20	3	1	-
	1%	1%	1%	2%	1%	1%	2%	1%	*	1%	1%	2%	-	1%	1%	-	*	*	1%	1%	1%	-
				h			h															
Mean	**3.68**	3.65	3.72	3.58	3.63	3.72	3.73	3.71	3.68	3.75	3.7	3.6	3.54	3.74	3.66	3.74	3.69	3.64	3.68	3.71	3.67	3.67
			a			c	c	c		kl				kl		kl						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 217

HEA14_5 - 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? Eye test

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1858** **74%**	385 77%	157 74%	463 77%	338 73%	243 73%	17 79%	516 76%	1342 73%	66 73%	196 71%	67 72%	832 79% j	529 79% op	507 77% p	370 72%	396 67%
(3) Fairly willing	**544** **22%**	102 20%	43 20%	116 19%	105 23%	77 23%	3 14%	136 20%	408 22%	21 23%	68 25% l	21 23%	184 18%	118 18%	129 20%	117 23%	157 26% mn
(2) Fairly reluctant	**37** **1%**	6 1%	5 2% c	3 *	7 2%	6 2%	1 5%	9 1%	28 1%	- -	2 1%	2 2%	9 1%	6 1%	8 1%	11 2%	9 1%
(1) Very reluctant	**62** **2%**	6 1%	2 1%	15 2%	13 3%	5 2%	- -	11 2%	51 3%	4 4%	4 1%	2 2%	16 2%	11 2%	11 2%	10 2%	25 4% mn
Willing (NET)	**2402** **95%**	487 97%	199 94%	579 97%	443 96%	319 96%	20 92%	652 96%	1749 95%	87 96%	264 96%	89 96%	1016 97%	647 97% p	637 97% p	487 95%	553 93%
Reluctant (NET)	**99** **4%**	12 2%	7 3%	17 3%	20 4%	11 3%	1 5%	20 3%	78 4%	4 4%	6 2%	4 4%	25 2%	17 3%	18 3%	22 4%	34 6% mn
Don't know	**24** **1%**	1 *	6 3% acd	2 *	1 *	4 1%	1 3%	6 1%	17 1%	- -	5 2%	- -	6 1%	3 *	5 1%	6 1%	5 1%
Mean	**3.68**	3.74	3.72	3.72	3.66	3.69	3.77	3.72	3.66	3.64	3.69	3.66	3.76	3.75 o p	3.73 p	3.67	3.57

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 218

HEA14_5 - 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? Eye test

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1858**	1625	43	81	79	5	12	1625	219	329	396	812	142	138	356	640	562	299	1151	707
	74%	75%	72%	63%	65%	67%	52%	75%	65%	67%	75%	77%	72%	68%	75%	71%	76%	74%	74%	73%
		cdf	f					h			i	im					o			
(3) Fairly willing	**544**	446	12	38	28	*	9	446	87	131	105	198	47	50	101	216	139	87	340	204
	22%	21%	21%	30%	23%	6%	36%	21%	26%	27%	20%	19%	24%	25%	21%	24%	19%	22%	22%	21%
				a			a		g	jk						p				
(2) Fairly reluctant	**37**	24	*	2	7	1	1	24	11	6	14	13	-	2	8	13	10	5	18	18
	1%	1%	*	1%	6%	7%	5%	1%	3%	1%	3%	1%	-	1%	2%	1%	1%	1%	1%	2%
					abc		a		g		l									
(1) Very reluctant	**62**	46	3	4	4	-	2	46	12	18	9	14	6	11	9	25	20	8	28	34
	2%	2%	5%	3%	3%	-	7%	2%	4%	4%	2%	1%	3%	5%	2%	3%	3%	2%	2%	4%
							a			k				jk						r
Willing (NET)	**2402**	2071	55	119	107	5	21	2071	307	460	502	1010	189	188	458	856	701	387	1491	911
	95%	96%	93%	93%	89%	74%	88%	96%	91%	93%	95%	96%	96%	93%	96%	95%	95%	95%	96%	94%
		cdf						h				im							s	
Reluctant (NET)	**99**	70	3	5	11	1	3	70	23	25	23	27	6	13	17	39	30	13	46	52
	4%	3%	5%	4%	9%	7%	12%	3%	7%	5%	4%	3%	3%	6%	4%	4%	4%	3%	3%	5%
					a		a		g	k				k						r
Don't know	**24**	14	1	4	3	1	-	14	9	8	1	11	1	2	1	9	8	5	15	9
	1%	1%	2%	3%	2%	19%	-	1%	3%	2%	*	1%	1%	1%	*	1%	1%	1%	1%	1%
				a	a				g	j										
Mean	**3.68**	3.7	3.63	3.58	3.54	3.74	3.33	3.7	3.56	3.59	3.69	3.74	3.67	3.57	3.7	3.64	3.7	3.69	3.7	3.64
		cdf	f					h			i	im								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 219

HEA14_5 - 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? Eye test

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1858 74%**	241 78% f	852 79% f	926 79% f	254 81% f	1039 78% f	813 69%	1503 78% h	326 60%	1717 74%	1797 74%	1812 74%	1815 74%	36 65%
(3) Fairly willing	**544 22%**	57 19%	187 17%	210 18%	54 17%	238 18%	301 25% abcde	370 19%	160 29% g	502 22%	526 22%	528 22%	528 21%	13 23%
(2) Fairly reluctant	**37 1%**	3 1%	14 1%	15 1%	2 1%	19 1%	18 2%	20 1%	16 3% g	33 1%	34 1%	34 1%	34 1%	2 3%
(1) Very reluctant	**62 2%**	6 2%	18 2%	19 2%	3 1%	25 2%	38 3% bc	27 1%	33 6% g	53 2%	59 2%	60 2%	60 2%	2 4%
Willing (NET)	**2402 95%**	298 97%	1038 97% f	1136 97% f	308 98% f	1277 96% f	1114 94%	1874 97% h	486 89%	2219 95%	2324 95%	2340 95%	2344 95%	49 89%
Reluctant (NET)	**99 4%**	9 3%	32 3%	34 3%	5 2%	43 3%	55 5% cd	48 2%	49 9% g	86 4%	92 4%	93 4%	93 4%	4 8%
Don't know	**24 1%**	- -	4 *	4 *	- -	4 *	17 1% bce	8 *	11 2% g	20 1%	20 1%	22 1% j	22 1% j	2 4%
Mean	**3.68**	3.74 f	3.75 f	3.75 f	3.78 f	3.74 f	3.62	3.74 h	3.46	3.68	3.68	3.68	3.68	3.56

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

Table 220

HEA14_5 - 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?

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1858** **74%**	30 69%	105 74%	8 48%	241 70%	11 77%	156 67%	290 75% f	128 79% df	118 79% f	1114 74%	729 73%	716 79% m	1142 70%	1407 75% o	154 68%	1350 81% qr	240 58%	259 62%
(3) Fairly willing	**544** **22%**	10 23%	30 21%	5 30%	76 22%	1 7%	68 29% ghijk	77 20%	26 16%	26 17%	318 21%	219 22%	156 17%	387 24% l	380 20%	48 21%	287 17%	123 30% p	129 31% p
(2) Fairly reluctant	**37** **1%**	- -	3 2% f	2 12%	7 2%	1 7%	- -	4 1%	5 3% f	2 1%	24 2%	12 1%	9 1%	28 2%	25 1%	4 2%	17 1%	9 2%	10 2%
(1) Very reluctant	**62** **2%**	3 6% h	4 3%	2 10%	15 4% hj	1 9%	4 2%	13 3%	1 1%	2 2%	32 2%	29 3%	15 2%	48 3%	42 2%	14 6% n	15 1%	33 8% pr	12 3% p
Willing (NET)	**2402** **95%**	41 92%	136 95%	13 78%	317 93%	12 84%	224 97%	367 95%	154 95%	144 96%	1432 95%	947 95% d	872 96% m	1530 94%	1787 96% o	202 90%	1637 98% qr	364 87%	388 93% q
Reluctant (NET)	**99** **4%**	3 6%	7 5%	4 22%	22 6% fk	2 16%	4 2%	17 4%	6 4%	4 3%	56 4%	41 4%	23 3%	76 5% l	67 4%	18 8% n	31 2%	42 10% pr	22 5% p
Don't know	**24** **1%**	1 2%	* *	- -	3 1%	- -	3 1%	2 *	2 1%	1 1%	13 1%	8 1%	9 1%	15 1%	12 1%	5 2% n	4 *	10 3% p	7 2% p
Mean	**3.68**	3.58	3.67	3.16	3.6	3.51	3.64	3.68	3.76 d	3.75 d	3.69	3.67	3.76 m	3.63	3.7 o	3.55	3.78 qr	3.41	3.55 q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 221

HEA14_6 - 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? Computer or smartphone tasks or apps

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1394**	41	47	645	661
	55%	57%	63%	54%	56%
(3) Fairly willing	**697**	13	17	345	322
	28%	18%	22%	29%	27%
(2) Fairly reluctant	**192**	7	4	96	85
	8%	9%	5%	8%	7%
(1) Very reluctant	**196**	9	4	87	96
	8%	12%	5%	7%	8%
Willing (NET)	**2091**	55	64	990	982
	83%	76%	85%	83%	83%
Reluctant (NET)	**388**	15	7	184	181
	15%	21%	10%	15%	15%
Don't know	**45**	3	4	20	19
	2%	3%	5%	2%	2%
Mean	**3.33**	3.25	3.5	3.32	3.33

Table 222

HEA14_6 - 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? Computer or smartphone tasks or apps

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1394**	671	705	158	258	263	235	214	266	113	116	181	46	169	203	125	122	110	1184	111	53	46
	55%	55%	56%	58%	60%	64%	57%	52%	45%	62%	49%	53%	46%	62%	59%	58%	55%	54%	56%	53%	45%	67%
				h	h	fgh	h	h		jl				jkl	j				t			t
(3) Fairly willing	**697**	329	360	82	129	100	111	109	166	36	87	94	27	71	95	64	55	55	584	64	34	16
	28%	27%	28%	30%	30%	24%	27%	27%	28%	20%	36%	27%	27%	26%	27%	30%	25%	27%	27%	30%	28%	23%
											ikmnp					i						
(2) Fairly reluctant	**192**	103	85	16	23	22	27	43	60	19	15	32	11	13	20	12	24	22	166	10	11	5
	8%	9%	7%	6%	5%	5%	7%	11%	10%	10%	6%	9%	11%	5%	6%	6%	11%	11%	8%	5%	9%	7%
								de	de	m		m					m	m				
(1) Very reluctant	**196**	83	106	12	17	23	35	34	75	11	19	27	15	17	23	13	16	15	158	17	18	3
	8%	7%	8%	4%	4%	6%	8%	8%	13%	6%	8%	8%	15%	6%	7%	6%	7%	7%	7%	8%	15%	4%
							d	d	cdefg				imno								rsu	
Willing (NET)	**2091**	999	1065	240	387	363	346	324	432	149	202	275	73	240	298	190	177	165	1768	175	87	62
	83%	82%	84%	89%	89%	88%	83%	79%	74%	82%	85%	80%	73%	88%	86%	88%	80%	80%	83%	83%	73%	89%
				gh	fgh	gh	h				l			klp	l	kl			t	t		t
Reluctant (NET)	**388**	186	191	28	40	45	62	77	136	30	34	59	27	29	43	25	40	37	324	27	29	8
	15%	15%	15%	10%	9%	11%	15%	19%	23%	17%	14%	17%	26%	11%	12%	12%	18%	18%	15%	13%	24%	11%
							d	cde	cdef			m	jmno				m	m			rsu	
Don't know	**45**	30	15	2	5	4	8	9	18	2	1	10	1	4	6	1	4	3	33	9	3	-
	2%	2%	1%	1%	1%	1%	2%	2%	3%	1%	1%	3%	1%	2%	2%	1%	2%	1%	2%	4%	3%	-
		b							e											r		
Mean	**3.33**	3.34	3.33	3.44	3.47	3.48	3.34	3.26	3.1	3.4	3.26	3.28	3.04	3.46	3.4	3.4	3.31	3.28	3.34	3.33	3.06	3.51
				gh	gh	fgh	h	h		l				jkl	l	l			t	t		t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 223

HEA14_6 - 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? Computer or smartphone tasks or apps

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1394**	297	125	340	245	179	15	423	971	45	140	56	659	403	398	254	293
	55%	59%	59%	57%	53%	54%	68%	62%	53%	50%	51%	61%	63%	60%	60%	49%	49%
								h					ij	op	op		
(3) Fairly willing	**697**	126	60	168	136	97	3	178	519	30	80	23	277	181	175	155	166
	28%	25%	29%	28%	29%	29%	14%	26%	28%	33%	29%	25%	26%	27%	27%	30%	28%
(2) Fairly reluctant	**192**	41	15	41	29	32	1	40	152	5	25	9	54	36	44	49	53
	8%	8%	7%	7%	6%	9%	5%	6%	8%	6%	9%	10%	5%	5%	7%	10%	9%
											l					m	m
(1) Very reluctant	**196**	30	6	39	52	18	2	31	165	8	28	3	53	43	35	45	63
	8%	6%	3%	7%	11%	5%	10%	5%	9%	9%	10%	3%	5%	6%	5%	9%	11%
					abce				g		l					n	mn
Willing (NET)	**2091**	423	186	508	381	276	18	601	1490	75	220	79	936	584	573	410	460
	83%	85%	88%	85%	82%	83%	82%	89%	81%	83%	80%	86%	89%	87%	87%	80%	78%
								h					j	op	op		
Reluctant (NET)	**388**	71	22	80	82	49	3	71	317	13	53	12	107	79	78	94	116
	15%	14%	10%	13%	18%	15%	15%	10%	17%	15%	19%	13%	10%	12%	12%	18%	20%
					b				g		l					mn	mn
Don't know	**45**	6	4	10	1	8	1	7	38	2	3	1	4	5	8	11	17
	2%	1%	2%	2%	*	2%	3%	1%	2%	3%	1%	1%	*	1%	1%	2%	3%
			d	d		d				l							m
Mean	**3.33**	3.4	3.47	3.37	3.24	3.34	3.44	3.48	3.27	3.26	3.22	3.45	3.48	3.42	3.44	3.23	3.2
		d	d	d				h					j	o	o		
														p	p		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 224

HEA14_6 - 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? Computer or smartphone tasks or ap

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1394** **55%**	1197 56% f	39 66% acf	65 51%	71 59% f	4 60%	9 39%	1197 56%	189 56%	243 49% m	311 59% im	637 61% im	106 54% m	79 39%	259 54%	479 53%	425 58%	230 57%	912 59% s	482 50%
(3) Fairly willing	**697** **28%**	592 27%	14 24%	38 29%	31 26%	1 13%	7 29%	592 27%	91 27%	160 33% jk	132 25%	272 26%	58 30%	54 26%	130 27%	252 28%	201 27%	115 28%	441 28%	256 26%
(2) Fairly reluctant	**192** **8%**	170 8%	4 6%	7 6%	7 5%	1 7%	2 10%	170 8%	20 6%	41 8%	44 8%	66 6%	11 6%	19 10%	40 9%	68 8%	50 7%	33 8%	99 6%	93 10% r
(1) Very reluctant	**196** **8%**	164 8%	2 3%	13 10% b	8 7%	1 13%	3 12%	164 8%	27 8%	41 8%	32 6%	57 5%	17 9%	41 20% ijkl	41 9% q	85 9% q	50 7%	20 5%	83 5%	112 12% r
Willing (NET)	**2091** **83%**	1789 83% f	53 90% cf	103 80%	103 85% f	5 74%	16 68%	1789 83%	281 83%	403 82% m	443 84% m	908 87% im	165 84% m	132 65%	389 82%	731 81%	626 85%	345 85%	1353 87% s	738 76%
Reluctant (NET)	**388** **15%**	334 15%	6 10%	20 16%	14 12%	2 21%	5 22%	334 15%	47 14%	82 17% k	76 14%	123 12%	29 15%	60 30% ijkl	81 17%	153 17%	100 14%	53 13%	182 12%	206 21% r
Don't know	**45** **2%**	33 2%	- -	5 4% a	3 3%	* 5%	2 10% abd	33 2%	11 3% g	8 2%	6 1%	17 2%	3 1%	11 5% ijk	5 1%	20 2%	13 2%	7 2%	17 1%	29 3% r
Mean	**3.33**	3.33	3.53 acf	3.26	3.42 f	3.27	3.06	3.33	3.35	3.25 m	3.39 im	3.44 im	3.31 m	2.88	3.29	3.27	3.38 o	3.39 o	3.42 s	3.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 225

HEA14_6 - 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? Computer or smartphone tasks or apps

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1394**	159	665	713	190	785	607	1189	186	1335	1381	1384	1384	7
	55%	52%	62%	61%	60%	59%	51%	62%	34%	57%	57%	56%	56%	13%
			acef	aef	af	af		h		jklm	klm	m	m	
(3) Fairly willing	**697**	83	261	288	85	334	359	495	184	654	684	687	687	7
	28%	27%	24%	25%	27%	25%	30%	26%	34%	28%	28%	28%	28%	12%
							bce		g	m	m	m	m	
(2) Fairly reluctant	**192**	26	66	76	13	91	95	111	79	159	174	180	180	10
	8%	9%	6%	6%	4%	7%	8%	6%	14%	7%	7%	7%	7%	18%
		d				bd	d		g		i	ij	ij	ijkl
(1) Very reluctant	**196**	37	67	81	22	93	102	112	81	140	159	166	169	26
	8%	12%	6%	7%	7%	7%	9%	6%	15%	6%	7%	7%	7%	47%
		bcde		b		b			g		i	ij	ijk	ijkl
Willing (NET)	**2091**	242	926	1000	275	1120	966	1684	370	1989	2065	2071	2072	14
	83%	79%	86%	85%	88%	85%	81%	87%	68%	86%	85%	84%	84%	26%
			acef	af	af	a		h		jklm	klm	lm	m	
Reluctant (NET)	**388**	63	133	157	35	185	197	222	160	300	333	346	349	36
	15%	21%	12%	13%	11%	14%	17%	12%	29%	13%	14%	14%	14%	64%
		bcde		b		b	bd		g		i	ij	ijk	ijkl
Don't know	**45**	2	15	16	4	20	24	22	15	37	38	39	39	5
	2%	1%	1%	1%	1%	1%	2%	1%	3%	2%	2%	2%	2%	10%
									g					ijkl
Mean	**3.33**	3.19	3.44	3.41	3.43	3.39	3.27	3.45	2.9	3.39	3.37	3.36	3.36	1.91
			acef	aef	af	af		h		jklm	klm	lm	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 226

HEA14_6 - 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? Computer or smartphone tasks or apps

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1394** **55%**	20 45%	71 49%	4 27%	170 50%	11 78%	140 60% d	228 59% dk	95 59%	86 57%	843 56%	540 54%	545 60% m	849 52%	1078 58% o	113 50%	1090 65% qr	121 29%	176 42% q
(3) Fairly willing	**697** **28%**	16 35% i	36 25%	6 40%	83 24%	1 9%	67 29%	100 26%	35 22%	29 19%	426 28% i	265 27% i	222 25%	475 29% l	507 27%	53 23%	402 24%	130 31% p	163 39% pq
(2) Fairly reluctant	**192** **8%**	4 9%	22 15% fgjk	3 16%	38 11% j	- -	13 6%	33 9%	20 12% fj	18 12% j	93 6%	93 9% j	54 6%	138 9% l	126 7%	21 9%	92 5%	60 14% pr	38 9% p
(1) Very reluctant	**196** **8%**	5 11%	12 8%	3 17%	42 12% fghjk	2 12%	10 4%	23 6%	10 6%	15 10%	111 7%	83 8% f	70 8%	125 8%	132 7%	35 15% n	72 4%	92 22% pr	28 7%
Willing (NET)	**2091** **83%**	35 80%	106 74%	11 67%	253 74%	12 88%	207 90% bdhik	328 85% bdik	130 80%	114 76%	1270 85% bdik	805 81% bd	767 85%	1324 82%	1585 85% o	165 73%	1492 89% qr	252 60%	339 81% q
Reluctant (NET)	**388** **15%**	9 20%	34 24% fgj	5 33%	80 23% fgjk	2 12%	23 10%	56 14%	29 18% f	33 22% fj	204 14%	176 18% fj	124 14%	263 16%	258 14%	56 25% n	164 10%	152 36% pr	66 16% p
Don't know	**45** **2%**	- -	3 2%	- -	10 3% fg	- -	* *	2 1%	2 1%	2 2%	27 2%	16 2% g	12 1%	33 2%	23 1%	4 2%	16 1%	13 3% p	11 3% p
Mean	**3.33**	3.15	3.18	2.77	3.14	3.53	3.46 abdk	3.39 bdk	3.35 d	3.25	3.36 bd	3.29 d	3.39 m	3.29	3.37 o	3.1	3.52 qr	2.7	3.2 q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 227

HEA14_7 - 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? Wearable technology such as a smartwatch

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
(4) Very willing	**1338**	43	44	612	639
	53%	59%	58%	51%	54%
(3) Fairly willing	**681**	11	17	341	311
	27%	15%	22%	29%	26%
(2) Fairly reluctant	**228**	8	5	115	100
	9%	11%	6%	10%	8%
(1) Very reluctant	**234**	8	6	103	116
	9%	11%	9%	9%	10%
Willing (NET)	**2019**	54	61	954	950
	80%	74%	81%	80%	80%
Reluctant (NET)	**462**	16	11	218	216
	18%	22%	15%	18%	18%
Don't know	**44**	2	3	22	17
	2%	3%	4%	2%	1%
Mean	**3.26**	3.26	3.36	3.25	3.26

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Table 228

HEA14_7 - 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? Wearable technology such as a smartwatch

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
(4) Very willing	**1338**	642	676	135	243	251	231	210	269	106	121	165	51	167	196	111	113	108	1138	107	54	39
	53%	53%	53%	50%	56%	61%	55%	51%	46%	59%	51%	48%	50%	61%	56%	51%	51%	53%	54%	51%	46%	56%
					h	cgh	h			k				jk	k							
(3) Fairly willing	**681**	304	368	100	130	93	99	105	153	48	62	93	28	68	85	65	55	63	568	55	36	22
	27%	25%	29%	37%	30%	23%	24%	26%	26%	27%	26%	27%	28%	25%	24%	30%	25%	31%	27%	26%	30%	32%
			a	efgh	e																	
(2) Fairly reluctant	**228**	130	98	21	34	32	44	34	63	13	22	40	11	13	26	23	30	15	193	25	8	2
	9%	11%	8%	8%	8%	8%	11%	8%	11%	7%	9%	12%	11%	5%	7%	11%	14%	7%	9%	12%	7%	3%
		b										m				m	mn					
(1) Very reluctant	**234**	110	114	13	26	27	36	50	83	11	24	37	11	20	37	17	18	20	194	17	18	5
	9%	9%	9%	5%	6%	7%	9%	12%	14%	6%	10%	11%	11%	7%	11%	8%	8%	10%	9%	8%	15%	8%
								cde	cdef												r	
Willing (NET)	**2019**	945	1044	236	372	344	329	315	422	155	184	258	79	235	280	177	168	171	1706	161	91	61
	80%	78%	82%	87%	86%	84%	79%	77%	72%	86%	77%	75%	78%	86%	81%	82%	76%	83%	80%	77%	76%	88%
			a	fgh	fgh	gh	h			jkp				jkp				k				
Reluctant (NET)	**462**	240	212	34	60	58	80	85	145	24	46	77	22	33	63	40	48	34	386	42	26	8
	18%	20%	17%	13%	14%	14%	19%	21%	25%	13%	20%	22%	22%	12%	18%	18%	22%	17%	18%	20%	22%	11%
							c	cde	cde		m	im					m					
Don't know	**44**	30	14	*	1	9	6	9	18	2	8	9	-	5	4	-	5	-	33	7	3	1
	2%	2%	1%	*	*	2%	2%	2%	3%	1%	3%	3%	-	2%	1%	-	2%	-	2%	3%	2%	1%
		b				d		cd	cd		oq	oq								r		
Mean	**3.26**	3.25	3.28	3.33	3.36	3.41	3.28	3.19	3.07	3.4	3.22	3.15	3.18	3.42	3.28	3.25	3.22	3.26	3.27	3.23	3.1	3.38
				h	gh	gh	h			k				jkp								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 229

HEA14_7 - 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? Wearable technology such as a smartwatch

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
(4) Very willing	**1338** **53%**	294 59%	109 52%	322 54%	248 53%	174 52%	15 66%	396 58% h	942 51%	45 49%	136 50%	52 56%	629 60% j	389 58% op	381 58% op	239 47%	284 48%
(3) Fairly willing	**681** **27%**	110 22%	68 32% a	182 30% a	114 25%	96 29% a	3 16%	182 27%	498 27%	30 32%	72 26%	25 27%	288 28%	178 27%	170 26%	158 31%	152 26%
(2) Fairly reluctant	**228** **9%**	51 10%	14 7%	41 7%	51 11% c	28 8%	1 5%	56 8%	172 9%	7 8%	25 9%	9 9%	76 7%	52 8%	57 9%	51 10%	61 10%
(1) Very reluctant	**234** **9%**	36 7%	16 8%	44 7%	47 10%	30 9%	2 10%	36 5%	198 11% g	10 11% l	36 13% l	6 6%	49 5%	42 6%	46 7%	57 11% mn	75 13% mn
Willing (NET)	**2019** **80%**	404 81%	177 84%	504 84% d	362 78%	270 81%	18 82%	578 85% h	1440 78%	74 82%	209 76%	77 83%	917 88% j	567 85% op	551 84% op	398 77%	436 74%
Reluctant (NET)	**462** **18%**	87 17%	31 14%	84 14%	98 21% c	57 17%	3 15%	92 14%	370 20% g	17 18%	61 22% l	15 16%	125 12%	94 14%	103 16%	108 21% mn	137 23% mn
Don't know	**44** **2%**	9 2%	4 2%	10 2%	4 1%	6 2%	1 3%	9 1%	35 2%	- -	5 2% l	1 1%	5 *	6 1%	6 1%	9 2%	20 3% mn
Mean	**3.26**	3.35	3.3	3.33	3.23	3.27	3.43	3.4 h	3.21	3.2	3.14	3.34	3.44 i j	3.38 o p	3.35 o p	3.15	3.13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 230

HEA14_7 - 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? Wearable technology such as a smar

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
(4) Very willing	**1338**	1153	38	60	65	5	9	1153	178	244	283	606	104	83	254	451	418	214	870	467
	53%	53%	64%	47%	54%	74%	40%	53%	53%	49%	54%	58%	53%	41%	53%	50%	57%	53%	56%	48%
			acf								m	im	m				o		s	
(3) Fairly willing	**681**	583	10	42	30	1	6	583	90	138	152	274	52	52	122	243	191	125	429	252
	27%	27%	17%	33%	25%	13%	27%	27%	26%	28%	29%	26%	27%	26%	26%	27%	26%	31%	28%	26%
		b		b																
(2) Fairly reluctant	**228**	192	5	11	11	1	3	192	30	48	49	90	10	12	53	80	61	34	121	107
	9%	9%	8%	9%	9%	7%	13%	9%	9%	10%	9%	9%	5%	6%	11%	9%	8%	9%	8%	11%
																				r
(1) Very reluctant	**234**	193	6	11	10	-	4	193	31	52	37	63	23	50	43	112	56	22	114	120
	9%	9%	10%	9%	8%	-	16%	9%	9%	11%	7%	6%	12%	24%	9%	12%	8%	6%	7%	12%
										k			k	ijkl		pq				r
Willing (NET)	**2019**	1736	48	102	96	6	16	1736	268	381	436	880	156	135	376	695	609	339	1299	719
	80%	81%	81%	80%	79%	87%	68%	81%	79%	77%	83%	84%	80%	66%	79%	77%	82%	84%	84%	74%
										m	m	im	m				o	o	s	
Reluctant (NET)	**462**	385	11	23	21	1	7	385	62	100	86	153	33	61	96	192	117	57	235	227
	18%	18%	18%	18%	17%	7%	30%	18%	18%	20%	16%	15%	17%	30%	20%	21%	16%	14%	15%	23%
										k				ijkl	q	pq				r
Don't know	**44**	35	*	3	4	*	1	35	9	12	3	15	7	7	4	17	13	10	17	27
	2%	2%	1%	3%	3%	5%	3%	2%	3%	2%	1%	1%	3%	3%	1%	2%	2%	2%	1%	3%
										j			j	j						r
Mean	**3.26**	3.27	3.36	3.21	3.29	3.7	2.94	3.27	3.26	3.19	3.31	3.38	3.25	2.86	3.24	3.17	3.34	3.34	3.34	3.13
		f	f							m	m	im	m				o	o	s	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 231

HEA14_7 - 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? Wearable technology such as a smartwatch

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
(4) Very willing	**1338**	155	635	685	169	751	584	1137	183	1270	1317	1321	1321	14
	53%	50%	59%	58%	54%	57%	49%	59%	34%	55%	54%	54%	54%	26%
			aef	aef		af		h		jklm	klm	m	m	
(3) Fairly willing	**681**	79	257	282	82	326	350	498	169	635	664	667	668	10
	27%	26%	24%	24%	26%	25%	30%	26%	31%	27%	27%	27%	27%	19%
							bce		g					
(2) Fairly reluctant	**228**	29	77	88	31	104	122	140	85	205	216	219	219	7
	9%	9%	7%	8%	10%	8%	10%	7%	16%	9%	9%	9%	9%	13%
							bc		g					
(1) Very reluctant	**234**	39	89	102	26	120	111	132	95	181	202	208	211	20
	9%	13%	8%	9%	8%	9%	9%	7%	17%	8%	8%	8%	9%	36%
		bcde				b			g		i	ij	ijk	ijkl
Willing (NET)	**2019**	234	892	967	251	1077	934	1635	352	1904	1981	1988	1989	25
	80%	76%	83%	82%	80%	81%	79%	85%	64%	82%	81%	81%	81%	45%
			aef	aef		a		h		jklm	klm	lm	m	
Reluctant (NET)	**462**	68	166	190	57	224	233	272	180	385	418	427	430	27
	18%	22%	15%	16%	18%	17%	20%	14%	33%	17%	17%	17%	17%	49%
		bce		b		b	b		g		i	ij	ijk	ijkl
Don't know	**44**	5	16	16	5	23	19	22	14	36	37	40	40	4
	2%	2%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	7%
						c			g			j	j	ijkl
Mean	**3.26**	3.16	3.36	3.34	3.28	3.31	3.21	3.38	2.83	3.31	3.29	3.28	3.28	2.37
			acef	aef		af		h		jklm	klm	lm	m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 232

HEA14_7 - 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? Wearable technology such as a smartwatch

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
(4) Very willing	**1338** **53%**	17 40%	66 46%	4 27%	165 48%	8 55%	129 56%	217 56% d	85 52%	84 56%	807 54%	522 52%	508 56% m	830 51%	1020 55%	107 47%	1053 63% qr	113 27%	167 40% q
(3) Fairly willing	**681** **27%**	20 45% bdghijk	40 28%	6 40%	86 25%	4 30%	75 32% ghik	93 24%	35 22%	29 19%	415 28%	260 26%	223 25%	458 28%	500 27%	58 26%	423 25%	120 29%	133 32% p
(2) Fairly reluctant	**228** **9%**	2 5%	20 14% j	3 16%	38 11%	- -	17 7%	42 11%	24 15% fj	16 11%	120 8%	101 10%	76 8%	152 9%	169 9%	17 7%	105 6%	60 14% p	62 15% p
(1) Very reluctant	**234** **9%**	5 11%	14 10%	3 17%	41 12% f	2 15%	10 4%	31 8%	15 9%	17 11% f	136 9%	96 10% f	86 10%	148 9%	153 8%	36 16% n	81 5%	107 26% pr	44 11% p
Willing (NET)	**2019** **80%**	37 84%	106 74%	11 67%	252 73%	12 85%	204 88% bdghijk	310 80% d	120 74%	113 76%	1222 81% d	782 78% d	730 81%	1288 80%	1519 81% o	165 73%	1475 88% qr	233 56%	300 72% q
Reluctant (NET)	**462** **18%**	7 16%	34 24% f	5 33%	79 23% fj	2 15%	27 12%	74 19% f	39 24% f	33 22% f	256 17%	197 20% f	162 18%	300 19%	322 17%	53 24% n	185 11%	166 40% pr	105 25% p
Don't know	**44** **2%**	- -	3 2%	- -	12 4% fgjk	- -	- -	2 *	3 2%	3 2%	23 2%	18 2% g	12 1%	32 2%	24 1%	7 3%	11 1%	16 4% p	11 3% p
Mean	**3.26**	3.12	3.13	2.77	3.14	3.25	3.4 bdhk	3.29 d	3.19	3.24	3.28 d	3.23	3.29	3.24	3.3 o	3.08	3.47 qr	2.6	3.04 q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 233

HEA15 - 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...?

Base: All without a diagnosis

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2522**	133	136	1127	1126
Weighted Base	**2524**	73	75	1193	1183
Take the test regardless of the effectiveness of treatments available	**1345**	34	38	648	625
	53%	47%	50%	54%	53%
Take the test, but only if I could be offered an effective prevention	**413**	9	14	193	195
	16%	13%	19%	16%	17%
Take the test, but only if I could be offered an effective treatment	**442**	20	12	200	210
	18%	27%	16%	17%	18%
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	**250**	4	8	110	128
	10%	6%	11%	9%	11%
Don't know	**74**	5	3	42	24
	3%	7%	4%	3%	2%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 234

HEA15 - 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...?

Base: All without a diagnosis

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2522**	1268	1215	268	415	421	445	412	561	173	236	403	86	248	330	182	208	188	2054	267	142	59
Weighted Base	**2524**	1215	1270	270	433	411	415	409	586	181	238	344	101*	274	347	216	220	205	2125	211	119	69*
Take the test regardless of the effectiveness of treatments available	**1345**	689	639	128	234	226	211	245	301	113	108	168	38	151	194	116	125	104	1119	114	65	47
	53%	57%	50%	48%	54%	55%	51%	60%	51%	63%	45%	49%	38%	55%	56%	54%	57%	51%	53%	54%	55%	68%
		b						cfh		jklq				l	jl	l	jl					r
Take the test, but only if I could be offered an effective prevention	**413**	162	239	67	73	63	68	55	86	20	45	56	22	46	68	33	39	30	361	30	14	7
	16%	13%	19%	25%	17%	15%	16%	14%	15%	11%	19%	16%	22%	17%	20%	15%	18%	15%	17%	14%	12%	10%
			a	defgh									i		i							
Take the test, but only if I could be offered an effective treatment	**442**	193	244	57	75	70	83	55	102	32	45	74	23	45	45	44	31	42	381	32	20	8
	18%	16%	19%	21%	17%	17%	20%	13%	17%	18%	19%	22%	23%	16%	13%	20%	14%	21%	18%	15%	17%	12%
			a	g			g					np	n					n				
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	**250**	126	118	16	41	38	37	42	76	11	35	32	9	26	32	17	21	22	205	25	18	2
	10%	10%	9%	6%	9%	9%	9%	10%	13%	6%	15%	9%	9%	9%	9%	8%	10%	11%	10%	12%	15%	4%
									c		io										u	
Don't know	**74**	45	29	2	10	15	17	12	19	4	5	12	8	5	7	7	5	6	59	9	2	4
	3%	4%	2%	1%	2%	4%	4%	3%	3%	2%	2%	4%	7%	2%	2%	3%	2%	3%	3%	4%	2%	6%
						c	c		c				jmn									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 235

HEA15 - 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...?

Base: All without a diagnosis

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2522**	524	224	594	443	322	23	728	1794	75	243	86	1121	761	907	366	369
Weighted Base	**2524**	500	212	598	463	334	22**	679	1845	91*	275	93*	1047	668	660	514	593
Take the test regardless of the effectiveness of treatments available	**1345**	279	106	333	236	186	10	382	963	48	145	50	580	362	371	257	316
	53%	56%	50%	56%	51%	56%	47%	56%	52%	53%	53%	54%	55%	54%	56%	50%	53%
Take the test, but only if I could be offered an effective prevention	**413**	86	45	95	66	54	7	97	316	14	38	14	191	124	103	84	85
	16%	17%	21%	16%	14%	16%	31%	14%	17%	15%	14%	15%	18%	19%	16%	16%	14%
			d														
Take the test, but only if I could be offered an effective treatment	**442**	72	39	109	94	55	3	118	324	20	54	18	172	111	107	93	114
	18%	14%	18%	18%	20%	17%	11%	17%	18%	22%	19%	19%	16%	17%	16%	18%	19%
					a												
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	**250**	52	14	53	54	26	2	63	187	6	34	10	77	55	60	61	59
	10%	10%	6%	9%	12%	8%	8%	9%	10%	7%	12%	11%	7%	8%	9%	12%	10%
											l						
Don't know	**74**	11	8	9	13	12	1	19	55	3	4	1	27	15	18	19	19
	3%	2%	4%	1%	3%	4%	3%	3%	3%	3%	2%	1%	3%	2%	3%	4%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 236

HEA15 - 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...?

Base: All without a diagnosis

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2522**	1890	116	224	211	11	41	1890	603	433	492	1194	182	167	482	875	711	454	1605	917
Weighted Base	**2524**	2156	59	128	120	7**	24*	2156	338	493	526	1048	196	203	476	904	739	405	1552	972
Take the test regardless of the effectiveness of treatments available	**1345**	1176	32	63	51	5	9	1176	160	254	297	564	111	99	261	468	397	219	838	507
	53%	55%	55%	49%	42%	62%	36%	55%	47%	52%	56%	54%	56%	49%	55%	52%	54%	54%	54%	52%
		df	d					h												
Take the test, but only if I could be offered an effective prevention	**413**	347	12	20	24	-	4	347	61	80	78	188	33	21	75	142	124	72	275	137
	16%	16%	21%	16%	20%	-	17%	16%	18%	16%	15%	18%	17%	10%	16%	16%	17%	18%	18%	14%
												m							s	
Take the test, but only if I could be offered an effective treatment	**442**	360	10	23	33	1	6	360	73	98	87	176	29	41	73	166	130	72	261	180
	18%	17%	17%	18%	27%	20%	26%	17%	22%	20%	17%	17%	15%	20%	15%	18%	18%	18%	17%	19%
					ab c				g											
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	**250**	214	4	12	10	1	4	214	31	45	53	89	17	38	55	98	69	28	135	116
	10%	10%	7%	10%	8%	13%	17%	10%	9%	9%	10%	8%	9%	18%	12%	11%	9%	7%	9%	12%
														ijkl	q	q				r
Don't know	**74**	59	*	9	3	*	1	59	14	17	11	31	7	5	11	30	19	14	42	32
	3%	3%	1%	7%	3%	5%	3%	3%	4%	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	3%
				ab																

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 237

HEA15 - 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...?

Base: All without a diagnosis

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2522**	301	1036	1136	316	1282	1225	1948	521	2340	2449	2467	2470	44
Weighted Base	**2524**	307	1074	1174	314	1324	1186	1929	546	2325	2436	2456	2459	55*
Take the test regardless of the effectiveness of treatments available	**1345**	171	602	656	176	728	612	1205	130	1249	1310	1318	1319	24
	53%	56%	56%	56%	56%	55%	52%	62%	24%	54%	54%	54%	54%	44%
								h						
Take the test, but only if I could be offered an effective prevention	**413**	57	188	206	54	231	177	295	105	384	402	407	407	6
	16%	18%	18%	18%	17%	17%	15%	15%	19%	16%	16%	17%	17%	10%
									g					
Take the test, but only if I could be offered an effective treatment	**442**	40	174	190	53	222	220	300	129	414	426	428	429	7
	18%	13%	16%	16%	17%	17%	19%	16%	24%	18%	17%	17%	17%	13%
							a		g					
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	**250**	32	83	93	25	109	139	83	162	214	230	232	232	17
	10%	10%	8%	8%	8%	8%	12%	4%	30%	9%	9%	9%	9%	30%
							bce		g					ijkl
Don't know	**74**	8	26	28	5	33	39	46	19	64	69	70	72	2
	3%	3%	2%	2%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%
													jk	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 238

HEA15 - 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...?

Base: All without a diagnosis

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2522**	43	143	14	295	12	199	333	139	139	1593	894	921	1601	1878	229	1665	436	395
Weighted Base	**2524**	44*	143	16**	343	14**	231	385	162	150	1501	997	904	1620	1866	225	1671	416	416
Take the test regardless of the effectiveness of treatments available	**1345**	17	81	9	170	5	130	214	93	83	807	528	516	829	1032	104	1038	126	175
	53%	39%	57%	53%	50%	38%	56%	56%	57%	56%	54%	53%	57%	51%	55%	46%	62%	30%	42%
													m		o		qr		q
Take the test, but only if I could be offered an effective prevention	**413**	7	22	1	38	2	50	67	29	11	246	162	138	275	303	37	272	53	87
	16%	16%	16%	7%	11%	17%	22%	17%	18%	7%	16%	16%	15%	17%	16%	16%	16%	13%	21%
			i				dik	di	di		di	di							q
Take the test, but only if I could be offered an effective treatment	**442**	14	15	2	76	3	35	63	28	34	254	184	150	292	310	42	259	85	93
	18%	31%	10%	14%	22%	23%	15%	16%	17%	23%	17%	18%	17%	18%	17%	19%	15%	21%	22%
		bfgjk			b					b		b						p	p
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	**250**	3	17	2	46	3	9	29	9	13	157	90	74	177	169	35	71	133	46
	10%	6%	12%	10%	13%	22%	4%	8%	5%	8%	10%	9%	8%	11%	9%	16%	4%	32%	11%
			f		fghk						f	f		l		n		pr	p
Don't know	**74**	3	8	3	13	-	6	11	4	9	37	34	26	48	51	8	31	19	16
	3%	7%	5%	16%	4%	-	3%	3%	2%	6%	2%	3%	3%	3%	3%	3%	2%	5%	4%
										j								p	p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 239

HEA15A - How effective or not do you think current dementia treatments are?

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
(4) Very effective	**57**	3	4	27	22
	2%	4%	6%	2%	2%
(3) Quite effective	**435**	16	12	197	210
	17%	22%	16%	16%	18%
(2) Not very effective	**1004**	18	25	494	466
	40%	25%	33%	41%	39%
(1) Not at all effective	**297**	8	5	156	128
	12%	12%	6%	13%	11%
Effective (NET)	**492**	19	16	224	232
	19%	26%	22%	19%	20%
Not effective (NET)	**1300**	27	29	650	594
	51%	37%	39%	54%	50%
Don't know	**738**	27	29	323	358
	29%	37%	39%	27%	30%
Mean	**2.14**	2.3	2.35	2.11	2.15

Table 240

HEA15A - How effective or not do you think current dementia treatments are?

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
(4) Very effective	**57**	24	30	7	14	8	7	11	9	3	4	15	1	7	5	3	2	4	45	7	5	-
	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	4%	1%	2%	1%	1%	1%	2%	2%	3%	4%	-
												np										
(3) Quite effective	**435**	196	232	55	74	78	74	63	90	28	48	50	15	58	51	39	30	41	360	41	22	11
	17%	16%	18%	20%	17%	19%	18%	15%	15%	15%	20%	15%	15%	21%	15%	18%	13%	20%	17%	20%	19%	17%
(2) Not very effective	**1004**	474	519	112	181	147	161	162	240	76	96	133	38	102	126	88	105	86	849	74	44	36
	40%	39%	41%	42%	42%	36%	39%	39%	41%	42%	40%	39%	38%	37%	36%	40%	48%	42%	40%	35%	37%	52%
																	mn					s
(1) Not at all effective	**297**	148	144	17	52	47	50	49	82	22	22	40	15	31	45	28	19	17	239	32	16	9
	12%	12%	11%	6%	12%	11%	12%	12%	14%	12%	9%	12%	15%	11%	13%	13%	8%	8%	11%	15%	13%	13%
					c	c	c	c	c													
Effective (NET)	**492**	220	262	62	89	86	81	74	100	31	53	65	16	65	56	41	31	45	404	49	27	11
	19%	18%	21%	23%	20%	21%	19%	18%	17%	17%	22%	19%	16%	24%	16%	19%	14%	22%	19%	23%	23%	17%
														np								
Not effective (NET)	**1300**	622	663	129	233	194	211	211	322	98	118	173	54	133	171	115	124	103	1089	106	60	45
	51%	51%	52%	48%	54%	47%	51%	51%	55%	54%	50%	50%	53%	48%	49%	53%	56%	50%	51%	50%	50%	66%
									e													rs
Don't know	**738**	377	347	79	112	131	124	125	167	53	67	106	31	77	120	60	65	57	636	57	32	12
	29%	31%	27%	29%	26%	32%	30%	30%	28%	29%	28%	31%	31%	28%	35%	28%	30%	28%	30%	27%	27%	18%
Mean	**2.14**	2.12	2.16	2.27	2.16	2.17	2.13	2.13	2.07	2.1	2.2	2.17	2.03	2.2	2.07	2.1	2.1	2.22	2.14	2.16	2.18	2.04
				h																		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 241

HEA15A - How effective or not do you think current dementia treatments are?

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
(4) Very effective	**57**	7	5	9	13	11	-	15	41	1	8	6	13	9	12	15	18
	2%	1%	3%	1%	3%	3%	-	2%	2%	2%	3%	6%	1%	1%	2%	3%	3%
												l					
(3) Quite effective	**435**	74	35	100	86	81	6	123	312	8	59	20	183	98	117	93	111
	17%	15%	17%	17%	18%	24%	25%	18%	17%	9%	21%	22%	17%	15%	18%	18%	19%
						ac					i	i					
(2) Not very effective	**1004**	222	85	257	176	106	8	272	732	42	97	25	489	319	281	189	186
	40%	44%	40%	43%	38%	31%	35%	40%	40%	46%	35%	27%	47%	48%	42%	37%	31%
		e		e						k			jk	no	p		
														p			
(1) Not at all effective	**297**	74	26	66	51	31	2	68	229	8	24	7	132	82	76	58	72
	12%	15%	12%	11%	11%	9%	10%	10%	12%	9%	9%	7%	13%	12%	11%	11%	12%
		e															
Effective (NET)	**492**	80	41	109	99	93	6	139	353	9	67	26	197	107	128	108	129
	19%	16%	19%	18%	21%	28%	25%	20%	19%	10%	24%	28%	19%	16%	19%	21%	22%
						abc					i	i					m
Not effective (NET)	**1300**	296	111	324	227	137	10	340	960	50	122	32	621	401	357	246	258
	51%	59%	52%	54%	49%	41%	45%	50%	52%	54%	44%	35%	59%	60%	54%	48%	44%
		de	e	e	e					k			jk	no	p		
														p			
Don't know	**738**	124	60	168	137	106	6	201	536	32	87	35	231	161	177	160	206
	29%	25%	28%	28%	30%	32%	29%	30%	29%	35%	32%	38%	22%	24%	27%	31%	35%
										l	l	l				m	mn
Mean	**2.14**	2.03	2.13	2.12	2.19	2.32	2.22	2.18	2.13	2.05	2.27	2.43	2.09	2.07	2.13	2.18	2.19
					a	abc					l	il				m	m

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 242
HEA15A - How effective or not do you think current dementia treatments are?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
(4) Very effective	**57**	41	4	3	8	1	-	41	16	19	13	10	3	10	5	22	19	10	27	30
	2%	2%	6%	2%	7%	13%	-	2%	5%	4%	2%	1%	2%	5%	1%	2%	3%	3%	2%	3%
			a		ac				g	k	k			k						
(3) Quite effective	**435**	372	11	24	20	1	3	372	60	103	94	168	33	26	93	145	140	57	278	157
	17%	17%	19%	19%	17%	16%	14%	17%	18%	21%	18%	16%	17%	13%	19%	16%	19%	14%	18%	16%
										km					q					
(2) Not very effective	**1004**	886	23	40	33	2	7	886	105	163	214	497	58	57	183	350	312	159	633	370
	40%	41%	38%	32%	27%	28%	28%	41%	31%	33%	41%	47%	30%	28%	38%	39%	42%	39%	41%	38%
		cd						h			ilm	ijlm								
(1) Not at all effective	**297**	264	4	13	8	1	3	264	30	61	48	123	33	23	68	118	66	44	173	124
	12%	12%	6%	10%	7%	20%	13%	12%	9%	12%	9%	12%	17%	12%	14%	13%	9%	11%	11%	13%
		d						h					j		p	p				
Effective (NET)	**492**	412	15	27	28	2	3	412	76	122	106	177	36	36	98	167	159	67	305	186
	19%	19%	26%	21%	23%	30%	14%	19%	22%	25%	20%	17%	19%	18%	21%	18%	21%	17%	20%	19%
										k										
Not effective (NET)	**1300**	1150	26	54	41	4	10	1150	135	224	262	620	91	81	251	468	379	202	807	494
	51%	53%	45%	42%	34%	48%	41%	53%	40%	45%	50%	59%	46%	40%	53%	52%	51%	50%	52%	51%
		cd						h			m	ijlm								
Don't know	**738**	599	17	47	51	2	11	599	128	147	158	254	68	87	128	269	203	137	442	296
	29%	28%	30%	37%	43%	22%	44%	28%	38%	30%	30%	24%	35%	43%	27%	30%	27%	34%	28%	30%
				a	ab		a		g	k	k		k	ijk				np		
Mean	**2.14**	2.12	2.36	2.21	2.4	2.3	2.02	2.12	2.29	2.23	2.19	2.08	2.05	2.19	2.1	2.11	2.21	2.13	2.14	2.14
			a		a				g	k	k						no			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 243
HEA15A - How effective or not do you think current dementia treatments are?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
(4) Very effective	**57**	2	21	23	5	23	34	47	9	43	50	53	53	4
	2%	1%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	6%
											i	ij	ij	i
(3) Quite effective	**435**	57	200	217	61	240	195	355	73	403	421	424	425	10
	17%	18%	19%	18%	19%	18%	16%	18%	13%	17%	17%	17%	17%	18%
								h						
(2) Not very effective	**1004**	131	473	520	158	594	406	758	229	938	974	980	980	19
	40%	42%	44%	44%	50%	45%	34%	39%	42%	40%	40%	40%	40%	34%
		f	f	f	abcef	f								
(1) Not at all effective	**297**	48	167	180	40	202	94	187	101	266	287	290	291	4
	12%	16%	16%	15%	13%	15%	8%	10%	19%	11%	12%	12%	12%	8%
		f	f	f	f	f			g		i	i	i	
Effective (NET)	**492**	59	221	239	65	262	229	403	82	446	472	477	478	14
	19%	19%	21%	20%	21%	20%	19%	21%	15%	19%	19%	19%	19%	24%
								h						
Not effective (NET)	**1300**	179	641	699	199	795	499	945	330	1204	1261	1270	1271	24
	51%	58%	59%	59%	63%	60%	42%	49%	60%	52%	52%	52%	52%	42%
		f	f	f	f	f			g					
Don't know	**738**	72	216	239	51	272	458	581	133	680	708	712	714	19
	29%	23%	20%	20%	16%	20%	39%	30%	24%	29%	29%	29%	29%	33%
		d				d	abcde	h						
Mean	**2.14**	2.06	2.09	2.09	2.11	2.08	2.23	2.19	1.98	2.13	2.14	2.14	2.14	2.34
							abcde	h						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 244
HEA15A - How effective or not do you think current dementia treatments are?

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
(4) Very effective	**57**	1	2	-	8	*	8	12	4	6	25	31	18	38	44	8	39	11	7
	2%	3%	1%	-	2%	3%	3%	3%	3%	4%	2%	3%	2%	2%	2%	3%	2%	3%	2%
												j							
(3) Quite effective	**435**	15	31	1	58	1	41	71	32	24	239	192	154	281	336	39	320	50	63
	17%	34%	21%	6%	17%	9%	18%	18%	20%	16%	16%	19%	17%	17%	18%	17%	19%	12%	15%
		dfgijk															q		
(2) Not very effective	**1004**	10	54	8	128	6	97	153	54	61	604	388	390	614	769	75	720	138	144
	40%	23%	38%	51%	37%	46%	42%	39%	33%	41%	40%	39%	43%	38%	41%	33%	43%	33%	35%
							a	a		a	a	a	m		o		qr		
(1) Not at all effective	**297**	4	15	5	49	3	20	35	18	18	198	97	95	202	206	43	177	66	53
	12%	10%	11%	32%	14%	22%	9%	9%	11%	12%	13%	10%	10%	12%	11%	19%	11%	16%	13%
					gk						k					n		p	
Effective (NET)	**492**	17	33	1	65	2	49	82	37	30	264	223	172	320	380	46	359	61	70
	19%	38%	23%	6%	19%	12%	21%	21%	22%	20%	18%	22%	19%	20%	20%	20%	21%	15%	17%
		dfgijk										j					q		
Not effective (NET)	**1300**	14	69	13	176	10	117	188	72	79	802	484	485	816	975	117	897	204	197
	51%	33%	48%	83%	51%	68%	50%	49%	44%	53%	53%	48%	53%	50%	52%	52%	53%	49%	47%
					a		a			a	ak						r		
Don't know	**738**	13	42	2	104	3	67	117	54	40	437	293	249	489	514	63	422	151	150
	29%	30%	29%	11%	30%	20%	29%	30%	33%	27%	29%	29%	28%	30%	28%	28%	25%	36%	36%
																		p	p
Mean	**2.14**	2.44	2.19	1.71	2.1	1.9	2.22	2.22	2.21	2.17	2.09	2.22	2.15	2.14	2.16	2.07	2.18	2.02	2.09
								j				dj					q		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 245

HEA16_MOST - 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 to research for...? MOST IMPORTANT

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
...a cure	**710**	20	13	354	322
	28%	28%	18%	30%	27%
...new forms of medication to slow the disease	**128**	4	2	55	67
	5%	5%	3%	5%	6%
...new forms of medication to stop the disease	**311**	7	11	155	138
	12%	10%	15%	13%	12%
...new forms of medication to help with symptoms	**78**	2	4	25	47
	3%	3%	5%	2%	4%
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**102**	4	5	43	49
	4%	5%	7%	4%	4%
...ways to diagnose the disease earlier	**224**	8	9	92	116
	9%	11%	11%	8%	10%
...ways to prevent the disease	**565**	13	17	269	266
	22%	18%	23%	22%	22%
...ways to improve the quality of life for those living with the disease through better care	**295**	9	8	154	124
	12%	13%	11%	13%	10%
Finding the reasons / root cause	**-**	-	-	-	-
	-	-	-	-	-
All of them	**-**	-	-	-	-
	-	-	-	-	-
Other	**13**	-	1	6	7
	1%	-	1%	*	1%
None of these	**15**	1	1	8	6
	1%	1%	1%	1%	*
Don't know	**90**	5	5	36	43
	4%	7%	7%	3%	4%

Table 246

HEA16_MOST - 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 to research for...? MOST IMPORTANT

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
...a cure	**710**	367	335	92	123	118	130	105	142	50	66	92	34	82	89	58	53	64	589	66	31	24
	28%	30%	26%	34%	28%	29%	31%	26%	24%	28%	28%	27%	34%	30%	26%	27%	24%	31%	28%	31%	26%	35%
				gh			h															
...new forms of medication to slow the disease	**128**	57	68	8	18	22	17	23	40	19	14	20	7	15	16	6	7	7	110	14	1	3
	5%	5%	5%	3%	4%	5%	4%	6%	7%	10%	6%	6%	7%	5%	5%	3%	3%	3%	5%	7%	1%	4%
									c	nopq									t	t		
...new forms of medication to stop the disease	**311**	159	150	31	35	50	54	55	85	16	27	36	6	36	40	37	34	26	258	28	21	4
	12%	13%	12%	11%	8%	12%	13%	14%	14%	9%	11%	10%	6%	13%	12%	17%	15%	13%	12%	13%	17%	6%
							d	d	d							ikl					u	
...new forms of medication to help with symptoms	**78**	32	41	7	12	12	17	7	23	5	7	15	3	10	11	5	1	8	64	6	3	4
	3%	3%	3%	2%	3%	3%	4%	2%	4%	3%	3%	4%	3%	3%	3%	2%	1%	4%	3%	3%	3%	5%
												p						p				
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**102**	35	62	11	27	12	16	16	19	7	13	19	5	11	13	10	9	3	90	6	5	1
	4%	3%	5%	4%	6%	3%	4%	4%	3%	4%	5%	6%	5%	4%	4%	5%	4%	1%	4%	3%	4%	1%
			a		eh							q										
...ways to diagnose the disease earlier	**224**	102	118	15	42	35	36	40	56	12	25	28	7	27	24	17	33	16	188	14	11	11
	9%	8%	9%	6%	10%	9%	9%	10%	10%	7%	11%	8%	7%	10%	7%	8%	15%	8%	9%	7%	9%	17%
																	iknoq					s
...ways to prevent the disease	**565**	281	277	62	98	99	83	104	119	43	48	75	23	65	88	51	45	37	476	47	28	14
	22%	23%	22%	23%	23%	24%	20%	25%	20%	24%	20%	22%	23%	24%	25%	23%	20%	18%	22%	22%	23%	20%
...ways to improve the quality of life for those living with the disease through better care	**295**	124	169	41	59	43	45	43	64	19	26	44	12	24	50	24	26	37	262	17	11	5
	12%	10%	13%	15%	14%	10%	11%	11%	11%	10%	11%	13%	12%	9%	14%	11%	12%	18%	12%	8%	9%	8%
			a															m				
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**13**	8	5	-	5	2	-	3	3	1	6	1	-	1	-	1	1	-	11	2	-	-
	1%	1%	*	-	1%	*	-	1%	1%	1%	3%	*	-	*	-	1%	1%	-	1%	1%	-	-
					f						kmnq											
None of these	**15**	9	6	*	1	2	4	4	4	1	3	3	-	-	3	-	2	2	13	1	1	-
	1%	1%	*	*	*	1%	1%	1%	1%	*	1%	1%	-	-	1%	-	1%	1%	1%	*	1%	-
Don't know	**90**	45	41	3	13	15	16	10	33	8	4	12	3	5	12	9	8	6	67	10	9	3
	4%	4%	3%	1%	3%	4%	4%	2%	6%	5%	2%	3%	3%	2%	3%	4%	4%	3%	3%	5%	8%	5%
									cg												r	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 247

HEA16_MOST - 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 to research for...? MOST IMPORTANT

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
...a cure	**710**	143	62	175	146	95	4	194	516	19	94	23	295	170	185	165	172
	28%	29%	29%	29%	32%	28%	18%	29%	28%	21%	34%	25%	28%	25%	28%	32%	29%
											i					m	
...new forms of medication to slow the disease	**128**	28	14	31	20	12	-	35	94	7	14	6	64	37	36	21	23
	5%	6%	7%	5%	4%	4%	-	5%	5%	8%	5%	7%	6%	6%	5%	4%	4%
...new forms of medication to stop the disease	**311**	64	25	68	52	34	4	93	218	10	25	14	129	94	87	52	67
	12%	13%	12%	11%	11%	10%	17%	14%	12%	11%	9%	15%	12%	14%	13%	10%	11%
...new forms of medication to help with symptoms	**78**	11	10	17	18	12	1	23	55	5	4	5	31	22	13	22	18
	3%	2%	5%	3%	4%	4%	5%	3%	3%	5%	2%	6%	3%	3%	2%	4%	3%
																n	
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**102**	16	10	18	15	17	-	21	80	6	6	4	39	28	31	25	14
	4%	3%	5%	3%	3%	5%	-	3%	4%	7%	2%	4%	4%	4%	5%	5%	2%
...ways to diagnose the disease earlier	**224**	51	6	55	37	49	2	50	175	7	37	12	84	43	56	44	72
	9%	10%	3%	9%	8%	15%	10%	7%	9%	8%	14%	13%	8%	6%	8%	9%	12%
		b		b	b	bcd					l						m
...ways to prevent the disease	**565**	120	47	136	113	61	5	166	399	23	44	14	276	179	152	108	110
	22%	24%	22%	23%	24%	18%	24%	24%	22%	25%	16%	16%	26%	27%	23%	21%	19%
													jk	op			
...ways to improve the quality of life for those living with the disease through better care	**295**	50	31	74	44	42	5	74	222	9	36	12	105	78	77	53	78
	12%	10%	15%	12%	9%	12%	23%	11%	12%	10%	13%	13%	10%	12%	12%	10%	13%
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**13**	2	1	5	-	1	-	4	9	2	3	-	7	3	3	1	6
	1%	*	1%	1%	-	*	-	1%	*	2%	1%	-	1%	*	*	*	1%
None of these	**15**	1	2	6	1	2	-	4	12	-	1	2	1	-	4	1	6
	1%	*	1%	1%	*	*	-	1%	1%	-	1%	2%	*	-	1%	*	1%
												l			m		m
Don't know	**90**	16	4	16	16	11	1	19	70	3	11	1	20	15	20	21	25
	4%	3%	2%	3%	4%	3%	3%	3%	4%	4%	4%	1%	2%	2%	3%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 248

HEA16_MOST - 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 to research for...? MOST IMPORTANT

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
...a cure	**710**	623	14	32	24	4	5	623	79	173	156	254	60	60	129	239	226	117	449	261
	28%	29%	24%	25%	20%	47%	23%	29%	23%	35%	30%	24%	31%	29%	27%	26%	30%	29%	29%	27%
		d						h		k	k									
...new forms of medication to slow the disease	**128**	114	4	3	5	-	1	114	13	18	27	56	11	12	28	39	35	27	75	53
	5%	5%	6%	3%	5%	-	4%	5%	4%	4%	5%	5%	5%	6%	6%	4%	5%	7%	5%	5%
...new forms of medication to stop the disease	**311**	271	4	16	11	2	4	271	37	53	68	124	24	32	68	105	91	47	177	134
	12%	13%	7%	13%	9%	26%	16%	13%	11%	11%	13%	12%	12%	16%	14%	12%	12%	12%	11%	14%
...new forms of medication to help with symptoms	**78**	61	3	5	5	-	3	61	16	14	15	34	5	8	10	31	22	15	44	34
	3%	3%	5%	4%	4%	-	11%	3%	5%	3%	3%	3%	3%	4%	2%	3%	3%	4%	3%	3%
							a		g											
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**102**	78	3	6	10	-	2	78	21	16	24	50	7	1	19	47	27	9	69	33
	4%	4%	5%	4%	8%	-	10%	4%	6%	3%	5%	5%	4%	1%	4%	5%	4%	2%	4%	3%
					a		a		g		m	m				q				
...ways to diagnose the disease earlier	**224**	188	2	14	15	*	4	188	36	35	50	98	12	20	41	91	72	20	126	99
	9%	9%	4%	11%	13%	5%	16%	9%	11%	7%	10%	9%	6%	10%	9%	10%	10%	5%	8%	10%
				b	b		b								q	q	q			
...ways to prevent the disease	**565**	484	18	28	27	-	3	484	76	99	111	272	39	33	110	200	146	109	376	189
	22%	22%	30%	22%	23%	-	11%	22%	22%	20%	21%	26%	20%	16%	23%	22%	20%	27%	24%	19%
			f									im						p	s	
...ways to improve the quality of life for those living with the disease through better care	**295**	256	9	14	13	1	1	256	37	60	56	125	27	19	54	105	89	47	177	119
	12%	12%	15%	11%	11%	9%	4%	12%	11%	12%	11%	12%	14%	9%	11%	12%	12%	12%	11%	12%
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**13**	13	1	-	-	-	-	13	1	2	3	5	1	1	1	4	5	3	6	7
	1%	1%	1%	-	-	-	-	1%	*	*	1%	*	*	1%	*	*	1%	1%	*	1%
None of these	**15**	10	*	2	1	-	-	10	3	4	4	3	4	1	3	5	6	2	6	9
	1%	*	1%	1%	1%	-	-	*	1%	1%	1%	*	2%	*	1%	1%	1%	1%	*	1%
													k							
Don't know	**90**	65	2	9	9	1	2	65	23	19	11	33	7	15	17	38	23	12	50	40
	4%	3%	4%	7%	8%	13%	7%	3%	7%	4%	2%	3%	4%	7%	4%	4%	3%	3%	3%	4%
				a	a				g					jk						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 249

HEA16_MOST - 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 to research for...? MOST IMPORTANT

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
...a cure	**710**	84	352	380	103	416	290	533	162	670	694	694	695	14
	28%	27%	33%	32%	33%	31%	24%	28%	30%	29%	28%	28%	28%	24%
			ef	af	f	f				kl	kl			
...new forms of medication to slow the disease	**128**	14	54	60	10	65	63	91	34	115	120	120	120	8
	5%	4%	5%	5%	3%	5%	5%	5%	6%	5%	5%	5%	5%	14%
														ijkl
...new forms of medication to stop the disease	**311**	45	139	152	38	178	132	243	67	278	297	301	303	6
	12%	14%	13%	13%	12%	13%	11%	13%	12%	12%	12%	12%	12%	11%
													i	
...new forms of medication to help with symptoms	**78**	8	28	32	11	40	38	60	13	70	74	74	74	1
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**102**	14	32	36	6	39	62	76	23	94	100	100	101	*
	4%	4%	3%	3%	2%	3%	5%	4%	4%	4%	4%	4%	4%	1%
		d					bcde							
...ways to diagnose the disease earlier	**224**	35	80	95	17	109	115	195	27	208	217	219	219	2
	9%	11%	7%	8%	5%	8%	10%	10%	5%	9%	9%	9%	9%	4%
		bcd		b			d	h						
...ways to prevent the disease	**565**	60	239	254	79	288	276	449	104	525	551	556	556	9
	22%	20%	22%	22%	25%	22%	23%	23%	19%	23%	23%	23%	23%	16%
...ways to improve the quality of life for those living with the disease through better care	**295**	42	123	137	43	155	139	214	79	271	282	286	286	8
	12%	14%	11%	12%	14%	12%	12%	11%	14%	12%	12%	12%	12%	14%
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**13**	2	6	6	2	6	7	9	3	13	13	13	13	-
	1%	1%	1%	*	1%	*	1%	*	1%	1%	1%	1%	1%	-
None of these	**15**	3	5	5	1	7	8	7	6	14	14	15	15	-
	1%	1%	*	*	*	*	1%	*	1%	1%	1%	1%	1%	-
									g			j		
Don't know	**90**	4	20	22	6	27	58	53	28	74	80	82	82	7
	4%	1%	2%	2%	2%	2%	5%	3%	5%	3%	3%	3%	3%	12%
							abcde		g					ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 250

HEA16_MOST - 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 to research for...? MOST IMPORTANT

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
...a cure	**710**	14	35	2	96	4	70	102	56	46	426	277	249	461	508	66	488	115	104
	28%	31%	24%	11%	28%	28%	30%	26%	34%	31%	28%	28%	28%	28%	27%	29%	29%	28%	25%
...new forms of medication to slow the disease	**128**	1	10	1	16	1	10	17	10	8	75	51	46	82	106	7	88	19	19
	5%	2%	7%	6%	5%	6%	4%	5%	6%	5%	5%	5%	5%	5%	6%	3%	5%	5%	5%
...new forms of medication to stop the disease	**311**	1	24	3	38	1	26	49	9	13	192	118	105	206	229	33	191	48	68
	12%	3%	17%	17%	11%	7%	11%	13%	6%	8%	13%	12%	12%	13%	12%	15%	11%	11%	16%
			ahi		h			h			h	h							p
...new forms of medication to help with symptoms	**78**	-	2	-	9	-	3	13	8	5	47	31	29	49	51	16	53	13	12
	3%	-	2%	-	3%	-	1%	3%	5%	4%	3%	3%	3%	3%	3%	7%	3%	3%	3%
																n			
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**102**	3	6	-	15	-	7	9	1	3	67	32	44	58	83	7	69	20	12
	4%	6%	4%	-	4%	-	3%	2%	*	2%	4%	3%	5%	4%	4%	3%	4%	5%	3%
		h	h		h						h								
...ways to diagnose the disease earlier	**224**	6	16	1	42	3	30	37	27	18	120	103	77	148	172	16	164	23	36
	9%	13%	11%	6%	12%	24%	13%	10%	17%	12%	8%	10%	8%	9%	9%	7%	10%	6%	9%
					j		j		gjk								q		
...ways to prevent the disease	**565**	8	29	6	54	2	51	78	25	25	359	201	214	352	445	35	391	72	102
	22%	18%	20%	38%	16%	14%	22%	20%	15%	17%	24%	20%	24%	22%	24%	15%	23%	17%	25%
											dh	d			o		q		q
...ways to improve the quality of life for those living with the disease through better care	**295**	6	14	2	48	3	27	63	25	23	153	135	101	194	208	28	197	55	43
	12%	14%	10%	14%	14%	22%	12%	16%	15%	16%	10%	14%	11%	12%	11%	12%	12%	13%	10%
								j				j							
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**13**	2	-	-	6	-	3	7	-	-	4	9	5	9	13	-	9	-	4
	1%	5%	-	-	2%	-	1%	2%	-	-	*	1%	1%	1%	1%	-	1%	-	1%
		bhijk			j		j	j				j							
None of these	**15**	-	1	1	6	-	-	2	-	1	4	9	5	10	7	4	3	9	1
	1%	-	*	4%	2%	-	-	1%	-	1%	*	1%	1%	1%	*	2%	*	2%	*
					j							j				n		pr	
Don't know	**90**	3	7	1	16	-	4	9	3	7	56	34	33	56	48	15	27	41	15
	4%	7%	5%	4%	5%	-	2%	2%	2%	5%	4%	3%	4%	3%	3%	7%	2%	10%	4%
																n		pr	p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 251

HEA16_SECOND - 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 to research for...? SECOND MOST

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
...a cure	**338**	4	6	169	158
	13%	6%	9%	14%	13%
...new forms of medication to slow the disease	**242**	5	6	128	103
	10%	7%	8%	11%	9%
...new forms of medication to stop the disease	**360**	9	14	168	170
	14%	12%	18%	14%	14%
...new forms of medication to help with symptoms	**161**	6	5	82	67
	6%	9%	7%	7%	6%
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**200**	6	5	96	93
	8%	9%	7%	8%	8%
...ways to diagnose the disease earlier	**233**	11	9	106	106
	9%	16%	12%	9%	9%
...ways to prevent the disease	**369**	10	5	159	196
	15%	14%	6%	13%	17%
...ways to improve the quality of life for those living with the disease through better care	**465**	14	17	215	220
	18%	19%	22%	18%	19%
Finding the reasons / root cause	**-**	-	-	-	-
	-	-	-	-	-
All of them	**-**	-	-	-	-
	-	-	-	-	-
Other	**9**	1	-	2	6
	*****	1%	-	*	1%
None of these	**15**	*	*	8	6
	1%	1%	1%	1%	1%
Don't know	**33**	-	*	21	11
	1%	-	1%	2%	1%
No second mention	**105**	6	6	43	49
	4%	8%	8%	4%	4%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 252

HEA16_SECOND - 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 to research for...? SECOND MOST

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
...a cure	**338**	164	168	38	62	48	54	59	77	24	23	51	12	39	55	32	25	28	289	28	16	5
	13%	13%	13%	14%	14%	12%	13%	14%	13%	13%	10%	15%	12%	14%	16%	15%	11%	14%	14%	13%	14%	7%
...new forms of medication to slow the disease	**242**	112	126	20	43	40	45	35	59	15	17	26	8	28	29	20	27	24	193	29	10	9
	10%	9%	10%	7%	10%	10%	11%	8%	10%	8%	7%	8%	8%	10%	8%	9%	12%	12%	9%	14%	8%	13%
																				r		
...new forms of medication to stop the disease	**360**	170	183	39	56	61	72	65	66	29	30	61	16	36	60	21	28	30	312	24	15	9
	14%	14%	14%	15%	13%	15%	17%	16%	11%	16%	12%	18%	16%	13%	17%	10%	13%	15%	15%	11%	13%	13%
							h	h				o			o							
...new forms of medication to help with symptoms	**161**	70	88	27	22	25	27	20	39	8	12	21	6	18	25	16	9	17	133	16	6	6
	6%	6%	7%	10%	5%	6%	7%	5%	7%	4%	5%	6%	6%	7%	7%	7%	4%	8%	6%	8%	5%	9%
				dg																		
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**200**	92	104	24	28	34	23	30	62	19	18	21	8	19	38	11	15	21	170	17	11	3
	8%	8%	8%	9%	6%	8%	6%	7%	11%	10%	7%	6%	8%	7%	11%	5%	7%	10%	8%	8%	9%	4%
									df						ko							
...ways to diagnose the disease earlier	**233**	133	99	21	45	47	31	49	40	18	26	36	9	24	28	14	21	14	189	25	9	9
	9%	11%	8%	8%	10%	11%	7%	12%	7%	10%	11%	11%	8%	9%	8%	6%	9%	7%	9%	12%	8%	14%
		b				h		fh														
...ways to prevent the disease	**369**	180	185	43	71	60	68	56	71	22	51	52	17	36	39	44	36	22	319	24	16	11
	15%	15%	15%	16%	16%	14%	16%	14%	12%	12%	22%	15%	17%	13%	11%	20%	16%	11%	15%	11%	13%	16%
											imnq					nq						
...ways to improve the quality of life for those living with the disease through better care	**465**	215	245	54	87	71	71	75	107	33	46	55	20	60	55	43	48	37	397	32	23	14
	18%	18%	19%	20%	20%	17%	17%	18%	18%	18%	19%	16%	20%	22%	16%	20%	22%	18%	19%	15%	19%	20%
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**9**	2	7	-	1	1	2	1	4	-	3	2	-	2	1	-	1	-	8	1	-	-
	*****	*	1%	-	*	*	1%	*	1%	-	1%	*	-	1%	*	-	*	-	*	*	-	-
None of these	**15**	7	6	-	3	-	1	2	9	1	3	3	-	-	-	1	1	3	11	2	1	-
	1%	1%	*	-	1%	-	*	*	2%	*	1%	1%	-	-	-	*	*	1%	1%	1%	1%	-
									ef		n											
Don't know	**33**	20	13	-	2	8	2	4	17	4	2	2	2	7	2	6	-	3	28	4	1	-
	1%	2%	1%	-	*	2%	*	1%	3%	2%	1%	1%	2%	2%	1%	3%	-	1%	1%	2%	1%	-
						cf			cdf					p		p						
No second mention	**105**	53	47	4	14	17	20	13	36	9	7	14	3	5	15	9	10	8	80	10	11	3
	4%	4%	4%	1%	3%	4%	5%	3%	6%	5%	3%	4%	3%	2%	4%	4%	5%	4%	4%	5%	9%	5%
							c		c												r	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 253

HEA16_SECOND - 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 to research for...? SECOND MOST

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
...a cure	**338**	80	27	81	53	40	4	99	239	15	34	10	149	108	87	69	65
	13%	16%	13%	13%	11%	12%	18%	15%	13%	17%	12%	11%	14%	16%	13%	13%	11%
														p			
...new forms of medication to slow the disease	**242**	52	23	53	40	32	3	67	174	11	24	8	113	70	65	44	57
	10%	10%	11%	9%	9%	10%	12%	10%	9%	12%	9%	9%	11%	10%	10%	8%	10%
...new forms of medication to stop the disease	**360**	76	41	83	69	46	3	94	266	16	48	11	161	99	98	73	77
	14%	15%	19%	14%	15%	14%	12%	14%	14%	17%	17%	12%	15%	15%	15%	14%	13%
...new forms of medication to help with symptoms	**161**	28	12	36	32	25	1	48	112	3	18	6	65	33	42	38	40
	6%	6%	6%	6%	7%	7%	4%	7%	6%	3%	7%	7%	6%	5%	6%	7%	7%
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**200**	41	12	37	33	36	1	56	144	10	18	9	86	54	51	40	50
	8%	8%	6%	6%	7%	11%	5%	8%	8%	11%	7%	10%	8%	8%	8%	8%	8%
						c											
...ways to diagnose the disease earlier	**233**	48	26	53	36	24	2	80	153	10	22	7	95	66	59	45	55
	9%	9%	12%	9%	8%	7%	11%	12%	8%	10%	8%	7%	9%	10%	9%	9%	9%
								h									
...ways to prevent the disease	**369**	66	31	99	64	48	3	84	285	7	40	20	156	102	101	80	76
	15%	13%	15%	16%	14%	14%	15%	12%	15%	8%	15%	21%	15%	15%	15%	16%	13%
												i					
...ways to improve the quality of life for those living with the disease through better care	**465**	84	31	126	103	63	5	118	348	14	49	18	193	114	126	96	114
	18%	17%	15%	21%	22%	19%	21%	17%	19%	16%	18%	20%	18%	17%	19%	19%	19%
					b												
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**9**	1	*	1	4	2	-	2	7	-	2	-	1	2	2	2	3
	*****	*	*	*	1%	*	-	*	*	-	1%	-	*	*	*	*	*
None of these	**15**	2	1	4	1	2	-	3	12	1	2	1	1	*	3	1	10
	1%	*	*	1%	*	1%	-	*	1%	1%	1%	1%	*	*	1%	*	2%
										l		l					m
Don't know	**33**	4	1	8	12	5	-	6	27	2	5	-	7	6	5	7	15
	1%	1%	1%	1%	3%	1%	-	1%	1%	2%	2%	-	1%	1%	1%	1%	3%
																	mn
No second mention	**105**	16	6	21	18	13	1	23	81	3	12	2	20	15	23	22	31
	4%	3%	3%	4%	4%	4%	3%	3%	4%	4%	4%	3%	2%	2%	4%	4%	5%
											l						m

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 254

HEA16_SECOND - 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 to research for...? SECOND MOST

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
...a cure	**338** **13%**	297 14% d	9 16% d	17 13%	9 7%	* 5%	1 6%	297 14%	37 11%	49 10%	62 12%	169 16% ij	30 15%	23 11%	62 13%	119 13%	100 13%	57 14%	210 14%	128 13%
...new forms of medication to slow the disease	**242** **10%**	211 10%	4 7%	13 10%	7 6%	1 8%	1 3%	211 10%	25 8%	50 10%	39 7%	111 11%	21 11%	18 9%	41 9%	92 10%	77 10%	32 8%	153 10%	88 9%
...new forms of medication to stop the disease	**360** **14%**	310 14%	10 17%	17 13%	18 15%	- -	2 9%	310 14%	47 14%	86 17% l	76 14%	149 14%	20 10%	23 11%	85 18% o	108 12%	101 14%	66 16%	229 15%	131 13%
...new forms of medication to help with symptoms	**161** **6%**	138 6%	2 3%	8 6%	8 7%	1 12%	2 8%	138 6%	21 6%	39 8%	36 7%	59 6%	13 6%	9 5%	36 8%	55 6%	41 5%	28 7%	93 6%	68 7%
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**200** **8%**	168 8%	5 8%	11 9%	10 8%	2 27%	1 5%	168 8%	29 9%	47 9%	47 9%	75 7%	8 4%	12 6%	36 8%	80 9%	57 8%	27 7%	110 7%	90 9%
...ways to diagnose the disease earlier	**233** **9%**	190 9%	5 9%	15 12%	18 15% a	2 31%	2 7%	190 9%	42 13% g	37 7%	61 12%	101 10%	16 8%	16 8%	43 9%	87 10%	65 9%	38 9%	158 10%	74 8%
...ways to prevent the disease	**369** **15%**	319 15%	9 16%	14 11%	15 12%	* 4%	8 32% ab cd	319 15%	46 13%	63 13%	74 14%	163 16%	28 14%	31 15%	48 10%	150 17% n	114 15% n	57 14%	244 16%	125 13%
...ways to improve the quality of life for those living with the disease through better care	**465** **18%**	404 19%	11 19%	21 16%	22 18%	- -	4 17%	404 19%	58 17%	88 18%	111 21%	185 18%	41 21%	33 16%	95 20%	150 17%	140 19%	80 20%	281 18%	184 19%
Finding the reasons / root cause	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All of them	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**9** *****	7 *	- -	- -	1 1%	- -	1 2% ac	7 *	2 *	2 *	- -	1 *	5 2% ijk	1 *	2 *	3 *	3 *	2 *	4 *	5 1%
None of these	**15** **1%**	11 1%	- -	- -	3 2% ac	- -	1 4% ac	11 1%	4 1%	2 *	2 *	2 *	2 1% k	6 3% ijk	4 1%	6 1%	4 1%	2 *	1 *	13 1% r
Don't know	**33** **1%**	31 1%	- -	1 1%	* *	- -	- -	31 1%	2 1%	8 2% k	5 1%	2 *	2 1%	15 7% ijkl	6 1%	13 1%	12 2%	3 1%	12 1%	21 2% r
No second mention	**105** **4%**	74 3%	3 5%	10 8% a	10 8% a	1 13%	2 7%	74 3%	26 8% g	23 5%	14 3%	35 3%	11 5%	16 8% jk	20 4%	43 5%	28 4%	14 3%	57 4%	48 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 255

HEA16_SECOND - 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 to research for...? SECOND MOST

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
...a cure	**338**	45	147	157	61	184	154	273	61	316	327	332	332	6
	13%	14%	14%	13%	19%	14%	13%	14%	11%	14%	13%	13%	13%	10%
					bcef									
...new forms of medication to slow the disease	**242**	37	108	121	35	146	95	179	58	229	236	237	238	4
	10%	12%	10%	10%	11%	11%	8%	9%	11%	10%	10%	10%	10%	7%
						bcf								
...new forms of medication to stop the disease	**360**	44	160	169	43	188	170	275	81	338	348	349	350	10
	14%	14%	15%	14%	14%	14%	14%	14%	15%	14%	14%	14%	14%	18%
...new forms of medication to help with symptoms	**161**	23	66	78	23	86	74	127	33	144	152	156	156	4
	6%	7%	6%	7%	7%	6%	6%	7%	6%	6%	6%	6%	6%	7%
				b								j		
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**200**	24	83	88	23	96	103	144	52	181	194	194	194	4
	8%	8%	8%	7%	7%	7%	9%	7%	10%	8%	8%	8%	8%	7%
...ways to diagnose the disease earlier	**233**	24	106	111	17	123	110	192	39	222	233	233	233	*
	9%	8%	10%	9%	5%	9%	9%	10%	7%	10%	10%	9%	9%	*
			d	d		d	d							
...ways to prevent the disease	**369**	40	158	175	51	193	176	283	78	344	359	361	361	7
	15%	13%	15%	15%	16%	14%	15%	15%	14%	15%	15%	15%	15%	12%
...ways to improve the quality of life for those living with the disease through better care	**465**	58	212	235	49	258	204	355	96	423	449	451	452	9
	18%	19%	20%	20%	16%	19%	17%	18%	18%	18%	18%	18%	18%	15%
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**9**	3	-	1	2	3	6	9	-	8	9	9	9	-
	*****	1%	-	*	1%	*	1%	*	-	*	*	*	*	-
		bce			b	c	b							
None of these	**15**	3	5	7	1	8	7	10	3	10	15	15	15	-
	1%	1%	*	1%	*	1%	1%	1%	1%	*	1%	1%	1%	-
											i	i	i	
Don't know	**33**	3	8	9	4	12	21	22	10	26	26	28	28	6
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	10%
							bc					j	j	ijkl
No second mention	**105**	7	24	26	6	33	66	59	34	88	94	96	96	7
	4%	2%	2%	2%	2%	3%	6%	3%	6%	4%	4%	4%	4%	12%
							abcde		g			j		ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 256
HEA16_SECOND - 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 to research for...? SECOND MOST

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
...a cure	**338**	4	21	2	52	3	36	51	20	16	191	142	120	218	257	24	239	38	60
	13%	10%	15%	10%	15%	19%	15%	13%	12%	11%	13%	14%	13%	13%	14%	11%	14%	9%	14%
																	q		q
...new forms of medication to slow the disease	**242**	3	13	-	26	2	18	42	7	18	151	89	94	148	181	26	167	32	41
	10%	6%	9%	-	8%	14%	8%	11%	5%	12%	10%	9%	10%	9%	10%	11%	10%	8%	10%
								h		h									
...new forms of medication to stop the disease	**360**	9	21	2	48	1	31	51	20	22	215	141	144	216	270	27	251	54	54
	14%	21%	14%	12%	14%	8%	13%	13%	12%	15%	14%	14%	16%	13%	14%	12%	15%	13%	13%
...new forms of medication to help with symptoms	**161**	3	14	3	22	-	12	24	15	7	101	56	46	115	112	13	106	31	24
	6%	7%	10%	18%	7%	-	5%	6%	9%	5%	7%	6%	5%	7%	6%	6%	6%	7%	6%
			k																
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**200**	3	21	1	29	2	17	33	21	13	107	92	68	132	149	19	120	39	39
	8%	7%	15%	6%	8%	16%	7%	8%	13%	9%	7%	9%	8%	8%	8%	8%	7%	9%	9%
			dfgjk						j										
...ways to diagnose the disease earlier	**233**	2	8	3	28	-	25	37	11	11	155	76	80	153	179	18	172	28	32
	9%	5%	5%	18%	8%	-	11%	10%	7%	7%	10%	8%	9%	9%	10%	8%	10%	7%	8%
											k						q		
...ways to prevent the disease	**369**	6	14	1	45	3	35	51	20	20	231	135	148	222	289	29	247	55	67
	15%	13%	10%	8%	13%	25%	15%	13%	12%	13%	15%	14%	16%	14%	15%	13%	15%	13%	16%
...ways to improve the quality of life for those living with the disease through better care	**465**	7	22	3	65	3	51	83	39	27	263	198	156	310	348	44	322	62	77
	18%	16%	15%	20%	19%	18%	22%	22%	24%	18%	18%	20%	17%	19%	19%	19%	19%	15%	19%
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All of them	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**9**	1	-	-	3	-	-	2	1	1	4	5	3	7	5	2	5	3	2
	*****	2%	-	-	1%	-	-	*	1%	1%	*	1%	*	*	*	1%	*	1%	*
None of these	**15**	-	1	-	1	-	1	-	1	1	11	4	5	9	10	2	5	10	-
	1%	-	1%	-	*	-	*	-	*	1%	1%	*	1%	1%	1%	1%	*	2%	-
																		pr	
Don't know	**33**	3	1	-	4	-	2	3	5	4	14	19	5	28	16	5	15	14	4
	1%	6%	1%	-	1%	-	1%	1%	3%	3%	1%	2%	1%	2%	1%	2%	1%	3%	1%
		dfgj							j	j				l				pr	
No second mention	**105**	3	7	1	21	-	4	11	3	9	60	43	39	66	54	19	29	51	15
	4%	7%	5%	8%	6%	-	2%	3%	2%	6%	4%	4%	4%	4%	3%	8%	2%	12%	4%
					fgh											n		pr	p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 257

HEA16 Mean - 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 to research for...?

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
...a cure	**1.68**	1.83	1.67	1.68	1.67
...new forms of medication to slow the disease	**1.35**	1.41	1.3	1.3	1.39
...new forms of medication to stop the disease	**1.46**	1.45	1.44	1.48	1.45
...new forms of medication to help with symptoms	**1.33**	1.23	1.43	1.23	1.41
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**1.34**	1.36	1.49	1.31	1.35
...ways to diagnose the disease earlier	**1.49**	1.41	1.48	1.46	1.52
...ways to prevent the disease	**1.6**	1.56	1.78	1.63	1.58
...ways to improve the quality of life for those living with the disease through better care	**2**	2	2	2	2
Finding the reasons / root cause	**-**	-	-	-	-
Other	**1.59**	1	2	1.71	1.52

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 258

HEA16 Mean - 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 to research for...?

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
...a cure	**1.68**	1.69	1.67	1.71	1.67	1.71	1.71	1.64	1.65	1.68	1.74	1.64	1.75	1.68	1.62	1.64	1.69	1.69	1.67	1.71	1.65	1.83
...new forms of medication to slow the disease	**1.35**	1.34	1.35	1.28	1.29	1.36	1.27	1.4	1.41	1.56	1.44	1.43	1.47	1.34	1.36	1.23	1.21	1.22	1.36	1.33	1.12	1.21
...new forms of medication to stop the disease	**1.46**	1.48	1.45	1.44	1.39	1.45	1.43	1.46	1.56 df	1.35	1.47	1.37	1.28	1.5	1.4	1.63 ikn	1.55	1.47	1.45	1.53	1.57	1.31
...new forms of medication to help with symptoms	**1.33**	1.32	1.32	1.2	1.34	1.33	1.39	1.26	1.37	1.37	1.38	1.41	1.32	1.34	1.31	1.23	1.12	1.33	1.33	1.29	1.34	1.38
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**1.34**	1.28	1.37	1.31	1.5 eh	1.27	1.41	1.35	1.24	1.28	1.42	1.48 n	1.38	1.36	1.25	1.48	1.36	1.13	1.35	1.26	1.31	1.24
...ways to diagnose the disease earlier	**1.49**	1.43	1.54 a	1.42	1.48	1.43	1.54	1.45	1.58	1.4	1.49	1.44	1.45	1.53	1.47	1.54	1.61	1.53	1.5	1.36	1.55	1.55
...ways to prevent the disease	**1.6**	1.61	1.6	1.59	1.58	1.62	1.55	1.65	1.63	1.66 j	1.48	1.59	1.57	1.64 j	1.69 jo	1.54	1.56	1.63	1.6	1.67	1.64	1.56
...ways to improve the quality of life for those living with the disease through better care	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**1.59**	1.76	1.44	-	1.9	1.67	1	1.69	1.44	2	1.69	1.25	-	1.26	1	2	1.61	-	1.57	1.72	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 259

HEA16 Mean - 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 to research for...?

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
...a cure	**1.68**	1.64	1.69	1.68	1.74	1.7	1.5	1.66	1.68	1.55	1.73	1.7	1.66	1.61	1.68	1.71	1.72 m
...new forms of medication to slow the disease	**1.35**	1.35	1.38	1.37	1.34	1.27	1	1.34	1.35	1.4	1.36	1.43	1.36	1.35	1.36	1.32	1.29
...new forms of medication to stop the disease	**1.46**	1.46	1.38	1.45	1.43	1.43	1.58	1.5	1.45	1.39	1.34	1.56	1.44	1.49	1.47	1.42	1.47
...new forms of medication to help with symptoms	**1.33**	1.27	1.45	1.32	1.36	1.32	1.57	1.32	1.33	1.63	1.19	1.44	1.32	1.4	1.24	1.37	1.31
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**1.34**	1.29	1.45	1.33	1.31	1.31	1	1.28	1.36	1.39	1.24	1.29	1.31	1.34	1.38	1.39	1.22
...ways to diagnose the disease earlier	**1.49**	1.52	1.19	1.51	1.51	1.67	1.48	1.38	1.53 g	1.43	1.62	1.64	1.47	1.39	1.49	1.5	1.57 m
...ways to prevent the disease	**1.6**	1.64	1.6	1.58	1.64	1.56	1.61	1.66 h	1.58	1.77	1.52	1.42	1.64	1.64	1.6	1.57	1.59
...ways to improve the quality of life for those living with the disease through better care	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**1.59**	1.71	1.74	1.9	1	1.45	-	1.69	1.55	2	1.69	-	1.83	1.55	1.54	1.45	1.69

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
HEA16 Mean - 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 to research for...?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
...a cure	**1.68**	1.68	1.6	1.65	1.73	1.9	1.79	1.68	1.68	1.78 k	1.72 k	1.6	1.67	1.72	1.67	1.67	1.69	1.67	1.68	1.67
...new forms of medication to slow the disease	**1.35**	1.35	1.47	1.2	1.44	1	1.58	1.35	1.35	1.26	1.41	1.33	1.34	1.41	1.41	1.3	1.31	1.45	1.33	1.37
...new forms of medication to stop the disease	**1.46**	1.47	1.29	1.48	1.37	2	1.63	1.47	1.44	1.38	1.47	1.45	1.56	1.59 i	1.45	1.49	1.47	1.42	1.44	1.5
...new forms of medication to help with symptoms	**1.33**	1.31	1.65	1.39	1.36	1	1.6	1.31	1.43	1.27	1.3	1.37	1.29	1.46	1.21	1.36	1.36	1.35	1.32	1.34
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**1.34**	1.32	1.38	1.33	1.5	1	1.65	1.32	1.41	1.26	1.34	1.4	1.46	1.09	1.34	1.37	1.32	1.25	1.38	1.27
...ways to diagnose the disease earlier	**1.49**	1.5	1.3	1.48	1.46	1.14	1.68	1.5	1.46	1.49	1.45	1.49	1.42	1.55	1.49	1.51 q	1.53 q	1.35	1.44	1.57 r
...ways to prevent the disease	**1.6**	1.6	1.66	1.67	1.65	1	1.25	1.6	1.62	1.61	1.6	1.63	1.58	1.52	1.69 op	1.57	1.56	1.65	1.61	1.6
...ways to improve the quality of life for those living with the disease through better care	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**1.59**	1.63	2	-	1	-	1	1.63	1.25	1.51	2	1.83	1.13	1.68	1.45	1.59	1.63	1.63	1.6	1.58

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 261

HEA16 Mean - 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 to research for...?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
...a cure	**1.68**	1.65	1.71 d	1.71 d	1.63	1.69	1.65	1.66	1.73	1.68	1.68 kl	1.68	1.68	1.7
...new forms of medication to slow the disease	**1.35**	1.27	1.33	1.33	1.22	1.31	1.4 d	1.34	1.37	1.33	1.34	1.34	1.34	1.68
...new forms of medication to stop the disease	**1.46**	1.51	1.46	1.47	1.47	1.49	1.44	1.47	1.45	1.45	1.46 i	1.46 i	1.46 i	1.38
...new forms of medication to help with symptoms	**1.33**	1.26	1.3	1.29	1.32	1.32	1.34	1.32	1.29	1.33	1.33	1.32	1.32	1.27
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**1.34**	1.36	1.28	1.29	1.21	1.29	1.37	1.34	1.3	1.34	1.34	1.34	1.34	1.1
...ways to diagnose the disease earlier	**1.49**	1.6 bc	1.43	1.46 b	1.51	1.47 b	1.51	1.5	1.41	1.48	1.48	1.48	1.48	1.89
...ways to prevent the disease	**1.6**	1.6	1.6	1.59	1.61	1.6	1.61	1.61	1.57	1.6	1.61	1.61	1.61	1.58
...ways to improve the quality of life for those living with the disease through better care	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**1.59**	1.38	2	1.82	1.52	1.66	1.54	1.5	2	1.61	1.59	1.59	1.59	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 262
HEA16 Mean - 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 to research for...?

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMEN TS (c)	MOBILITY IMPAIRMEN T (d)	LEARNING DISABILIT Y (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
...a cure	**1.68**	1.76	1.62	1.54	1.65	1.6	1.66	1.67	1.73	1.74	1.69	1.66	1.68	1.68	1.66	1.74	1.67	1.75 r	1.64
...new forms of medication to slow the disease	**1.35**	1.27	1.43	2	1.37	1.28	1.35	1.29	1.57	1.3	1.33	1.36	1.33	1.36	1.37	1.2	1.34	1.38	1.32
...new forms of medication to stop the disease	**1.46**	1.14	1.54	1.59	1.45	1.47	1.45	1.49	1.32	1.36	1.47	1.45	1.42	1.49	1.46	1.56	1.43	1.47	1.56 p
...new forms of medication to help with symptoms	**1.33**	1	1.14	1	1.28	-	1.21	1.36	1.34	1.44	1.32	1.35	1.39	1.3	1.31	1.55	1.33	1.3	1.32
...non-drug treatments and therapies to help manage everyday symptoms of the disease	**1.34**	1.47	1.23	1	1.34	1	1.3	1.21	1.03	1.17	1.39 k	1.26	1.39	1.3	1.36	1.27	1.36	1.34	1.24
...ways to diagnose the disease earlier	**1.49**	1.71	1.68	1.23	1.6 j	2	1.54	1.5	1.71	1.62	1.44	1.58 j	1.49	1.49	1.49	1.47	1.49	1.45	1.53
...ways to prevent the disease	**1.6**	1.58	1.67	1.82	1.54	1.36	1.59	1.61	1.56	1.55	1.61	1.6	1.59	1.61	1.61	1.54	1.61	1.56	1.6
...ways to improve the quality of life for those living with the disease through better care	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Finding the reasons / root cause	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**1.59**	1.72	-	-	1.7	-	2	1.8	1	1	1.49	1.64	1.64	1.57	1.71	1	1.64	1	1.72

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 263

HEA17 - The next question is purely to gauge whether the general public would consider involvement in the future. You will NOT be asked to take part in any type of medical research - it is purely your opinion we are interested in. Regardless of any memory issues you might have...hypothetically, would you consider getting involved in medical research for dementia in the future

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
Yes, I would	**1677**	38	40	790	809
	66%	53%	54%	66%	68%
No, I wouldn't	**416**	19	22	186	189
	16%	26%	29%	16%	16%
Not sure	**416**	14	10	213	179
	16%	19%	14%	18%	15%
Rather not say	**3**	1	-	1	1
	*****	1%	-	*	*
Don't know	**18**	1	3	8	6
	1%	1%	3%	1%	1%

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Table 264

HEA17 - The next question is purely to gauge whether the general public would consider involvement in the future. You will NOT be asked to take part in any type of medical research - it is purely your opinion we are interested in. Regardless of any memory issues you might have...hypothetically, would you consider getting involved in medical research for dementia in the futu

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
Yes, I would	**1677**	781	874	181	297	286	300	263	351	114	159	202	68	189	233	168	144	131	1409	145	73	50
	66%	64%	69%	67%	68%	69%	72%	64%	60%	63%	67%	59%	68%	68%	67%	77%	66%	64%	66%	69%	61%	73%
			a		h	h	gh							k	k	ijknpq						
No, I wouldn't	**416**	234	169	33	69	57	51	69	137	22	35	70	16	44	52	25	34	39	337	35	33	10
	16%	19%	13%	12%	16%	14%	12%	17%	23%	12%	15%	20%	16%	16%	15%	12%	15%	19%	16%	17%	28%	15%
		b							cdefg			io									rs	
Not sure	**416**	192	221	50	67	64	62	76	98	43	44	69	16	40	60	24	42	30	368	28	13	8
	16%	16%	17%	19%	15%	16%	15%	19%	17%	23%	18%	20%	16%	15%	17%	11%	19%	15%	17%	13%	10%	12%
										mo		o					o					
Rather not say	**3**	2	1	*	-	1	-	-	1	-	-	1	-	2	-	-	*	-	3	-	-	-
	*****	*	*	*	-	*	-	-	*	-	-	*	-	1%	-	-	*	-	*	-	-	-
Don't know	**18**	11	7	6	1	3	3	2	2	3	*	3	-	*	2	-	-	4	13	4	1	*
	1%	1%	1%	2%	*	1%	1%	*	*	1%	*	1%	-	*	1%	-	-	2%	1%	2%	1%	1%
				dh																		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 265

HEA17 - The next question is purely to gauge whether the general public would consider involvement in the future. You will NOT be asked to take part in any type of medical research - it is purely your opinion we are interested in. Regardless of any memory issues you might have...hypothetically, would you consider getting involved in medical research for dementia in the futur

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
Yes, I would	**1677**	348	150	419	319	210	18	481	1196	49	174	71	792	500	466	309	354
	66%	70%	71%	70%	69%	63%	79%	71%	65%	54%	63%	76%	76%	75%	70%	60%	60%
								h				ij	ij	op	op		
No, I wouldn't	**416**	81	31	85	66	59	3	93	323	19	42	10	119	83	95	95	115
	16%	16%	15%	14%	14%	18%	14%	14%	17%	21%	15%	11%	11%	12%	14%	18%	19%
									g	l						m	mn
Not sure	**416**	71	30	92	78	63	1	100	316	22	58	8	135	83	95	107	117
	16%	14%	14%	15%	17%	19%	4%	15%	17%	24%	21%	9%	13%	12%	14%	21%	20%
										kl	kl					mn	mn
Rather not say	**3**	-	-	1	*	1	-	1	2	-	*	-	2	1	1	-	-
	*****	-	-	*	*	*	-	*	*	-	*	-	*	*	*	-	-
Don't know	**18**	1	-	3	1	2	1	6	12	1	2	3	1	2	5	4	6
	1%	*	-	1%	*	1%	3%	1%	1%	1%	1%	4%	*	*	1%	1%	1%
												l					

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 266

HEA17 - The next question is purely to gauge whether the general public would consider involvement in the future. You will NOT be asked to take part in any type of medical research - it is purely your opinion we are interested in. Regardless of any memory issues you might have...hypothetically, would you consider getting involved in medical research for dementia in the future?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLIT AN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
Yes, I would	**1677**	1481	38	76	58	4	12	1481	187	310	359	760	123	96	324	567	512	274	1060	617
	66%	69%	65%	59%	48%	51%	50%	69%	55%	63%	68%	72%	63%	47%	68%	63%	69%	67%	68%	63%
		cdf	d	d				h		m	m	ilm	m				o		s	
No, I wouldn't	**416**	320	12	27	36	-	7	320	82	99	67	134	36	67	85	163	108	60	220	196
	16%	15%	21%	21%	30%	-	29%	15%	24%	20%	13%	13%	18%	33%	18%	18%	15%	15%	14%	20%
				a	a		a		g	jk				ijkl						r
Not sure	**416**	349	8	22	26	3	3	349	61	83	95	148	36	39	66	163	116	71	260	156
	16%	16%	13%	17%	21%	36%	15%	16%	18%	17%	18%	14%	19%	19%	14%	18%	16%	17%	17%	16%
Rather not say	**3**	2	-	-	*	1	-	2	1	-	-	3	-	-	-	1	2	-	1	2
	*****	*	-	-	*	7%	-	*	*	-	-	*	-	-	-	*	*	-	*	*
Don't know	**18**	10	*	4	1	*	2	10	7	3	5	7	*	1	2	10	3	2	13	5
	1%	*	1%	3%	1%	5%	7%	*	2%	1%	1%	1%	*	1%	*	1%	*	1%	1%	1%
				a			abd		g											

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 267

HEA17 - The next question is purely to gauge whether the general public would consider involvement in the future. You will NOT be asked to take part in any type of medical research - it is purely your opinion we are interested in. Regardless of any memory issues you might have...hypothetically, would you consider getting involved in medical research for dementia in the future?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
Yes, I would	**1677**	211	799	862	233	955	715	1393	255	1576	1636	1644	1644	25
	66%	68%	74%	73%	74%	72%	60%	72%	47%	68%	67%	67%	67%	44%
		f	acef	ef	f	f		h		jklm	klm	lm	m	
No, I wouldn't	**416**	47	129	150	35	172	242	240	165	350	380	388	391	23
	16%	15%	12%	13%	11%	13%	20%	12%	30%	15%	16%	16%	16%	41%
				b			bcde		g		i	ij	ijk	ijkl
Not sure	**416**	52	146	163	46	198	215	286	119	384	405	408	408	8
	16%	17%	14%	14%	15%	15%	18%	15%	22%	16%	17%	17%	17%	15%
						bc	bc		g					
Rather not say	**3**	-	1	1	-	1	2	2	1	3	3	3	3	-
	*****	-	*	*	-	*	*	*	*	*	*	*	*	-
Don't know	**18**	-	2	2	1	4	12	7	6	17	17	18	18	-
	1%	-	*	*	*	*	1%	*	1%	1%	1%	1%	1%	-
						c	bc							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 268

HEA17 - The next question is purely to gauge whether the general public would consider involvement in the future. You will NOT be asked to take part in any type of medical research - it is purely your opinion we are interested in. Regardless of any memory issues you might have...hypothetically, would you consider getting involved in medical research for dementia in the future

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
Yes, I would	**1677**	32	93	8	212	11	183	292	114	93	984	682	661	1016	1316	131	1677	-	-
	66%	72%	65%	48%	62%	78%	79%	75%	69%	62%	65%	68%	73%	63%	70%	58%	100%	-	-
							bdijk	bdijk				d	m		o		qr		
No, I wouldn't	**416**	6	27	2	60	3	17	27	15	19	278	129	122	294	267	55	-	416	-
	16%	13%	19%	13%	17%	22%	8%	7%	9%	13%	18%	13%	13%	18%	14%	24%	-	100%	-
			fghk		fghk						fghk	fg		l		n		pr	
Not sure	**416**	7	23	6	70	-	32	67	34	33	232	181	116	300	274	38	-	-	416
	16%	15%	16%	39%	20%	-	14%	17%	21%	22%	15%	18%	13%	18%	15%	17%	-	-	100%
														l					pq
Rather not say	**3**	-	-	-	1	-	-	-	1	-	1	1	1	2	3	-	-	-	-
	*****	-	-	-	*	-	-	-	*	-	*	*	*	*	*	-	-	-	-
Don't know	**18**	-	*	-	2	-	*	1	-	5	9	8	6	12	10	2	-	-	-
	1%	-	*	-	1%	-	*	*	-	4%	1%	1%	1%	1%	1%	1%	-	-	-
										dfghjk									

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 269

HEA18 - You mentioned you would be willing to get involved in medical research for dementia in the future. Which one, if any, of the following is the MAIN reason why you said this?

Base: All who would be willing to get involved in dementia research

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**1673**	74	75	751	773
Weighted Base	**1677**	38	40	790	809
Research is the only answer to dementia	**761**	12	12	354	383
	45%	32%	29%	45%	47%
I have a family member or friend affected by dementia	**421**	8	9	217	187
	25%	21%	22%	27%	23%
To access support and advice	**68**	6	1	25	36
	4%	15%	3%	3%	4%
I know someone who has taken part in research	**19**	1	-	5	13
	1%	2%	-	1%	2%
I would earn money from participation	**23**	1	3	9	10
	1%	2%	6%	1%	1%
To access drugs that I might not otherwise get	**47**	*	1	18	27
	3%	1%	3%	2%	3%
I have seen the importance of medical research during the COVID-19 pandemic	**165**	6	6	75	77
	10%	17%	15%	9%	10%
The COVID-19 pandemic has made me more interested in the health of my brain	**33**	1	4	11	18
	2%	3%	9%	1%	2%
Other	**118**	1	4	65	49
	7%	1%	10%	8%	6%
Prefer not to say	**2**	*	-	1	1
	*****	1%	-	*	*
Don't know	**20**	1	1	8	9
	1%	4%	2%	1%	1%

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Table 270

HEA18 - You mentioned you would be willing to get involved in medical research for dementia in the future. Which one, if any, of the following is the MAIN reason why you said this?

Base: All who would be willing to get involved in dementia research

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	1673	829	821	170	281	297	313	269	343	115	163	232	54	168	228	141	138	115	1354	186	92	41
Weighted Base	1677	781	874	181	297	286	300	263	351	114*	159	202	68*	189	233	168	144	131*	1409	145	73*	50*
Research is the only answer to dementia	761	358	394	64	140	121	143	121	173	55	78	82	39	79	118	82	62	47	641	70	32	18
	45%	46%	45%	35%	47%	42%	48%	46%	49%	48%	49%	41%	57%	42%	51%	49%	43%	35%	46%	48%	44%	35%
					c		c	c	c		q		q		q	q						
I have a family member or friend affected by dementia	421	195	222	52	78	82	76	69	64	26	35	43	16	64	53	32	34	47	351	34	23	14
	25%	25%	25%	29%	26%	29%	25%	26%	18%	23%	22%	21%	24%	34%	23%	19%	24%	36%	25%	23%	32%	27%
				h	h	h	h	h						jkno				ijkno				
To access support and advice	68	30	36	10	10	8	10	11	19	6	6	16	3	5	10	2	8	5	60	4	2	1
	4%	4%	4%	5%	3%	3%	3%	4%	6%	5%	4%	8%	4%	3%	4%	1%	5%	4%	4%	3%	3%	2%
												mo										
I know someone who has taken part in research	19	5	14	-	3	1	3	5	7	2	1	4	1	-	1	5	-	1	15	1	1	3
	1%	1%	2%	-	1%	*	1%	2%	2%	2%	1%	2%	2%	-	*	3%	-	1%	1%	1%	1%	5%
																m						r
I would earn money from participation	23	14	8	9	3	2	6	2	1	1	4	4	2	3	4	-	*	3	22	1	-	-
	1%	2%	1%	5%	1%	1%	2%	1%	*	1%	3%	2%	3%	1%	2%	-	*	3%	2%	1%	-	-
				degh																		
To access drugs that I might not otherwise get	47	23	24	-	4	6	9	8	20	4	2	3	1	3	4	7	6	1	32	6	2	7
	3%	3%	3%	-	1%	2%	3%	3%	6%	4%	1%	2%	1%	2%	2%	4%	4%	1%	2%	4%	3%	14%
							c	c	cde													rst
I have seen the importance of medical research during the COVID-19 pandemic	165	71	91	25	28	23	21	29	38	15	17	24	1	15	18	23	15	14	141	18	4	2
	10%	9%	10%	14%	10%	8%	7%	11%	11%	13%	11%	12%	1%	8%	8%	14%	10%	10%	10%	12%	5%	5%
				f						l	l	l				l						
The COVID-19 pandemic has made me more interested in the health of my brain	33	13	18	5	6	7	3	5	7	-	2	11	1	8	4	-	2	1	29	3	1	1
	2%	2%	2%	3%	2%	2%	1%	2%	2%	-	1%	5%	1%	4%	2%	-	1%	1%	2%	2%	1%	2%
												ijo		io								
Other	118	63	51	14	23	32	26	10	14	4	14	11	3	11	18	14	13	12	102	8	5	5
	7%	8%	6%	7%	8%	11%	9%	4%	4%	4%	9%	6%	4%	6%	8%	9%	9%	9%	7%	5%	6%	9%
						gh	gh															
Prefer not to say	2	1	2	-	*	1	-	-	1	-	1	-	1	-	-	-	*	-	2	-	-	-
	*	*	*	-	*	*	-	-	*	-	*	-	2%	-	-	-	*	-	*	-	-	-
Don't know	20	6	13	3	2	2	2	4	7	2	-	3	1	1	2	2	3	2	15	1	3	-
	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	5%	-
																					r	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

Table 271

HEA18 - You mentioned you would be willing to get involved in medical research for dementia in the future. Which one, if any, of the following is the MAIN reason why you said this?

Base: All who would be willing to get involved in dementia research

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**1673**	377	159	416	298	193	17	510	1163	39	152	67	845	563	619	213	214
Weighted Base	**1677**	348	150	419	319	210	18**	481	1196	49*	174	71*	792	500	466	309	354
Research is the only answer to dementia	**761**	172	79	209	131	81	9	198	563	18	70	35	387	253	208	135	143
	45%	49%	53%	50%	41%	39%	52%	41%	47%	37%	40%	50%	49%	51%	45%	44%	40%
		e	de	de					g					p			
I have a family member or friend affected by dementia	**421**	89	22	103	90	56	4	135	286	9	40	19	216	124	126	79	82
	25%	26%	14%	25%	28%	27%	21%	28%	24%	19%	23%	27%	27%	25%	27%	26%	23%
		b		b	b	b											
To access support and advice	**68**	10	13	8	14	13	-	20	48	6	6	*	29	14	13	18	22
	4%	3%	8%	2%	4%	6%	-	4%	4%	12%	3%	1%	4%	3%	3%	6%	6%
			ac			c				jkl							mn
I know someone who has taken part in research	**19**	4	2	7	3	-	-	5	14	-	1	2	4	4	7	4	4
	1%	1%	1%	2%	1%	-	-	1%	1%	-	1%	3%	1%	1%	1%	1%	1%
I would earn money from participation	**23**	3	3	3	2	5	-	11	12	-	2	2	9	5	6	3	8
	1%	1%	2%	1%	1%	3%	-	2%	1%	-	1%	2%	1%	1%	1%	1%	2%
To access drugs that I might not otherwise get	**47**	10	2	11	12	3	-	9	38	8	4	2	16	8	13	11	15
	3%	3%	2%	3%	4%	2%	-	2%	3%	15%	2%	2%	2%	2%	3%	3%	4%
										jkl							
I have seen the importance of medical research during the COVID-19 pandemic	**165**	37	13	38	26	28	1	43	122	1	20	8	74	48	50	27	35
	10%	11%	9%	9%	8%	13%	7%	9%	10%	3%	12%	11%	9%	10%	11%	9%	10%
The COVID-19 pandemic has made me more interested in the health of my brain	**33**	7	3	8	9	2	1	7	26	-	11	1	7	9	6	4	11
	2%	2%	2%	2%	3%	1%	6%	2%	2%	-	6%	1%	1%	2%	1%	1%	3%
											l						
Other	**118**	13	10	26	29	15	2	46	72	5	16	2	46	27	32	23	31
	7%	4%	7%	6%	9%	7%	13%	10%	6%	10%	9%	3%	6%	5%	7%	7%	9%
					a			h									
Prefer not to say	**2**	1	-	-	2	-	-	1	1	-	-	-	2	1	1	-	-
	*****	*	-	-	*	-	-	*	*	-	-	-	*	*	*	-	-
Don't know	**20**	3	2	6	1	6	*	6	14	2	3	-	2	6	4	5	4
	1%	1%	2%	2%	*	3%	3%	1%	1%	3%	2%	-	*	1%	1%	2%	1%
						d				l	l						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 272

HEA18 - You mentioned you would be willing to get involved in medical research for dementia in the future. Which one, if any, of the following is the MAIN reason why you said this?

Base: All who would be willing to get involved in dementia research

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**1673**	1322	76	135	105	5	21	1322	342	263	342	860	110	75	329	554	492	298	1094	579
Weighted Base	**1677**	1481	38*	76	58*	4**	12**	1481	187	310	359	760	123*	96*	324	567	512	274	1060	617
Research is the only answer to dementia	**761**	686	16	30	20	1	3	686	70	130	151	378	53	37	175	233	223	130	495	266
	45%	46%	41%	39%	35%	27%	29%	46%	37%	42%	42%	50%	43%	38%	54%	41%	44%	47%	47%	43%
		d						h				ij			op					
I have a family member or friend affected by dementia	**421**	386	9	14	8	1	3	386	35	89	107	176	26	18	67	160	128	66	283	138
	25%	26%	24%	18%	14%	15%	28%	26%	19%	29%	30%	23%	21%	19%	21%	28%	25%	24%	27%	22%
		d						h			k					n				
To access support and advice	**68**	51	4	3	6	1	1	51	17	11	11	27	5	8	7	27	22	12	33	35
	4%	3%	12%	4%	11%	32%	11%	3%	9%	3%	3%	4%	4%	8%	2%	5%	4%	4%	3%	6%
			a		a				g											r
I know someone who has taken part in research	**19**	18	-	1	-	-	-	18	1	4	2	10	1	2	2	9	6	1	9	10
	1%	1%	-	1%	-	-	-	1%	*	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
I would earn money from participation	**23**	14	2	4	3	-	1	14	9	4	8	9	1	-	1	9	7	5	13	9
	1%	1%	5%	5%	5%	-	5%	1%	5%	1%	2%	1%	1%	-	*	2%	1%	2%	1%	1%
			a	a	a				g											
To access drugs that I might not otherwise get	**47**	43	*	1	*	-	*	43	3	5	9	17	7	8	4	21	18	4	21	26
	3%	3%	1%	2%	1%	-	4%	3%	1%	2%	3%	2%	5%	8%	1%	4%	3%	1%	2%	4%
														ijk						r
I have seen the importance of medical research during the COVID-19 pandemic	**165**	140	3	9	11	-	1	140	25	27	34	80	12	10	35	51	55	25	95	69
	10%	9%	9%	12%	19%	-	8%	9%	13%	9%	9%	11%	10%	10%	11%	9%	11%	9%	9%	11%
					a															
The COVID-19 pandemic has made me more interested in the health of my brain	**33**	24	1	4	4	-	-	24	9	9	13	8	1	3	6	11	9	7	18	15
	2%	2%	3%	5%	7%	-	-	2%	5%	3%	4%	1%	1%	3%	2%	2%	2%	3%	2%	2%
				a	a				g		k									
Other	**118**	103	2	8	3	1	2	103	15	27	22	44	16	8	23	39	38	19	82	36
	7%	7%	4%	11%	5%	26%	13%	7%	8%	9%	6%	6%	13%	8%	7%	7%	7%	7%	8%	6%
													k							
Prefer not to say	**2**	2	-	-	-	-	*	2	*	1	-	1	-	-	1	1	*	-	2	-
	*****	*	-	-	-	-	4%	*	*	*	-	*	-	-	*	*	*	-	*	-
Don't know	**20**	16	1	2	1	-	-	16	4	3	2	11	1	3	3	6	6	6	8	12
	1%	1%	1%	3%	2%	-	-	1%	2%	1%	1%	1%	*	4%	1%	1%	1%	2%	1%	2%
														j						r

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 273

HEA18 - You mentioned you would be willing to get involved in medical research for dementia in the future. Which one, if any, of the following is the MAIN reason why you said this?

Base: All who would be willing to get involved in dementia research

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**1673**	208	776	839	241	932	734	1408	234	1581	1640	1647	1647	20
Weighted Base	**1677**	211	799	862	233	955	715	1393	255	1576	1636	1644	1644	25**
Research is the only answer to dementia	**761**	104	284	316	99	367	394	624	125	723	744	746	746	8
	45%	49%	36%	37%	43%	38%	55%	45%	49%	46%	45%	45%	45%	33%
		bce		b	b	bc	bcde							
I have a family member or friend affected by dementia	**421**	58	354	373	80	392	29	354	59	400	417	419	419	2
	25%	27%	44%	43%	34%	41%	4%	25%	23%	25%	25%	25%	25%	9%
		f	adef	adef	f	adf								
To access support and advice	**68**	8	22	24	7	28	40	56	10	64	65	65	65	3
	4%	4%	3%	3%	3%	3%	6%	4%	4%	4%	4%	4%	4%	11%
							bce							
I know someone who has taken part in research	**19**	1	7	7	1	9	10	17	2	16	18	19	19	-
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
												ij	ij	
I would earn money from participation	**23**	4	4	6	1	7	16	18	4	23	23	23	23	-
	1%	2%	1%	1%	*	1%	2%	1%	2%	1%	1%	1%	1%	-
							bce							
To access drugs that I might not otherwise get	**47**	5	17	19	7	19	27	41	6	38	41	41	41	6
	3%	2%	2%	2%	3%	2%	4%	3%	2%	2%	2%	2%	2%	25%
							e							
I have seen the importance of medical research during the COVID-19 pandemic	**165**	18	61	65	21	71	91	140	23	156	164	165	165	-
	10%	9%	8%	7%	9%	7%	13%	10%	9%	10%	10%	10%	10%	-
							bce							
The COVID-19 pandemic has made me more interested in the health of my brain	**33**	2	10	11	1	11	22	32	1	28	33	33	33	-
	2%	1%	1%	1%	1%	1%	3%	2%	*	2%	2%	2%	2%	-
							bce				i	i	i	
Other	**118**	8	34	35	13	41	75	92	23	112	114	115	115	3
	7%	4%	4%	4%	5%	4%	10%	7%	9%	7%	7%	7%	7%	13%
							abcde							
Prefer not to say	**2**	1	-	-	-	1	1	2	*	2	2	2	2	-
	*****	1%	-	-	-	*	*	*	*	*	*	*	*	-
Don't know	**20**	3	6	6	3	9	10	16	2	14	16	16	16	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	8%
						c								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 274

HEA18 - You mentioned you would be willing to get involved in medical research for dementia in the future. Which one, if any, of the following is the MAIN reason why you said this?

Base: All who would be willing to get involved in dementia research

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITION S (f)	MENTAL HEALTH CONDITION S (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**1673**	32	101	7	190	9	155	262	99	84	1035	622	667	1006	1319	132	1673	-	-
Weighted Base	**1677**	32**	93*	8**	212	11**	183	292	114*	93*	984	682	661	1016	1316	131	1677	-**	-**
Research is the only answer to dementia	**761**	17	48	1	91	8	88	125	41	43	456	305	324	437	618	56	761	-	-
	45%	53%	51%	9%	43%	73%	48%	43%	36%	47%	46%	45%	49%	43%	47%	43%	45%	-	-
			h										m						
I have a family member or friend affected by dementia	**421**	7	20	3	49	1	39	81	26	24	243	172	149	272	319	35	421	-	-
	25%	21%	21%	40%	23%	8%	21%	28%	23%	26%	25%	25%	23%	27%	24%	27%	25%	-	-
To access support and advice	**68**	3	6	1	8	-	6	15	4	7	37	31	25	43	57	1	68	-	-
	4%	9%	6%	13%	4%	-	3%	5%	4%	7%	4%	5%	4%	4%	4%	1%	4%	-	-
I know someone who has taken part in research	**19**	-	-	-	6	-	-	1	-	2	10	9	9	10	17	-	19	-	-
	1%	-	-	-	3%	-	-	*	-	2%	1%	1%	1%	1%	1%	-	1%	-	-
					g														
I would earn money from participation	**23**	1	2	-	1	-	4	4	*	-	13	10	10	13	17	1	23	-	-
	1%	2%	2%	-	*	-	2%	1%	*	-	1%	1%	1%	1%	1%	1%	1%	-	-
To access drugs that I might not otherwise get	**47**	-	2	3	5	-	4	3	2	1	34	13	17	30	38	6	47	-	-
	3%	-	2%	38%	2%	-	2%	1%	2%	1%	3%	2%	3%	3%	3%	5%	3%	-	-
I have seen the importance of medical research during the COVID-19 pandemic	**165**	-	8	-	26	2	13	26	17	7	99	62	62	102	126	13	165	-	-
	10%	-	8%	-	12%	19%	7%	9%	15%	7%	10%	9%	9%	10%	10%	10%	10%	-	-
The COVID-19 pandemic has made me more interested in the health of my brain	**33**	1	3	-	2	-	3	10	7	2	15	18	18	16	26	2	33	-	-
	2%	3%	3%	-	1%	-	2%	3%	7%	2%	2%	3%	3%	2%	2%	2%	2%	-	-
									dfjk										
Other	**118**	4	3	-	16	-	24	20	13	5	67	51	40	78	87	11	118	-	-
	7%	12%	3%	-	8%	-	13%	7%	12%	6%	7%	7%	6%	8%	7%	9%	7%	-	-
							bgjk		b										
Prefer not to say	**2**	-	1	-	1	-	-	2	-	-	-	2	-	2	1	2	2	-	-
	*****	-	1%	-	*	-	-	1%	-	-	-	*	-	*	*	1%	*	-	-
			j					j								n			
Don't know	**20**	-	3	-	6	-	2	5	2	1	9	10	7	13	10	3	20	-	-
	1%	-	3%	-	3%	-	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 275

HEA19 - You mentioned you would not be willing or are unsure about getting involved in medical research for dementia. Which, if any, of the following is the MAIN reason for this?

Base: All who would not be willing to get involved in dementia research

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**436**	33	37	179	187
Weighted Base	**416**	19	22	186	189
I don't have enough time	**75**	6	5	32	32
	18%	34%	22%	17%	17%
I don't know enough about what it would involve	**84**	4	2	31	46
	20%	20%	11%	17%	25%
The idea of taking part in medical research is too intimidating	**50**	2	3	20	26
	12%	10%	13%	11%	14%
I don't think there would be any benefit for me	**42**	2	1	18	21
	10%	8%	7%	10%	11%
I don't think I would be eligible	**15**	2	-	9	4
	4%	12%	-	5%	2%
I wouldn't know how to get involved	**13**	-	1	6	6
	3%	-	7%	3%	3%
I think the risks are too high	**36**	1	3	14	18
	9%	4%	15%	8%	10%
It wouldn't make a difference to the overall research effort	**17**	-	2	9	6
	4%	-	8%	5%	3%
I am worried about COVID-19	**4**	-	-	3	1
	1%	-	-	2%	1%
Other	**59**	1	2	29	27
	14%	5%	9%	16%	14%
Prefer not to say	**10**	*	-	9	1
	2%	2%	-	5%	*
Don't know	**10**	1	2	5	3
	2%	4%	8%	3%	1%

Table 276

HEA19 - You mentioned you would not be willing or are unsure about getting involved in medical research for dementia. Which, if any, of the following is the MAIN reason for this?

Base: All who would not be willing to get involved in dementia research

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**436**	246	177	45	71	57	62	72	129	20	37	88	18	43	49	21	32	37	345	43	38	10
Weighted Base	**416**	234	169	33*	69*	57*	51*	69*	137	22**	35**	70*	16**	44*	52*	25**	34**	39*	337	35*	33*	10**
I don't have enough time	**75**	43	27	11	10	17	7	5	24	5	8	14	2	6	7	10	5	4	62	6	6	2
	18%	19%	16%	34%	15%	30%	13%	8%	17%	22%	22%	20%	13%	15%	14%	38%	16%	11%	18%	16%	18%	16%
				dfgh		g																
I don't know enough about what it would involve	**84**	47	35	3	14	12	11	20	23	2	4	14	2	11	12	3	8	11	67	8	5	3
	20%	20%	21%	9%	21%	22%	21%	29%	17%	9%	10%	19%	15%	26%	23%	13%	24%	28%	20%	24%	16%	30%
								c														
The idea of taking part in medical research is too intimidating	**50**	22	26	6	11	8	1	9	15	4	6	6	4	8	4	-	4	5	42	1	6	1
	12%	9%	16%	19%	16%	14%	2%	14%	11%	17%	18%	9%	24%	17%	9%	-	13%	13%	12%	3%	19%	10%
				f	f	f		f													s	
I don't think there would be any benefit for me	**42**	24	17	4	6	3	4	4	22	4	6	5	2	3	2	3	2	3	31	8	2	2
	10%	10%	10%	11%	9%	5%	8%	6%	16%	19%	18%	7%	12%	7%	4%	12%	7%	6%	9%	22%	5%	16%
																				r		
I don't think I would be eligible	**15**	10	5	-	4	2	1	5	3	-	4	6	-	1	-	-	*	1	13	1	1	-
	4%	4%	3%	-	6%	3%	2%	7%	3%	-	12%	9%	-	2%	-	-	1%	3%	4%	4%	3%	-
												n										
I wouldn't know how to get involved	**13**	8	4	1	2	2	-	2	7	4	-	2	1	1	4	-	-	-	11	2	1	-
	3%	4%	2%	3%	4%	3%	-	2%	5%	16%	-	2%	6%	2%	7%	-	-	-	3%	4%	4%	-
I think the risks are too high	**36**	19	17	3	9	2	9	5	8	*	*	8	1	2	9	1	4	4	29	2	5	-
	9%	8%	10%	9%	12%	4%	18%	8%	6%	2%	1%	11%	4%	4%	17%	3%	13%	11%	9%	5%	16%	-
							eh															
It wouldn't make a difference to the overall research effort	**17**	10	5	2	5	2	2	-	4	1	*	4	1	2	5	-	1	-	14	1	1	-
	4%	4%	3%	7%	8%	4%	4%	-	3%	7%	1%	6%	5%	5%	9%	-	2%	-	4%	2%	4%	-
				g	g																	
I am worried about COVID-19	**4**	2	1	*	1	-	-	3	-	-	*	2	1	-	-	-	-	1	4	-	-	-
	1%	1%	*	1%	1%	-	-	4%	-	-	1%	3%	6%	-	-	-	-	2%	1%	-	-	-
								h														
Other	**59**	33	24	1	2	4	15	11	25	2	6	6	2	8	8	7	4	6	47	5	4	2
	14%	14%	14%	3%	3%	6%	30%	16%	18%	8%	16%	9%	13%	18%	15%	26%	13%	14%	14%	15%	12%	18%
							cde	cd	cd													
Prefer not to say	**10**	6	4	1	-	2	-	3	4	-	-	*	-	-	1	-	3	4	8	1	-	1
	2%	3%	3%	3%	-	4%	-	5%	3%	-	-	1%	-	-	2%	-	8%	10%	2%	3%	-	10%
																		k				
Don't know	**10**	8	3	*	4	2	1	*	1	-	-	2	-	2	1	2	1	1	10	-	1	-
	2%	3%	2%	1%	6%	4%	3%	1%	1%	-	-	4%	-	5%	2%	9%	2%	2%	3%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 277

HEA19 - You mentioned you would not be willing or are unsure about getting involved in medical research for dementia. Which, if any, of the following is the MAIN reason for this?

Base: All who would not be willing to get involved in dementia research

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**436**	79	33	88	68	65	4	109	327	17	43	10	135	102	147	73	79
Weighted Base	**416**	81*	31**	85*	66*	59*	3**	93*	323	19**	42*	10**	119	83*	95	95*	115*
I don't have enough time	**75**	21	2	15	10	9	1	29	46	2	5	-	30	19	15	19	15
	18%	26%	8%	18%	16%	15%	41%	31% h	14%	8%	13%	-	25%	23%	16%	21%	13%
I don't know enough about what it would involve	**84**	11	10	18	16	12	-	19	65	4	12	-	29	20	17	18	25
	20%	14%	32%	21%	25%	21%	-	21%	20%	21%	29%	-	24%	25%	18%	19%	22%
The idea of taking part in medical research is too intimidating	**50**	10	4	7	10	7	*	8	42	6	3	3	15	8	10	17	14
	12%	12%	12%	9%	15%	11%	15%	9%	13%	30%	7%	30%	13%	10%	11%	18%	12%
I don't think there would be any benefit for me	**42**	7	-	10	11	5	-	8	34	3	3	1	7	6	11	7	16
	10%	8%	-	12%	17%	9%	-	8%	11%	14%	7%	7%	6%	7%	11%	7%	14%
I don't think I would be eligible	**15**	4	-	2	1	4	-	3	13	-	2	-	4	3	4	2	6
	4%	5%	-	2%	1%	6%	-	3%	4%	-	5%	-	3%	3%	4%	2%	5%
I wouldn't know how to get involved	**13**	3	1	6	-	3	-	2	11	-	2	-	4	2	3	3	4
	3%	4%	4%	7% d	-	5%	-	3%	3%	-	4%	-	3%	3%	4%	3%	3%
I think the risks are too high	**36**	7	4	4	4	6	1	8	28	1	2	2	12	6	8	10	9
	9%	9%	13%	4%	6%	10%	29%	8%	9%	4%	6%	18%	10%	7%	9%	11%	8%
It wouldn't make a difference to the overall research effort	**17**	4	5	-	-	2	-	6	10	1	-	2	4	3	8	4	2
	4%	4%	15%	-	-	3%	-	7%	3%	4%	-	21%	3%	4%	8% p	4%	2%
I am worried about COVID-19	**4**	1	2	-	*	-	-	-	4	2	-	-	-	-	1	1	2
	1%	1%	7%	-	1%	-	-	-	1%	11%	-	-	-	-	1%	1%	2%
Other	**59**	11	1	19	9	8	*	9	50	2	10	2	14	15	14	7	17
	14%	14%	4%	22%	14%	14%	14%	9%	15%	8%	25%	24%	12%	18% o	15%	7%	15%
Prefer not to say	**10**	2	*	1	4	-	-	1	9	-	-	-	-	*	1	1	6
	2%	2%	1%	1%	6%	-	-	1%	3%	-	-	-	-	1%	1%	1%	5%
Don't know	**10**	-	1	3	-	4	-	*	10	-	2	-	1	1	3	5	1
	2%	-	4%	4%	-	7% a	-	*	3%	-	5%	-	1%	1%	3%	5%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 278

HEA19 - You mentioned you would not be willing or are unsure about getting involved in medical research for dementia. Which, if any, of the following is the MAIN reason for this?

Base: All who would not be willing to get involved in dementia research

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**436**	282	22	47	60	-	12	282	141	97	69	160	40	55	89	172	102	73	246	190
Weighted Base	**416**	320	12**	27*	36*	-**	7**	320	82	99*	67*	134	36**	67*	85*	163	108*	60*	220	196
I don't have enough time	**75** **18%**	53 16%	* 3%	8 30% a	6 16%	- -	3 46%	53 16%	17 21%	18 18%	14 21%	26 20%	3 8%	10 15%	16 19%	32 20%	13 12%	14 23%	41 19%	34 17%
I don't know enough about what it would involve	**84** **20%**	65 20%	3 21%	5 19%	8 24%	- -	- -	65 20%	16 20%	22 22%	15 22%	28 21%	7 18%	10 15%	15 17%	34 21%	23 21%	12 21%	50 23%	34 17%
The idea of taking part in medical research is too intimidating	**50** **12%**	41 13%	1 6%	5 17%	4 10%	- -	1 13%	41 13%	10 12%	13 13%	4 6%	16 12%	7 18%	7 11%	12 14%	22 13%	14 13%	3 4%	28 13%	22 11%
I don't think there would be any benefit for me	**42** **10%**	32 10%	1 4%	3 10%	3 9%	- -	1 8%	32 10%	7 8%	2 2%	6 10% i	13 10% i	6 17%	13 20% i	7 9%	17 10%	12 11%	6 11%	15 7%	27 14% r
I don't think I would be eligible	**15** **4%**	9 3%	2 14%	2 7%	2 5%	- -	* 4%	9 3%	6 7%	4 4%	- -	7 5%	1 3%	3 4%	2 2%	8 5%	2 2%	3 5%	7 3%	8 4%
I wouldn't know how to get involved	**13** **3%**	12 4%	1 8%	- -	- -	- -	* 7%	12 4%	1 2%	3 3%	4 6%	3 2%	3 7%	* 1%	4 4% o	1 *	7 7% o	2 3%	4 2%	10 5%
I think the risks are too high	**36** **9%**	25 8%	1 9%	2 7%	7 19% a	- -	1 16%	25 8%	11 13%	13 13%	6 9%	11 8%	3 7%	3 4%	7 8%	16 10%	7 7%	6 10%	25 11%	12 6%
It wouldn't make a difference to the overall research effort	**17** **4%**	13 4%	1 10%	1 4%	2 5%	- -	- -	13 4%	4 5%	5 5%	4 6%	6 5%	- -	1 2%	3 4%	9 6%	4 4%	* 1%	12 5%	5 2%
I am worried about COVID-19	**4** **1%**	3 1%	* 3%	- -	- -	- -	- -	3 1%	* *	1 1%	1 1%	2 2%	- -	- -	- -	1 1%	1 1%	2 3%	3 2%	1 *
Other	**59** **14%**	52 16% cd	3 21%	* 1%	2 6%	- -	* 6%	52 16% h	5 6%	11 12%	12 18%	15 11%	7 18%	11 17%	15 18%	20 12%	16 15%	8 14%	25 11%	34 17%
Prefer not to say	**10** **2%**	9 3%	- -	- -	* 1%	- -	- -	9 3%	* 1%	3 3%	- -	- -	1 3%	6 9% jk	2 2%	2 1%	6 6%	* 1%	3 1%	7 4%
Don't know	**10** **2%**	6 2%	- -	2 6%	2 6%	- -	- -	6 2%	4 5%	3 3%	* 1%	5 4%	- -	2 2%	3 3%	3 2%	2 2%	2 4%	7 3%	3 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 279

HEA19 - You mentioned you would not be willing or are unsure about getting involved in medical research for dementia. Which, if any, of the following is the MAIN reason for this?

Base: All who would not be willing to get involved in dementia research

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**436**	48	128	150	37	171	263	250	173	376	405	412	415	18
Weighted Base	**416**	47*	129	150	35*	172	242	240	165	350	380	388	391	23**
I don't have enough time	**75**	6	25	28	9	30	44	42	32	69	73	73	73	2
	18%	13%	19%	19%	24%	18%	18%	18%	20%	20%	19%	19%	19%	7%
I don't know enough about what it would involve	**84**	12	24	28	9	35	48	60	22	68	77	80	80	3
	20%	26%	18%	19%	26%	21%	20%	25% h	13%	19%	20%	21%	21%	15%
The idea of taking part in medical research is too intimidating	**50**	6	15	18	4	22	28	31	19	48	48	49	49	1
	12%	13%	12%	12%	12%	13%	11%	13%	12%	14% j	13%	13%	13%	6%
I don't think there would be any benefit for me	**42**	6	15	17	2	17	24	24	16	30	34	36	37	5
	10%	12%	11%	11%	4%	10%	10%	10%	10%	8%	9%	9%	10% ij	20%
I don't think I would be eligible	**15**	*	5	5	-	5	10	5	10	14	15	15	15	-
	4%	1%	4%	4%	-	3%	4%	2%	6%	4%	4%	4%	4%	-
I wouldn't know how to get involved	**13**	2	5	5	-	7	7	6	6	12	13	13	13	-
	3%	4%	4%	3%	-	4%	3%	2%	4%	3%	4%	3%	3%	-
I think the risks are too high	**36**	3	10	12	*	12	24	22	11	32	34	34	34	-
	9%	7%	8%	8%	1%	7%	10%	9%	7%	9%	9%	9%	9%	-
It wouldn't make a difference to the overall research effort	**17**	1	7	8	3	9	8	5	11	14	15	15	15	1
	4%	3%	6%	5%	10%	5%	3%	2%	6% g	4%	4%	4%	4%	6%
I am worried about COVID-19	**4**	1	1	1	-	1	3	3	1	4	4	4	4	-
	1%	2%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	-
Other	**59**	7	19	23	6	27	31	30	28	46	51	51	52	7
	14%	14%	15%	16%	17%	16%	13%	13%	17%	13%	13%	13%	13%	30%
Prefer not to say	**10**	2	1	3	-	3	8	6	5	5	5	6	6	4
	2%	4%	1%	2% b	-	2%	3%	2%	3%	2%	1%	2% j	2%	17%
Don't know	**10**	1	2	2	2	3	7	5	4	9	10	10	10	-
	2%	2%	2%	1%	6%	2%	3%	2%	3%	2%	3%	2%	3% k	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 280

HEA19 - You mentioned you would not be willing or are unsure about getting involved in medical research for dementia. Which, if any, of the following is the MAIN reason for this?

Base: All who would not be willing to get involved in dementia research

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**436**	7	22	3	52	3	19	24	14	20	304	120	134	302	292	53	-	436	-
Weighted Base	**416**	6**	27**	2**	60*	3**	17**	27**	15**	19**	278	129*	122	294	267	55*	-**	416	-**
I don't have enough time	**75**	2	2	-	6	2	6	2	4	3	53	19	23	52	50	8	-	75	-
	18%	35%	8%	-	9%	57%	32%	8%	23%	14%	19%	14%	19%	18%	19%	14%	-	18%	-
I don't know enough about what it would involve	**84**	1	4	1	12	-	2	8	4	3	62	21	18	66	53	10	-	84	-
	20%	17%	16%	25%	19%	-	13%	30%	24%	14%	22%	16%	15%	22%	20%	19%	-	20%	-
The idea of taking part in medical research is too intimidating	**50**	-	5	1	3	-	1	6	-	2	36	13	12	38	36	6	-	50	-
	12%	-	17%	30%	6%	-	6%	23%	-	13%	13%	10%	10%	13%	14%	11%	-	12%	-
I don't think there would be any benefit for me	**42**	1	7	1	9	-	1	2	1	2	26	16	15	27	24	3	-	42	-
	10%	15%	26%	45%	14%	-	5%	6%	8%	12%	9%	12%	12%	9%	9%	5%	-	10%	-
I don't think I would be eligible	**15**	-	-	-	4	-	1	1	-	1	10	5	3	13	10	3	-	15	-
	4%	-	-	-	6%	-	3%	2%	-	6%	4%	4%	2%	4%	4%	6%	-	4%	-
I wouldn't know how to get involved	**13**	-	1	-	6	-	-	-	1	2	6	7	3	11	8	3	-	13	-
	3%	-	2%	-	10%	-	-	-	4%	12%	2%	6%	2%	4%	3%	5%	-	3%	-
					j														
I think the risks are too high	**36**	*	2	-	3	-	3	1	-	1	26	9	10	26	26	6	-	36	-
	9%	8%	7%	-	6%	-	15%	4%	-	5%	9%	7%	8%	9%	10%	11%	-	9%	-
It wouldn't make a difference to the overall research effort	**17**	-	-	-	2	1	-	-	1	1	13	4	4	13	13	1	-	17	-
	4%	-	-	-	3%	43%	-	-	6%	4%	5%	3%	3%	4%	5%	2%	-	4%	-
I am worried about COVID-19	**4**	-	-	-	1	-	1	-	-	2	*	4	-	4	2	2	-	4	-
	1%	-	-	-	1%	-	6%	-	-	11%	*	3%	-	1%	1%	4%	-	1%	-
												j							
Other	**59**	1	6	-	14	-	1	6	3	2	33	25	24	34	32	9	-	59	-
	14%	25%	21%	-	23%	-	8%	24%	19%	8%	12%	19%	20%	12%	12%	17%	-	14%	-
													m						
Prefer not to say	**10**	-	-	-	*	-	-	1	2	-	7	3	5	5	7	2	-	10	-
	2%	-	-	-	1%	-	-	3%	13%	-	2%	3%	4%	2%	3%	3%	-	2%	-
Don't know	**10**	-	1	-	1	-	2	-	*	-	5	4	5	5	6	1	-	10	-
	2%	-	3%	-	1%	-	12%	-	3%	-	2%	3%	4%	2%	2%	1%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 281

HEA1 - Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails, browsing on websites, using social media etc.

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
Several times a day	**2157**	67	68	1008	1014
	85%	92%	91%	84%	86%
Around once a day	**173**	1	1	82	88
	7%	2%	2%	7%	7%
4 or 5 times a week	**50**	1	1	28	19
	2%	2%	2%	2%	2%
2 or 3 times a week	**46**	1	3	21	21
	2%	1%	4%	2%	2%
Around once a week	**15**	*	-	11	4
	1%	1%	-	1%	*
2 or 3 times a month	**8**	-	-	6	2
	*****	-	-	*	*
Around once a month	**11**	*	-	6	5
	*****	*	-	*	*
Less than around once a month	**3**	-	-	2	1
	*****	-	-	*	*
Never but I have access	**25**	1	1	11	12
	1%	1%	1%	1%	1%
Never but I do not have access	**31**	1	-	18	12
	1%	1%	-	2%	1%
At least once a day (NET)	**2330**	68	70	1089	1103
	92%	94%	93%	91%	93%
At least once a week (NET)	**2441**	71	74	1148	1148
	96%	97%	99%	96%	97%
At least once a month (NET)	**2460**	71	74	1160	1155
	97%	98%	99%	97%	97%
Ever (NET)	**2463**	71	74	1162	1156
	97%	98%	99%	97%	98%
Never (NET)	**56**	2	1	29	24
	2%	2%	1%	2%	2%
Don't know	**11**	-	-	6	5
	*****	-	-	1%	*

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Table 282

HEA1 - Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails, browsing on websites, using social media etc.

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
Several times a day	**2157**	1054	1075	252	412	382	376	339	395	147	204	309	82	244	306	193	180	164	1830	172	95	60
	85%	86%	85%	93%	95%	93%	90%	83%	67%	81%	85%	90%	81%	89%	88%	89%	82%	80%	86%	81%	79%	87%
				gh	fgh	gh	gh	h				ilpq		iq	iq	q			t			
Around once a day	**173**	75	94	12	13	21	18	38	70	13	14	22	6	21	19	10	22	19	145	19	5	3
	7%	6%	7%	5%	3%	5%	4%	9%	12%	7%	6%	6%	6%	7%	5%	5%	10%	9%	7%	9%	4%	4%
								cdef	cdef													
4 or 5 times a week	**50**	21	27	3	5	3	3	8	28	5	8	7	6	1	6	5	1	2	42	2	3	3
	2%	2%	2%	1%	1%	1%	1%	2%	5%	3%	3%	2%	6%	1%	2%	2%	1%	1%	2%	1%	3%	4%
									cdefg		m		mpq									
2 or 3 times a week	**46**	26	19	*	1	2	6	7	29	6	5	3	3	4	6	3	4	4	37	5	3	-
	2%	2%	2%	*	*	1%	1%	2%	5%	4%	2%	1%	3%	1%	2%	1%	2%	2%	2%	2%	3%	-
									cdefg	k												
Around once a week	**15**	5	10	1	1	-	4	1	8	-	1	*	1	1	1	-	1	5	11	3	1	-
	1%	*	1%	*	*	-	1%	*	1%	-	1%	*	1%	*	*	-	*	2%	1%	2%	1%	-
									e									kno		r		
2 or 3 times a month	**8**	3	5	-	1	-	-	2	5	2	-	-	1	1	-	1	1	-	6	2	-	-
	*****	*	*	-	*	-	-	*	1%	1%	-	-	1%	*	-	*	*	-	*	1%	-	-
Around once a month	**11**	7	4	-	*	-	-	1	10	1	2	-	-	-	-	1	1	-	5	2	3	1
	*****	1%	*	-	*	-	-	*	2%	1%	1%	-	-	-	-	1%	1%	-	*	1%	3%	1%
									defg												r	
Less than around once a month	**3**	-	3	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	1	1	1
	*****	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	1%	1%	2%
																				r	r	r
Never but I have access	**25**	9	15	1	-	1	3	3	16	5	1	-	-	-	3	2	2	7	20	1	4	-
	1%	1%	1%	*	-	*	1%	1%	3%	3%	*	-	-	-	1%	1%	1%	3%	1%	*	4%	-
									cdefg	km								jkm			rs	
Never but I do not have access	**31**	18	11	-	-	1	3	5	22	2	4	1	2	3	4	1	4	4	25	3	3	-
	1%	1%	1%	-	-	*	1%	1%	4%	1%	2%	*	2%	1%	1%	*	2%	2%	1%	1%	3%	-
								d	cdefg													
At least once a day (NET)	**2330**	1129	1169	265	425	404	394	378	465	160	217	331	88	265	325	203	202	184	1975	191	100	63
	92%	93%	92%	98%	98%	98%	95%	92%	79%	88%	91%	96%	87%	96%	94%	94%	92%	89%	93%	90%	84%	91%
				gh	fgh	fgh	h	h				ijlpq		ijlq	i				t			
At least once a week (NET)	**2441**	1181	1225	269	432	409	407	395	529	172	231	342	98	271	338	211	208	195	2065	202	108	66
	96%	97%	96%	100%	100%	99%	98%	96%	90%	95%	97%	99%	97%	98%	98%	97%	94%	95%	97%	95%	90%	95%
				gh	fgh	fgh	h	h				ijpq		ipq					t	t		
At least once a month (NET)	**2460**	1190	1233	269	434	409	407	397	544	175	233	342	99	273	338	213	210	195	2077	205	111	67
	97%	98%	97%	100%	100%	99%	98%	97%	92%	96%	98%	99%	98%	99%	98%	98%	95%	95%	98%	97%	93%	96%
				gh	fgh	fgh	h	h				ipq		pq					t			
Ever (NET)	**2463**	1190	1237	269	434	409	408	397	546	175	233	342	99	273	338	213	210	195	2077	206	112	68
	97%	98%	97%	100%	100%	99%	98%	97%	93%	96%	98%	99%	98%	99%	98%	98%	95%	95%	98%	97%	93%	98%
				gh	fgh	gh	h	h				ipq		pq					t			
Never (NET)	**56**	27	26	1	-	2	6	9	38	7	5	1	2	3	7	3	6	11	45	4	7	-
	2%	2%	2%	*	-	1%	1%	2%	6%	4%	2%	*	2%	1%	2%	1%	3%	5%	2%	2%	6%	-
							d	d	cdefg	k							k	km			rs	
Don't know	**11**	2	9	-	-	-	3	4	5	-	-	1	-	-	2	1	4	-	8	1	*	2
	*****	*	1%	-	-	-	1%	1%	1%	-	-	*	-	-	1%	*	2%	-	*	1%	*	2%
																						r

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

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Table 283

HEA1 - Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails, browsing on websites, using social media etc.

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
Several times a day	**2157** **85%**	444 89% d	193 91% de	513 85%	380 82%	280 84%	18 81%	638 94% h	1519 82%	64 70%	224 81%	81 87% i	991 94% ij k	599 89% op	591 89% op	430 83%	463 78%
Around once a day	**173** **7%**	36 7%	15 7%	43 7%	28 6%	23 7%	- -	23 3%	149 8% g	8 9% l	20 7% l	7 8%	34 3%	45 7%	35 5%	38 7%	47 8%
4 or 5 times a week	**50** **2%**	9 2%	3 2%	7 1%	10 2%	13 4% c	2 9%	6 1%	44 2% g	4 4% l	12 4% l	- -	10 1%	8 1%	12 2%	9 2%	18 3% m
2 or 3 times a week	**46** **2%**	1 *	1 *	17 3% a	15 3% ab	4 1%	- -	5 1%	40 2% g	7 8% jkl	4 1%	1 1%	8 1%	5 1%	8 1%	15 3% m	17 3% m
Around once a week	**15** **1%**	4 1%	- -	2 *	3 1%	3 1%	- -	- -	15 1% g	1 1%	1 *	1 1%	2 *	2 *	5 1%	3 1%	4 1%
2 or 3 times a month	**8** *****	1 *	- -	2 *	- -	4 1% d	- -	- -	8 *	- -	1 *	1 1% l	- -	2 *	2 *	- -	3 1%
Around once a month	**11** *****	1 *	- -	2 *	2 *	3 1%	* 2%	* *	11 1%	1 1%	5 2% l	- -	1 *	1 *	2 *	3 1%	5 1%
Less than around once a month	**3** *****	- -	- -	1 *	2 1%	- -	- -	- -	3 *	1 1% l	- -	- -	1 *	1 *	1 *	- -	1 *
Never but I have access	**25** **1%**	* *	- -	5 1%	8 2% a	4 1%	2 8%	4 1%	21 1%	1 1%	4 2% l	1 1%	2 *	3 *	3 *	8 2%	10 2%
Never but I do not have access	**31** **1%**	4 1%	- -	4 1%	13 3% abc	3 1%	- -	2 *	29 2% g	4 4% l	3 1% l	1 1% l	- -	- -	3 *	5 1% m	20 3% mno
At least once a day (NET)	**2330** **92%**	480 96% cde	208 98% cde	556 93% d	408 88%	303 90%	18 81%	661 97% h	1668 90%	72 79%	244 88%	88 95% i	1025 98% ij	644 96% op	626 95% op	467 91%	510 86%
At least once a week (NET)	**2441** **96%**	494 99% de	212 100% cde	582 97% d	436 94%	322 96%	20 90%	673 99% h	1768 96%	83 92%	261 94%	90 97%	1045 100% ij k	659 98% op	652 98% op	495 96%	549 93%
At least once a month (NET)	**2460** **97%**	496 99% d	212 100% cd	586 98% d	438 94%	329 98% d	20 92%	673 99% h	1787 97%	84 93%	266 96%	91 98%	1046 100% ij k	662 99% op	655 99% op	498 97%	558 94%
Ever (NET)	**2463** **97%**	496 99% d	212 100% cd	587 98% d	441 95%	329 98%	20 92%	673 99% h	1790 97%	86 94%	266 96%	91 98%	1047 100% ij k	663 99% op	656 99% op	498 97%	559 94%
Never (NET)	**56** **2%**	4 1%	- -	8 1%	20 4% abc	7 2%	2 8%	5 1%	51 3% g	5 6% l	8 3% l	2 2% l	2 *	3 *	6 1%	13 3% mn	30 5% mn
Don't know	**11** *****	- -	- -	5 1%	3 1%	- -	- -	2 *	9 *	- -	2 1% l	- -	- -	3 *	* *	3 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 284

HEA1 - Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails, browsing on websites, using social media etc.

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
Several times a day	**2157** **85%**	1834 85%	52 89%	115 90%	107 89%	5 68%	21 88%	1834 85%	301 89% g	421 85% lm	460 87% lm	965 92% ijlm	152 78% m	115 56%	403 84%	766 85%	634 85%	355 87%	1429 92% s	728 75%
Around once a day	**173** **7%**	155 7% d	3 5%	5 4%	3 3%	1 18%	2 10% d	155 7% h	15 4%	36 7%	33 6%	53 5%	22 11% k	22 11% k	32 7%	71 8%	47 6%	23 6%	77 5%	95 10% r
4 or 5 times a week	**50** **2%**	42 2%	2 3%	2 2%	4 3%	- -	- -	42 2%	8 2%	11 2%	6 1%	12 1%	6 3% k	11 5% jk	13 3%	18 2%	13 2%	6 1%	11 1%	39 4% r
2 or 3 times a week	**46** **2%**	39 2%	1 1%	2 2%	3 3%	- -	* 2%	39 2%	6 2%	8 2%	9 2%	12 1%	7 4% k	9 5% k	13 3% p	16 2%	5 1%	12 3% p	17 1%	29 3% r
Around once a week	**15** **1%**	12 1%	1 1%	1 1%	* *	- -	- -	12 1%	2 1%	4 1%	6 1% k	3 *	1 *	1 *	4 1%	7 1%	3 *	1 *	5 *	10 1% r
2 or 3 times a month	**8** *****	6 *	- -	1 1%	- -	- -	- -	6 *	1 *	2 *	- -	1 *	3 2% jk	2 1%	1 *	2 *	2 *	3 1%	1 *	6 1% r
Around once a month	**11** *****	11 1%	- -	* *	- -	- -	- -	11 1%	* *	3 1%	- -	2 *	3 1% jk	4 2% jk	4 1%	3 *	3 *	1 *	2 *	9 1% r
Less than around once a month	**3** *****	3 *	- -	- -	- -	- -	- -	3 *	- -	- -	1 *	1 *	- -	1 1%	2 *	1 *	- -	- -	1 *	2 *
Never but I have access	**25** **1%**	22 1%	- -	1 *	2 1%	1 13%	- -	22 1%	3 1%	2 *	4 1%	3 *	2 1%	15 7% ijkl	2 *	6 1%	16 2% no	2 1%	2 *	23 2% r
Never but I do not have access	**31** **1%**	28 1%	1 1%	1 1%	- -	- -	- -	28 1%	2 1%	3 1%	3 1%	2 *	- -	22 11% ijkl	4 1%	9 1%	15 2%	3 1%	4 *	27 3% r
At least once a day (NET)	**2330** **92%**	1989 92%	55 94%	120 93%	111 92%	6 87%	23 98%	1989 92%	316 93%	458 93% m	493 94% m	1018 97% ijlm	174 89% m	137 67%	434 91%	836 92%	681 92%	378 93%	1507 97% s	823 84%
At least once a week (NET)	**2441** **96%**	2083 96%	58 99%	125 98%	119 99%	6 87%	24 100%	2083 96%	332 98%	481 97% m	515 98% m	1044 99% ijlm	188 96% m	158 78%	463 97%	878 97% p	703 95%	397 98% p	1539 99% s	902 92%
At least once a month (NET)	**2460** **97%**	2100 97%	58 99%	127 99%	119 99%	6 87%	24 100%	2100 97%	334 99%	486 98% m	515 98% m	1047 100% jm	194 99% m	163 80%	469 98% p	882 98% p	708 95%	401 98% p	1542 99% s	918 94%
Ever (NET)	**2463** **97%**	2103 97%	58 99%	127 99%	119 99%	6 87%	24 100%	2103 97%	334 99%	486 98% m	516 98% m	1047 100% ijm	194 99% m	165 81%	471 99% p	883 98% p	708 95%	401 98% p	1543 99% s	920 94%
Never (NET)	**56** **2%**	50 2%	1 1%	1 1%	2 1%	1 13%	- -	50 2%	5 1%	5 1%	7 1%	4 *	2 1%	36 18% ijkl	5 1%	15 2%	31 4% noq	5 1%	7 *	49 5% r
Don't know	**11** *****	8 *	- -	- -	- -	- -	- -	8 *	- -	3 1% k	4 1% k	- -	- -	3 1% k	1 *	6 1%	3 *	1 *	4 *	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 285

HEA1 - Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails, browsing on websites, using social media etc.

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
Several times a day	**2157**	246	951	1025	273	1145	1003	1651	460	2157	2157	2157	2157	-
	85%	79%	88%	87%	87%	86%	85%	86%	84%	93%	88%	88%	88%	-
			acef	ae	a	a				jklm	klm	lm	m	
Around once a day	**173**	32	59	72	17	84	86	139	31	173	173	173	173	-
	7%	10%	5%	6%	6%	6%	7%	7%	6%	7%	7%	7%	7%	-
		bcde		b		b				jkl				
4 or 5 times a week	**50**	7	22	24	7	26	21	42	7	-	50	50	50	-
	2%	2%	2%	2%	2%	2%	2%	2%	1%	-	2%	2%	2%	-
											i	i	i	
2 or 3 times a week	**46**	10	16	17	6	22	24	32	14	-	46	46	46	-
	2%	3%	1%	1%	2%	2%	2%	2%	3%	-	2%	2%	2%	-
		bce									i	i	i	
Around once a week	**15**	4	4	7	*	9	7	9	6	-	15	15	15	-
	1%	1%	*	1%	*	1%	1%	*	1%	-	1%	1%	1%	-
				b		b					i	i	i	
2 or 3 times a month	**8**	-	4	4	1	5	3	4	2	-	-	8	8	-
	*****	-	*	*	*	*	*	*	*	-	-	*	*	-
												ij	ij	
Around once a month	**11**	4	1	4	4	5	6	8	2	-	-	11	11	-
	*****	1%	*	*	1%	*	1%	*	*	-	-	*	*	-
		bce		b	bce	b						ij	ij	
Less than around once a month	**3**	-	-	-	-	-	3	1	2	-	-	-	3	-
	*****	-	-	-	-	-	*	*	*	-	-	-	*	-
Never but I have access	**25**	3	13	14	4	14	11	18	7	-	-	-	-	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	45%
														ijkl
Never but I do not have access	**31**	3	4	5	-	12	19	18	12	-	-	-	-	31
	1%	1%	*	*	-	1%	2%	1%	2%	-	-	-	-	55%
						bc	bcd		g					ijkl
At least once a day (NET)	**2330**	278	1010	1098	291	1230	1089	1789	491	2330	2330	2330	2330	-
	92%	90%	94%	93%	92%	92%	92%	93%	90%	100%	95%	95%	95%	-
			ace	ae						jklm	klm	lm	m	
At least once a week (NET)	**2441**	299	1052	1146	304	1286	1140	1872	518	2330	2441	2441	2441	-
	96%	97%	98%	97%	96%	97%	96%	97%	95%	100%	100%	99%	99%	-
			e	e				h		klm	klm	lm	m	
At least once a month (NET)	**2460**	303	1057	1154	309	1296	1149	1884	523	2330	2441	2460	2460	-
	97%	98%	98%	98%	98%	98%	97%	98%	96%	100%	100%	100%	100%	-
			e	e				h		m	m	m	m	
Ever (NET)	**2463**	303	1057	1154	309	1296	1153	1885	525	2330	2441	2460	2463	-
	97%	98%	98%	98%	98%	98%	97%	98%	96%	100%	100%	100%	100%	-
			e	e						m	m	m	m	
Never (NET)	**56**	6	17	20	4	26	30	36	20	-	-	-	-	56
	2%	2%	2%	2%	1%	2%	3%	2%	4%	-	-	-	-	100%
									g					ijkl
Don't know	**11**	1	3	4	2	7	4	8	1	-	-	-	-	-
	*****	*	*	*	1%	1%	*	*	*	-	-	-	-	-
						bc								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

DEMENTIA ATTITUDES MONITOR 2023
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Table 286

HEA1 - Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails, browsing on websites, using social media etc.

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
Several times a day	**2157**	37	109	13	250	14	208	340	135	125	1314	820	793	1364	1630	172	1479	313	346
	85%	82%	76%	78%	72%	97%	90%	88%	83%	83%	87%	82%	88%	84%	87%	76%	88%	75%	83%
							bdk	bdk	d	d	bdk	d	m		o		qr		q
Around once a day	**173**	4	18	1	32	*	14	20	11	16	92	79	50	122	120	21	96	37	39
	7%	9%	13%	7%	9%	3%	6%	5%	7%	11%	6%	8%	6%	8%	6%	9%	6%	9%	9%
			fgjk		g					g		g						p	p
4 or 5 times a week	**50**	-	1	-	12	-	6	7	3	3	28	22	16	34	34	6	31	11	9
	2%	-	1%	-	4%	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
2 or 3 times a week	**46**	-	5	-	13	-	2	2	3	2	24	22	11	35	27	9	25	10	11
	2%	-	3%	-	4%	-	1%	*	2%	1%	2%	2%	1%	2%	1%	4%	1%	2%	3%
			g		fgj							g				n			
Around once a week	**15**	1	3	1	4	-	1	4	2	-	6	8	6	9	7	4	6	9	1
	1%	2%	2%	4%	1%	-	1%	1%	1%	-	*	1%	1%	1%	*	2%	*	2%	*
			j													n		pr	
2 or 3 times a month	**8**	-	2	-	5	-	-	2	-	1	2	6	1	7	2	3	3	4	-
	*****	-	1%	-	1%	-	-	*	-	1%	*	1%	*	*	*	1%	*	1%	-
			j		j											n		p	
Around once a month	**11**	1	-	-	1	-	2	1	2	3	6	5	3	9	7	-	5	4	3
	*****	2%	-	-	*	-	1%	*	1%	2%	*	1%	*	1%	*	-	*	1%	1%
										jk									
Less than around once a month	**3**	-	1	-	-	-	-	-	-	-	2	1	2	1	2	-	-	3	-
	*****	-	1%	-	-	-	-	-	-	-	*	*	*	*	*	-	-	1%	-
																		p	
Never but I have access	**25**	2	1	-	11	-	-	4	3	-	10	15	13	12	15	2	16	6	3
	1%	5%	1%	-	3%	-	-	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%
		fij			fgjk														
Never but I do not have access	**31**	-	4	2	14	-	-	5	4	-	14	17	9	22	20	7	9	17	6
	1%	-	2%	11%	4%	-	-	1%	2%	-	1%	2%	1%	1%	1%	3%	1%	4%	1%
			f		fgijk											n		pr	
At least once a day (NET)	**2330**	41	127	14	282	14	222	360	146	141	1406	899	843	1486	1750	194	1576	350	384
	92%	91%	88%	84%	82%	100%	95%	93%	89%	94%	94%	90%	93%	92%	94%	86%	94%	84%	92%
							bdk	dk	d	d	bdk	d			o		q		q
At least once a week (NET)	**2441**	41	136	14	311	14	230	373	155	146	1464	951	876	1564	1818	213	1636	380	405
	96%	93%	95%	89%	90%	100%	99%	96%	95%	97%	97%	95%	97%	96%	97%	94%	98%	91%	97%
							abdhk	d		d	dk	d			o		q		q
At least once a month (NET)	**2460**	42	138	14	317	14	232	376	156	150	1472	962	880	1580	1828	216	1644	388	408
	97%	95%	96%	89%	92%	100%	100%	97%	96%	100%	98%	96%	97%	97%	98%	95%	98%	93%	98%
							abdghk	d		abdhk	dk	d			o		q		q
Ever (NET)	**2463**	42	139	14	317	14	232	376	156	150	1474	963	882	1581	1829	216	1644	391	408
	97%	95%	97%	89%	92%	100%	100%	97%	96%	100%	98%	96%	97%	97%	98%	95%	98%	94%	98%
							abdghk	d		abdhk	dk	d			o		q		q
Never (NET)	**56**	2	5	2	25	-	-	9	7	-	24	32	22	34	35	9	25	23	8
	2%	5%	3%	11%	7%	-	-	2%	4%	-	2%	3%	2%	2%	2%	4%	1%	6%	2%
		fi	fi		fgijk			f	fij			fj						pr	
Don't know	**11**	-	-	-	3	-	-	2	-	-	6	5	3	8	5	2	9	2	-
	*****	-	-	-	1%	-	-	*	-	-	*	*	*	1%	*	1%	1%	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 287

HEA2 - Do you have any of the following long-standing conditions or disabilities that have lasted, or are expected to last, 12 months or longer?

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
Blindness / partial blindness	**44**	*	1	19	24
	2%	1%	1%	2%	2%
Deafness / partial deafness	**144**	2	3	55	84
	6%	2%	4%	5%	7%
Speech impairments	**16**	-	-	11	6
	1%	-	-	1%	*
Mobility impairment, such as difficulty walking	**345**	4	8	159	175
	14%	6%	10%	13%	15%
Conditions associated with learning disability, such as Down's syndrome	**14**	-	*	9	4
	1%	-	1%	1%	*
Neurodiverse conditions, such as dyslexia or autism	**232**	6	7	99	122
	9%	8%	9%	8%	10%
Mental health conditions, such as depression	**387**	7	12	158	209
	15%	10%	16%	13%	18%
Long-term illness, such as Multiple Sclerosis or cancer	**163**	2	5	77	79
	6%	3%	7%	6%	7%
Other longstanding health condition or disability	**150**	3	1	89	57
	6%	4%	1%	7%	5%
No long-standing physical or mental health conditions or disabilities	**1504**	54	51	711	688
	59%	74%	67%	59%	58%
Any (NET)	**1000**	17	22	471	490
	40%	24%	29%	39%	41%
Prefer not to say	**20**	*	1	11	7
	1%	1%	2%	1%	1%
Don't know	**6**	1	2	4	-
	*****	1%	2%	*	-

Table 288

HEA2 - Do you have any of the following long-standing conditions or disabilities that have lasted, or are expected to last, 12 months or longer?

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	**2530**	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	**2530**	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
Blindness / partial blindness	**44**	15	26	3	6	3	6	8	18	6	3	8	-	2	8	3	3	1	33	7	4	1
	2%	1%	2%	1%	1%	1%	1%	2%	3%	3%	1%	2%	-	1%	2%	1%	1%	*	2%	3%	3%	1%
									e	q												
Deafness / partial deafness	**144**	82	61	5	4	11	20	26	77	14	9	6	5	15	30	10	15	15	120	17	6	2
	6%	7%	5%	2%	1%	3%	5%	6%	13%	8%	4%	2%	5%	5%	9%	5%	7%	7%	6%	8%	5%	2%
							d	cde	cdefg	k				k	jk		k	k				
Speech impairments	**16**	9	7	1	3	5	1	2	4	-	1	2	1	-	2	1	-	-	7	5	1	3
	1%	1%	1%	*	1%	1%	*	*	1%	-	*	1%	1%	-	1%	1%	-	-	*	3%	1%	4%
																				r		r
Mobility impairment, such as difficulty walking	**345**	132	208	12	25	36	46	63	163	29	31	30	21	30	35	43	31	34	283	30	23	9
	14%	11%	16%	5%	6%	9%	11%	15%	28%	16%	13%	9%	21%	11%	10%	20%	14%	17%	13%	14%	19%	13%
			a				cd	cde	cdefg	k			kmn			kmn		kn				
Conditions associated with learning disability, such as Down's syndrome	**14**	9	4	6	3	2	2	-	-	*	1	3	-	1	3	-	2	2	13	1	-	-
	1%	1%	*	2%	1%	1%	1%	-	-	*	*	1%	-	*	1%	-	1%	1%	1%	*	-	-
				gh																		
Neurodiverse conditions, such as dyslexia or autism	**232**	117	105	50	73	51	26	25	8	18	7	36	11	29	32	21	23	21	199	17	7	10
	9%	10%	8%	19%	17%	12%	6%	6%	1%	10%	3%	11%	11%	11%	9%	10%	11%	10%	9%	8%	5%	15%
				efgh	fgh	fgh	h	h		j		j	j	j	j	j	j	j				
Mental health conditions, such as depression	**387**	141	236	54	77	71	75	67	43	20	36	40	18	48	54	39	41	27	323	40	13	11
	15%	12%	19%	20%	18%	17%	18%	16%	7%	11%	15%	12%	18%	17%	16%	18%	18%	13%	15%	19%	11%	17%
			a	h	h	h	h	h									k					
Long-term illness, such as Multiple Sclerosis or cancer	**163**	70	92	8	18	26	28	32	51	22	17	17	8	9	31	17	10	9	140	14	5	5
	6%	6%	7%	3%	4%	6%	7%	8%	9%	12%	7%	5%	8%	3%	9%	8%	4%	4%	7%	7%	4%	7%
								c	cd	kmpq					m							
Other longstanding health condition or disability	**150**	69	79	12	16	27	24	27	45	11	10	29	7	16	19	6	16	11	126	14	8	2
	6%	6%	6%	4%	4%	7%	6%	6%	8%	6%	4%	9%	7%	6%	5%	3%	7%	5%	6%	7%	6%	3%
									d			o										
No long-standing physical or mental health conditions or disabilities	**1504**	759	726	172	260	269	260	241	303	99	154	218	54	163	216	125	121	122	1272	120	70	42
	59%	62%	57%	64%	60%	65%	62%	59%	51%	55%	65%	63%	53%	59%	62%	58%	55%	59%	60%	57%	58%	60%
		b		h	h	h	h	h														
Any (NET)	**1000**	450	530	97	169	138	150	166	280	81	84	119	47	110	127	91	98	76	833	90	49	27
	40%	37%	42%	36%	39%	34%	36%	40%	48%	45%	35%	35%	47%	40%	37%	42%	44%	37%	39%	43%	41%	39%
			a						cdefg	k							k					
Prefer not to say	**20**	9	11	1	5	4	4	3	3	1	-	5	-	2	2	1	2	4	17	1	*	1
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-	1%	-	1%	1%	1%	1%	2%	1%	*	*	1%
																		j				
Don't know	**6**	2	5	-	-	1	3	-	3	-	-	2	-	-	1	-	-	3	6	*	*	-
	*****	*	*	-	-	*	1%	-	*	-	-	*	-	-	*	-	-	1%	*	*	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 289

HEA2 - Do you have any of the following long-standing conditions or disabilities that have lasted, or are expected to last, 12 months or longer?

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	**2530**	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	**2530**	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
Blindness / partial blindness	**44**	6	7	3	12	8	-	7	37	4	7	4	10	10	12	8	14
	2%	1%	3%	1%	3%	2%	-	1%	2%	5%	3%	4%	1%	1%	2%	2%	2%
			c		c	c				l		l					
Deafness / partial deafness	**144**	29	11	43	28	22	-	26	118	13	23	10	34	36	36	26	43
	6%	6%	5%	7%	6%	7%	-	4%	6%	14%	8%	11%	3%	5%	5%	5%	7%
									g	l	l	l					
Speech impairments	**16**	-	1	1	4	2	-	2	14	3	2	-	3	1	4	2	9
	1%	-	1%	*	1%	1%	-	*	1%	3%	1%	-	*	*	1%	*	1%
										l							m
Mobility impairment, such as difficulty walking	**345**	48	13	85	95	70	-	49	296	29	73	13	85	61	66	64	148
	14%	10%	6%	14%	21%	21%	-	7%	16%	32%	26%	14%	8%	9%	10%	12%	25%
				ab	abc	abc			g	kl	kl						mno
Conditions associated with learning disability, such as Down's syndrome	**14**	1	1	1	2	6	-	6	8	-	-	-	6	2	2	4	6
	1%	*	1%	*	1%	2%	-	1%	*	-	-	-	1%	*	*	1%	1%
						ac											
Neurodiverse conditions, such as dyslexia or autism	**232**	28	28	54	46	36	1	72	161	9	34	6	91	49	53	41	78
	9%	6%	13%	9%	10%	11%	6%	11%	9%	10%	12%	6%	9%	7%	8%	8%	13%
			a		a	a											mno
Mental health conditions, such as depression	**387**	31	25	71	122	71	2	100	287	24	76	17	112	71	78	59	164
	15%	6%	12%	12%	26%	21%	9%	15%	16%	27%	28%	18%	11%	11%	12%	11%	28%
			a	a	abc	abc				l	l						mno
Long-term illness, such as Multiple Sclerosis or cancer	**163**	29	18	46	32	22	1	34	129	8	26	7	53	28	33	31	66
	6%	6%	9%	8%	7%	6%	5%	5%	7%	9%	9%	8%	5%	4%	5%	6%	11%
											l						mno
Other longstanding health condition or disability	**150**	25	16	33	31	28	-	26	124	11	23	4	48	35	29	39	42
	6%	5%	8%	6%	7%	8%	-	4%	7%	12%	8%	4%	5%	5%	4%	8%	7%
									g	l	l					n	
No long-standing physical or mental health conditions or disabilities	**1504**	348	129	359	228	166	18	464	1040	34	111	51	714	441	432	322	250
	59%	70%	61%	60%	49%	49%	80%	68%	56%	38%	40%	56%	68%	66%	65%	63%	42%
		bcde	de	de				h				ij	ij	p	p	p	
													k				
Any (NET)	**1000**	146	80	239	234	167	4	213	787	57	165	41	327	222	220	192	339
	40%	29%	38%	40%	50%	50%	20%	31%	43%	62%	60%	44%	31%	33%	33%	37%	57%
			a	a	abc	abc			g	kl	kl	l					mno
Prefer not to say	**20**	2	3	3	2	2	-	3	17	-	-	-	5	6	7	1	*
	1%	*	2%	*	*	1%	-	*	1%	-	-	-	*	1%	1%	*	*
															p		
Don't know	**6**	4	-	1	*	1	-	1	6	-	*	-	2	1	3	-	3
	*****	1%	-	*	*	*	-	*	*	-	*	-	*	*	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 290

HEA2 - Do you have any of the following long-standing conditions or disabilities that have lasted, or are expected to last, 12 months or longer?

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
Blindness / partial blindness	**44**	39	-	1	1	1	1	39	4	12	8	15	2	6	8	20	9	7	15	30
	2%	2%	-	1%	1%	13%	2%	2%	1%	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	3%
																				r
Deafness / partial deafness	**144**	135	1	4	3	-	1	135	9	20	36	45	20	23	36	48	37	22	45	99
	6%	6%	2%	3%	3%	-	2%	6%	3%	4%	7%	4%	10%	11%	8%	5%	5%	5%	3%	10%
		d						h			k		ik	ik						r
Speech impairments	**16**	16	-	-	1	-	*	16	1	2	4	5	5	-	1	9	5	1	4	12
	1%	1%	-	-	*	-	1%	1%	*	*	1%	*	2%	-	*	1%	1%	*	*	1%
													k							r
Mobility impairment, such as difficulty walking	**345**	324	5	4	8	1	3	324	21	80	66	89	43	55	70	106	121	48	55	290
	14%	15%	8%	3%	7%	13%	14%	15%	6%	16%	12%	8%	22%	27%	15%	12%	16%	12%	4%	30%
		cd					c	h		k	k		jk	ijk			o			r
Conditions associated with learning disability, such as Down's syndrome	**14**	10	1	-	2	-	1	10	4	4	4	4	-	2	-	3	6	5	6	8
	1%	*	2%	-	1%	-	4%	*	1%	1%	1%	*	-	1%	-	*	1%	1%	*	1%
			ac				ac											n		
Neurodiverse conditions, such as dyslexia or autism	**232**	209	8	4	8	-	3	209	23	56	46	94	20	11	34	79	71	48	158	75
	9%	10%	13%	3%	7%	-	12%	10%	7%	11%	9%	9%	10%	6%	7%	9%	10%	12%	10%	8%
		c	c				c	h										n		
Mental health conditions, such as depression	**387**	351	12	7	10	1	5	351	34	101	105	114	26	32	63	133	124	66	176	211
	15%	16%	20%	5%	8%	8%	22%	16%	10%	20%	20%	11%	13%	16%	13%	15%	17%	16%	11%	22%
		cd	cd				cd	h		k	k									r
Long-term illness, such as Multiple Sclerosis or cancer	**163**	153	2	4	4	1	-	153	11	35	38	60	18	9	46	48	49	20	63	101
	6%	7%	4%	3%	3%	7%	-	7%	3%	7%	7%	6%	9%	4%	10%	5%	7%	5%	4%	10%
		c						h							oq					r
Other longstanding health condition or disability	**150**	133	2	7	5	-	1	133	15	35	23	55	17	15	28	56	38	27	75	75
	6%	6%	4%	5%	4%	-	3%	6%	4%	7%	4%	5%	9%	8%	6%	6%	5%	7%	5%	8%
													j							r
No long-standing physical or mental health conditions or disabilities	**1504**	1229	34	106	93	5	16	1229	254	269	314	691	102	97	291	548	422	242	1075	428
	59%	57%	58%	82%	78%	66%	66%	57%	75%	54%	60%	66%	52%	48%	61%	61%	57%	59%	69%	44%
				abf	ab				g		m	ijlm							s	
Any (NET)	**1000**	916	22	21	25	3	8	916	79	217	210	349	93	105	181	344	315	161	463	537
	40%	42%	38%	16%	21%	34%	34%	42%	23%	44%	40%	33%	47%	52%	38%	38%	42%	40%	30%	55%
		cd	cd				c	h		k	k		k	jk						r
Prefer not to say	**20**	13	2	*	1	-	-	13	4	4	3	10	1	-	2	11	4	3	13	7
	1%	1%	3%	*	1%	-	-	1%	1%	1%	*	1%	*	-	*	1%	1%	1%	1%	1%
			ac																	
Don't know	**6**	4	1	1	1	-	-	4	3	4	-	2	-	1	3	1	*	1	3	4
	*****	*	1%	1%	1%	-	-	*	1%	1%	-	*	-	*	1%	*	*	*	*	*
				a					g											

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 291

HEA2 - Do you have any of the following long-standing conditions or disabilities that have lasted, or are expected to last, 12 months or longer?

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
Blindness / partial blindness	**44**	10	24	27	8	32	12	30	11	41	41	42	42	2
	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	4%
		f	f	f		f								
Deafness / partial deafness	**144**	33	60	73	27	85	57	109	33	127	136	138	139	5
	6%	11%	6%	6%	9%	6%	5%	6%	6%	5%	6%	6%	6%	8%
		bcef		b	bf	b							k	
Speech impairments	**16**	1	5	6	*	8	8	12	3	14	14	14	14	2
	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	3%
														ijkl
Mobility impairment, such as difficulty walking	**345**	66	162	183	53	206	135	234	100	282	311	317	317	25
	14%	21%	15%	16%	17%	16%	11%	12%	18%	12%	13%	13%	13%	44%
		bcef	f	f	f	f			g		i	ij	i	ijkl
Conditions associated with learning disability, such as Down's syndrome	**14**	3	3	3	2	6	8	12	2	14	14	14	14	-
	1%	1%	*	*	1%	*	1%	1%	*	1%	1%	1%	1%	-
		c				c								
Neurodiverse conditions, such as dyslexia or autism	**232**	20	107	110	34	119	110	180	41	222	230	232	232	-
	9%	6%	10%	9%	11%	9%	9%	9%	8%	10%	9%	9%	9%	-
			ae		a					m	m	m	m	
Mental health conditions, such as depression	**387**	58	189	204	61	232	149	299	81	360	373	376	376	9
	15%	19%	18%	17%	19%	17%	13%	15%	15%	15%	15%	15%	15%	17%
		f	f	f	f	f								
Long-term illness, such as Multiple Sclerosis or cancer	**163**	40	76	92	25	103	59	132	29	146	155	156	156	7
	6%	13%	7%	8%	8%	8%	5%	7%	5%	6%	6%	6%	6%	12%
		bcdef		bf		f								
Other longstanding health condition or disability	**150**	27	60	73	11	82	68	117	30	141	146	150	150	-
	6%	9%	6%	6%	3%	6%	6%	6%	5%	6%	6%	6%	6%	-
		bde		bd		d						j	j	
No long-standing physical or mental health conditions or disabilities	**1504**	151	619	662	176	748	751	1157	313	1406	1464	1472	1474	24
	59%	49%	57%	56%	56%	56%	63%	60%	57%	60%	60%	60%	60%	42%
			ac	a	a	a	abcde			m	m	m	m	
Any (NET)	**1000**	155	449	505	138	567	424	754	226	899	951	962	963	32
	40%	50%	42%	43%	44%	43%	36%	39%	42%	39%	39%	39%	39%	58%
		bcef	f	bf	f	f								ijkl
Prefer not to say	**20**	4	8	10	1	13	7	14	5	19	20	20	20	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-
Don't know	**6**	-	1	1	1	2	3	4	1	5	6	6	6	-
	*****	-	*	*	*	*	*	*	*	*	*	*	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

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Table 292
HEA2 - Do you have any of the following long-standing conditions or disabilities that have lasted, or are expected to last, 12 months or longer?

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	**2530**	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	**2530**	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
Blindness / partial blindness	**44**	44	12	1	16	*	5	10	8	6	-	44	15	30	34	4	32	6	7
	2%	100%	8%	6%	5%	3%	2%	3%	5%	4%	-	4%	2%	2%	2%	2%	2%	1%	2%
		bdfghijk	fgjk		j		j	j	j	j		gj							
Deafness / partial deafness	**144**	12	144	1	45	-	10	26	18	10	-	144	48	96	95	15	93	27	23
	6%	27%	100%	8%	13%	-	4%	7%	11%	6%	-	14%	5%	6%	5%	7%	6%	6%	6%
		dfghijk	adfghijk		fgij		j	j	fj	j		fgij							
Speech impairments	**16**	1	1	16	9	-	7	7	4	2	-	16	2	14	14	1	8	2	6
	1%	2%	1%	100%	2%	-	3%	2%	3%	1%	-	2%	*	1%	1%	*	*	*	2%
		j	j		j		j	j	j	j		j							p
Mobility impairment, such as difficulty walking	**345**	16	45	9	345	2	32	110	65	30	-	345	99	246	225	46	212	60	70
	14%	36%	31%	53%	100%	14%	14%	28%	40%	20%	-	35%	11%	15%	12%	21%	13%	14%	17%
		fij	fij		abfghijk		j	fj	fgij	j		fgij		l		n			
Conditions associated with learning disability, such as Down's syndrome	**14**	*	-	-	2	14	7	8	-	2	-	14	6	8	6	3	11	3	-
	1%	1%	-	-	1%	100%	3%	2%	-	1%	-	1%	1%	1%	*	2%	1%	1%	-
		j			j		dj	j		j		j				n			
Neurodiverse conditions, such as dyslexia or autism	**232**	5	10	7	32	7	232	91	23	11	-	232	76	156	174	17	183	17	32
	9%	11%	7%	44%	9%	51%	100%	24%	14%	7%	-	23%	8%	10%	9%	8%	11%	4%	8%
		j	j		j		abdghijk	bdhij	bj	j		bdhij					q		
Mental health conditions, such as depression	**387**	10	26	7	110	8	91	387	56	23	-	387	136	251	273	42	292	27	67
	15%	22%	18%	43%	32%	56%	39%	100%	35%	16%	-	39%	15%	15%	15%	18%	17%	6%	16%
		j	j		bij		bij	abdfhijk	bij	j		abdij					q		q
Long-term illness, such as Multiple Sclerosis or cancer	**163**	8	18	4	65	-	23	56	163	14	-	163	64	100	105	15	114	15	34
	6%	17%	13%	25%	19%	-	10%	15%	100%	10%	-	16%	7%	6%	6%	7%	7%	4%	8%
		j	j		fij		j	j	abdfgijk	j		fij					q		q
Other longstanding health condition or disability	**150**	6	10	2	30	2	11	23	14	150	-	150	51	99	101	18	93	19	33
	6%	14%	7%	10%	9%	14%	5%	6%	9%	100%	-	15%	6%	6%	5%	8%	6%	5%	8%
		fj	j		j		j	j	j	abdfghjk		bdfghj							
No long-standing physical or mental health conditions or disabilities	**1504**	-	-	-	-	-	-	-	-	-	1504	-	554	950	1157	113	984	278	232
	59%	-	-	-	-	-	-	-	-	-	100%	-	61%	58%	62%	50%	59%	67%	56%
											abdfghik				o			pr	
Any (NET)	**1000**	44	144	16	345	14	232	387	163	150	-	1000	346	654	697	110	682	129	181
	40%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	38%	40%	37%	48%	41%	31%	43%
		j	j		j		j	j	j	j		j				n	q		q
Prefer not to say	**20**	-	-	-	-	-	-	-	-	-	-	-	6	13	14	1	10	5	4
	1%	-	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	*	1%	1%	1%
Don't know	**6**	-	-	-	-	-	-	-	-	-	-	-	*	6	2	3	1	4	-
	*****	-	-	-	-	-	-	-	-	-	-	-	*	*	*	1%	*	1%	-
																n		p	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

DEMENTIA ATTITUDES MONITOR 2023
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Table 293
DEMOGRAPHICS

Base: All adults 18+ in the UK

		WAVE			
	TOTAL	WEEK 23	WEEK 24	WEEK 25	WEEK 26
Unweighted Base	**2530**	133	136	1132	1129
Weighted Base	**2530**	73	75	1198	1185
WAVE					
WEEK 23	**73**	73	-	-	-
	3%	100%	-	-	-
WEEK 24	**75**	-	75	-	-
	3%	-	100%	-	-
WEEK 25	**1198**	-	-	1198	-
	47%	-	-	100%	-
WEEK 26	**1185**	-	-	-	1185
	47%	-	-	-	100%
GENDER					
MALE	**1219**	32	36	574	577
	48%	44%	48%	48%	49%
FEMALE	**1272**	38	37	608	589
	50%	52%	49%	51%	50%
AGE					
18-24	**270**	15	19	128	108
	11%	21%	26%	11%	9%
25-34	**434**	20	19	199	196
	17%	27%	25%	17%	17%
35-44	**411**	18	19	187	187
	16%	25%	26%	16%	16%
45-54	**416**	12	11	197	196
	16%	16%	15%	16%	17%
55-64	**410**	6	5	199	200
	16%	8%	7%	17%	17%
65+	**589**	2	2	288	298
	23%	2%	2%	24%	25%
REGION					
EAST MIDLANDS	**181**	4	7	84	86
	7%	6%	9%	7%	7%
EAST OF ENGLAND	**238**	7	4	111	116
	9%	10%	5%	9%	10%
LONDON	**344**	28	30	147	140
	14%	38%	40%	12%	12%
NORTH EAST	**101**	2	*	50	48
	4%	3%	1%	4%	4%
NORTH WEST	**276**	7	6	132	131
	11%	10%	8%	11%	11%
SOUTH EAST	**347**	8	8	154	177
	14%	11%	10%	13%	15%
SOUTH WEST	**217**	1	6	110	100
	9%	2%	8%	9%	8%
WEST MIDLANDS	**220**	6	11	92	112
	9%	8%	15%	8%	9%
YORKS & HUMBER	**206**	5	4	104	93
	8%	7%	5%	9%	8%
COUNTRY					
ENGLAND	**2129**	69	75	983	1003
	84%	95%	99%	82%	85%
SCOTLAND	**212**	3	*	117	92
	8%	3%	*	10%	8%
WALES	**120**	1	*	61	58
	5%	1%	*	5%	5%
NORTHERN IRELAND	**69**	-	-	37	32
	3%	-	-	3%	3%
ACORN					
AFFLUENT ACHIEVERS	**500**	8	8	255	230
	20%	11%	11%	21%	19%
RISING PROSPERITY	**212**	8	9	98	96
	8%	11%	12%	8%	8%
COMFORTABLE COMMUNITIES	**601**	15	12	278	296
	24%	20%	16%	23%	25%
FINANCIALLY STRETCHED	**464**	11	12	200	241
	18%	15%	16%	17%	20%
URBAN ADVERSITY	**335**	17	19	147	153
	13%	23%	25%	12%	13%
NOT PRIVATE HOUSEHOLDS	**22**	2	-	12	8
	1%	3%	-	1%	1%
CHILDREN IN HOUSEHOLD					
YES	**680**	35	26	318	301
	27%	48%	35%	27%	25%
NO	**1850**	38	49	880	883
	73%	52%	65%	73%	75%
ANNUAL HOUSEHOLD INCOME					
UP TO £11,499	**91**	2	5	46	38
	4%	2%	7%	4%	3%
£11,500 - £24,999	**276**	12	7	118	139
	11%	16%	10%	10%	12%
£25,000 - £29,999	**93**	2	2	44	45
	4%	3%	2%	4%	4%
£30,000+	**1049**	28	27	498	496
	41%	39%	36%	42%	42%
SOCIAL GRADE					
AB	**669**	22	15	310	323
	26%	31%	19%	26%	27%
C1	**662**	19	26	305	312
	26%	25%	34%	26%	26%
C2	**514**	17	18	265	214
	20%	23%	24%	22%	18%
DE	**593**	12	12	278	290
	23%	17%	15%	23%	25%
ETHNICITY					
WHITE	**2161**	-	-	1085	1076
	85%	-	-	91%	91%
MIXED/ MULTIPLE ETHNIC	**59**	9	16	14	20
	2%	13%	22%	1%	2%
ASIAN/ ASIAN BRITISH	**128**	32	23	40	34
	5%	44%	30%	3%	3%
BLACK AFRICAN/ CARRIBBEAN/ BLACK BRITISH	**120**	25	30	35	30
	5%	34%	40%	3%	3%
ARAB	**7**	2	1	2	3
	*****	3%	1%	*	*
OTHER	**24**	5	5	8	6
	1%	7%	7%	1%	1%
ETHNICITY (REDUCED)					
WHITE	**2161**	-	-	1085	1076
	85%	-	-	91%	91%
BME	**339**	73	75	99	92
	13%	100%	100%	8%	8%
EDUCATION					
GCSE/ O LEVEL/ NVQ	**494**	11	14	236	233
	20%	15%	19%	20%	20%
A LEVEL OR EQUIV	**527**	12	18	240	256
	21%	17%	25%	20%	22%
DEGREE/ MASTERS/ PHD	**1052**	43	32	497	480
	42%	60%	42%	41%	41%
OTHER	**196**	3	5	93	96
	8%	4%	7%	8%	8%
NO FORMAL QUALS	**203**	1	5	106	91
	8%	2%	7%	9%	8%
AREA					
RURAL	**477**	7	8	232	230
	19%	9%	11%	19%	19%
SUB URBAN	**835**	25	21	403	387
	33%	34%	28%	34%	33%
URBAN	**742**	23	16	339	363
	29%	32%	21%	28%	31%
METROPOLITAN	**407**	18	30	187	172
	16%	24%	40%	16%	15%
WORKING STATUS					
WORKING	**1554**	52	53	743	706
	61%	72%	70%	62%	60%
NOT WORKING	**976**	20	22	455	479
	39%	28%	30%	38%	40%
EXPERIENCE OF DEMENTIA					
FRIENDS	**310**	5	5	134	165
	12%	7%	7%	11%	14%
FAMILY	**1077**	19	20	498	541
	43%	26%	27%	42%	46%
CLOSE FRIENDS & FAMILY	**1178**	21	23	550	585
	47%	29%	30%	46%	49%
SOMEONE ELSE	**315**	6	4	121	184
	12%	9%	6%	10%	16%
ANY EXPERIENCE	**1330**	26	27	617	659
	53%	36%	36%	52%	56%
NO EXPERIENCE	**1186**	46	45	577	519
	47%	64%	60%	48%	44%
DEMENTIA RISK - WANT TO KNOW?					
YES	**1929**	60	62	904	902
	76%	83%	83%	75%	76%
NO	**546**	10	10	264	262
	22%	13%	13%	22%	22%
INTERNET USAGE					
AT LEAST ONCE A DAY	**2330**	68	70	1089	1103
	92%	94%	93%	91%	93%
AT LEAST ONCE A WEEK	**2441**	71	74	1148	1148
	96%	97%	99%	96%	97%
AT LEAST ONCE A MONTH	**2460**	71	74	1160	1155
	97%	98%	99%	97%	97%
EVER	**2463**	71	74	1162	1156
	97%	98%	99%	97%	98%
NEVER	**56**	2	1	29	24
	2%	2%	1%	2%	2%
LONG STANDING CONDITION OR DISABILITY					
BLINDNESS	**44**	*	1	19	24
	2%	1%	1%	2%	2%
DEAFNESS	**144**	2	3	55	84
	6%	2%	4%	5%	7%
SPEECH IMPAIRMENTS	**16**	-	-	11	6
	1%	-	-	1%	*
MOBILITY IMPAIRMENT	**345**	4	8	159	175
	14%	6%	10%	13%	15%
LEARNING DISABILITY	**14**	-	*	9	4
	1%	-	1%	1%	*
NEURO DIVERSE CONDITIONS	**232**	6	7	99	122
	9%	8%	9%	8%	10%
MENTAL HEALTH CONDITIONS	**387**	7	12	158	209
	15%	10%	16%	13%	18%
LONG-TERM ILLNESS	**163**	2	5	77	79
	6%	3%	7%	6%	7%
OTHER	**150**	3	1	89	57
	6%	4%	1%	7%	5%
NONE	**1504**	54	51	711	688
	59%	74%	67%	59%	58%
ANY	**1000**	17	22	471	490
	40%	24%	29%	39%	41%
POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA					
YES	**906**	16	21	410	460
	36%	23%	27%	34%	39%
NO	**1624**	56	55	788	725
	64%	77%	73%	66%	61%
POSSIBLE TO INFLUENCE BRAIN HEALTH					
AGREE	**1869**	54	50	871	895
	74%	74%	66%	73%	76%
DISAGREE	**226**	7	13	99	108
	9%	9%	17%	8%	9%
WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA					
YES	**1677**	38	40	790	809
	66%	53%	54%	66%	68%
NO	**416**	19	22	186	189
	16%	26%	29%	16%	16%
NOT SURE	**416**	14	10	213	179
	16%	19%	14%	18%	15%

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Table 294
DEMOGRAPHICS

Base: All adults 18+ in the UK

		GENDER		AGE						REGION									COUNTRY			
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	EAST MIDLANDS (i)	EAST OF ENGLAND (j)	LONDON (k)	NORTH EAST (l)	NORTH WEST (m)	SOUTH EAST (n)	SOUTH WEST (o)	WEST MIDLANDS (p)	YORKS & HUMBER (q)	ENGLAND (r)	SCOTLAND (s)	WALES (t)	NORTHERN IRELAND (u)
Unweighted Base	2530	1274	1217	268	416	421	446	413	566	174	236	403	86	250	330	183	208	189	2059	269	143	59
Weighted Base	2530	1219	1272	270	434	411	416	410	589	181	238	344	101*	276	347	217	220	206	2129	212	120	69*
WAVE																						
WEEK 23	**73** **3%**	32 3%	38 3%	15 6% gh	20 5% gh	18 4% gh	12 3% h	6 1%	2 *	4 2%	7 3%	28 8% ijmnopq	2 2%	7 3%	8 2%	1 1%	6 3%	5 3%	69 3%	3 1%	1 1%	- -
WEEK 24	**75** **3%**	36 3%	37 3%	19 7% fgh	19 4% gh	19 5% gh	11 3% h	5 1%	2 *	7 4%	4 2%	30 9% jlmnoq	* *	6 2%	8 2%	6 3%	11 5%	4 2%	75 4% st	* *	* *	- -
WEEK 25	**1198** **47%**	574 47%	608 48%	128 47%	199 46%	187 45%	197 47%	199 48%	288 49%	84 47%	111 47%	147 43%	50 50%	132 48%	154 44%	110 51%	92 42%	104 51%	983 46%	117 55% r	61 51%	37 53%
WEEK 26	**1185** **47%**	577 47%	589 46%	108 40%	196 45%	187 46%	196 47%	200 49% c	298 51% c	86 47%	116 49%	140 41%	48 48%	131 47%	177 51% k	100 46%	112 51% k	93 45%	1003 47%	92 43%	58 48%	32 47%
GENDER																						
MALE	**1219** **48%**	1219 100% b	- -	130 48%	214 49%	201 49%	204 49%	198 48%	273 46%	84 46%	117 49%	160 47%	51 51%	162 59% iknq	159 46%	105 48%	118 54% q	85 41%	1041 49%	90 42%	56 47%	32 47%
FEMALE	**1272** **50%**	- -	1272 100% a	125 46%	210 49%	205 50%	211 51%	206 50%	314 53%	96 53% m	117 49%	175 51% m	48 48%	109 39%	183 53% m	108 50%	100 45%	119 58% mp	1054 50%	119 56%	62 52%	36 52%
AGE																						
18-24	**270** **11%**	130 11%	125 10%	270 100% defgh	- -	- -	- -	- -	- -	17 10%	18 7%	61 18% ijlo	4 4%	32 12%	45 13% l	16 7%	26 12% l	29 14% jl	247 12% st	11 5%	2 2%	10 14% st
25-34	**434** **17%**	214 18%	210 17%	- -	434 100% cefgh	- -	- -	- -	- -	25 14%	41 17%	80 23% inp	16 15%	62 22% inp	44 13%	41 19%	29 13%	35 17%	372 17% t	27 13%	12 10%	23 33% rst
35-44	**411** **16%**	201 16%	205 16%	- -	- -	411 100% cdfgh	- -	- -	- -	24 13%	56 24% ilnoq	61 18%	10 10%	48 17%	55 16%	28 13%	42 19%	30 14%	353 17%	25 12%	13 11%	21 30% rst
45-54	**416** **16%**	204 17%	211 17%	- -	- -	- -	416 100% cdegh	- -	- -	41 22% jkp	32 13%	49 14%	25 25% jkpq	46 17%	66 19%	38 17%	27 12%	28 14%	351 16%	37 18%	19 16%	9 14%
55-64	**410** **16%**	198 16%	206 16%	- -	- -	- -	- -	410 100% cdefh	- -	33 18%	36 15%	47 14%	17 16%	41 15%	54 16%	32 15%	48 22% k	40 20%	348 16% u	41 20% u	17 14%	3 5%
65+	**589** **23%**	273 22%	314 25%	- -	- -	- -	- -	- -	589 100% cdefg	41 23% k	56 23% k	47 14%	29 29% km	48 17%	83 24% k	64 29% km	47 22% k	43 21% k	458 22% u	71 33% ru	57 48% rsu	3 4%
REGION																						
EAST MIDLANDS	**181** **7%**	84 7%	96 8%	17 6%	25 6%	24 6%	41 10% e	33 8%	41 7%	181 100% jklmnopq	- -	- -	- -	- -	- -	- -	- -	- -	181 9% stu	- -	- -	- -
EAST OF ENGLAND	**238** **9%**	117 10%	117 9%	18 7%	41 9%	56 14% cfg	32 8%	36 9%	56 9%	- -	238 100% iklmnopq	- -	- -	- -	- -	- -	- -	- -	238 11% stu	- -	- -	- -
LONDON	**344** **14%**	160 13%	175 14%	61 22% efgh	80 18% fgh	61 15% h	49 12%	47 11%	47 8%	- -	- -	344 100% ijlmnopq	- -	- -	- -	- -	- -	- -	344 16% stu	- -	- -	- -
NORTH EAST	**101** **4%**	51 4%	48 4%	4 1%	16 4%	10 3%	25 6% ce	17 4%	29 5% c	- -	- -	- -	101 100% ijkmnopq	- -	- -	- -	- -	- -	101 5% st	- -	- -	- -
NORTH WEST	**276** **11%**	162 13% b	109 9%	32 12%	62 14% h	48 12%	46 11%	41 10%	48 8%	- -	- -	- -	- -	276 100% ijklnopq	- -	- -	- -	- -	276 13% stu	- -	- -	- -
SOUTH EAST	**347** **14%**	159 13%	183 14%	45 17% d	44 10%	55 13%	66 16% d	54 13%	83 14%	- -	- -	- -	- -	- -	347 100% ijklmopq	- -	- -	- -	347 16% stu	- -	- -	- -
SOUTH WEST	**217** **9%**	105 9%	108 8%	16 6%	41 9%	28 7%	38 9%	32 8%	64 11% ce	- -	- -	- -	- -	- -	- -	217 100% ijklmnpq	- -	- -	217 10% stu	- -	- -	- -
WEST MIDLANDS	**220** **9%**	118 10%	100 8%	26 10%	29 7%	42 10%	27 7%	48 12% df	47 8%	- -	- -	- -	- -	- -	- -	- -	220 100% ijklmnoq	- -	220 10% stu	- -	- -	- -
YORKS & HUMBER	**206** **8%**	85 7%	119 9%	29 11%	35 8%	30 7%	28 7%	40 10%	43 7%	- -	- -	- -	- -	- -	- -	- -	- -	206 100% ijklmnop	206 10% stu	- -	- -	- -
COUNTRY																						
ENGLAND	**2129** **84%**	1041 85%	1054 83%	247 92% defgh	372 86% h	353 86% h	351 84% h	348 85% h	458 78%	181 100%	238 100%	344 100%	101 100%	276 100%	347 100%	217 100%	220 100%	206 100%	2129 100% stu	- -	- -	- -
SCOTLAND	**212** **8%**	90 7%	119 9%	11 4%	27 6%	25 6%	37 9% c	41 10% c	71 12% cde	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	212 100% rtu	- -	- -
WALES	**120** **5%**	56 5%	62 5%	2 1%	12 3%	13 3%	19 5% c	17 4% c	57 10% cdefg	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	120 100% rsu	- -
NORTHERN IRELAND	**69** **3%**	32 3%	36 3%	10 4% gh	23 5% fgh	21 5% gh	9 2% h	3 1%	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	69 100% rst
ACORN																						
AFFLUENT ACHIEVERS	**500** **20%**	252 21%	244 19%	24 9%	36 8%	79 19% cd	85 20% cd	100 24% cd	176 30% cdef	40 22% k	45 19%	45 13%	20 20%	52 19%	90 26% kq	55 25% k	43 19%	36 18%	425 20% u	47 22% u	25 21% u	4 6%
RISING PROSPERITY	**212** **8%**	95 8%	113 9%	28 11% h	55 13% fgh	41 10% h	29 7%	31 7%	28 5%	6 3%	15 6%	101 29% ijlmnopq	4 4%	14 5%	33 9% ipq	12 6%	5 2%	8 4%	197 9% st	10 5%	3 2%	2 2%
COMFORTABLE COMMUNITIES	**601** **24%**	298 24%	299 24%	46 17%	92 21%	90 22%	109 26% c	101 25% c	163 28% cd	41 23% k	63 27% k	37 11%	31 31% k	61 22% k	101 29% kq	61 28% k	58 26% k	39 19% k	492 23%	43 20%	37 31% rs	29 42% rs
FINANCIALLY STRETCHED	**464** **18%**	203 17%	255 20%	55 21%	83 19%	81 20%	76 18%	68 17%	100 17%	42 23% kn	47 20% kn	32 9%	25 25% kn	53 19% kn	42 12%	33 15%	45 20% kn	40 19% kn	357 17%	65 31% r	27 23%	14 20%
URBAN ADVERSITY	**335** **13%**	160 13%	168 13%	50 19% egh	76 18% egh	43 10%	60 14% h	47 11%	59 10%	23 13%	29 12%	57 17% n	21 21% n	50 18% n	29 8%	28 13%	32 14% n	40 19% n	308 14% st	15 7%	6 5%	7 10%
NOT PRIVATE HOUSEHOLDS	**22** **1%**	14 1%	7 1%	4 1% g	7 2% g	6 2% g	3 1%	- -	2 *	3 1%	3 1%	* *	- -	6 2% k	2 1%	2 1%	1 1%	3 1%	20 1%	1 1%	* *	- -
CHILDREN IN HOUSEHOLD																						
YES	**680** **27%**	290 24%	380 30% a	78 29% gh	123 28% gh	249 60% cdfgh	171 41% cdgh	39 9% h	20 3%	49 27%	60 25%	93 27%	20 20%	78 28%	100 29%	57 26%	60 27%	59 29%	576 27% t	46 22%	21 18%	36 53% rst
NO	**1850** **73%**	930 76% b	891 70%	192 71% ef	311 72% ef	163 40%	245 59% e	371 91% cdef	569 97% cdefg	132 73%	178 75%	251 73%	80 80%	198 72%	247 71%	160 74%	160 73%	146 71%	1553 73% u	166 78% u	98 82% ru	33 47%
ANNUAL HOUSEHOLD INCOME																						
UP TO £11,499	**91** **4%**	35 3%	53 4%	7 3%	8 2%	8 2%	10 3%	23 6% def	34 6% def	9 5%	10 4%	9 3%	8 8% kn	10 4%	7 2%	6 3%	6 3%	8 4%	73 3%	9 4%	5 4%	4 6%
£11,500 - £24,999	**276** **11%**	111 9%	159 13% a	17 6%	47 11%	41 10%	35 8%	42 10%	95 16% cdefg	18 10%	29 12%	28 8%	13 13%	36 13%	36 10%	19 9%	24 11%	21 10%	222 10%	30 14%	14 12%	9 14%
£25,000 - £29,999	**93** **4%**	48 4%	43 3%	13 5%	15 3%	15 4%	17 4%	12 3%	21 4%	5 3%	10 4%	15 4%	3 3%	12 5%	10 3%	12 5%	6 3%	5 2%	78 4%	10 5%	3 3%	1 1%
£30,000+	**1049** **41%**	543 45% b	494 39%	89 33%	204 47% ch	212 51% cgh	208 50% cgh	174 42% ch	162 28%	75 41%	99 41%	139 40%	40 40%	115 42%	149 43%	104 48%	85 38%	85 41%	890 42%	89 42%	43 36%	26 38%
SOCIAL GRADE																						
AB	**669** **26%**	322 26%	336 26%	47 18%	105 24%	109 27% c	132 32% cdg	93 23%	183 31% cdg	40 22%	56 24%	98 28%	25 25%	82 30%	109 31% ipq	58 27%	50 23%	45 22%	563 26%	65 30% u	31 25%	12 17%
C1	**662** **26%**	316 26%	340 27%	65 24%	129 30% h	134 32% cfh	100 24%	115 28% h	118 20%	48 26%	66 28%	100 29%	21 21%	67 24%	91 26%	69 32% p	48 22%	46 22%	555 26%	60 28%	26 21%	22 31%
C2	**514** **20%**	248 20%	259 20%	67 25% h	89 21%	83 20%	90 22%	83 20%	103 17%	47 26% ln	45 19%	66 19%	13 13%	53 19%	59 17%	48 22%	58 27% ln	47 23%	438 21%	34 16%	26 22%	17 24%
DE	**593** **23%**	288 24%	300 24%	72 27% e	86 20%	69 17%	86 21%	107 26% e	173 29% def	42 23%	63 26% ko	62 18%	38 38% ikmnop	61 22%	78 22%	37 17%	53 24%	60 29% ko	493 23%	48 23%	34 29%	17 24%
ETHNICITY																						
WHITE	**2161** **85%**	1033 85%	1106 87%	179 66%	332 77% c	331 80% c	367 88% cde	386 94% cdef	567 96% cdef	163 90% kp	209 88% k	207 60%	92 92% kp	237 86% k	307 88% kp	202 93% kmp	177 80% k	180 88% k	1775 83%	202 96% r	118 98% r	66 95% r
MIXED/ MULTIPLE ETHNIC	**59** **2%**	29 2%	28 2%	12 5% gh	19 4% fgh	12 3% h	7 2%	5 1%	4 1%	4 2%	5 2%	22 6% ijlmnopq	1 1%	7 3%	8 2%	3 1%	4 2%	3 1%	56 3% s	1 *	1 1%	* 1%
ASIAN/ ASIAN BRITISH	**128** **5%**	76 6% b	49 4%	36 13% defgh	34 8% gh	29 7% gh	19 4% gh	5 1%	6 1%	4 2%	8 3%	42 12% ijlmno	3 3%	16 6%	15 4%	4 2%	17 8% io	14 7% o	124 6% st	4 2%	* *	* 1%
BLACK AFRICAN/ CARRIBBEAN/ BLACK BRITISH	**120** **5%**	53 4%	63 5%	32 12% efgh	35 8% fgh	22 5% gh	17 4% h	9 2%	6 1%	8 4%	14 6%	50 15% ijlmnopq	2 2%	12 4%	10 3%	5 2%	10 4%	6 3%	118 6% st	1 1%	1 1%	* *
ARAB	**7** *****	4 *	2 *	5 2% defgh	* *	1 *	1 *	* *	- -	* *	- -	5 2%	* *	- -	1 *	- -	- -	- -	7 *	- -	- -	- -
OTHER	**24** **1%**	11 1%	12 1%	5 2%	8 2%	5 1%	3 1%	1 *	2 *	2 1%	1 *	9 3% m	1 1%	1 *	2 1%	* *	6 3% jmn	* *	22 1%	1 *	* *	1 1%
ETHNICITY (REDUCED)																						
WHITE	**2161** **85%**	1033 85%	1106 87%	179 66%	332 77% c	331 80% c	367 88% cde	386 94% cdef	567 96% cdef	163 90% kp	209 88% k	207 60%	92 92% kp	237 86% k	307 88% kp	202 93% kmp	177 80% k	180 88% k	1775 83%	202 96% r	118 98% r	66 95% r
BME	**339** **13%**	173 14%	153 12%	90 33% defgh	95 22% fgh	69 17% fgh	46 11% gh	20 5%	17 3%	18 10%	27 12%	128 37% ijlmnopq	7 7%	36 13% o	36 11%	13 6%	37 17% lo	24 11%	328 15% stu	7 3%	2 2%	2 3%
EDUCATION																						
GCSE/ O LEVEL/ NVQ	**494** **20%**	238 20%	242 19%	53 20%	73 17%	77 19%	89 21%	97 24% dh	104 18%	35 19%	43 18%	53 16%	25 25%	50 18%	68 20%	42 19%	43 19%	49 24% k	408 19%	40 19%	31 26%	14 20%
A LEVEL OR EQUIV	**527** **21%**	253 21%	270 21%	117 43% defgh	81 19% h	88 21% h	79 19% h	89 22% h	73 12%	50 28% ko	45 19%	59 17%	26 26%	71 26% ko	80 23%	33 15%	53 24% o	40 19%	457 21% s	31 14%	18 15%	21 30% st
DEGREE/ MASTERS/ PHD	**1052** **42%**	509 42%	529 42%	69 25%	234 54% cfgh	208 51% cgh	186 45% cgh	147 36% c	208 35% c	67 37%	92 39%	183 53% ijlmnpq	28 28%	121 44% l	149 43% l	98 45% l	86 39%	72 35%	896 42%	91 43%	42 35%	23 33%
OTHER	**196** **8%**	98 8%	96 8%	15 6%	26 6%	16 4%	34 8% e	37 9% e	68 12% cde	13 7%	23 10%	19 5%	10 10%	15 5%	24 7%	16 7%	16 7%	19 9%	155 7%	23 11%	11 9%	8 11%
NO FORMAL QUALS	**203** **8%**	99 8%	100 8%	6 2%	10 2%	15 4%	24 6% d	33 8% cde	115 20% cdefg	11 6%	26 11% mn	25 7%	5 5%	14 5%	19 5%	23 10%	17 8%	23 11% mn	162 8%	23 11%	15 13% r	3 4%
AREA																						
RURAL	**477** **19%**	234 19%	240 19%	27 10%	41 9%	56 14%	93 22% cde	98 24% cde	162 27% cde	29 16% kp	46 19% kmp	30 9%	32 32% ijkmpq	33 12%	82 24% kmpq	63 29% ijkmpq	14 6%	28 13% p	357 17% u	82 39% ru	38 32% ru	- -
SUB URBAN	**835** **33%**	415 34%	404 32%	100 37% h	152 35% h	140 34%	132 32%	144 35% h	167 28%	62 34%	80 34%	122 35%	34 33%	85 31%	161 46% ijkmopq	58 27%	67 30%	57 28%	725 34% u	63 30% u	47 39% u	- -
URBAN	**742** **29%**	344 28%	389 31%	79 29%	120 28%	128 31%	125 30%	109 27%	179 30%	74 41% kno	110 46% kmnoq	25 7%	35 35% k	98 36% k	104 30% k	62 29% k	94 43% knoq	65 32% k	667 31% su	40 19% u	35 29% su	- -
METROPOLITAN	**407** **16%**	194 16%	203 16%	54 20% gh	98 23% efgh	66 16%	56 14%	54 13%	78 13%	16 9% jln	2 1%	167 49% ijlmnopq	- -	59 21% ijln	- -	33 15% jln	46 21% ijln	56 27% ijlno	380 18% tu	27 13% tu	- -	- -
WORKING STATUS																						
WORKING	**1554** **61%**	804 66% b	729 57%	164 61% h	365 84% cgh	343 83% cgh	329 79% cgh	263 64% h	90 15%	109 60%	155 65%	231 67% q	56 56%	176 64%	232 67%	131 61%	130 59%	118 57%	1338 63% st	115 54%	53 44%	48 69% t
NOT WORKING	**976** **39%**	415 34%	542 43% a	106 39% def	69 16%	68 17%	88 21%	147 36% def	499 85% cdefg	73 40%	84 35%	113 33%	44 44%	99 36%	115 33%	86 39%	90 41%	88 43% k	791 37%	97 46% r	67 56% ru	22 31%
EXPERIENCE OF DEMENTIA																						
FRIENDS	**310** **12%**	126 10%	180 14% a	13 5%	21 5%	27 7%	55 13% cde	74 18% cde	120 20% cdef	20 11%	30 13%	30 9%	15 15%	25 9%	53 15% km	33 15% k	24 11%	23 11%	254 12%	33 16%	15 13%	7 10%
FAMILY	**1077** **43%**	481 39%	584 46% a	97 36%	174 40%	193 47% c	183 44%	181 44%	250 43%	79 44% k	107 45% k	110 32%	51 51% k	136 49% k	147 43% k	85 39%	88 40%	92 45% k	895 42%	94 44%	61 51%	28 40%
CLOSE FRIENDS & FAMILY	**1178** **47%**	526 43%	639 50% a	99 37%	182 42%	204 50% cd	196 47% c	199 48% c	299 51% cd	85 47% k	118 49% k	118 34%	52 51% k	144 52% k	162 47% k	96 44% k	101 46% k	99 48% k	974 46%	105 49%	67 56% r	32 47%
SOMEONE ELSE	**315** **12%**	122 10%	190 15% a	18 7%	44 10%	48 12%	52 13% c	51 13% c	101 17% cde	27 15% k	31 13%	27 8%	7 7%	32 12%	46 13% k	33 15% k	21 9%	23 11%	248 12%	36 17% r	23 19% r	8 12%
ANY EXPERIENCE	**1330** **53%**	591 48%	725 57% a	106 39%	199 46%	223 54% cd	222 53% c	229 56% cd	351 60% cd	105 58% k	132 55% k	143 42%	55 54%	152 55% k	190 55% k	109 50%	109 50%	108 52% k	1103 52%	120 57%	72 60%	35 50%
NO EXPERIENCE	**1186** **47%**	623 51% b	538 42%	161 60% efgh	232 53% gh	188 46%	193 46%	178 44%	234 40%	77 42%	104 44%	198 58% ijmnq	46 46%	123 45%	156 45%	108 50%	108 49%	95 46%	1015 48%	90 43%	47 39%	35 50%
DEMENTIA RISK - WANT TO KNOW?																						
YES	**1929** **76%**	955 78% b	945 74%	212 79% h	353 81% h	318 77% h	315 76%	320 78% h	410 70%	143 79% l	179 75%	259 75%	66 66%	220 80% l	273 79% l	164 75%	180 82% l	157 76%	1642 77% t	158 75% t	75 62%	55 79% t
NO	**546** **22%**	233 19%	303 24% a	56 21%	73 17%	86 21%	92 22%	80 20%	159 27% deg	36 20%	57 24%	71 21%	28 28%	49 18%	70 20%	48 22%	38 17%	47 23%	445 21%	49 23%	40 33% rsu	12 17%
INTERNET USAGE																						
AT LEAST ONCE A DAY	**2330** **92%**	1129 93%	1169 92%	265 98% gh	425 98% fgh	404 98% fgh	394 95% h	378 92% h	465 79%	160 88%	217 91%	331 96% ijlpq	88 87%	265 96% ijlq	325 94% i	203 94%	202 92%	184 89%	1975 93% t	191 90%	100 84%	63 91%
AT LEAST ONCE A WEEK	**2441** **96%**	1181 97%	1225 96%	269 100% gh	432 100% fgh	409 99% fgh	407 98% h	395 96% h	529 90%	172 95%	231 97%	342 99% ijpq	98 97%	271 98% ipq	338 98%	211 97%	208 94%	195 95%	2065 97% t	202 95% t	108 90%	66 95%
AT LEAST ONCE A MONTH	**2460** **97%**	1190 98%	1233 97%	269 100% gh	434 100% fgh	409 99% fgh	407 98% h	397 97% h	544 92%	175 96%	233 98%	342 99% ipq	99 98%	273 99% pq	338 98%	213 98%	210 95%	195 95%	2077 98% t	205 97%	111 93%	67 96%
EVER	**2463** **97%**	1190 98%	1237 97%	269 100% gh	434 100% fgh	409 99% gh	408 98% h	397 97% h	546 93%	175 96%	233 98%	342 99% ipq	99 98%	273 99% pq	338 98%	213 98%	210 95%	195 95%	2077 98% t	206 97%	112 93%	68 98%
NEVER	**56** **2%**	27 2%	26 2%	1 *	- -	2 1%	6 1% d	9 2% d	38 6% cdefg	7 4% k	5 2%	1 *	2 2%	3 1%	7 2%	3 1%	6 3% k	11 5% km	45 2%	4 2%	7 6% rs	- -
LONG STANDING CONDITION OR DISABILITY																						
BLINDNESS	**44** **2%**	15 1%	26 2%	3 1%	6 1%	3 1%	6 1%	8 2%	18 3% e	6 3% q	3 1%	8 2%	- -	2 1%	8 2%	3 1%	3 1%	1 *	33 2%	7 3%	4 3%	1 1%
DEAFNESS	**144** **6%**	82 7%	61 5%	5 2%	4 1%	11 3%	20 5% d	26 6% cde	77 13% cdefg	14 8% k	9 4%	6 2%	5 5%	15 5% k	30 9% jk	10 5%	15 7% k	15 7% k	120 6%	17 8%	6 5%	2 2%
SPEECH IMPAIRMENTS	**16** **1%**	9 1%	7 1%	1 *	3 1%	5 1%	1 *	2 *	4 1%	- -	1 *	2 1%	1 1%	- -	2 1%	1 1%	- -	- -	7 *	5 3% r	1 1%	3 4% r
MOBILITY IMPAIRMENT	**345** **14%**	132 11%	208 16% a	12 5%	25 6%	36 9%	46 11% cd	63 15% cde	163 28% cdefg	29 16% k	31 13%	30 9%	21 21% kmn	30 11%	35 10%	43 20% kmn	31 14%	34 17% kn	283 13%	30 14%	23 19%	9 13%
LEARNING DISABILITY	**14** **1%**	9 1%	4 *	6 2% gh	3 1%	2 1%	2 1%	- -	- -	* *	1 *	3 1%	- -	1 *	3 1%	- -	2 1%	2 1%	13 1%	1 *	- -	- -
NEURO DIVERSE CONDITIONS	**232** **9%**	117 10%	105 8%	50 19% efgh	73 17% fgh	51 12% fgh	26 6% h	25 6% h	8 1%	18 10% j	7 3%	36 11% j	11 11% j	29 11% j	32 9% j	21 10% j	23 11% j	21 10% j	199 9%	17 8%	7 5%	10 15%
MENTAL HEALTH CONDITIONS	**387** **15%**	141 12%	236 19% a	54 20% h	77 18% h	71 17% h	75 18% h	67 16% h	43 7%	20 11%	36 15%	40 12%	18 18%	48 17%	54 16%	39 18%	41 18% k	27 13%	323 15%	40 19%	13 11%	11 17%
LONG-TERM ILLNESS	**163** **6%**	70 6%	92 7%	8 3%	18 4%	26 6%	28 7%	32 8% c	51 9% cd	22 12% kmpq	17 7%	17 5%	8 8%	9 3%	31 9% m	17 8%	10 4%	9 4%	140 7%	14 7%	5 4%	5 7%
OTHER	**150** **6%**	69 6%	79 6%	12 4%	16 4%	27 7%	24 6%	27 6%	45 8% d	11 6%	10 4%	29 9% o	7 7%	16 6%	19 5%	6 3%	16 7%	11 5%	126 6%	14 7%	8 6%	2 3%
NONE	**1504** **59%**	759 62% b	726 57%	172 64% h	260 60% h	269 65% h	260 62% h	241 59% h	303 51%	99 55%	154 65%	218 63%	54 53%	163 59%	216 62%	125 58%	121 55%	122 59%	1272 60%	120 57%	70 58%	42 60%
ANY	**1000** **40%**	450 37%	530 42% a	97 36%	169 39%	138 34%	150 36%	166 40%	280 48% cdefg	81 45% k	84 35%	119 35%	47 47%	110 40%	127 37%	91 42%	98 44% k	76 37%	833 39%	90 43%	49 41%	27 39%
POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA																						
YES	**906** **36%**	429 35%	466 37%	64 24%	148 34% c	147 36% c	179 43% cdeh	166 40% c	202 34% c	63 35%	85 36%	141 41%	32 31%	90 33%	120 35%	91 42%	71 32%	69 34%	762 36%	76 36%	49 41%	18 27%
NO	**1624** **64%**	790 65%	806 63%	206 76% defgh	286 66% f	264 64% f	237 57%	244 60%	387 66% f	119 65%	153 64%	203 59%	69 69%	185 67%	227 65%	126 58%	149 68%	136 66%	1367 64%	135 64%	70 59%	51 73%
POSSIBLE TO INFLUENCE BRAIN HEALTH																						
AGREE	**1869** **74%**	931 76% b	914 72%	192 71%	346 80% cgh	318 77% gh	325 78% gh	284 69%	404 69%	126 70%	176 74%	260 76% lq	63 63%	214 78% lq	270 78% lq	175 81% ilq	161 73%	135 66%	1582 74%	151 72%	82 68%	54 78%
DISAGREE	**226** **9%**	89 7%	128 10% a	31 12% d	22 5%	28 7%	33 8%	49 12% de	64 11% de	14 7%	16 7%	35 10% o	12 12% o	24 9%	29 8%	10 5%	21 9%	30 15% ijno	191 9%	20 9%	12 10%	3 5%
WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA																						
YES	**1677** **66%**	781 64%	874 69% a	181 67%	297 68% h	286 69% h	300 72% gh	263 64%	351 60%	114 63%	159 67%	202 59%	68 68%	189 68% k	233 67% k	168 77% ijknpq	144 66%	131 64%	1409 66%	145 69%	73 61%	50 73%
NO	**416** **16%**	234 19% b	169 13%	33 12%	69 16%	57 14%	51 12%	69 17%	137 23% cdefg	22 12%	35 15%	70 20% io	16 16%	44 16%	52 15%	25 12%	34 15%	39 19%	337 16%	35 17%	33 28% rs	10 15%
NOT SURE	**416** **16%**	192 16%	221 17%	50 19%	67 15%	64 16%	62 15%	76 19%	98 17%	43 23% mo	44 18%	69 20% o	16 16%	40 15%	60 17%	24 11%	42 19% o	30 15%	368 17%	28 13%	13 10%	8 12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s/t/u
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 295
DEMOGRAPHICS

Base: All adults 18+ in the UK

		ACORN						CHILDREN IN HOUSEHOLD		ANNUAL HOUSEHOLD INCOME				SOCIAL GRADE			
	TOTAL	AFFLUENT ACHIEVERS (a)	RISING PROSPERITY (b)	COMFORTABLE COMMUNITIES (c)	FINANCIALLY STRETCHED (d)	URBAN ADVERSITY (e)	NOT PRIVATE HOUSEHOLDS (f)	YES (g)	NO (h)	UP TO £11,499 (i)	£11,500 - £24,999 (j)	£25,000 - £29,999 (k)	£30,000+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)
Unweighted Base	2530	524	225	597	444	324	23	729	1801	75	244	86	1124	763	911	366	369
Weighted Base	2530	500	212	601	464	335	22**	680	1850	91*	276	93*	1049	669	662	514	593
WAVE																	
WEEK 23	73 3%	8 2%	8 4%	15 2%	11 2%	17 5% a	2 9%	35 5% h	38 2%	2 2%	12 4%	2 2%	28 3%	22 3%	19 3%	17 3%	12 2%
WEEK 24	75 3%	8 2%	9 4% a	12 2%	12 3%	19 6% ac	- -	26 4%	49 3%	5 5%	7 3%	2 2%	27 3%	15 2%	26 4%	18 4%	12 2%
WEEK 25	1198 47%	255 51% d	98 46%	278 46%	200 43%	147 44%	12 55%	318 47%	880 48%	46 51%	118 43%	44 48%	498 47%	310 46%	305 46%	265 52%	278 47%
WEEK 26	1185 47%	230 46%	96 45%	296 49%	241 52%	153 46%	8 37%	301 44%	883 48%	38 42%	139 51%	45 49%	496 47%	323 48% o	312 47%	214 42%	290 49%
GENDER																	
MALE	1219 48%	252 50%	95 45%	298 50%	203 44%	160 48%	14 62%	290 43%	930 50% g	35 38%	111 40%	48 52%	543 52% ij	322 48%	316 48%	248 48%	288 49%
FEMALE	1272 50%	244 49%	113 53%	299 50%	255 55%	168 50%	7 33%	380 56% h	891 48%	53 58%	159 58% l	43 47%	494 47%	336 50%	340 51%	259 50%	300 51%
AGE																	
18-24	270 11%	24 5%	28 13% ac	46 8%	55 12% ac	50 15% ac	4 16%	78 12%	192 10%	7 8%	17 6%	13 14% j	89 8%	47 7%	65 10%	67 13% m	72 12% m
25-34	434 17%	36 7%	55 26% acd	92 15% a	83 18% a	76 23% ac	7 31%	123 18%	311 17%	8 9%	47 17%	15 16%	204 19% i	105 16%	129 20% p	89 17%	86 15%
35-44	411 16%	79 16%	41 19%	90 15%	81 18%	43 13%	6 29%	249 37% h	163 9%	8 9%	41 15%	15 16%	212 20% i	109 16% p	134 20% p	83 16%	69 12%
45-54	416 16%	85 17%	29 14%	109 18%	76 16%	60 18%	3 14%	171 25% h	245 13%	10 11%	35 13%	17 18%	208 20% j	132 20% np	100 15%	90 17%	86 15%
55-64	410 16%	100 20% d	31 14%	101 17%	68 15%	47 14%	- -	39 6%	371 20% g	23 25%	42 15%	12 13%	174 17%	93 14%	115 17%	83 16%	107 18%
65+	589 23%	176 35% bcde	28 13%	163 27% be	100 22% b	59 18%	2 10%	20 3%	569 31% g	34 38% l	95 34% l	21 23%	162 15%	183 27% no	118 18%	103 20%	173 29% no
REGION																	
EAST MIDLANDS	181 7%	40 8% b	6 3%	41 7% b	42 9% b	23 7%	3 12%	49 7%	132 7%	9 10%	18 6%	5 6%	75 7%	40 6%	48 7%	47 9%	42 7%
EAST OF ENGLAND	238 9%	45 9%	15 7%	63 11%	47 10%	29 9%	3 13%	60 9%	178 10%	10 11%	29 10%	10 10%	99 9%	56 8%	66 10%	45 9%	63 11%
LONDON	344 14%	45 9%	101 48% acde	37 6%	32 7%	57 17% acd	* 2%	93 14%	251 14%	9 10%	28 10%	15 16%	139 13%	98 15%	100 15% p	66 13%	62 10%
NORTH EAST	101 4%	20 4%	4 2%	31 5%	25 5%	21 6% b	- -	20 3%	80 4%	8 9%	13 5%	3 3%	40 4%	25 4%	21 3%	13 3%	38 6% no
NORTH WEST	276 11%	52 10%	14 7%	61 10%	53 11%	50 15% b	6 28%	78 11%	198 11%	10 11%	36 13%	12 14%	115 11%	82 12%	67 10%	53 10%	61 10%
SOUTH EAST	347 14%	90 18% de	33 15% de	101 17% de	42 9%	29 9%	2 11%	100 15%	247 13%	7 8%	36 13%	10 11%	149 14%	109 16% o	91 14%	59 12%	78 13%
SOUTH WEST	217 9%	55 11% b	12 6%	61 10%	33 7%	28 8%	2 8%	57 8%	160 9%	6 7%	19 7%	12 13%	104 10%	58 9%	69 10% p	48 9%	37 6%
WEST MIDLANDS	220 9%	43 9% b	5 2%	58 10% b	45 10% b	32 9% b	1 5%	60 9%	160 9%	6 6%	24 9%	6 6%	85 8%	50 7%	48 7%	58 11% mn	53 9%
YORKS & HUMBER	206 8%	36 7%	8 4%	39 6%	40 9% b	40 12% abc	3 12%	59 9%	146 8%	8 9%	21 8%	5 5%	85 8%	45 7%	46 7%	47 9%	60 10%
COUNTRY																	
ENGLAND	2129 84%	425 85% d	197 93% acd	492 82%	357 77%	308 92% acd	20 91%	576 85%	1553 84%	73 80%	222 81%	78 85%	890 85%	563 84%	555 84%	438 85%	493 83%
SCOTLAND	212 8%	47 9% e	10 5%	43 7%	65 14% abce	15 5%	1 7%	46 7%	166 9%	9 10%	30 11%	10 11%	89 9%	65 10%	60 9%	34 7%	48 8%
WALES	120 5%	25 5% be	3 1%	37 6% be	27 6% be	6 2%	* 2%	21 3%	98 5% g	5 6%	14 5%	3 4%	43 4%	31 5%	26 4%	26 5%	34 6%
NORTHERN IRELAND	69 3%	4 1%	2 1%	29 5% ab	14 3% a	7 2%	- -	36 5% h	33 2%	4 4%	9 3%	1 1%	26 3%	12 2%	22 3%	17 3%	17 3%
ACORN																	
AFFLUENT ACHIEVERS	500 20%	500 100% bcde	- -	- -	- -	- -	- -	141 21%	360 19%	8 9%	25 9%	7 8%	278 27% ijk	206 31% nop	145 22% op	67 13%	74 12%
RISING PROSPERITY	212 8%	- -	212 100% acde	- -	- -	- -	- -	56 8%	156 8%	4 5%	20 7%	9 10%	104 10%	75 11% op	65 10% p	36 7%	30 5%
COMFORTABLE COMMUNITIES	601 24%	- -	- -	601 100% abde	- -	- -	- -	150 22%	451 24%	15 16%	54 20%	15 16%	291 28% jk	166 25%	161 24%	136 26% p	118 20%
FINANCIALLY STRETCHED	464 18%	- -	- -	- -	464 100% abce	- -	- -	121 18%	343 19%	26 28% l	65 24% l	24 26% l	165 16%	85 13%	113 17% m	101 20% m	150 25% mn
URBAN ADVERSITY	335 13%	- -	- -	- -	- -	335 100% abcd	- -	101 15%	234 13%	18 19% l	83 30% kl	13 14%	93 9%	46 7%	73 11% m	83 16% mn	126 21% mn
NOT PRIVATE HOUSEHOLDS	22 1%	- -	- -	- -	- -	- -	22 100%	5 1%	17 1%	- -	3 1%	1 1%	11 1%	12 2% p	7 1%	2 *	2 *
CHILDREN IN HOUSEHOLD																	
YES	680 27%	141 28%	56 26%	150 25%	121 26%	101 30%	5 23%	680 100% h	- -	5 6%	68 24% i	15 17%	343 33% ijk	201 30% p	199 30% p	132 26%	124 21%
NO	1850 73%	360 72%	156 74%	451 75%	343 74%	234 70%	17 77%	- -	1850 100% g	86 94% jl	208 76% l	77 83% l	706 67%	469 70%	463 70%	383 74%	468 79% mn
ANNUAL HOUSEHOLD INCOME																	
UP TO £11,499	91 4%	8 2%	4 2%	15 2%	26 6% ac	18 5% a	- -	5 1%	86 5% g	91 100% jkl	- -	- -	- -	5 1%	11 2%	9 2%	66 11% mno
£11,500 - £24,999	276 11%	25 5%	20 10% a	54 9% a	65 14% ac	83 25% abcd	3 16%	68 10%	208 11%	- -	276 100% ikl	- -	- -	35 5%	52 8% m	60 12% mn	122 21% mno
£25,000 - £29,999	93 4%	7 1%	9 4% a	15 2%	24 5% ac	13 4%	1 6%	15 2%	77 4% g	- -	- -	93 100% ijl	- -	19 3%	26 4%	23 5%	23 4%
£30,000+	1049 41%	278 56% cde	104 49% de	291 48% de	165 35% e	93 28%	11 51%	343 50% h	706 38%	- -	- -	- -	1049 100% ijk	401 60% nop	344 52% op	193 37% p	104 17%
SOCIAL GRADE																	
AB	669 26%	206 41% cde	75 36% cde	166 28% de	85 18%	46 14%	12 53%	201 30%	469 25%	5 5%	35 13%	19 20% i	401 38% ijk	669 100% nop	- -	- -	- -
C1	662 26%	145 29% e	65 30% e	161 27%	113 24%	73 22%	7 31%	199 29%	463 25%	11 12%	52 19%	26 28% i	344 33% ij	- -	662 100% mop	- -	- -
C2	514 20%	67 13%	36 17%	136 23% a	101 22% a	83 25% ab	2 8%	132 19%	383 21%	9 10%	60 22% i	23 25% i	193 18%	- -	- -	514 100% mnp	- -
DE	593 23%	74 15%	30 14%	118 20% a	150 32% abc	126 37% abc	2 8%	124 18%	468 25% g	66 72% jkl	122 44% kl	23 25% l	104 10%	- -	- -	- -	593 100% mno
ETHNICITY																	
WHITE	2161 85%	464 93% bde	168 80%	541 90% be	407 88% be	254 76%	18 82%	536 79%	1626 88% g	76 83%	239 86%	80 86%	924 88%	584 87%	557 84%	438 85%	522 88%
MIXED/ MULTIPLE ETHNIC	59 2%	8 2%	7 3%	16 3%	8 2%	10 3%	- -	22 3%	37 2%	5 5%	4 1%	1 1%	26 2%	15 2%	23 3% o	4 1%	11 2%
ASIAN/ ASIAN BRITISH	128 5%	17 3%	14 7%	20 3%	23 5%	30 9% ac	1 4%	53 8% h	75 4%	4 5%	12 4%	3 4%	46 4%	32 5%	34 5%	30 6%	26 4%
BLACK AFRICAN/ CARRIBBEAN/ BLACK BRITISH	120 5%	7 1%	13 6% ac	17 3%	19 4% a	33 10% acd	3 14%	45 7% h	75 4%	6 6%	17 6%	7 7%	38 4%	23 3%	36 5%	29 6%	26 4%
ARAB	7 *	* *	2 1% c	- -	1 *	2 1%	- -	6 1% h	2 *	- -	- -	- -	4 *	3 *	2 *	1 *	2 *
OTHER	24 1%	2 *	3 2%	5 1%	3 1%	4 1%	- -	9 1%	15 1%	* *	4 1%	1 1%	7 1%	5 1%	5 1%	10 2% p	1 *
ETHNICITY (REDUCED)																	
WHITE	2161 85%	464 93% bde	168 80%	541 90% be	407 88% be	254 76%	18 82%	536 79%	1626 88% g	76 83%	239 86%	80 86%	924 88%	584 87%	557 84%	438 85%	522 88%
BME	339 13%	34 7%	40 19% acd	58 10%	54 12% a	80 24% acd	4 18%	135 20% h	204 11%	15 17%	37 13%	12 13%	121 12%	78 12%	100 15%	73 14%	66 11%
EDUCATION																	
GCSE/ O LEVEL/ NVQ	494 20%	70 14%	28 13%	120 20% ab	99 21% ab	84 25% ab	5 23%	138 20%	355 19%	21 24%	63 23% l	20 21%	155 15%	69 10%	97 15% m	145 28% mn	159 27% mn
A LEVEL OR EQUIV	527 21%	91 18%	27 13%	126 21% b	129 28% abce	65 20%	2 11%	168 25% h	359 19%	22 24%	69 25% l	29 31% l	181 17%	94 14%	147 22% m	118 23% m	149 25% m
DEGREE/ MASTERS/ PHD	1052 42%	266 53% cde	134 63% acde	257 43% de	132 29%	101 30%	11 52%	296 44%	755 41%	15 16%	72 26%	29 31% i	607 58% ijk	453 68% nop	337 51% op	138 27% p	96 16%
OTHER	196 8%	44 9%	15 7%	48 8%	33 7%	29 9%	2 8%	38 6%	158 9% g	12 13% l	21 8%	9 9%	62 6%	34 5%	40 6%	53 10% mn	65 11% mn
NO FORMAL QUALS	203 8%	23 5%	5 2%	39 6% b	59 13% abc	46 14% abc	1 6%	29 4%	174 9% g	20 22% kl	44 16% kl	6 6%	31 3%	14 2%	29 4% m	49 9% mn	102 17% mno
AREA																	
RURAL	477 19%	157 31% bde	21 10%	156 26% be	94 20% be	36 11%	1 6%	114 17%	363 20%	19 20%	43 16%	17 19%	215 20%	138 21%	122 18%	98 19%	104 17%
SUB URBAN	835 33%	132 26% b	38 18%	143 24%	121 26% b	69 21%	9 42%	201 30%	634 34% g	30 33%	75 27%	34 36%	309 29%	202 30%	213 32%	184 36%	196 33%
URBAN	742 29%	150 30%	52 24%	218 36% ab	153 33% b	134 40% ab	8 34%	207 30%	534 29%	22 24%	102 37%	24 26%	314 30%	192 29%	189 28%	144 28%	198 33%
METROPOLITAN	407 16%	58 12%	99 47% acde	55 9%	82 18% ac	89 27% acd	4 18%	122 18%	285 15%	17 18%	46 17%	16 18%	185 18%	126 19% p	117 18%	73 14%	79 13%
WORKING STATUS																	
WORKING	1554 61%	298 59%	164 77% acde	371 62%	261 56%	185 55%	18 80%	532 78% h	1021 55%	16 17%	105 38% i	55 59% ij	837 80% ijk	441 66% p	493 74% mp	367 71% p	203 34%
NOT WORKING	976 39%	203 41% b	48 23%	230 38% b	202 44% b	150 45% b	4 20%	148 22%	829 45% g	75 83% jkl	171 62% kl	38 41% l	212 20%	228 34% n	169 26%	148 29%	389 66% mno
EXPERIENCE OF DEMENTIA																	
FRIENDS	310 12%	78 16% be	20 9%	72 12%	61 13%	32 10%	2 8%	57 8%	253 14% g	22 24% kl	38 14%	9 9%	115 11%	87 13%	79 12%	61 12%	73 12%
FAMILY	1077 43%	245 49% be	83 39%	280 47% e	203 44%	120 36%	10 43%	294 43%	783 42%	39 43%	107 39%	30 33%	500 48% jk	311 47% p	300 45% p	210 41%	225 38%
CLOSE FRIENDS & FAMILY	1178 47%	270 54% bde	93 44%	306 51% e	216 47%	132 39%	10 43%	312 46%	866 47%	48 53% k	124 45%	32 34%	530 51% k	338 51% p	324 49% p	231 45%	250 42%
SOMEONE ELSE	315 12%	71 14%	25 12%	74 12%	66 14%	32 9%	2 8%	75 11%	240 13%	8 9%	45 16%	10 10%	149 14%	105 16% o	86 13%	46 9%	69 12%
ANY EXPERIENCE	1330 53%	297 59% be	104 49%	336 56% e	251 54% e	146 44%	10 43%	339 50%	991 54%	53 58%	138 50%	39 42%	586 56% k	381 57% p	359 54%	263 51%	288 49%
NO EXPERIENCE	1186 47%	203 41%	104 49%	264 44%	212 46%	183 55% acd	13 57%	339 50%	847 46%	38 42%	134 49%	53 58% l	462 44%	287 43%	302 46%	247 48%	300 51% m
DEMENTIA RISK - WANT TO KNOW?																	
YES	1929 76%	386 77%	162 77%	451 75%	347 75%	274 82% cd	16 71%	528 78%	1401 76%	68 75%	209 76%	77 83%	816 78%	513 77%	516 78%	383 74%	447 75%
NO	546 22%	110 22%	41 19%	131 22%	111 24% e	58 17%	5 21%	142 21%	404 22%	20 22%	59 21%	14 15%	219 21%	139 21%	134 20%	121 23%	135 23%
INTERNET USAGE																	
AT LEAST ONCE A DAY	2330 92%	480 96% cde	208 98% cde	556 93% d	408 88%	303 90%	18 81%	661 97% h	1668 90%	72 79%	244 88%	88 95% i	1025 98% ij	644 96% op	626 95% op	467 91%	510 86%
AT LEAST ONCE A WEEK	2441 96%	494 99% de	212 100% cde	582 97% d	436 94%	322 96%	20 90%	673 99% h	1768 96%	83 92%	261 94%	90 97%	1045 100% ijk	659 98% op	652 98% op	495 96%	549 93%
AT LEAST ONCE A MONTH	2460 97%	496 99% d	212 100% cd	586 98% d	438 94%	329 98% d	20 92%	673 99% h	1787 97%	84 93%	266 96%	91 98%	1046 100% ijk	662 99% op	655 99% op	498 97%	558 94%
EVER	2463 97%	496 99% d	212 100% cd	587 98% d	441 95%	329 98%	20 92%	673 99% h	1790 97%	86 94%	266 96%	91 98%	1047 100% ijk	663 99% op	656 99% op	498 97%	559 94%
NEVER	56 2%	4 1%	- -	8 1%	20 4% abc	7 2%	2 8%	5 1%	51 3% g	5 6% l	8 3% l	2 2% l	2 *	3 *	6 1%	13 3% mn	30 5% mn
LONG STANDING CONDITION OR DISABILITY																	
BLINDNESS	44 2%	6 1%	7 3% c	3 1%	12 3% c	8 2% c	- -	7 1%	37 2%	4 5% l	7 3%	4 4% l	10 1%	10 1%	12 2%	8 2%	14 2%
DEAFNESS	144 6%	29 6%	11 5%	43 7%	28 6%	22 7%	- -	26 4%	118 6% g	13 14% l	23 8% l	10 11% l	34 3%	36 5%	36 5%	26 5%	43 7%
SPEECH IMPAIRMENTS	16 1%	- -	1 1%	1 *	4 1%	2 1%	- -	2 *	14 1%	3 3% l	2 1%	- -	3 *	1 *	4 1%	2 *	9 1% m
MOBILITY IMPAIRMENT	345 14%	48 10%	13 6%	85 14% ab	95 21% abc	70 21% abc	- -	49 7%	296 16% g	29 32% kl	73 26% kl	13 14%	85 8%	61 9%	66 10%	64 12%	148 25% mno
LEARNING DISABILITY	14 1%	1 *	1 1%	1 *	2 1%	6 2% ac	- -	6 1%	8 *	- -	- -	- -	6 1%	2 *	2 *	4 1%	6 1%
NEURO DIVERSE CONDITIONS	232 9%	28 6%	28 13% a	54 9%	46 10% a	36 11% a	1 6%	72 11%	161 9%	9 10%	34 12%	6 6%	91 9%	49 7%	53 8%	41 8%	78 13% mno
MENTAL HEALTH CONDITIONS	387 15%	31 6%	25 12% a	71 12% a	122 26% abc	71 21% abc	2 9%	100 15%	287 16%	24 27% l	76 28% l	17 18%	112 11%	71 11%	78 12%	59 11%	164 28% mno
LONG-TERM ILLNESS	163 6%	29 6%	18 9%	46 8%	32 7%	22 6%	1 5%	34 5%	129 7%	8 9%	26 9% l	7 8%	53 5%	28 4%	33 5%	31 6%	66 11% mno
OTHER	150 6%	25 5%	16 8%	33 6%	31 7%	28 8%	- -	26 4%	124 7% g	11 12% l	23 8% l	4 4%	48 5%	35 5%	29 4%	39 8% n	42 7%
NONE	1504 59%	348 70% bcde	129 61% de	359 60% de	228 49%	166 49%	18 80%	464 68% h	1040 56%	34 38%	111 40%	51 56% ij	714 68% ijk	441 66% p	432 65% p	322 63% p	250 42%
ANY	1000 40%	146 29%	80 38% a	239 40% a	234 50% abc	167 50% abc	4 20%	213 31%	787 43% g	57 62% kl	165 60% kl	41 44% l	327 31%	222 33%	220 33%	192 37%	339 57% mno
POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA																	
YES	906 36%	208 42% cde	89 42% de	205 34%	152 33%	107 32%	10 44%	247 36%	659 36%	21 23%	92 33%	38 41% i	427 41% i	294 44% nop	256 39% op	147 29%	183 31%
NO	1624 64%	293 58%	122 58%	396 66% a	312 67% ab	229 68% ab	12 56%	433 64%	1191 64%	70 77% kl	184 67%	55 59%	622 59%	375 56%	406 61% m	368 71% mn	409 69% mn
POSSIBLE TO INFLUENCE BRAIN HEALTH																	
AGREE	1869 74%	393 78% de	170 80% de	444 74%	317 68%	230 69%	18 81%	517 76%	1352 73%	58 64%	184 67%	69 74%	842 80% ij	537 80% nop	501 76% p	378 74%	399 67%
DISAGREE	226 9%	38 7%	20 10%	61 10%	47 10%	26 8%	3 13%	49 7%	177 10%	16 17% kl	30 11% l	4 5%	68 7%	43 6%	58 9%	39 8%	69 12% m
WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA																	
YES	1677 66%	348 70%	150 71%	419 70%	319 69%	210 63%	18 79%	481 71% h	1196 65%	49 54%	174 63%	71 76% ij	792 76% ij	500 75% op	466 70% op	309 60%	354 60%
NO	416 16%	81 16%	31 15%	85 14%	66 14%	59 18%	3 14%	93 14%	323 17% g	19 21% l	42 15%	10 11%	119 11%	83 12%	95 14%	95 18% m	115 19% mn
NOT SURE	416 16%	71 14%	30 14%	92 15%	78 17%	63 19%	1 4%	100 15%	316 17%	22 24% kl	58 21% kl	8 9%	135 13%	83 12%	95 14%	107 21% mn	117 20% mn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 296
DEMOGRAPHICS

Base: All adults 18+ in the UK

		ETHNICITY						ETHNICITY (REDUCED)		EDUCATION					AREA				WORKING STATUS	
	TOTAL	WHITE (a)	MIXED/ MULTIPLE ETHNIC (b)	ASIAN/ ASIAN BRITISH (c)	BLACK AFRICAN/ CARRIBBEAN / BLACK BRITISH (d)	ARAB (e)	OTHER (f)	WHITE (g)	ETHNIC MINORITY (h)	GCSE/ O LEVEL/ NVQ (i)	A LEVEL OR EQUIV (j)	DEGREE/ MASTERS/ PHD (k)	OTHER (l)	NO FORMAL QUALS (m)	RURAL (n)	SUB URBAN (o)	URBAN (p)	METROPOLITAN (q)	WORKING (r)	NOT WORKING (s)
Unweighted Base	**2530**	1897	116	224	211	11	42	1897	604	434	493	1200	182	167	483	876	714	457	1607	923
Weighted Base	**2530**	2161	59	128	120	7**	24*	2161	339	494	527	1052	196	203	477	905	742	407	1554	976
WAVE																				
WEEK 23	**73 3%**	- -	9 16% a	32 25% a	25 21% a	2 26%	5 20% a	- -	73 21% g	11 2%	12 2%	43 4% m	3 1%	1 1%	7 1%	25 3%	23 3%	18 4% n	52 3%	20 2%
WEEK 24	**75 3%**	- -	16 28% a	23 18% a	30 25% a	1 9%	5 21% a	- -	75 22% g	14 3%	18 4%	32 3%	5 3%	5 3%	8 2%	21 2%	16 2%	30 7% nop	53 3%	22 2%
WEEK 25	**1198 47%**	1085 50% bcdf	14 24%	40 31%	35 29%	2 32%	8 33%	1085 50% h	99 29%	236 48%	240 45%	497 47%	93 47%	106 52%	232 49%	440 49%	339 46%	187 46%	743 48%	455 47%
WEEK 26	**1185 47%**	1076 50% bcdf	20 33%	34 26%	30 25%	3 34%	6 25%	1076 50% h	92 27%	233 47%	256 49%	480 46%	96 49%	91 45%	230 48%	419 46%	363 49% q	172 42%	706 45%	479 49%
GENDER																				
MALE	**1219 48%**	1033 48%	29 50%	76 59% ad	53 44%	4 48%	11 46%	1033 48%	173 51%	238 48%	253 48%	509 48%	98 50%	99 49%	234 49%	447 49%	344 46%	194 48%	804 52% s	415 43%
FEMALE	**1272 50%**	1106 51% c	28 47%	49 38%	63 52% c	2 25%	12 50%	1106 51% h	153 45%	242 49%	270 51%	529 50%	96 49%	100 49%	240 50%	440 49%	389 52%	203 50%	729 47%	542 56% r
AGE																				
18-24	**270 11%**	179 8%	12 21% a	36 28% a	32 27% a	5 68%	5 20% a	179 8%	90 27% g	53 11% km	117 22% iklm	69 7%	15 8%	6 3%	27 6%	110 12% n	79 11% n	54 13% n	164 11%	106 11%
25-34	**434 17%**	332 15%	19 32% a	34 26% a	35 29% a	* 6%	8 32% a	332 15%	95 28% g	73 15% m	81 15% m	234 22% ijlm	26 13% m	10 5%	41 9%	175 19% n	120 16% n	98 24% np	365 23% s	69 7%
35-44	**411 16%**	331 15%	12 20%	29 23% a	22 18%	1 13%	5 19%	331 15%	69 20% g	77 16% lm	88 17% lm	208 20% lm	16 8%	15 7%	56 12%	161 18% n	128 17% n	66 16%	343 22% s	68 7%
45-54	**416 16%**	367 17%	7 12%	19 15%	17 14%	1 9%	3 14%	367 17%	46 14%	89 18%	79 15%	186 18%	34 17%	24 12%	93 20% q	141 16%	125 17%	56 14%	329 21% s	88 9%
55-64	**410 16%**	386 18% bcdf	5 8%	5 4%	9 7%	* 4%	1 5%	386 18% h	20 6%	97 20% k	89 17%	147 14%	37 19%	33 16%	98 21% pq	148 16%	109 15%	54 13%	263 17%	147 15%
65+	**589 23%**	567 26% bcdf	4 6%	6 4%	6 5%	- -	2 10%	567 26% h	17 5%	104 21% j	73 14%	208 20% j	68 35% ijk	115 57% ijkl	162 34% opq	170 19%	179 24% o	78 19%	90 6%	499 51% r
REGION																				
EAST MIDLANDS	**181 7%**	163 8% c	4 7%	4 3%	8 7%	* 5%	2 9%	163 8%	18 5%	35 7%	50 10% k	67 6%	13 7%	11 6%	29 6%	62 7%	74 10% noq	16 4%	109 7%	73 7%
EAST OF ENGLAND	**238 9%**	209 10%	5 8%	8 6%	14 12% c	- -	1 3%	209 10%	27 8%	43 9%	45 9%	92 9%	23 12%	26 13%	46 10% q	80 9% q	110 15% noq	2 1%	155 10%	84 9%
LONDON	**344 14%**	207 10%	22 38% a	42 33% a	50 42% a	5 71%	9 36% a	207 10%	128 38% g	53 11%	59 11%	183 17% ijl	19 10%	25 12%	30 6% p	122 13% np	25 3%	167 41% nop	231 15% s	113 12%
NORTH EAST	**101 4%**	92 4%	1 1%	3 3%	2 2%	* 4%	1 3%	92 4% h	7 2%	25 5% k	26 5% k	28 3%	10 5%	5 2%	32 7% oq	34 4% q	35 5% q	- -	56 4%	44 5%
NORTH WEST	**276 11%**	237 11%	7 12%	16 13%	12 10%	- -	1 3%	237 11%	36 11%	50 10%	71 13% m	121 12%	15 8%	14 7%	33 7%	85 9%	98 13% no	59 14% no	176 11%	99 10%
SOUTH EAST	**347 14%**	307 14% d	8 14%	15 12%	10 8%	1 20%	2 8%	307 14% h	36 11%	68 14%	80 15%	149 14%	24 12%	19 9%	82 17% q	161 18% q	104 14% q	- -	232 15% s	115 12%
SOUTH WEST	**217 9%**	202 9% cd	3 5%	4 4%	5 4%	- -	* 2%	202 9% h	13 4%	42 9%	33 6%	98 9%	16 8%	23 11%	63 13% opq	58 6%	62 8%	33 8%	131 8%	86 9%
WEST MIDLANDS	**220 9%**	177 8%	4 7%	17 13% a	10 8%	- -	6 27% abcd	177 8%	37 11% g	43 9%	53 10%	86 8%	16 8%	17 8%	14 3%	67 7% n	94 13% no	46 11% no	130 8%	90 9%
YORKS & HUMBER	**206 8%**	180 8%	3 4%	14 11% d	6 5%	- -	* 2%	180 8%	24 7%	49 10%	40 8%	72 7%	19 10%	23 11%	28 6%	57 6%	65 9%	56 14% nop	118 8%	88 9%
COUNTRY																				
ENGLAND	**2129 84%**	1775 82%	56 96% a	124 97% a	118 98% a	7 100%	22 92%	1775 82%	328 97% g	408 83%	457 87% lm	896 85%	155 79%	162 80%	357 75%	725 80% n	667 90% no	380 93% no	1338 86% s	791 81%
SCOTLAND	**212 8%**	202 9% bcd	1 2%	4 3%	1 1%	- -	1 3%	202 9% h	7 2%	40 8%	31 6%	91 9%	23 12% j	23 11% j	82 17% opq	63 7%	40 5%	27 7%	115 7%	97 10% r
WALES	**120 5%**	118 5% cd	1 2%	* *	1 1%	- -	* 1%	118 5% h	2 1%	31 6%	18 3%	42 4%	11 6%	15 8% j	38 8% pq	47 5% q	35 5% q	- -	53 3%	67 7% r
NORTHERN IRELAND	**69 3%**	66 3% cd	* 1%	* *	* *	- -	1 4% cd	66 3% h	2 1%	14 3%	21 4%	23 2%	8 4%	3 1%	- -	69 8% npq	- -	- -	48 3%	22 2%
ACORN																				
AFFLUENT ACHIEVERS	**500 20%**	464 21% cdf	8 14% d	17 13% d	7 6%	* 5%	2 7%	464 21% h	34 10%	70 14%	91 17%	266 25% ijm	44 22% im	23 11%	157 33% opq	136 15%	150 20% oq	58 14%	298 19%	203 21%
RISING PROSPERITY	**212 8%**	168 8%	7 12%	14 11%	13 11%	2 28%	3 14%	168 8%	40 12% g	28 6%	27 5%	134 13% ijm	15 8% m	5 2%	21 4%	39 4%	52 7% o	99 24% nop	164 11% s	48 5%
COMFORTABLE COMMUNITIES	**601 24%**	541 25% cd	16 27% cd	20 16%	17 14%	- -	5 21%	541 25% h	58 17%	120 24%	126 24%	257 24%	48 25%	39 19%	156 33% oq	172 19% q	218 29% oq	55 13%	371 24%	230 24%
FINANCIALLY STRETCHED	**464 18%**	407 19%	8 14%	23 18%	19 16%	1 8%	3 14%	407 19%	54 16%	99 20% k	129 24% k	132 13%	33 17%	59 29% ikl	94 20% o	135 15%	153 21% o	82 20% o	261 17%	202 21% r
URBAN ADVERSITY	**335 13%**	254 12%	10 18%	30 23% a	33 28% a	2 32%	4 17%	254 12%	80 24% g	84 17% k	65 12%	101 10%	29 15%	46 23% jk	36 8%	76 8%	134 18% no	89 22% no	185 12%	150 15% r
NOT PRIVATE HOUSEHOLDS	**22 1%**	18 1%	- -	1 1%	3 3% a	- -	- -	18 1%	4 1%	5 1%	2 *	11 1%	2 1%	1 1%	1 *	9 1%	8 1%	4 1%	18 1%	4 *
CHILDREN IN HOUSEHOLD																				
YES	**680 27%**	536 25%	22 37% a	53 42% a	45 37% a	6 76%	9 38%	536 25%	135 40% g	138 28% lm	168 32% lm	296 28% lm	38 19%	29 14%	114 24%	237 26%	207 28%	122 30%	532 34% s	148 15%
NO	**1850 73%**	1626 75% bcd	37 63%	75 58%	75 63%	2 24%	15 62%	1626 75% h	204 60%	355 72%	359 68%	755 72%	158 81% ijk	174 86% ijk	363 76%	667 74%	534 72%	285 70%	1021 66%	829 85% r
ANNUAL HOUSEHOLD INCOME																				
UP TO £11,499	**91 4%**	76 4%	5 8% a	4 3%	6 5%	- -	* 2%	76 4%	15 4%	21 4% k	22 4% k	15 1%	12 6% k	20 10% ijk	19 4%	34 4%	22 3%	17 4%	16 1%	75 8% r
£11,500 - £24,999	**276 11%**	239 11%	4 6%	12 9%	17 14% b	- -	4 16%	239 11%	37 11%	63 13% k	69 13% k	72 7%	21 11%	44 22% ijkl	43 9%	84 9%	102 14% no	46 11%	105 7%	171 17% r
£25,000 - £29,999	**93 4%**	80 4%	1 1%	3 3%	7 6%	- -	1 4%	80 4%	12 3%	20 4%	29 6% k	29 3%	9 4%	6 3%	17 4%	35 4%	24 3%	16 4%	55 4%	38 4%
£30,000+	**1049 41%**	924 43% d	26 44% d	46 36%	38 32%	4 59%	7 30%	924 43% h	121 36%	155 31% m	181 34% m	607 58% ijlm	62 32% m	31 15%	215 45% o	335 37%	314 42%	185 45% o	837 54% s	212 22%
SOCIAL GRADE																				
AB	**669 26%**	584 27% d	15 25%	32 25%	23 19%	3 42%	5 22%	584 27%	78 23%	69 14% m	94 18% m	453 43% ijlm	34 17% m	14 7%	138 29% o	213 24%	192 26%	126 31% o	441 28% s	228 23%
C1	**662 26%**	557 26%	23 39% ac	34 27%	36 30%	2 21%	5 22%	557 26%	100 29%	97 20%	147 28% im	337 32% ilm	40 20%	29 14%	122 26%	234 26%	189 25%	117 29%	493 32% s	169 17%
C2	**514 20%**	438 20% b	4 7%	30 23% b	29 24% b	1 9%	10 40% abcd	438 20%	73 22%	145 29% jk	118 22% k	138 13%	53 27% k	49 24% k	98 20%	200 22%	144 19%	73 18%	367 24% s	148 15%
DE	**593 23%**	522 24% f	11 19%	26 21% f	26 21% f	2 28%	1 6%	522 24% h	66 20%	159 32% k	149 28% k	96 9%	65 33% k	102 50% ijkl	104 22%	213 23%	198 27% q	79 19%	203 13%	389 40% r
ETHNICITY																				
WHITE	**2161 85%**	2161 100% bcdf	- -	- -	- -	- -	- -	2161 100% h	- -	433 88% k	449 85%	868 83%	179 91% k	187 92% jk	446 94% opq	774 86% q	652 88% q	289 71%	1305 84%	856 88% r
MIXED/ MULTIPLE ETHNIC	**59 2%**	- -	59 100% acdf	- -	- -	- -	- -	- -	59 17% g	13 3%	11 2%	27 3%	4 2%	2 1%	5 1%	18 2%	15 2%	20 5% nop	44 3%	15 2%
ASIAN/ ASIAN BRITISH	**128 5%**	- -	- -	128 100% abdf	- -	- -	- -	- -	128 38% g	13 3%	27 5%	72 7% i	7 3%	7 4%	11 2%	42 5%	34 5%	41 10% nop	85 5%	43 4%
BLACK AFRICAN/ CARRIBBEAN/ BLACK BRITISH	**120 5%**	- -	- -	- -	120 100% abcf	- -	- -	- -	120 36% g	20 4%	31 6%	57 5%	4 2%	6 3%	9 2%	39 4% n	28 4%	46 11% nop	82 5%	39 4%
ARAB	**7 ***	- -	- -	- -	- -	7 100%	- -	- -	7 2% g	2 *	2 *	3 *	- -	- -	- -	2 *	1 *	4 1%	3 *	4 *
OTHER	**24 1%**	- -	- -	- -	- -	- -	24 100% abcd	- -	24 7% g	3 1%	4 1%	13 1%	2 1%	1 *	2 *	8 1%	10 1%	5 1%	14 1%	9 1%
ETHNICITY (REDUCED)																				
WHITE	**2161 85%**	2161 100% bcdf	- -	- -	- -	- -	- -	2161 100% h	- -	433 88% k	449 85%	868 83%	179 91% k	187 92% jk	446 94% opq	774 86% q	652 88% q	289 71%	1305 84%	856 88% r
BME	**339 13%**	- -	59 100% a	128 100% a	120 100% a	7 100%	24 100% a	- -	339 100% g	51 10%	75 14%	172 16% ilm	17 9%	16 8%	27 6%	109 12% n	88 12% n	115 28% nop	228 15% s	110 11%
EDUCATION																				
GCSE/ O LEVEL/ NVQ	**494 20%**	433 20% c	13 22% c	13 10%	20 17%	2 23%	3 12%	433 20% h	51 15%	494 100% jklm	- -	- -	- -	- -	95 20% q	201 22% q	141 19% q	56 14%	292 19%	202 21%
A LEVEL OR EQUIV	**527 21%**	449 21%	11 18%	27 21%	31 26%	2 24%	4 16%	449 21%	75 22%	- -	527 100% iklm	- -	- -	- -	83 17%	205 23% n	154 21%	84 21%	333 21%	194 20%
DEGREE/ MASTERS/ PHD	**1052 42%**	868 40%	27 46%	72 56% a	57 47%	3 41%	13 56%	868 40%	172 51% g	- -	- -	1052 100% ijlm	- -	- -	191 40%	350 39%	307 41%	204 50% nop	748 48% s	304 31%
OTHER	**196 8%**	179 8% d	4 6%	7 5%	4 4%	- -	2 9%	179 8% h	17 5%	- -	- -	- -	196 100% ijkm	- -	50 11% o	55 6%	55 7%	36 9%	102 7%	94 10% r
NO FORMAL QUALS	**203 8%**	187 9%	2 4%	7 6%	6 5%	- -	1 4%	187 9% h	16 5%	- -	- -	- -	- -	203 100% ijkl	46 10% q	69 8%	64 9%	23 6%	57 4%	146 15% r
AREA																				
RURAL	**477 19%**	446 21% bcdf	5 9%	11 9%	9 7%	- -	2 7%	446 21% h	27 8%	95 19%	83 16%	191 18%	50 26% jk	46 23%	477 100% opq	- -	- -	- -	264 17%	213 22% r
SUB URBAN	**835 33%**	708 33%	18 30%	42 33%	38 32%	2 31%	7 28%	708 33%	107 32%	187 38% kl	184 35% l	328 31%	47 24%	66 33%	- -	835 92% npq	- -	- -	539 35% s	296 30%
URBAN	**742 29%**	652 30% d	15 26%	34 26%	28 23%	1 19%	10 40% d	652 30%	88 26%	141 29%	154 29%	307 29%	55 28%	64 32%	- -	- -	742 100% noq	- -	435 28%	306 31%
METROPOLITAN	**407 16%**	289 13%	20 35% a	41 32% a	46 38% a	4 50%	5 21%	289 13%	115 34% g	56 11%	84 16%	204 19% im	36 18% i	23 11%	- -	- -	- -	407 100% nop	267 17%	140 14%
WORKING STATUS																				
WORKING	**1554 61%**	1305 60%	44 74% a	85 66%	82 68% a	3 43%	14 60%	1305 60%	228 67% g	292 59% m	333 63% lm	748 71% ijlm	102 52% m	57 28%	264 55%	587 65% np	435 59%	267 66% np	1554 100% s	- -
NOT WORKING	**976 39%**	856 40% bd	15 26%	43 34%	39 32%	4 57%	9 40%	856 40% h	110 33%	202 41% k	194 37% k	304 29%	94 48% jk	146 72% ijkl	213 45% oq	318 35%	306 41% oq	140 34%	- -	976 100% r
EXPERIENCE OF DEMENTIA																				
FRIENDS	**310 12%**	288 13% cd	7 11% cd	6 5%	6 5%	- -	1 4%	288 13% h	19 6%	60 12%	60 11%	128 12%	31 16%	26 13%	76 16% o	102 11%	86 12%	46 11%	147 9%	163 17% r
FAMILY	**1077 43%**	989 46% bcdf	18 30% d	33 25%	23 19%	3 34%	6 25%	989 46% h	82 24%	205 42% m	247 47% m	469 45% m	75 38%	62 31%	235 49% opq	372 41%	311 42%	159 39%	677 44%	400 41%
CLOSE FRIENDS & FAMILY	**1178 47%**	1082 50% bcdf	21 36% d	34 27%	26 21%	3 34%	6 25%	1082 50% h	90 26%	227 46% m	270 51% m	507 48% m	82 42%	72 35%	261 55% opq	410 45%	338 46%	170 42%	714 46%	464 47%
SOMEONE ELSE	**315 12%**	288 13% cd	6 10% d	9 7%	5 4%	- -	3 11%	288 13% h	23 7%	51 10%	53 10%	152 14% j	28 14%	26 13%	84 18% opq	99 11%	88 12%	44 11%	174 11%	142 15% r
ANY EXPERIENCE	**1330 53%**	1209 56% bcdf	26 44% cd	38 30%	30 25%	3 34%	9 40%	1209 56% h	106 31%	255 52%	290 55% m	573 54% m	100 51%	90 44%	294 62% opq	467 52% q	386 52% q	183 45%	796 51%	533 55%
NO EXPERIENCE	**1186 47%**	943 44%	33 56% a	89 69% ab	87 72% ab	5 66%	14 60% a	943 44%	228 67% g	236 48%	236 45%	478 45%	93 48%	111 54% k	182 38%	433 48% n	351 47% n	221 54% nop	751 48%	436 45%
DEMENTIA RISK - WANT TO KNOW?																				
YES	**1929 76%**	1627 75%	49 84% af	109 85% af	99 82% af	6 81%	15 65%	1627 75%	279 83% g	354 72%	423 80% im	801 76%	159 81% i	147 72%	348 73%	699 77%	565 76%	317 78%	1207 78%	722 74%
NO	**546 22%**	488 23% cd	9 15%	16 12%	17 14%	1 13%	7 30% bcd	488 23% h	49 15%	132 27% jkl	96 18%	218 21%	34 17%	53 26%	123 26% oq	182 20%	164 22%	76 19%	317 20%	229 23%
INTERNET USAGE																				
AT LEAST ONCE A DAY	**2330 92%**	1989 92%	55 94%	120 93%	111 92%	6 87%	23 98%	1989 92%	316 93%	458 93% m	493 94% m	1018 97% ijlm	174 89% m	137 67%	434 91%	836 92%	681 92%	378 93%	1507 97% s	823 84%
AT LEAST ONCE A WEEK	**2441 96%**	2083 96%	58 99%	125 98%	119 99%	6 87%	24 100%	2083 96%	332 98%	481 97% m	515 98% m	1044 99% ijlm	188 96% m	158 78%	463 97%	878 97% p	703 95%	397 98% p	1539 99% s	902 92%
AT LEAST ONCE A MONTH	**2460 97%**	2100 97%	58 99%	127 99%	119 99%	6 87%	24 100%	2100 97%	334 99%	486 98% m	515 98% m	1047 100% jm	194 99% m	163 80%	469 98% p	882 98% p	708 95%	401 98% p	1542 99% s	918 94%
EVER	**2463 97%**	2103 97%	58 99%	127 99%	119 99%	6 87%	24 100%	2103 97%	334 99%	486 98% m	516 98% m	1047 100% ijm	194 99% m	165 81%	471 99% p	883 98% p	708 95%	401 98% p	1543 99% s	920 94%
NEVER	**56 2%**	50 2%	1 1%	1 1%	2 1%	1 13%	- -	50 2%	5 1%	5 1%	7 1%	4 *	2 1%	36 18% ijkl	5 1%	15 2%	31 4% noq	5 1%	7 *	49 5% r
LONG STANDING CONDITION OR DISABILITY																				
BLINDNESS	**44 2%**	39 2%	- -	1 1%	1 1%	1 13%	1 2%	39 2%	4 1%	12 2%	8 2%	15 1%	2 1%	6 3%	8 2%	20 2%	9 1%	7 2%	15 1%	30 3% r
DEAFNESS	**144 6%**	135 6% d	1 2%	4 3%	3 3%	- -	1 2%	135 6% h	9 3%	20 4%	36 7% k	45 4%	20 10% ik	23 11% ik	36 8%	48 5%	37 5%	22 5%	45 3%	99 10% r
SPEECH IMPAIRMENTS	**16 1%**	16 1%	- -	- -	1 *	- -	* 1%	16 1%	1 *	2 *	4 1%	5 *	5 2% k	- -	1 *	9 1%	5 1%	1 *	4 *	12 1% r
MOBILITY IMPAIRMENT	**345 14%**	324 15% cd	5 8%	4 3%	8 7%	1 13%	3 14% c	324 15% h	21 6%	80 16% k	66 12% k	89 8%	43 22% jk	55 27% ijk	70 15%	106 12%	121 16% o	48 12%	55 4%	290 30% r
LEARNING DISABILITY	**14 1%**	10 *	1 2% ac	- -	2 1%	- -	1 4% ac	10 *	4 1%	4 1%	4 1%	4 *	- -	2 1%	- -	3 *	6 1%	5 1% n	6 *	8 1%
NEURO DIVERSE CONDITIONS	**232 9%**	209 10% c	8 13% c	4 3%	8 7%	- -	3 12% c	209 10% h	23 7%	56 11%	46 9%	94 9%	20 10%	11 6%	34 7%	79 9%	71 10%	48 12% n	158 10%	75 8%
MENTAL HEALTH CONDITIONS	**387 15%**	351 16% cd	12 20% cd	7 5%	10 8%	1 8%	5 22% cd	351 16% h	34 10%	101 20% k	105 20% k	114 11%	26 13%	32 16%	63 13%	133 15%	124 17%	66 16%	176 11%	211 22% r
LONG-TERM ILLNESS	**163 6%**	153 7% c	2 4%	4 3%	4 3%	1 7%	- -	153 7% h	11 3%	35 7%	38 7%	60 6%	18 9%	9 4%	46 10% oq	48 5%	49 7%	20 5%	63 4%	101 10% r
OTHER	**150 6%**	133 6%	2 4%	7 5%	5 4%	- -	1 3%	133 6%	15 4%	35 7%	23 4%	55 5%	17 9% j	15 8%	28 6%	56 6%	38 5%	27 7%	75 5%	75 8% r
NONE	**1504 59%**	1229 57%	34 58%	106 82% abf	93 78% ab	5 66%	16 66%	1229 57%	254 75% g	269 54%	314 60% m	691 66% ijlm	102 52%	97 48%	291 61%	548 61%	422 57%	242 59%	1075 69% s	428 44%
ANY	**1000 40%**	916 42% cd	22 38% cd	21 16%	25 21%	3 34%	8 34% c	916 42% h	79 23%	217 44% k	210 40% k	349 33%	93 47% k	105 52% jk	181 38%	344 38%	315 42%	161 40%	463 30%	537 55% r
POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA																				
YES	**906 36%**	794 37% bd	13 22%	45 35% b	31 26%	2 24%	7 31%	794 37% h	98 29%	130 26%	168 32% m	492 47% ijlm	60 30%	45 22%	178 37%	305 34%	265 36%	158 39%	587 38% s	319 33%
NO	**1624 64%**	1367 63%	46 78% ac	84 65%	89 74% a	6 76%	17 69%	1367 63%	241 71% g	363 74% k	359 68% k	560 53%	136 70% k	159 78% jk	299 63%	600 66%	476 64%	249 61%	967 62%	657 67% r
POSSIBLE TO INFLUENCE BRAIN HEALTH																				
AGREE	**1869 74%**	1601 74%	41 70%	95 74%	93 77%	5 68%	17 72%	1601 74%	251 74%	338 68% m	395 75% im	847 81% ijlm	140 72% m	115 57%	352 74%	674 74%	550 74%	294 72%	1189 77% s	680 70%
DISAGREE	**226 9%**	184 9%	7 12%	14 11%	15 13%	2 27%	2 8%	184 9%	41 12% g	57 12% jk	37 7%	77 7%	17 9%	34 17% jkl	45 9%	77 9%	66 9%	38 9%	117 8%	110 11% r
WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA																				
YES	**1677 66%**	1481 69% cdf	38 65% d	76 59% d	58 48%	4 51%	12 50%	1481 69% h	187 55%	310 63% m	359 68% m	760 72% ilm	123 63% m	96 47%	324 68%	567 63%	512 69% o	274 67%	1060 68% s	617 63%
NO	**416 16%**	320 15%	12 21%	27 21% a	36 30% a	- -	7 29% a	320 15%	82 24% g	99 20% jk	67 13%	134 13%	36 18%	67 33% ijkl	85 18%	163 18%	108 15%	60 15%	220 14%	196 20% r
NOT SURE	**416 16%**	349 16%	8 13%	22 17%	26 21%	3 36%	3 15%	349 16%	61 18%	83 17%	95 18%	148 14%	36 19%	39 19%	66 14%	163 18%	116 16%	71 17%	260 17%	156 16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m - n/o/p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 297
DEMOGRAPHICS

Base: All adults 18+ in the UK

		EXPERIENCE OF DEMENTIA						DEMENTIA RISK - WANT TO KNOW?		INTERNET USAGE				
	TOTAL	FRIENDS (a)	FAMILY (b)	CLOSE FRIENDS & FAMILY (c)	SOMEONE ELSE (d)	ANY EXPERIENCE (e)	NO EXPERIENCE (f)	YES (g)	NO (h)	AT LEAST ONCE A DAY (i)	AT LEAST ONCE A WEEK (j)	AT LEAST ONCE A MONTH (k)	EVER (l)	NEVER (m)
Unweighted Base	**2530**	305	1041	1142	319	1290	1225	1948	521	2346	2455	2473	2476	45
Weighted Base	**2530**	310	1077	1178	315	1330	1186	1929	546	2330	2441	2460	2463	56*
WAVE														
WEEK 23	**73 3%**	5 2%	19 2%	21 2%	6 2%	26 2%	46 4% bce	60 3%	10 2%	68 3%	71 3%	71 3%	71 3%	2 3%
WEEK 24	**75 3%**	5 2%	20 2%	23 2%	4 1%	27 2%	45 4% bce	62 3%	10 2%	70 3%	74 3%	74 3%	74 3%	1 2%
WEEK 25	**1198 47%**	134 43%	498 46% d	550 47% d	121 38%	617 46% d	577 49% d	904 47%	264 48%	1089 47%	1148 47%	1160 47%	1162 47%	29 52%
WEEK 26	**1185 47%**	165 53% f	541 50% f	585 50% f	184 58% bcef	659 50% f	519 44%	902 47%	262 48%	1103 47%	1148 47%	1155 47%	1156 47%	24 43%
GENDER														
MALE	**1219 48%**	126 41%	481 45% d	526 45% d	122 39%	591 44% d	623 53% abcde	955 50% h	233 43%	1129 48%	1181 48%	1190 48%	1190 48%	27 48%
FEMALE	**1272 50%**	180 58% f	584 54% f	639 54% f	190 60% bcef	725 55% f	538 45%	945 49%	303 56% g	1169 50%	1225 50%	1233 50%	1237 50%	26 47%
AGE														
18-24	**270 11%**	13 4%	97 9% acde	99 8% a	18 6%	106 8% a	161 14% abcde	212 11%	56 10%	265 11% jkl	269 11%	269 11%	269 11%	1 2%
25-34	**434 17%**	21 7%	174 16% ae	182 15% a	44 14% a	199 15% a	232 20% acde	353 18% h	73 13%	425 18% jklm	432 18% m	434 18% m	434 18% m	- -
35-44	**411 16%**	27 9%	193 18% ae	204 17% a	48 15% a	223 17% a	188 16% a	318 17%	86 16%	404 17% jklm	409 17% m	409 17% m	409 17% m	2 4%
45-54	**416 16%**	55 18%	183 17%	196 17%	52 17%	222 17%	193 16%	315 16%	92 17%	394 17%	407 17%	407 17%	408 17%	6 11%
55-64	**410 16%**	74 24% bcdef	181 17%	199 17%	51 16%	229 17%	178 15%	320 17%	80 15%	378 16%	395 16%	397 16%	397 16%	9 15%
65+	**589 23%**	120 39% bcef	250 23%	299 25% bf	101 32% bcef	351 26% bcf	234 20%	410 21%	159 29% g	465 20%	529 22% i	544 22% ij	546 22% ij	38 68% ijkl
REGION														
EAST MIDLANDS	**181 7%**	20 7%	79 7%	85 7%	27 9%	105 8% c	77 6%	143 7%	36 7%	160 7%	172 7%	175 7%	175 7%	7 12%
EAST OF ENGLAND	**238 9%**	30 10%	107 10%	118 10%	31 10%	132 10%	104 9%	179 9%	57 10%	217 9%	231 9%	233 9%	233 9%	5 9%
LONDON	**344 14%**	30 10%	110 10%	118 10%	27 9%	143 11% c	198 17% abcde	259 13%	71 13%	331 14% m	342 14% m	342 14% m	342 14% m	1 2%
NORTH EAST	**101 4%**	15 5%	51 5% de	52 4%	7 2%	55 4%	46 4%	66 3%	28 5%	88 4%	98 4% i	99 4% i	99 4% i	2 3%
NORTH WEST	**276 11%**	25 8%	136 13% ae	144 12% ae	32 10%	152 11%	123 10%	220 11%	49 9%	265 11%	271 11%	273 11%	273 11%	3 5%
SOUTH EAST	**347 14%**	53 17%	147 14%	162 14%	46 15%	190 14%	156 13%	273 14%	70 13%	325 14%	338 14%	338 14%	338 14%	7 12%
SOUTH WEST	**217 9%**	33 11%	85 8%	96 8%	33 11%	109 8%	108 9%	164 8%	48 9%	203 9%	211 9%	213 9%	213 9%	3 5%
WEST MIDLANDS	**220 9%**	24 8%	88 8%	101 9%	21 7%	109 8%	108 9%	180 9%	38 7%	202 9%	208 9%	210 9%	210 9%	6 11%
YORKS & HUMBER	**206 8%**	23 7%	92 9%	99 8%	23 7%	108 8%	95 8%	157 8%	47 9%	184 8%	195 8%	195 8%	195 8%	11 19% ijkl
COUNTRY														
ENGLAND	**2129 84%**	254 82%	895 83% d	974 83%	248 79%	1103 83% d	1015 86% d	1642 85%	445 82%	1975 85% l	2065 85% kl	2077 84% l	2077 84%	45 80%
SCOTLAND	**212 8%**	33 11%	94 9%	105 9%	36 12% f	120 9%	90 8%	158 8%	49 9%	191 8%	202 8%	205 8%	206 8%	4 7%
WALES	**120 5%**	15 5%	61 6%	67 6%	23 7% f	72 5%	47 4%	75 4%	40 7% g	100 4%	108 4%	111 5% j	112 5% ij	7 13% ijkl
NORTHERN IRELAND	**69 3%**	7 2%	28 3%	32 3%	8 3%	35 3%	35 3%	55 3%	12 2%	63 3%	66 3%	67 3%	68 3% k	- -
ACORN														
AFFLUENT ACHIEVERS	**500 20%**	78 25% f	245 23% f	270 23% f	71 22% f	297 22% f	203 17%	386 20%	110 20%	480 21% klm	494 20% m	496 20% m	496 20% m	4 7%
RISING PROSPERITY	**212 8%**	20 6%	83 8%	93 8%	25 8%	104 8%	104 9%	162 8%	41 7%	208 9% kl	212 9%	212 9%	212 9%	- -
COMFORTABLE COMMUNITIES	**601 24%**	72 23%	280 26%	306 26%	74 23%	336 25%	264 22%	451 23%	131 24%	556 24%	582 24%	586 24%	587 24%	8 15%
FINANCIALLY STRETCHED	**464 18%**	61 20%	203 19%	216 18%	66 21%	251 19%	212 18%	347 18%	111 20%	408 18%	436 18%	438 18%	441 18% k	20 36% ijkl
URBAN ADVERSITY	**335 13%**	32 10%	120 11%	132 11%	32 10%	146 11%	183 15% abcde	274 14% h	58 11%	303 13%	322 13%	329 13% ij	329 13% j	7 12%
NOT PRIVATE HOUSEHOLDS	**22 1%**	2 1%	10 1%	10 1%	2 1%	10 1%	13 1%	16 1%	5 1%	18 1%	20 1%	20 1%	20 1%	2 3%
CHILDREN IN HOUSEHOLD														
YES	**680 27%**	57 18%	294 27% ae	312 26% ae	75 24% a	339 25% a	339 29% a	528 27%	142 26%	661 28% jklm	673 28% klm	673 27% m	673 27% m	5 10%
NO	**1850 73%**	253 82% bcdef	783 73%	866 74%	240 76%	991 75% bc	847 71%	1401 73%	404 74%	1668 72%	1768 72% i	1787 73% ij	1790 73% ij	51 90% ijkl
ANNUAL HOUSEHOLD INCOME														
UP TO £11,499	**91 4%**	22 7% bcdef	39 4%	48 4% b	8 2%	53 4%	38 3%	68 4%	20 4%	72 3%	83 3% i	84 3% i	86 3% ik	5 10% ijkl
£11,500 - £24,999	**276 11%**	38 12%	107 10%	124 11% b	45 14% bce	138 10%	134 11%	209 11%	59 11%	244 10%	261 11%	266 11% ij	266 11% i	8 14%
£25,000 - £29,999	**93 4%**	9 3%	30 3%	32 3%	10 3%	39 3%	53 4% c	77 4%	14 3%	88 4%	90 4%	91 4%	91 4%	2 3%
£30,000+	**1049 41%**	115 37%	500 46% acef	530 45% af	149 47% af	586 44% af	462 39%	816 42%	219 40%	1025 44% jklm	1045 43% klm	1046 43% m	1047 43% m	2 3%
SOCIAL GRADE														
AB	**669 26%**	87 28%	311 29% f	338 29% f	105 33% f	381 29% f	287 24%	513 27%	139 25%	644 28% jklm	659 27% m	662 27% m	663 27% m	3 5%
C1	**662 26%**	79 26%	300 28%	324 28%	86 27%	359 27%	302 25%	516 27%	134 25%	626 27% m	652 27% m	655 27% m	656 27% m	6 11%
C2	**514 20%**	61 20% d	210 20% d	231 20% d	46 15%	263 20% d	247 21% d	383 20%	121 22%	467 20%	495 20%	498 20%	498 20%	13 23%
DE	**593 23%**	73 24%	225 21%	250 21%	69 22%	288 22%	300 25% bc	447 23%	135 25%	510 22%	549 23% i	558 23% ij	559 23% ij	30 53% ijkl
ETHNICITY														
WHITE	**2161 85%**	288 93% f	989 92% ef	1082 92% ef	288 91% f	1209 91% f	943 80%	1627 84%	488 89% g	1989 85%	2083 85%	2100 85%	2103 85%	50 89%
MIXED/ MULTIPLE ETHNIC	**59 2%**	7 2%	18 2%	21 2%	6 2%	26 2%	33 3%	49 3%	9 2%	55 2%	58 2%	58 2%	58 2%	1 2%
ASIAN/ ASIAN BRITISH	**128 5%**	6 2%	33 3%	34 3%	9 3%	38 3%	89 7% abcde	109 6% h	16 3%	120 5%	125 5%	127 5%	127 5%	1 3%
BLACK AFRICAN/ CARRIBBEAN/ BLACK BRITISH	**120 5%**	6 2%	23 2%	26 2%	5 2%	30 2%	87 7% abcde	99 5%	17 3%	111 5%	119 5%	119 5%	119 5%	2 3%
ARAB	**7 ***	- -	3 *	3 *	- -	3 *	5 *	6 *	1 *	6 *	6 *	6 *	6 *	1 2%
OTHER	**24 1%**	1 *	6 1%	6 1%	3 1%	9 1% c	14 1%	15 1%	7 1%	23 1%	24 1%	24 1%	24 1%	- -
ETHNICITY (REDUCED)														
WHITE	**2161 85%**	288 93% f	989 92% ef	1082 92% ef	288 91% f	1209 91% f	943 80%	1627 84%	488 89% g	1989 85%	2083 85%	2100 85%	2103 85%	50 89%
BME	**339 13%**	19 6%	82 8%	90 8%	23 7%	106 8%	228 19% abcde	279 14% h	49 9%	316 14%	332 14%	334 14%	334 14%	5 9%
EDUCATION														
GCSE/ O LEVEL/ NVQ	**494 20%**	60 19%	205 19%	227 19%	51 16%	255 19%	236 20%	354 18%	132 24% g	458 20%	481 20%	486 20%	486 20%	5 9%
A LEVEL OR EQUIV	**527 21%**	60 19%	247 23% d	270 23% de	53 17%	290 22% d	236 20%	423 22%	96 18%	493 21%	515 21% k	515 21%	516 21%	7 13%
DEGREE/ MASTERS/ PHD	**1052 42%**	128 41%	469 44%	507 43%	152 48% aef	573 43%	478 40%	801 42%	218 40%	1018 44% jklm	1044 43% klm	1047 43% m	1047 43% m	4 8%
OTHER	**196 8%**	31 10% c	75 7%	82 7%	28 9%	100 8%	93 8%	159 8%	34 6%	174 7%	188 8%	194 8% ij	194 8% ij	2 3%
NO FORMAL QUALS	**203 8%**	26 8%	62 6%	72 6%	26 8%	90 7% bc	111 9% bce	147 8%	53 10%	137 6%	158 6% i	163 7% ij	165 7% ijk	36 64% ijkl
AREA														
RURAL	**477 19%**	76 24% f	235 22% f	261 22% f	84 27% bef	294 22% f	182 15%	348 18%	123 23% g	434 19%	463 19%	469 19%	471 19% i	5 10%
SUB URBAN	**835 33%**	95 31%	344 32%	377 32%	91 29%	433 33%	399 34%	644 33%	171 31%	774 33%	812 33%	816 33%	816 33%	15 27%
URBAN	**742 29%**	86 28%	311 29%	338 29%	88 28%	386 29%	351 30%	565 29%	164 30%	681 29% jl	703 29%	708 29%	708 29%	31 55% ijkl
METROPOLITAN	**407 16%**	46 15%	159 15%	170 14%	44 14%	183 14%	221 19% bce	317 16%	76 14%	378 16%	397 16%	401 16%	401 16%	5 8%
WORKING STATUS														
WORKING	**1554 61%**	147 47%	677 63% acde	714 61% ad	174 55% a	796 60% a	751 63% ad	1207 63%	317 58%	1507 65% jklm	1539 63% klm	1542 63% m	1543 63% m	7 12%
NOT WORKING	**976 39%**	163 53% bcdef	400 37%	464 39% b	142 45% bcf	533 40% b	436 37%	722 37%	229 42%	823 35%	902 37% i	918 37% ij	920 37% ij	49 88% ijkl
EXPERIENCE OF DEMENTIA														
FRIENDS	**310 12%**	310 100% bcdef	151 14% f	252 21% bf	111 35% bcef	310 23% bcf	- -	235 12%	68 12%	278 12%	299 12% i	303 12% i	303 12% i	6 10%
FAMILY	**1077 43%**	151 49% f	1077 100% acdef	1077 91% adef	202 64% af	1077 81% adf	- -	814 42%	237 43%	1010 43%	1052 43%	1057 43%	1057 43%	17 31%
CLOSE FRIENDS & FAMILY	**1178 47%**	252 81% df	1077 100% adef	1178 100% adef	225 71% f	1178 89% adf	- -	897 47%	252 46%	1098 47%	1146 47%	1154 47%	1154 47%	20 35%
SOMEONE ELSE	**315 12%**	111 36% bcef	202 19% f	225 19% f	315 100% abcef	315 24% bcf	- -	238 12%	68 12%	291 12%	304 12%	309 13%	309 13%	4 7%
ANY EXPERIENCE	**1330 53%**	310 100% f	1077 100% f	1178 100% f	315 100% f	1330 100% f	- -	1009 52%	286 52%	1230 53%	1286 53%	1296 53%	1296 53%	26 46%
NO EXPERIENCE	**1186 47%**	- -	- -	- -	- -	- -	1186 100% abcde	911 47%	256 47%	1089 47%	1140 47%	1149 47%	1153 47%	30 54%
DEMENTIA RISK - WANT TO KNOW?														
YES	**1929 76%**	235 76%	814 76%	897 76%	238 75%	1009 76%	911 77%	1929 100% h	- -	1789 77%	1872 77%	1884 77%	1885 77%	36 64%
NO	**546 22%**	68 22%	237 22%	252 21%	68 21%	286 22%	256 22%	- -	546 100% g	491 21%	518 21%	523 21%	525 21%	20 35% ijkl
INTERNET USAGE														
AT LEAST ONCE A DAY	**2330 92%**	278 90%	1010 94% ace	1098 93% ae	291 92%	1230 92%	1089 92%	1789 93%	491 90%	2330 100% jklm	2330 95% klm	2330 95% lm	2330 95% m	- -
AT LEAST ONCE A WEEK	**2441 96%**	299 97%	1052 98% e	1146 97% e	304 96%	1286 97%	1140 96%	1872 97% h	518 95%	2330 100% klm	2441 100% klm	2441 99% lm	2441 99% m	- -
AT LEAST ONCE A MONTH	**2460 97%**	303 98%	1057 98% e	1154 98% e	309 98%	1296 98%	1149 97%	1884 98% h	523 96%	2330 100% m	2441 100% m	2460 100% m	2460 100% m	- -
EVER	**2463 97%**	303 98%	1057 98% e	1154 98% e	309 98%	1296 98%	1153 97%	1885 98%	525 96%	2330 100% m	2441 100% m	2460 100% m	2463 100% m	- -
NEVER	**56 2%**	6 2%	17 2%	20 2%	4 1%	26 2%	30 3%	36 2%	20 4% g	- -	- -	- -	- -	56 100% ijkl
LONG STANDING CONDITION OR DISABILITY														
BLINDNESS	**44 2%**	10 3% f	24 2% f	27 2% f	8 3%	32 2% f	12 1%	30 2%	11 2%	41 2%	41 2%	42 2%	42 2%	2 4%
DEAFNESS	**144 6%**	33 11% bcef	60 6%	73 6% b	27 9% bf	85 6% b	57 5%	109 6%	33 6%	127 5%	136 6%	138 6%	139 6% k	5 8%
SPEECH IMPAIRMENTS	**16 1%**	1 *	5 *	6 1%	* *	8 1%	8 1%	12 1%	3 1%	14 1%	14 1%	14 1%	14 1%	2 3% ijkl
MOBILITY IMPAIRMENT	**345 14%**	66 21% bcef	162 15% f	183 16% f	53 17% f	206 16% f	135 11%	234 12%	100 18% g	282 12%	311 13% i	317 13% ij	317 13% i	25 44% ijkl
LEARNING DISABILITY	**14 1%**	3 1% c	3 *	3 *	2 1%	6 * c	8 1%	12 1%	2 *	14 1%	14 1%	14 1%	14 1%	- -
NEURO DIVERSE CONDITIONS	**232 9%**	20 6%	107 10% ae	110 9%	34 11% a	119 9%	110 9%	180 9%	41 8%	222 10% m	230 9% m	232 9% m	232 9% m	- -
MENTAL HEALTH CONDITIONS	**387 15%**	58 19% f	189 18% f	204 17% f	61 19% f	232 17% f	149 13%	299 15%	81 15%	360 15%	373 15%	376 15%	376 15%	9 17%
LONG-TERM ILLNESS	**163 6%**	40 13% bcdef	76 7%	92 8% bf	25 8%	103 8% f	59 5%	132 7%	29 5%	146 6%	155 6%	156 6%	156 6%	7 12%
OTHER	**150 6%**	27 9% bde	60 6%	73 6% bd	11 3%	82 6% d	68 6%	117 6%	30 5%	141 6%	146 6%	150 6% j	150 6% j	- -
NONE	**1504 59%**	151 49%	619 57% ac	662 56% a	176 56% a	748 56% a	751 63% abcde	1157 60%	313 57%	1406 60% m	1464 60% m	1472 60% m	1474 60% m	24 42%
ANY	**1000 40%**	155 50% bcef	449 42% f	505 43% bf	138 44% f	567 43% f	424 36%	754 39%	226 42%	899 39%	951 39%	962 39%	963 39%	32 58% ijkl
POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA														
YES	**906 36%**	114 37%	404 37%	443 38%	126 40%	495 37%	408 34%	692 36%	192 35%	843 36%	876 36%	880 36%	882 36%	22 39%
NO	**1624 64%**	196 63%	674 63%	735 62%	190 60%	834 63%	778 66%	1237 64%	353 65%	1486 64%	1564 64%	1580 64%	1581 64%	34 61%
POSSIBLE TO INFLUENCE BRAIN HEALTH														
AGREE	**1869 74%**	218 70%	813 75% e	884 75% e	230 73%	983 74%	880 74%	1456 75% h	373 68%	1750 75% jkl	1818 74% kl	1828 74%	1829 74%	35 62%
DISAGREE	**226 9%**	37 12% bc	85 8%	96 8%	30 9%	122 9% bc	101 9%	152 8%	73 13% g	194 8%	213 9% i	216 9% i	216 9% i	9 16%
WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA														
YES	**1677 66%**	211 68% f	799 74% acef	862 73% ef	233 74% f	955 72% f	715 60%	1393 72% h	255 47%	1576 68% jklm	1636 67% klm	1644 67% lm	1644 67% m	25 44%
NO	**416 16%**	47 15%	129 12%	150 13% b	35 11%	172 13%	242 20% bcde	240 12%	165 30% g	350 15%	380 16% i	388 16% ij	391 16% ijk	23 41% ijkl
NOT SURE	**416 16%**	52 17%	146 14%	163 14%	46 15%	198 15% bc	215 18% bc	286 15%	119 22% g	384 16%	405 17%	408 17%	408 17%	8 15%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j/k/l/m
Overlap formulae used. * small base

DEMENTIA ATTITUDES MONITOR 2023
J22087222-23-26-04 07-JUNE - 04-JULY 2023
PUBLIC

7 Jul 2023

Table 298
DEMOGRAPHICS

Base: All adults 18+ in the UK

		LONG STANDING CONDITION OR DISABILITY											POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA		POSSIBLE TO INFLUENCE BRAIN HEALTH		WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA		
	TOTAL	BLINDNESS (a)	DEAFNESS (b)	SPEECH IMPAIRMENTS (c)	MOBILITY IMPAIRMENT (d)	LEARNING DISABILITY (e)	NEURO DIVERSE CONDITIONS (f)	MENTAL HEALTH CONDITIONS (g)	LONG-TERM ILLNESS (h)	OTHER (i)	NONE (j)	ANY (k)	YES (l)	NO (m)	AGREE (n)	DISAGREE (o)	YES (p)	NO (q)	NOT SURE (r)
Unweighted Base	2530	44	145	15	299	12	201	336	141	139	1596	899	924	1606	1883	231	1673	436	395
Weighted Base	2530	44*	144	16**	345	14**	232	387	163	150	1504	1000	906	1624	1869	226	1677	416	416
WAVE																			
WEEK 23	73	*	2	-	4	-	6	7	2	3	54	17	16	56	54	7	38	19	14
	3%	1%	1%	-	1%	-	2%	2%	1%	2%	4%	2%	2%	3%	3%	3%	2%	4%	3%
											dk			l				p	
WEEK 24	75	1	3	-	8	*	7	12	5	1	51	22	21	55	50	13	40	22	10
	3%	2%	2%	-	2%	3%	3%	3%	3%	1%	3%	2%	2%	3%	3%	6%	2%	5%	3%
																n		p	
WEEK 25	1198	19	55	11	159	9	99	158	77	89	711	471	410	788	871	99	790	186	213
	47%	43%	39%	65%	46%	67%	42%	41%	47%	59%	47%	47%	45%	49%	47%	44%	47%	45%	51%
										bdfgjk		bg							
WEEK 26	1185	24	84	6	175	4	122	209	79	57	688	490	460	725	895	108	809	189	179
	47%	55%	58%	35%	51%	30%	52%	54%	49%	38%	46%	49%	51%	45%	48%	48%	48%	46%	43%
			ijk		i		i	ijk				i	m						
GENDER																			
MALE	1219	15	82	9	132	9	117	141	70	69	759	450	429	790	931	89	781	234	192
	48%	34%	57%	55%	38%	61%	50%	36%	43%	46%	50%	45%	47%	49%	50%	39%	47%	56%	46%
			adghk				dg				adgk	dg			o			pr	
FEMALE	1272	26	61	7	208	4	105	236	92	79	726	530	466	806	914	128	874	169	221
	50%	60%	42%	45%	60%	32%	45%	61%	57%	53%	48%	53%	51%	50%	49%	57%	52%	41%	53%
					bfjk			bfjk	b			bfj				n	q		q
AGE																			
18-24	270	3	5	1	12	6	50	54	8	12	172	97	64	206	192	31	181	33	50
	11%	6%	4%	3%	4%	44%	22%	14%	5%	8%	11%	10%	7%	13%	10%	14%	11%	8%	12%
							abdghijk	bdhk			bdh	bd		l					
25-34	434	6	4	3	25	3	73	77	18	16	260	169	148	286	346	22	297	69	67
	17%	13%	3%	18%	7%	24%	31%	20%	11%	10%	17%	17%	16%	18%	19%	10%	18%	17%	16%
		b					abdghijk	bdhi	b	b	bd	bdi			o				
35-44	411	3	11	5	36	2	51	71	26	27	269	138	147	264	318	28	286	57	64
	16%	6%	8%	32%	10%	16%	22%	18%	16%	18%	18%	14%	16%	16%	17%	12%	17%	14%	15%
							abdk	bdk	b	bd	bdk	b							
45-54	416	6	20	1	46	2	26	75	28	24	260	150	179	237	325	33	300	51	62
	16%	14%	14%	7%	13%	15%	11%	19%	17%	16%	17%	15%	20%	15%	17%	14%	18%	12%	15%
								dfk					m				q		
55-64	410	8	26	2	63	-	25	67	32	27	241	166	166	244	284	49	263	69	76
	16%	19%	18%	12%	18%	-	11%	17%	19%	18%	16%	17%	18%	15%	15%	22%	16%	17%	18%
					f			f	f			f				n			
65+	589	18	77	4	163	-	8	43	51	45	303	280	202	387	404	64	351	137	98
	23%	42%	54%	27%	47%	-	3%	11%	31%	30%	20%	28%	22%	24%	22%	28%	21%	33%	23%
		fgj	fghijk		fghijk			f	fgj	fgj	fg	fgj				n		pr	
REGION																			
EAST MIDLANDS	181	6	14	-	29	*	18	20	22	11	99	81	63	119	126	14	114	22	43
	7%	14%	10%	-	8%	3%	8%	5%	13%	8%	7%	8%	7%	7%	7%	6%	7%	5%	10%
		g							gjk			g							pq
EAST OF ENGLAND	238	3	9	1	31	1	7	36	17	10	154	84	85	153	176	16	159	35	44
	9%	6%	6%	6%	9%	7%	3%	9%	11%	7%	10%	8%	9%	9%	9%	7%	9%	8%	11%
					f			f	f		f	f							
LONDON	344	8	6	2	30	3	36	40	17	29	218	119	141	203	260	35	202	70	69
	14%	18%	4%	13%	9%	23%	16%	10%	10%	20%	15%	12%	16%	12%	14%	15%	12%	17%	16%
		b					bd	b		bdghk	bd	b	m					p	p
NORTH EAST	101	-	5	1	21	-	11	18	8	7	54	47	32	69	63	12	68	16	16
	4%	-	4%	7%	6%	-	5%	5%	5%	5%	4%	5%	3%	4%	3%	5%	4%	4%	4%
NORTH WEST	276	2	15	-	30	1	29	48	9	16	163	110	90	185	214	24	189	44	40
	11%	4%	10%	-	9%	9%	13%	12%	6%	11%	11%	11%	10%	11%	11%	11%	11%	11%	10%
							h	h				h							
SOUTH EAST	347	8	30	2	35	3	32	54	31	19	216	127	120	227	270	29	233	52	60
	14%	18%	21%	11%	10%	23%	14%	14%	19%	13%	14%	13%	13%	14%	14%	13%	14%	12%	15%
			dk						dk										
SOUTH WEST	217	3	10	1	43	-	21	39	17	6	125	91	91	126	175	10	168	25	24
	9%	6%	7%	7%	12%	-	9%	10%	10%	4%	8%	9%	10%	8%	9%	4%	10%	6%	6%
					ijk							i			o		qr		
WEST MIDLANDS	220	3	15	-	31	2	23	41	10	16	121	98	71	149	161	21	144	34	42
	9%	7%	10%	-	9%	12%	10%	11%	6%	11%	8%	10%	8%	9%	9%	9%	9%	8%	10%
YORKS & HUMBER	206	1	15	-	34	2	21	27	9	11	122	76	69	136	135	30	131	39	30
	8%	1%	10%	-	10%	15%	9%	7%	5%	7%	8%	8%	8%	8%	7%	13%	8%	9%	7%
																n			
COUNTRY																			
ENGLAND	2129	33	120	7	283	13	199	323	140	126	1272	833	762	1367	1582	191	1409	337	368
	84%	74%	83%	44%	82%	94%	86%	83%	86%	84%	85%	83%	84%	84%	85%	84%	84%	81%	88%
																			q
SCOTLAND	212	7	17	5	30	1	17	40	14	14	120	90	76	135	151	20	145	35	28
	8%	15%	12%	33%	9%	6%	7%	10%	8%	9%	8%	9%	8%	8%	8%	9%	9%	8%	7%
WALES	120	4	6	1	23	-	7	13	5	8	70	49	49	70	82	12	73	33	13
	5%	9%	4%	5%	7%	-	3%	3%	3%	5%	5%	5%	5%	4%	4%	5%	4%	8%	3%
					g													pr	
NORTHERN IRELAND	69	1	2	3	9	-	10	11	5	2	42	27	18	51	54	3	50	10	8
	3%	2%	1%	18%	3%	-	4%	3%	3%	1%	3%	3%	2%	3%	3%	1%	3%	2%	2%
ACORN																			
AFFLUENT ACHIEVERS	500	6	29	-	48	1	28	31	29	25	348	146	208	293	393	38	348	81	71
	20%	13%	20%	-	14%	6%	12%	8%	18%	17%	23%	15%	23%	18%	21%	17%	21%	19%	17%
			g		g				g	g	dfgk	g	m						
RISING PROSPERITY	212	7	11	1	13	1	28	25	18	16	129	80	89	122	170	20	150	31	30
	8%	16%	8%	8%	4%	8%	12%	7%	11%	11%	9%	8%	10%	8%	9%	9%	9%	7%	7%
		dg					dg		d	d	d	d							
COMFORTABLE COMMUNITIES	601	3	43	1	85	1	54	71	46	33	359	239	205	396	444	61	419	85	92
	24%	7%	30%	7%	25%	10%	23%	18%	28%	22%	24%	24%	23%	24%	24%	27%	25%	20%	22%
			ag		ag		a		ag	a	ag	ag							
FINANCIALLY STRETCHED	464	12	28	4	95	2	46	122	32	31	228	234	152	312	317	47	319	66	78
	18%	28%	20%	27%	28%	17%	20%	31%	19%	21%	15%	23%	17%	19%	17%	21%	19%	16%	19%
		j			j			bfhijk				j							
URBAN ADVERSITY	335	8	22	2	70	6	36	71	22	28	166	167	107	229	230	26	210	59	63
	13%	18%	15%	14%	20%	41%	15%	18%	13%	19%	11%	17%	12%	14%	12%	12%	13%	14%	15%
					j			j		j		j							
NOT PRIVATE HOUSEHOLDS	22	-	-	-	-	-	1	2	1	-	18	4	10	12	18	3	18	3	1
	1%	-	-	-	-	-	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	*
CHILDREN IN HOUSEHOLD																			
YES	680	7	26	2	49	6	72	100	34	26	464	213	247	433	517	49	481	93	100
	27%	16%	18%	14%	14%	44%	31%	26%	21%	17%	31%	21%	27%	27%	28%	22%	29%	22%	24%
							bdik	dk			bdhik	d					q		
NO	1850	37	118	14	296	8	161	287	129	124	1040	787	659	1191	1352	177	1196	323	316
	73%	84%	82%	86%	86%	56%	69%	74%	79%	83%	69%	79%	73%	73%	72%	78%	71%	78%	76%
			fj		fgjk				j	fj		fgj						p	
ANNUAL HOUSEHOLD INCOME																			
UP TO £11,499	91	4	13	3	29	-	9	24	8	11	34	57	21	70	58	16	49	19	22
	4%	10%	9%	18%	8%	-	4%	6%	5%	7%	2%	6%	2%	4%	3%	7%	3%	5%	5%
		j	j		jk			j		j		j		l		n			p
£11,500 - £24,999	276	7	23	2	73	-	34	76	26	23	111	165	92	184	184	30	174	42	58
	11%	17%	16%	13%	21%	-	15%	20%	16%	16%	7%	17%	10%	11%	10%	13%	10%	10%	14%
		j	j		jk		j	j	j	j		j							
£25,000 - £29,999	93	4	10	-	13	-	6	17	7	4	51	41	38	55	69	4	71	10	8
	4%	8%	7%	-	4%	-	2%	4%	4%	3%	3%	4%	4%	3%	4%	2%	4%	2%	2%
£30,000+	1049	10	34	3	85	6	91	112	53	48	714	327	427	622	842	68	792	119	135
	41%	24%	24%	17%	24%	40%	39%	29%	32%	32%	48%	33%	47%	38%	45%	30%	47%	29%	32%
							bdg				abdfghik	bd	m		o		qr		
SOCIAL GRADE																			
AB	669	10	36	1	61	2	49	71	28	35	441	222	294	375	537	43	500	83	83
	26%	22%	25%	7%	18%	16%	21%	18%	17%	23%	29%	22%	32%	23%	29%	19%	30%	20%	20%
											dfghk	dg	m		o		qr		
C1	662	12	36	4	66	2	53	78	33	29	432	220	256	406	501	58	466	95	95
	26%	27%	25%	23%	19%	11%	23%	20%	20%	20%	29%	22%	28%	25%	27%	26%	28%	23%	23%
											dgik								
C2	514	8	26	2	64	4	41	59	31	39	322	192	147	368	378	39	309	95	107
	20%	18%	18%	11%	18%	27%	18%	15%	19%	26%	21%	19%	16%	23%	20%	17%	18%	23%	26%
										g	g	g		l					p
DE	593	14	43	9	148	6	78	164	66	42	250	339	183	409	399	69	354	115	117
	23%	32%	30%	52%	43%	44%	33%	42%	41%	28%	17%	34%	20%	25%	21%	30%	21%	28%	28%
		j	j		bfijk		j	bfijk	ij	j		j		l		n		p	p
ETHNICITY																			
WHITE	2161	39	135	16	324	10	209	351	153	133	1229	916	794	1367	1601	184	1481	320	349
	85%	89%	94%	96%	94%	73%	90%	91%	94%	89%	82%	92%	88%	84%	86%	81%	88%	77%	84%
			j		j		j	j	j	j		j	m				qr		q
MIXED/ MULTIPLE ETHNIC	59	-	1	-	5	1	8	12	2	2	34	22	13	46	41	7	38	12	8
	2%	-	1%	-	1%	9%	3%	3%	1%	1%	2%	2%	1%	3%	2%	3%	2%	3%	2%
														l					
ASIAN/ ASIAN BRITISH	128	1	4	-	4	-	4	7	4	7	106	21	45	84	95	14	76	27	22
	5%	3%	3%	-	1%	-	2%	2%	2%	5%	7%	2%	5%	5%	5%	6%	5%	6%	5%
										d	dfghk								
BLACK AFRICAN/ CARRIBBEAN/ BLACK BRITISH	120	1	3	1	8	2	8	10	4	5	93	25	31	89	93	15	58	36	26
	5%	3%	2%	3%	2%	11%	3%	2%	2%	3%	6%	3%	3%	5%	5%	7%	3%	9%	6%
											dgk			l				p	p
ARAB	7	1	-	-	1	-	-	1	1	-	5	3	2	6	5	2	4	-	3
	*	2%	-	-	*	-	-	*	*	-	*	*	*	*	*	1%	*	-	1%
		fk																	
OTHER	24	1	1	*	3	1	3	5	-	1	16	8	7	17	17	2	12	7	3
	1%	1%	*	1%	1%	7%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	2%	1%
ETHNICITY (REDUCED)																			
WHITE	2161	39	135	16	324	10	209	351	153	133	1229	916	794	1367	1601	184	1481	320	349
	85%	89%	94%	96%	94%	73%	90%	91%	94%	89%	82%	92%	88%	84%	86%	81%	88%	77%	84%
			j		j		j	j	j	j		j	m				qr		q
BME	339	4	9	1	21	4	23	34	11	15	254	79	98	241	251	41	187	82	61
	13%	10%	6%	4%	6%	27%	10%	9%	6%	10%	17%	8%	11%	15%	13%	18%	11%	20%	15%
											bdfghk			l				p	
EDUCATION																			
GCSE/ O LEVEL/ NVQ	494	12	20	2	80	4	56	101	35	35	269	217	130	363	338	57	310	99	83
	20%	27%	14%	14%	23%	28%	24%	26%	22%	23%	18%	22%	14%	22%	18%	25%	18%	24%	20%
					b		b	bjk				bj		l		n		p	
A LEVEL OR EQUIV	527	8	36	4	66	4	46	105	38	23	314	210	168	359	395	37	359	67	95
	21%	19%	25%	23%	19%	31%	20%	27%	23%	15%	21%	21%	19%	22%	21%	16%	21%	16%	23%
								dfijk									q		q
DEGREE/ MASTERS/ PHD	1052	15	45	5	89	4	94	114	60	55	691	349	492	560	847	77	760	134	148
	42%	34%	31%	28%	26%	26%	40%	30%	37%	36%	46%	35%	54%	34%	45%	34%	45%	32%	36%
							dg		d	d	bdgk	dg	m		o		qr		
OTHER	196	2	20	5	43	-	20	26	18	17	102	93	60	136	140	17	123	36	36
	8%	4%	14%	29%	12%	-	9%	7%	11%	12%	7%	9%	7%	8%	8%	7%	7%	9%	9%
			gj		gjk							j							
NO FORMAL QUALS	203	6	23	-	55	2	11	32	9	15	97	105	45	159	115	34	96	67	39
	8%	14%	16%	-	16%	15%	5%	8%	6%	10%	6%	11%	5%	10%	6%	15%	6%	16%	9%
		f	fghjk		fghjk							fj		l		n		pr	p
AREA																			
RURAL	477	8	36	1	70	-	34	63	46	28	291	181	178	299	352	45	324	85	66
	19%	18%	25%	7%	20%	-	15%	16%	28%	19%	19%	18%	20%	18%	19%	20%	19%	20%	16%
			fgk						fgjk										
SUB URBAN	835	19	47	6	97	3	69	122	43	54	507	317	286	549	620	74	517	153	155
	33%	43%	32%	38%	28%	21%	30%	31%	27%	36%	34%	32%	32%	34%	33%	32%	31%	37%	37%
																		p	p
URBAN	742	9	37	5	121	6	71	124	49	38	422	315	265	476	550	66	512	108	116
	29%	20%	26%	32%	35%	46%	30%	32%	30%	25%	28%	31%	29%	29%	29%	29%	31%	26%	28%
					j														
METROPOLITAN	407	7	22	1	48	5	48	66	20	27	242	161	158	249	294	38	274	60	71
	16%	16%	15%	6%	14%	33%	21%	17%	12%	18%	16%	16%	17%	15%	16%	17%	16%	14%	17%
							h												
WORKING STATUS																			
WORKING	1554	15	45	4	55	6	158	176	63	75	1075	463	587	967	1189	117	1060	220	260
	61%	33%	31%	26%	16%	45%	68%	45%	38%	50%	72%	46%	65%	60%	64%	52%	63%	53%	62%
		d	d				abdghik	bd	d	bd	abdghik	bd	m		o		q		q
NOT WORKING	976	30	99	12	290	8	75	211	101	75	428	537	319	657	680	110	617	196	156
	39%	67%	69%	74%	84%	55%	32%	55%	62%	50%	28%	54%	35%	40%	36%	48%	37%	47%	38%
		fj	fgijk		abfghijk			fj	fj	fj		fj		l		n		pr	
EXPERIENCE OF DEMENTIA																			
FRIENDS	310	10	33	1	66	3	20	58	40	27	151	155	114	196	218	37	211	47	52
	12%	23%	23%	6%	19%	23%	8%	15%	24%	18%	10%	15%	13%	12%	12%	17%	13%	11%	12%
		fj	fgjk		fj			fj	fgjk	fj		fj							
FAMILY	1077	24	60	5	162	3	107	189	76	60	619	449	404	674	813	85	799	129	146
	43%	53%	42%	32%	47%	22%	46%	49%	46%	40%	41%	45%	45%	41%	43%	38%	48%	31%	35%
								j									qr		
CLOSE FRIENDS & FAMILY	1178	27	73	6	183	3	110	204	92	73	662	505	443	735	884	96	862	150	163
	47%	61%	51%	36%	53%	22%	48%	53%	56%	49%	44%	50%	49%	45%	47%	42%	51%	36%	39%
		j			j			j	j			j					qr		
SOMEONE ELSE	315	8	27	*	53	2	34	61	25	11	176	138	126	190	230	30	233	35	46
	12%	18%	19%	1%	15%	13%	14%	16%	15%	7%	12%	14%	14%	12%	12%	13%	14%	8%	11%
			ij		i			i				i					q		
ANY EXPERIENCE	1330	32	85	8	206	6	119	232	103	82	748	567	495	834	983	122	955	172	198
	53%	72%	59%	48%	60%	40%	51%	60%	63%	55%	50%	57%	55%	51%	53%	54%	57%	41%	48%
		fj	j		j			fj	fj			j					qr		
NO EXPERIENCE	1186	12	57	8	135	8	110	149	59	68	751	424	408	778	880	101	715	242	215
	47%	28%	40%	52%	39%	60%	48%	39%	36%	45%	50%	42%	45%	48%	47%	45%	43%	58%	52%
							agh				abdghk							p	p
DEMENTIA RISK - WANT TO KNOW?																			
YES	1929	30	109	12	234	12	180	299	132	117	1157	754	692	1237	1456	152	1393	240	286
	76%	67%	75%	72%	68%	84%	77%	77%	81%	78%	77%	75%	76%	76%	78%	67%	83%	58%	69%
							d	d	d	d	d	d			o		qr		q
NO	546	11	33	3	100	2	41	81	29	30	313	226	192	353	373	73	255	165	119
	22%	26%	23%	20%	29%	16%	18%	21%	18%	20%	21%	23%	21%	22%	20%	32%	15%	40%	29%
					fghjk											n		pr	p
INTERNET USAGE																			
AT LEAST ONCE A DAY	2330	41	127	14	282	14	222	360	146	141	1406	899	843	1486	1750	194	1576	350	384
	92%	91%	88%	84%	82%	100%	95%	93%	89%	94%	94%	90%	93%	92%	94%	86%	94%	84%	92%
							bdk	dk	d	d	bdk	d			o		q		q
AT LEAST ONCE A WEEK	2441	41	136	14	311	14	230	373	155	146	1464	951	876	1564	1818	213	1636	380	405
	96%	93%	95%	89%	90%	100%	99%	96%	95%	97%	97%	95%	97%	96%	97%	94%	98%	91%	97%
							abdhk	d		d	dk	d			o		q		q
AT LEAST ONCE A MONTH	2460	42	138	14	317	14	232	376	156	150	1472	962	880	1580	1828	216	1644	388	408
	97%	95%	96%	89%	92%	100%	100%	97%	96%	100%	98%	96%	97%	97%	98%	95%	98%	93%	98%
							abdghk	d		abdhk	dk	d			o		q		q
EVER	2463	42	139	14	317	14	232	376	156	150	1474	963	882	1581	1829	216	1644	391	408
	97%	95%	97%	89%	92%	100%	100%	97%	96%	100%	98%	96%	97%	97%	98%	95%	98%	94%	98%
							abdghk	d		abdhk	dk	d			o		q		q
NEVER	56	2	5	2	25	-	-	9	7	-	24	32	22	34	35	9	25	23	8
	2%	5%	3%	11%	7%	-	-	2%	4%	-	2%	3%	2%	2%	2%	4%	1%	6%	2%
		fi	fi		fgijk			f	fij			fj						pr	
LONG STANDING CONDITION OR DISABILITY																			
BLINDNESS	44	44	12	1	16	*	5	10	8	6	-	44	15	30	34	4	32	6	7
	2%	100%	8%	6%	5%	3%	2%	3%	5%	4%	-	4%	2%	2%	2%	2%	2%	1%	2%
		bdfghijk	fgjk		j		j	j	j	j		gj							
DEAFNESS	144	12	144	1	45	-	10	26	18	10	-	144	48	96	95	15	93	27	23
	6%	27%	100%	8%	13%	-	4%	7%	11%	6%	-	14%	5%	6%	5%	7%	6%	6%	6%
		dfghijk	adfghijk		fgij		j	j	fj	j		fgij							
SPEECH IMPAIRMENTS	16	1	1	16	9	-	7	7	4	2	-	16	2	14	14	1	8	2	6
	1%	2%	1%	100%	2%	-	3%	2%	3%	1%	-	2%	*	1%	1%	*	*	*	2%
		j	j		j		j	j	j	j		j							p
MOBILITY IMPAIRMENT	345	16	45	9	345	2	32	110	65	30	-	345	99	246	225	46	212	60	70
	14%	36%	31%	53%	100%	14%	14%	28%	40%	20%	-	35%	11%	15%	12%	21%	13%	14%	17%
		fij	fij		abfghijk		j	fj	fgij	j		fgij		l		n			
LEARNING DISABILITY	14	*	-	-	2	14	7	8	-	2	-	14	6	8	6	3	11	3	-
	1%	1%	-	-	1%	100%	3%	2%	-	1%	-	1%	1%	1%	*	2%	1%	1%	-
		j			j		dj	j		j		j				n			
NEURO DIVERSE CONDITIONS	232	5	10	7	32	7	232	91	23	11	-	232	76	156	174	17	183	17	32
	9%	11%	7%	44%	9%	51%	100%	24%	14%	7%	-	23%	8%	10%	9%	8%	11%	4%	8%
		j	j		j		abdghijk	bdhij	bj	j		bdhij					q		
MENTAL HEALTH CONDITIONS	387	10	26	7	110	8	91	387	56	23	-	387	136	251	273	42	292	27	67
	15%	22%	18%	43%	32%	56%	39%	100%	35%	16%	-	39%	15%	15%	15%	18%	17%	6%	16%
		j	j		bij		bij	abdfhijk	bij	j		abdij					q		q
LONG-TERM ILLNESS	163	8	18	4	65	-	23	56	163	14	-	163	64	100	105	15	114	15	34
	6%	17%	13%	25%	19%	-	10%	15%	100%	10%	-	16%	7%	6%	6%	7%	7%	4%	8%
		j	j		fij		j	j	abdfgijk	j		fij					q		q
OTHER	150	6	10	2	30	2	11	23	14	150	-	150	51	99	101	18	93	19	33
	6%	14%	7%	10%	9%	14%	5%	6%	9%	100%	-	15%	6%	6%	5%	8%	6%	5%	8%
		fj	j		j		j	j	j	abdfghjk		bdfghj							
NONE	1504	-	-	-	-	-	-	-	-	-	1504	-	554	950	1157	113	984	278	232
	59%	-	-	-	-	-	-	-	-	-	100%	-	61%	58%	62%	50%	59%	67%	56%
											abdfghik				o			pr	
ANY	1000	44	144	16	345	14	232	387	163	150	-	1000	346	654	697	110	682	129	181
	40%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	38%	40%	37%	48%	41%	31%	43%
		j	j		j		j	j	j	j		j				n	q		q
POSSIBLE TO REDUCE RISK OF DEVELOPING DEMENTIA																			
YES	906	15	48	2	99	6	76	136	64	51	554	346	906	-	787	34	661	122	116
	36%	33%	33%	13%	29%	41%	33%	35%	39%	34%	37%	35%	100%	-	42%	15%	39%	29%	28%
									d		d	d	m		o		qr		
NO	1624	30	96	14	246	8	156	251	100	99	950	654	-	1624	1082	192	1016	294	300
	64%	67%	67%	87%	71%	59%	67%	65%	61%	66%	63%	65%	-	100%	58%	85%	61%	71%	72%
					hjk									l		n		p	p
POSSIBLE TO INFLUENCE BRAIN HEALTH																			
AGREE	1869	34	95	14	225	6	174	273	105	101	1157	697	787	1082	1869	-	1316	267	274
	74%	78%	66%	83%	65%	46%	75%	71%	65%	68%	77%	70%	87%	67%	100%	-	78%	64%	66%
							dh				bdghik		m		o		qr		
DISAGREE	226	4	15	1	46	3	17	42	15	18	113	110	34	192	-	226	131	55	38
	9%	10%	11%	5%	13%	25%	8%	11%	9%	12%	8%	11%	4%	12%	-	100%	8%	13%	9%
					j							j		l		n		p	
WILLING TO BE INVOLVED IN MEDICAL RESEARCH FOR DEMENTIA																			
YES	1677	32	93	8	212	11	183	292	114	93	984	682	661	1016	1316	131	1677	-	-
	66%	72%	65%	48%	62%	78%	79%	75%	69%	62%	65%	68%	73%	63%	70%	58%	100%	-	-
							bdijk	bdijk				d	m		o		qr		
NO	416	6	27	2	60	3	17	27	15	19	278	129	122	294	267	55	-	416	-
	16%	13%	19%	13%	17%	22%	8%	7%	9%	13%	18%	13%	13%	18%	14%	24%	-	100%	-
			fghk		fghk						fghk	fg		l		n		pr	
NOT SURE	416	7	23	6	70	-	32	67	34	33	232	181	116	300	274	38	-	-	416
	16%	15%	16%	39%	20%	-	14%	17%	21%	22%	15%	18%	13%	18%	15%	17%	-	-	100%
														l					pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.