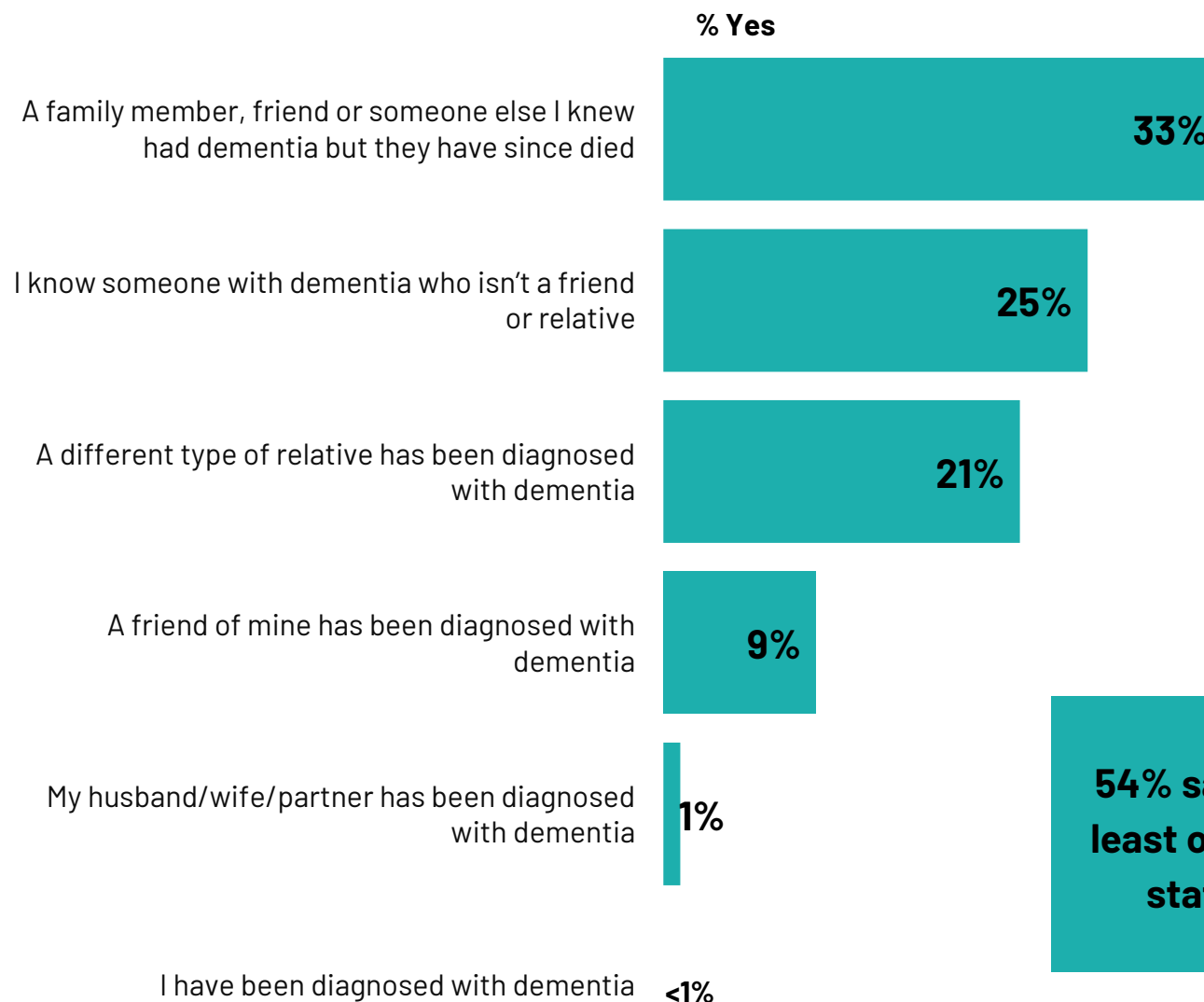


Dementia polling

November 2025

Over half of Britons say they have been affected by dementia in some way

Which, if any, of the following apply to you?

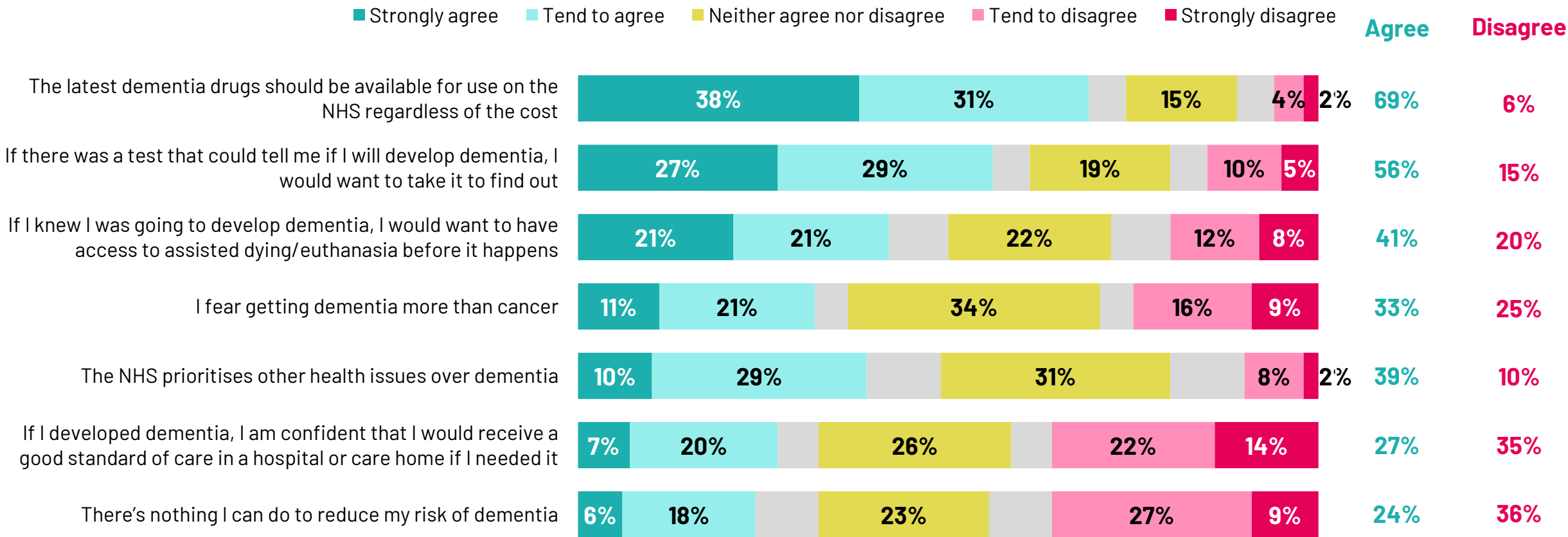


54% say yes to at least one of these statements

Base: 1137 online British adults aged 16+, 14-17 November

Seven in ten people agree the latest dementia drugs should be available on the NHS, regardless of the cost

To what extent do you agree or disagree with each of the following statements about dementia?



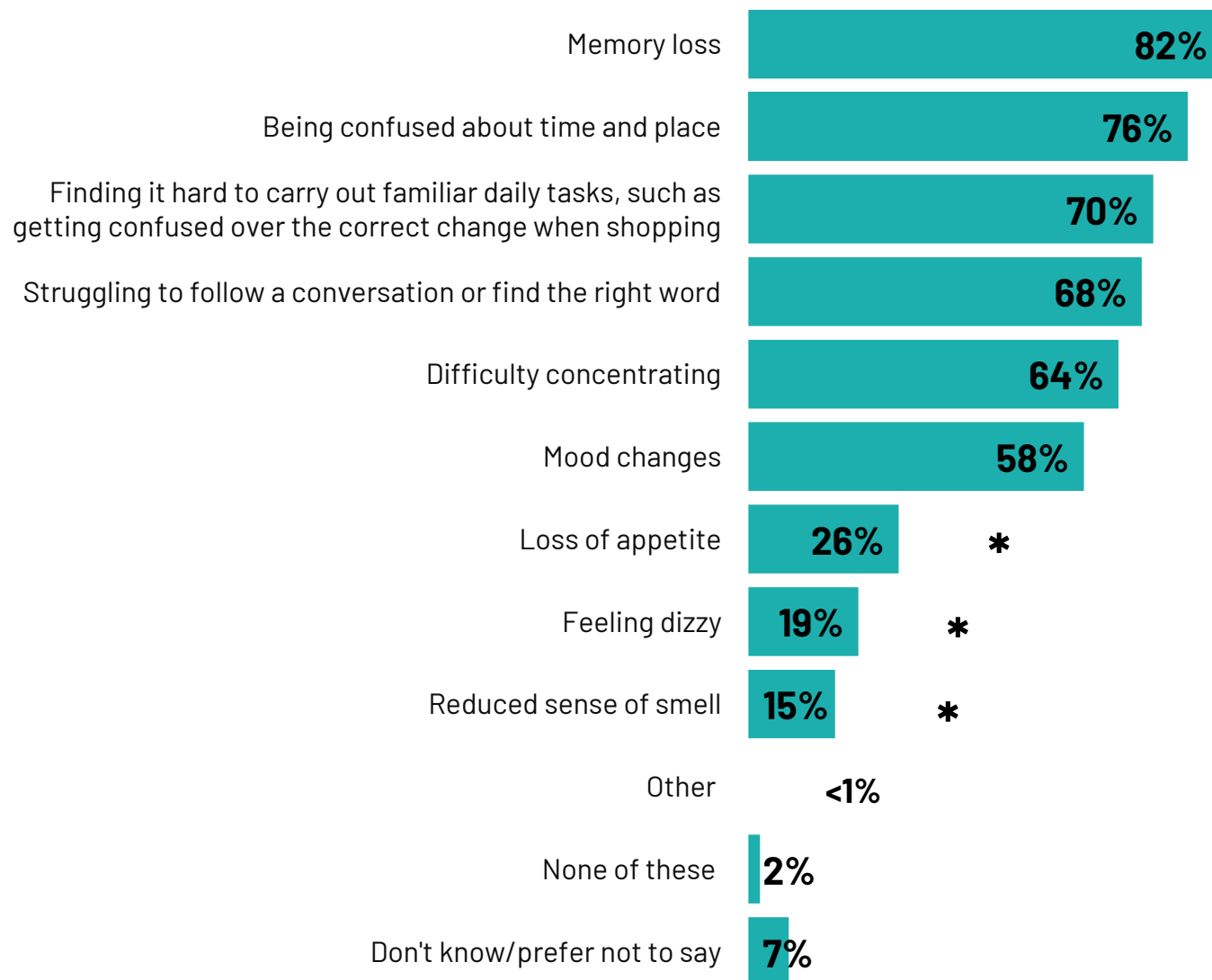
Base: 1137 online British adults aged 16+, 14-17 November



People generally have a good understanding of the symptoms of dementia; the most commonly identified symptoms are memory loss and confusion

Which, if any, of the following do you believe are symptoms of dementia?

* Not symptoms of dementia according to www.nhs.uk

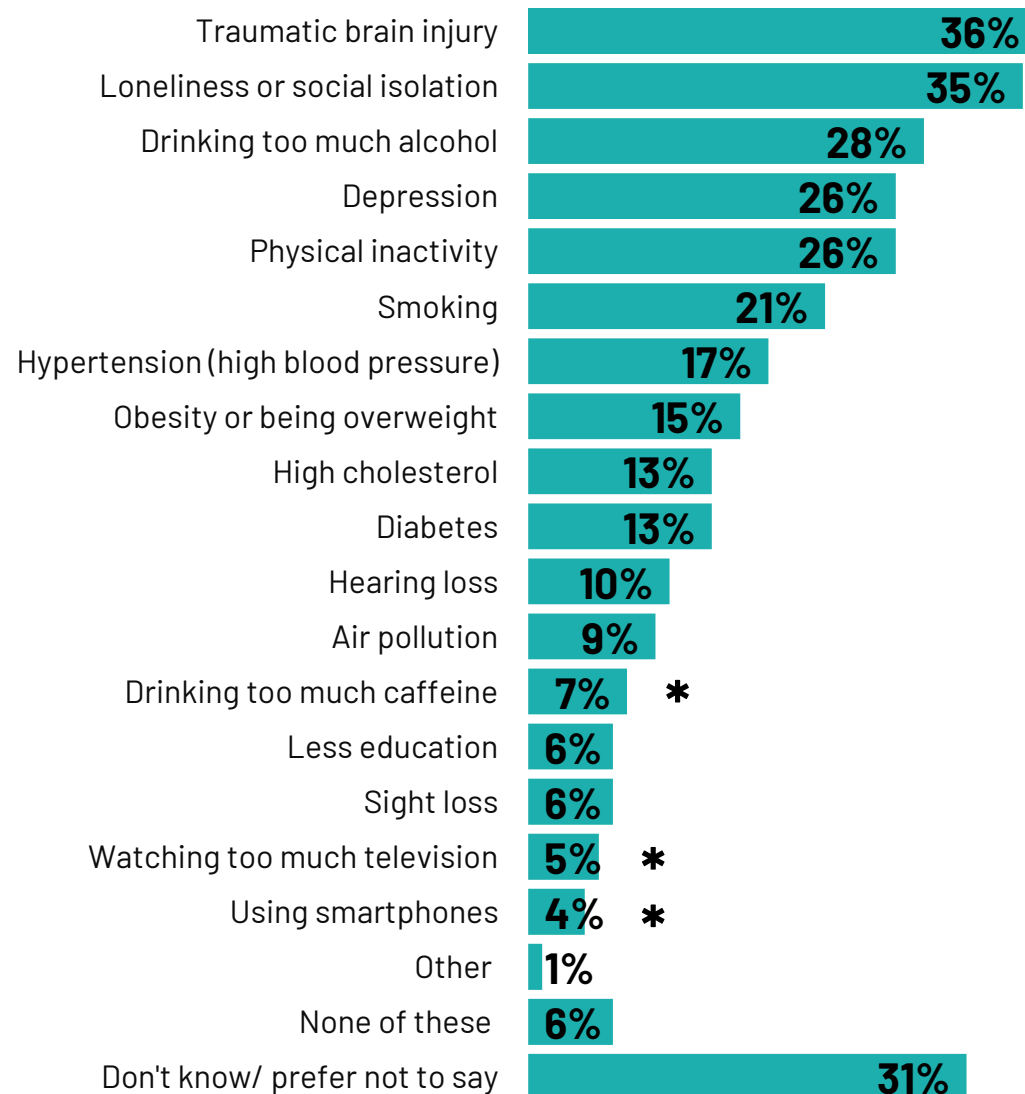


Base: 1137 online British adults aged 16+, 14-17 November

The most commonly identified risk factors for dementia are traumatic brain injury and loneliness or social isolation; three in ten don't know what increases the risk

Which, if any, of the following do you think increase the risk of developing dementia?

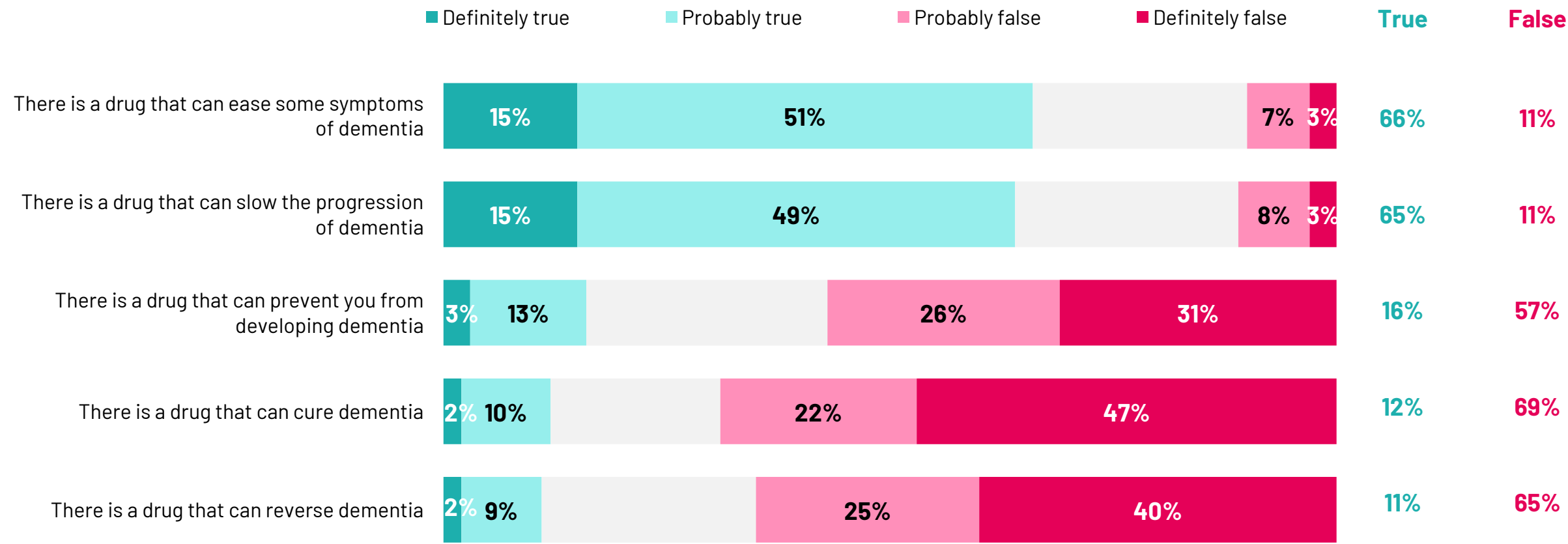
* Not risk factors for dementia according to a Lancet study



Base: 1137 online British adults aged 16+, 14-17 November

Two thirds think there is a drug that can ease symptoms or slow the progression of dementia

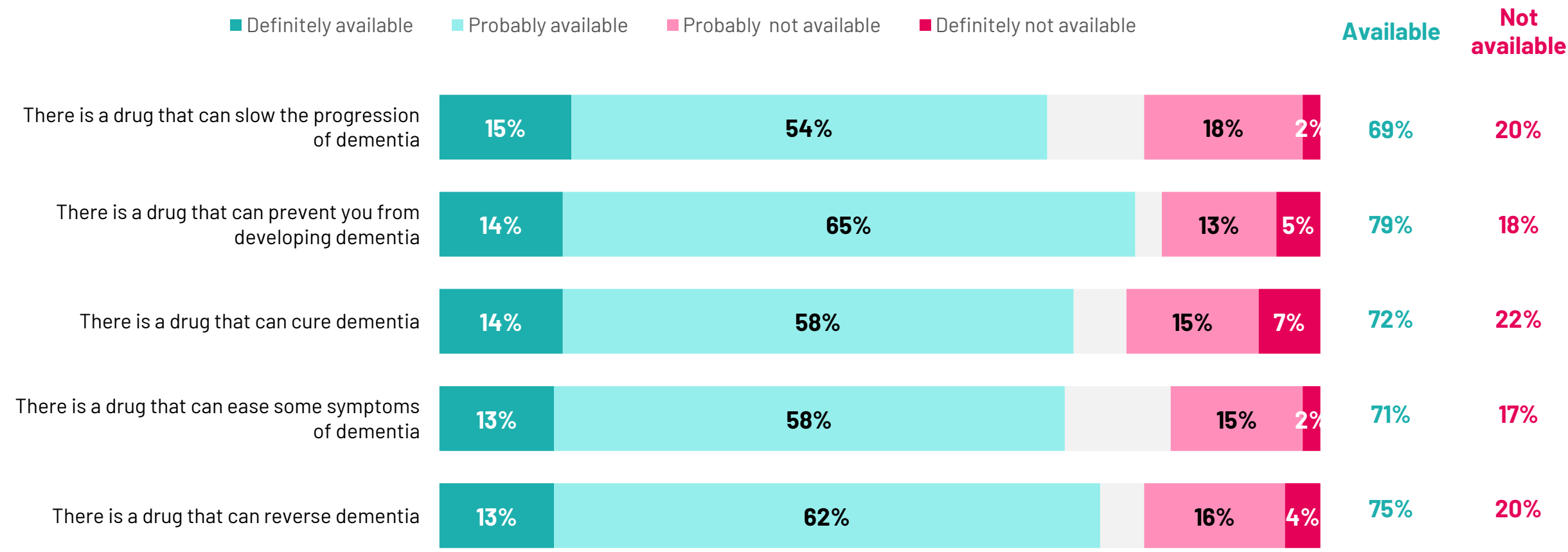
Do you believe each of the following to be true or false?



Base: 1137 online British adults aged 16+, 14-17 November

Where they think a drug exists, most people think it is available on the NHS

And do you think this drug is available through the NHS, or not?



Base: All online British adults aged 16+ saying true for each statement at the previous question: (765; 191; 137; 772; 132 respectively); 14-17 November



November 2025
Ipsos – Dementia polling

For more information

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