26 Nov 2025

Table 1
Q1 - Which, if any, of the following apply to you?

Base: All adults aged 16+ in Great Britain

	I have been diagnosed with dementia	A family member, friend or someone else I knew had dementia but they have since died	My husband/ wife/partner has been diagnosed with dementia	A different type of relative has been diagnosed with dementia	A friend of mine has been diagnosed with dementia	I know someone with dementia who isn't a friend or relative	I have never known anyone with dementia
UNWEIGHTED BASE	1137	1137	1137	1137	1137	1137	1137
WEIGHTED BASE	1137	1137	1137	1137	1137	1137	1137
Yes	5	378	15	244	104	284	253
	*	33%	1%	21%	9%	25%	22%
No	1109	733	1100	857	1005	820	814
	98%	64%	97%	75%	88%	72%	72%
Don't know	19	18	12	25	23	25	59
	2%	2%	1%	2%	2%	2%	5%
Prefer not to say	4	8	10	11	5	7	10
	*	1%	1%	1%	*	1%	1%

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Table 2
Q1_1 - Which, if any, of the following apply to you? I have been diagnosed with dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
Yes	5	5	-	3	2	1	1	3	2	1	2	-	-	1	3	2	5	-	-	2	-	3	1	3	-	4	-	-	-	4	1
	*	1% b	-	1%	*	*	*	1%	1%	*	1%	-	-	1%	1%	*	1%	-	-	1%	-	1% t	1%	*	-	1%	-	-	-	1%	*
No	1109	528	567	316	360	413	625	485	258	293	257	152	55	93	348	762	667	442	185	299	310	222	148	947	200	287	96	138	70	391	412
	98%	96%	99% a	95%	98% c	99% c	98%	97%	96%	99% hkm	98%	96%	100%	96%	96%	98% n	97%	99% p	97%	99%	97%	97%	94%	98% v	99% y	96%	99%	99%	96%	98%	98%
Don't know	19	16	3	14	2	2	11	8	5	3	6	-	-	3	8	10	15	4	4	1	11	3	7	12	1	6	1	1	3	4	6
	2%	3% b	*	4% de	1%	1%	2%	2%	2%	1%	4% i	-	-	4% i	2%	1%	2%	1%	2%	*	3% s	1%	5% w	1%	1%	2%	1%	1%	4%	1%	1%
Prefer not to say	4	1	2	1	3	-	1	2	3	1	*	-	-	-	2	2	3	1	2	-	-	1	1	2	1	2	-	-	-	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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Table 3
Q1_2 - Which, if any, of the following apply to you? 'A family member, friend or someone else I knew had dementia but they have since died'

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	286	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
Yes	378	162	210	93	107	178	223	155	97	85	94	42	24	36	112	266	206	172	54	109	115	66	38	338	60	91	47	48	25	131	166
	33%	29%	37% a	28%	29%	41% cd	35%	31%	36%	29%	36%	27%	43%	37%	31%	34%	30%	38% o	28%	36%	36%	29%	24%	35% v	30%	30%	49% xv	35%	34%	33%	40%
No	733	373	352	229	251	254	405	328	161	207	162	112	31	60	236	497	467	266	130	190	197	159	115	606	138	203	49	90	47	264	250
	64%	68% a	62%	68% e	68% e	58%	63%	66%	60%	70% h	62%	71% h	56%	62%	65%	64%	68% q	60%	69%	63%	61%	69%	73% w	63%	69% A	68% A	51%	64%	65%	66%	60%
Don't know	18	13	5	8	6	4	6	12	7	3	3	4	-	1	8	10	8	7	4	3	8	3	4	14	2	2	1	1	1	4	2
	2%	2%	1%	2%	2%	1%	1%	2%	3%	1%	1%	2%	-	1%	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*
Prefer not to say	8	3	5	4	3	-	4	4	3	1	4	-	*	-	4	3	6	2	2	-	-	2	1	5	1	3	-	-	-	2	1
	1%	*	1%	1%	1%	-	1%	1%	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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Table 4
Q1_3 - Which, if any, of the following apply to you? My husband/wife/partner has been diagnosed with dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	97*	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
Yes	15	8	7	12	2	1	13	2	3	-	1	11	-	-	5	10	14	1	1	1	11	3	10	5	-	3	10	1	1	4	11
	1%	1%	1%	4% de	*	*	2%	*	1%	-	*	7% hiim	-	-	1%	1%	2% q	*	*	*	3% rs	1%	6% w	*	-	1%	10% xvBC	*	1%	1%	3%
No	1100	530	557	308	361	431	616	485	256	293	256	144	55	97	348	753	661	440	180	299	306	222	140	946	197	290	86	138	72	391	404
	97%	96%	97%	92%	98% c	99% c	96%	97%	96%	99% hk	98%	91%	100% k	99% k	96%	97%	96%	98% p	95%	99% rtu	95%	97%	89%	98% v	98% A	97% A	89%	99% A	99% A	98%	97%
Don't know	12	9	3	11	1	1	4	8	3	-	4	4	-	1	5	7	10	2	3	2	4	3	5	6	1	3	-	1	-	2	1
	1%	2%	1%	3% de	*	*	1%	2%	1%	-	2% i	2% i	-	1%	1%	1%	1%	*	2%	1%	1%	1%	3% w	1%	*	1%	-	1%	-	1%	*
Prefer not to say	10	3	6	3	3	4	6	4	6	3	1	-	-	-	4	6	5	5	6	-	-	3	2	7	3	3	1	-	-	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	-	-	-	1%	1%	1%	1%	3% st	-	-	1%	1%	1%	2%	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 - v/w - x/y/A/B/C - D/E
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 5
Q1_4 - Which, if any, of the following apply to you? A different type of relative has been diagnosed with dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
Yes	244	106	133	63	68	113	150	94	62	67	54	27	11	23	79	165	145	100	37	55	70	62	24	217	45	58	25	28	11	96	86
	21%	19%	23%	19%	19%	26% cd	24%	19%	23%	22%	21%	17%	20%	24%	22%	21%	21%	22%	20%	18%	22%	27% s	15%	22%	22%	19%	26%	20%	15%	24%	21%
No	857	422	429	252	287	318	473	384	194	224	199	125	43	72	265	592	518	339	145	239	239	162	124	723	154	230	70	106	62	297	324
	75%	77%	75%	76%	78%	73%	74%	77%	72%	76%	76%	79%	79%	74%	73%	76%	75%	76%	76%	79% u	75%	70%	79%	75%	76%	77%	73%	76%	85%	74%	77%
Don't know	25	16	7	12	8	5	12	13	8	4	6	4	-	2	12	13	18	7	5	5	9	3	6	19	2	7	1	5	-	4	7
	2%	3%	1%	4% e	2%	1%	2%	3%	3%	1%	2%	3%	-	2%	3%	2%	3%	1%	3%	2%	3%	1%	4%	2%	1%	2%	1%	4%	-	1%	2%
Prefer not to say	11	7	4	6	5	-	3	8	3	2	3	2	*	-	5	6	9	2	2	2	2	3	4	6	1	5	-	-	-	3	1
	1%	1%	1%	2% e	1% e	-	*	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	2%	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/s/t/u - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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Table 6
Q1_5 - Which, if any, of the following apply to you? A friend of mine has been diagnosed with dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GE 2024 CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REF 2016 REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	305	286	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
Yes	104	51	51	27	20	57	49	55	29	19	27	13	5	12	31	73	52	52	17	22	33	22	13	87	17	24	17	12	3	40	41
	9%	9%	9%	8%	5%	13% d	8%	11%	11%	6%	10%	8%	9%	13%	9%	9%	7%	12% o	9%	7%	10%	10%	8%	9%	8%	8%	17% xvC	9%	4%	10%	10%
No	1005	485	509	296	339	371	575	431	231	272	229	141	50	83	318	688	623	383	166	277	279	203	142	853	180	270	80	125	68	352	373
	88%	88%	89%	89%	92% e	85%	90%	86%	86% h	92%	87%	89%	91%	85%	88%	89%	90% q	86%	87%	92%	87%	88%	90%	88%	90%	90%	83%	90%	93%	88%	89%
Don't know	23	13	10	8	6	9	12	10	5	4	6	5	-	2	9	13	11	11	5	4	9	4	1	21	4	3	-	2	3	6	4
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	-	2%	3%	2%	2%	3%	2%	1%	3%	2%	1%	2%	2%	1%	-	1%	4%	2%	1%
Prefer not to say	5	2	3	3	3	-	3	2	4	1	1	-	-	-	3	2	4	1	2	-	1	1	1	3	-	3	-	-	-	2	-
	*	*	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

Table 7
Q1_6 - Which, if any, of the following apply to you? I know someone with dementia who isn't a friend or relative

Base: All adults aged 16+ in Great Britain

| | | GENDER | | AGE | | | SOCIAL GRADE | | REGION | | | | | | EDUCATION | | WORKING STATUS | | INCOME | | | | ETHNICITY | | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | |
| | | MAN | WOMAN | 16-34 | 35-54 | 55+ | ABC1 | C2DE | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | GRADUATES | NON GRADUATES | WORKING | NOT WORKING | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000 + | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | CONSERVATIVE | LABOUR | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	305	285	160	964	194	324	95	122	80	435	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	71*	400	418
Yes	294	128	154	80	81	124	177	107	71	63	71	36	16	27	91	194	182	102	42	76	85	65	32	247	49	81	28	35	15	112	105
	25%	23%	27%	24%	22%	28%	28%	22%	27%	21%	27%	23%	29%	28%	25%	25%	26%	23%	22%	25%	27%	28%	20%	26%	24%	27%	29%	25%	20%	28%	25%
							e																								
No	820	403	407	239	279	302	451	370	187	230	183	115	39	66	257	563	484	336	142	219	227	157	121	691	149	210	68	98	57	281	301
	72%	73%	71%	72%	76%	69%	71%	74%	70%	78%	70%	73%	71%	68%	71%	73%	70%	75%	75%	73%	71%	68%	77%	72%	74%	70%	70%	70%	78%	70%	72%
						e																									
Don't know	25	16	9	11	4	10	9	17	7	3	7	4	-	4	10	15	18	7	4	6	7	6	4	21	3	6	1	6	1	6	11
	2%	3%	2%	3%	1%	2%	1%	3%	3%	1%	3%	3%	-	4%	3%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	1%	4%	2%	1%	3%
												f																			
Prefer not to say	7	4	3	4	3	-	2	5	3	1	1	3	-	-	3	4	6	1	2	-	2	2	1	5	-	3	-	-	-	1	1
	1%	1%	1%	1%	1%	-	*	1%	1%	*	*	2%	-	-	1%	*	1%	*	1%	-	1%	1%	*	1%	-	1%	-	-	-	*	*
							e																								

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 - v/w - x/y/A/B/C - D/E
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 8
Q1_7 - Which, if any, of the following apply to you? I have never known anyone with dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	286	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
Yes	253	127	122	68	82	103	149	104	61	74	51	39	10	18	80	173	156	97	43	80	63	51	34	217	48	67	18	35	16	88	99
	22%	23%	21%	20%	22%	24%	23%	21%	23%	25%	19%	25%	19%	18%	22%	22%	23%	22%	22%	27%	20%	22%	22%	22%	24%	22%	19%	25%	23%	22%	24%
No	814	385	419	249	262	303	455	350	189	208	190	110	43	75	261	553	493	321	134	199	240	171	114	688	149	208	71	99	53	288	300
	72%	70%	73%	75%	71%	69%	71%	72%	71%	70%	73%	69%	78%	77%	72%	71%	71%	72%	71%	66%	75% s	74% s	73%	71%	74% x	69%	74%	71%	72%	72%	72%
Don't know	59	34	26	15	18	26	27	32	14	11	18	10	2	4	16	43	37	22	10	22	18	6	8	52	4	22	6	4	4	23	17
	5%	6%	4%	5%	5%	6%	4%	6%	5%	4%	7%	6%	3%	5%	4%	6%	5%	5%	5%	7% u	6%	2%	5%	5%	2%	7%	6%	3%	6%	6%	4%
Prefer not to say	10	4	6	2	4	4	7	4	3	3	3	-	-	1	4	6	4	6	3	1	-	2	1	8	-	3	1	2	-	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	2% t	*	-	1%	1%	1%	-	1%	1%	1%	-	*	1%

Table 9
Q2 - To what extent do you agree or disagree with each of the following statements about dementia?

Base: All adults aged 16+ in Great Britain

	If there was a test that could tell me if I will develop dementia, I would want to take it to find out	If I knew I was going to develop dementia, I would want to have access to assisted dying/ euthanasia before it happens	I fear getting dementia more than cancer	If I developed dementia, I am confident that I would receive a good standard of care in a hospital or care home if I needed it	The latest dementia drugs should be available for use on the NHS regardless of the cost	The NHS prioritises other health issues over dementia	There's nothing I can do to reduce my risk of dementia
UNWEIGHTED BASE	1137	1137	1137	1137	1137	1137	1137
WEIGHTED BASE	1137	1137	1137	1137	1137	1137	1137
(2) Strongly agree	308	235	126	81	428	118	68
	27%	21%	11%	7%	38%	10%	6%
(1) Tend to agree	330	237	244	229	358	330	206
	29%	21%	21%	20%	31%	29%	18%
(0) Neither agree nor disagree	218	255	390	294	168	353	265
	19%	22%	34%	26%	15%	31%	23%
(-) Tend to disagree	113	141	186	247	46	86	305
	10%	12%	16%	22%	4%	8%	27%
(-2) Strongly disagree	52	90	99	155	25	26	101
	5%	8%	9%	14%	2%	2%	9%
Mean	0.71	0.4	0.11	-0.17	1.09	0.47	-0.17
NET: Strongly/ tend to agree	639	471	370	310	786	448	274
	56%	41%	33%	27%	69%	39%	24%
NET: Strongly/ tend to disagree	165	231	285	402	70	112	406
	15%	20%	25%	35%	6%	10%	36%
Don't know	107	159	80	122	106	216	182
	9%	14%	7%	11%	9%	19%	16%
Prefer not to say	8	21	12	9	6	9	10
	1%	2%	1%	1%	1%	1%	1%

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Table 10

Q2_1 - To what extent do you agree or disagree with each of the following statements about dementia? If there was a test that could tell me if I will develop dementia, I would want to take it to find out

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GE 2024 CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REF 2016 REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	435	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(2) Strongly agree	308	151	155	95	98	115	180	129	73	75	64	47	20	28	96	212	189	119	41	81	74	89	45	260	65	81	25	36	14	110	113
	27%	27%	27%	28%	27%	26%	28%	26%	27%	25%	24%	30%	37%	29%	27%	27%	27%	27%	22%	27%	23%	39% rst	29%	27%	32% C	27%	25%	26%	19%	28%	27%
(1) Tend to agree	330	177	150	91	115	124	187	144	66	92	90	40	15	27	115	215	198	132	62	92	93	60	45	279	58	93	27	36	27	131	110
	29%	32% b	26%	27%	31%	28%	29%	29%	25%	31%	34% h	25%	28%	28%	32%	28%	29%	30%	33%	30%	29%	26%	29%	29%	29%	31%	28%	26%	37%	33%	26%
(0) Neither agree nor disagree	218	103	110	58	72	87	115	103	54	55	42	36	4	27	55	163	128	90	47	50	71	32	39	177	36	52	25	24	11	62	87
	19%	19%	19%	18%	20%	20%	18%	21%	20%	19%	16%	23% l	7%	28% jl	15%	21% n	19%	20%	25% u	17%	22% u	14%	25%	18%	18%	17%	26%	17%	15%	15%	21%
(-1) Tend to disagree	113	41	71	39	29	44	70	43	29	33	27	10	4	10	43	70	64	49	14	39	30	20	10	100	19	28	9	22	8	49	36
	10%	7%	12% a	12%	8%	10%	11%	9%	11%	11%	10%	6%	8%	10%	12%	9%	9%	11%	7%	13%	9%	9%	6%	10%	10%	9%	9%	16%	10%	12%	9%
(-2) Strongly disagree	52	25	27	16	17	19	25	27	14	8	11	15	2	3	16	37	35	17	11	13	18	10	9	43	9	17	4	8	2	15	30
	5%	5%	5%	5%	5%	4%	4%	5%	5%	3%	4%	9%	3%	3%	5%	5%	5%	4%	6%	4%	5%	4%	6%	4%	5%	6%	4%	6%	3%	4%	7%
Mean	0.71	0.78	0.66	0.7	0.75	0.7	0.74	0.68	0.65	0.74	0.73	0.64	1.05	0.72	0.72	0.71	0.72	0.7	0.62	0.68	0.61	0.93 rst	0.72	0.71	0.8	0.71	0.67	0.56	0.69	0.75	0.64
NET: Strongly/ tend to agree	639	328	305	185	213	240	366	272	139	167	154	87	36	55	211	427	387	251	103	173	166	148	91	539	123	174	51	72	40	241	223
	56%	60%	53%	56%	58%	55%	57%	55%	52%	56%	59%	55%	65%	57%	58%	55%	56%	56%	54%	57%	52%	65% rt	58%	56%	61%	58%	53%	52%	55%	60%	53%
NET: Strongly/ tend to disagree	165	66	98	55	46	64	95	70	43	41	38	25	6	13	58	107	99	66	25	52	48	30	20	143	29	45	13	30	10	63	65
	15%	12%	17% a	17%	13%	15%	15%	14%	16%	14%	16%	16%	11%	13%	16%	14%	14%	15%	13%	17%	15%	13%	12%	15%	14%	15%	13%	22%	13%	16%	16%
Don't know	107	49	57	30	34	44	59	49	30	31	27	8	8	3	34	73	70	38	15	27	34	18	8	99	13	29	8	12	12	35	40
	9%	9%	10%	9%	9%	10%	9%	10%	11% m	11% m	10% m	5%	15% km	3%	9%	9%	10%	8%	8%	9%	11%	8%	5%	10%	7%	10%	8%	9%	16% x	9%	10%
Prefer not to say	8	5	3	5	1	2	3	5	1	2	2	2	1	-	3	5	6	2	-	-	1	1	-	6	1	-	-	1	-	-	2
	1%	1%	1%	1%	*	*	1%	1%	1%	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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Table 11
Q2_2 - To what extent do you agree or disagree with each of the following statements about dementia? If I knew I was going to develop dementia, I would want to have access to assisted dying/euthanasia before it happens

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	286	160	964	194	324	95*	122	80	435	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(2) Strongly agree	235	129	102	67	81	87	124	111	52	68	59	31	9	17	76	159	146	89	46	51	64	57	25	210	44	64	11	32	16	89	87
	21%	24% b	18%	20%	22%	20%	19%	22%	19%	23%	22%	19%	17%	17%	21%	21%	21%	20%	24%	17%	20%	25% s	16%	22%	22%	21% A	11%	23% A	22%	22%	21%
(1) Tend to agree	237	107	128	91	71	75	140	97	47	64	55	37	12	21	83	154	152	85	39	58	73	54	40	192	38	74	32	22	19	95	87
	21%	19%	22%	27% de	19%	17%	22%	19%	18%	22%	21%	24%	22%	22%	23%	20%	22%	19%	21%	19%	23%	23%	25%	20%	19%	25%	33% xB	16%	26%	24%	21%
(0) Neither agree nor disagree	255	132	118	62	94	99	144	111	58	69	52	30	12	33	72	183	146	108	46	61	74	46	37	217	43	66	20	35	12	75	105
	22%	24%	21%	18%	26% c	23%	23%	22%	22%	23%	20%	19%	22%	34% hjk	20%	24%	21%	24%	24%	20%	23%	20%	24%	23%	22%	22%	21%	25%	16%	19%	25%
(-) Tend to disagree	141	64	75	43	38	60	86	54	38	32	28	24	8	11	45	96	85	56	18	49	42	28	28	108	21	35	18	10	18	55	45
	12%	12%	13%	13%	10%	14%	14%	11%	14%	11%	10%	15%	15%	11%	12%	12%	12%	13%	10%	16%	13%	12%	18% w	11%	10%	12%	19% B	7%	24% xyB	14%	11%
(-2) Strongly disagree	90	41	49	20	37	32	51	38	25	24	22	13	2	5	34	55	53	37	16	25	25	16	11	79	25	24	4	11	2	33	34
	8%	7%	8%	6%	10%	7%	8%	8%	9%	8%	8%	8%	3%	5%	10%	7%	8%	8%	8%	8%	8%	7%	7%	8%	13% AC	8%	4%	8%	2%	8%	8%
Mean	0.4	0.46	0.34	0.5	0.37	0.35	0.36	0.45	0.28	0.47	0.47	0.37	0.44	0.4	0.39	0.41	0.44	0.35	0.49	0.25	0.4	0.53 s	0.29	0.43	0.32	0.46	0.33	0.49	0.46	0.44	0.41
NET: Strongly/ tend to agree	471	236	230	158	152	162	264	207	99	132	114	68	21	38	159	313	297	174	86	109	137	111	64	402	82	138	43	55	35	184	173
	41%	43%	40%	47% e	41%	37%	41%	42%	37%	44%	43%	43%	39%	39%	44%	40%	43%	39%	45%	36%	43%	48% s	41%	42%	41%	46%	45%	39%	48%	46%	41%
NET: Strongly/ tend to disagree	231	105	123	63	75	92	138	93	64	56	49	36	10	16	79	151	137	93	34	74	66	44	38	187	46	58	22	21	19	88	79
	20%	19%	22%	19%	21%	21%	22%	19%	24%	19%	19%	23%	18%	16%	22%	19%	20%	21%	18%	25%	21%	19%	24%	19%	23%	20%	23%	15%	27%	22%	19%
Don't know	159	65	91	40	43	77	81	78	45	36	40	16	11	10	44	115	94	65	24	53	37	26	15	142	28	35	11	26	7	52	57
	14%	12%	16%	12%	12%	18% d	13%	16%	17%	12%	15%	10%	21%	10%	12%	15%	14%	15%	12%	17%	12%	11%	9%	15%	14%	12%	12%	19%	10%	13%	14%
Prefer not to say	21	11	10	12	2	7	12	9	2	4	7	8	1	-	7	15	15	6	*	4	7	2	3	16	1	2	-	2	-	2	4
	2%	2%	2%	4% d	1%	2%	2%	2%	1%	1%	3%	5% hi	1%	-	2%	2%	2%	1%	*	1%	2%	1%	2%	2%	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/s/t/u - v/w - x/y/A/B/C - D/E
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 12
Q2_3 - To what extent do you agree or disagree with each of the following statements about dementia? I fear getting dementia more than cancer

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 16-34 (c)	AGE 35-54 (d)	AGE 55+ (e)	SOCIAL GRADE ABC1 (f)	SOCIAL GRADE C2DE (g)	REGION NORTH (h)	REGION MIDLANDS (i)	REGION SOUTH (j)	REGION LONDON (k)	REGION WALES (l)	REGION SCOTLAND (m)	EDUCATION GRADUATES (n)	EDUCATION NON GRADUATES (o)	WORKING STATUS WORKING (p)	WORKING STATUS NOT WORKING (q)	INCOME UP TO £19,999 (r)	INCOME £20,000-£34,999 (s)	INCOME £35,000-£54,999 (t)	INCOME £55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	ETHNICITY WHITE ETHNIC GROUP (w)	GE2024 CONSERVATIVE (x)	GE2024 LABOUR (y)	GE2024 LIBERAL DEMOCRATS (A)	GE2024 REFORM UK (B)	GE2024 OTHER (C)	REF2016 REMAIN (D)	REF2016 LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	305	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(2) Strongly agree	126	54	69	37	44	45	75	51	27	34	28	16	7	14	46	80	81	46	18	30	30	41	14	109	30	32	9	17	7	53	43
	11%	10%	12%	11%	12%	10%	12%	10%	10%	12%	11%	10%	13%	14%	13%	10%	12%	10%	9%	10%	9%	18% rst	9%	11%	15%	11%	9%	12%	9%	13%	10%
(1) Tend to agree	244	130	121	61	79	104	142	102	65	53	57	34	16	20	75	169	148	96	44	62	69	51	38	203	45	81	18	31	21	90	107
	21%	22%	21%	18%	22%	24%	22%	21%	24%	18%	22%	21%	29%	21%	21%	22%	21%	22%	23%	21%	21%	22%	24%	21%	22%	27%	19%	22%	29%	23%	26%
(0) Neither agree nor disagree	390	193	192	89	122	179	224	165	95	114	88	47	13	33	116	274	220	170	65	112	121	64	44	343	69	105	45	50	23	149	152
	34%	35%	34%	27%	33%	41% cd	35%	33%	36%	38%	33%	30%	23%	34%	32%	35%	32%	38%	34%	37% u	38% u	28%	28%	36%	34%	35%	46%	36%	32%	37%	36%
(-) Tend to disagree	186	92	91	75	54	57	98	88	35	56	45	26	7	19	63	123	120	67	25	48	53	39	26	157	30	36	16	20	13	51	58
	16%	17%	16%	23% de	15%	13%	15%	18%	13%	19%	17%	16%	12%	20%	17%	16%	17%	15%	13%	16%	17%	17%	16%	16%	15%	12%	17%	14%	18%	13%	14%
(-2) Strongly disagree	99	50	48	32	41	25	57	42	21	21	26	18	6	6	32	67	61	38	23	32	21	20	18	81	15	30	6	14	6	34	39
	9%	9%	8%	10%	11% e	6%	9%	8%	8%	7%	10%	12%	12%	6%	9%	9%	9%	8%	12% t	11%	7%	9%	12%	8%	7%	10%	6%	10%	8%	8%	9%
Mean	0.11	0.07	0.14	-0.02	0.09	0.21	0.13	0.07	0.17	0.09	0.06	0.02	0.22	0.18	0.12	0.1	0.11	0.11	0.04	0.03	0.11	0.25	0.03	0.11	0.24	0.17	0.08	0.14	0.14	0.21	0.14
NET: Strongly/ tend to agree	370	174	190	98	123	149	216	154	91	87	85	50	23	34	121	249	228	142	61	92	98	92	52	312	75	113	27	48	28	143	150
	33%	32%	33%	29%	34%	34%	34%	31%	34%	29%	32%	31%	42%	35%	34%	32%	33%	32%	32%	31%	31%	40% st	33%	32%	37%	38%	28%	35%	38%	36%	36%
NET: Strongly/ tend to disagree	285	143	139	108	95	82	155	130	55	76	71	44	13	25	95	191	181	105	49	80	74	60	44	238	45	66	22	33	19	85	97
	25%	26%	24%	32% e	26%	19%	24%	26%	21%	26%	27%	28%	24%	26%	26%	25%	26%	23%	26%	27%	23%	26%	28%	25%	22%	22%	23%	24%	26%	21%	23%
Don't know	80	32	47	33	25	22	36	44	26	16	18	12	4	4	26	53	53	27	13	16	25	12	17	62	10	15	2	8	3	20	19
	7%	6%	8%	10% e	7%	5%	6%	9%	10%	5%	7%	8%	7%	4%	7%	7%	8%	6%	7%	5%	8%	5%	11%	6%	5%	5%	2%	6%	4%	5%	5%
Prefer not to say	12	8	4	7	1	4	6	6	-	3	1	5	2	1	3	9	8	4	2	1	2	2	-	10	2	1	1	-	-	3	-
	1%	1%	1%	2%	*	1%	1%	1%	-	1%	*	3% hi	3%	1% h	1%	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

26 Nov 2025

Table 13

Q2_4 - To what extent do you agree or disagree with each of the following statements about dementia? If I developed dementia, I am confident that I would receive a good standard of care in a hospital or care home if I needed it

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	573	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	305	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	150	302	321	230	157	964	201	300	97*	139	73*	400	418
(2) Strongly agree	81	57	21	38	19	24	46	35	23	20	13	14	5	6	39	42	54	27	13	13	20	31	20	59	19	20	10	10	4	32	23
	7%	10%	4%	11%	5%	5%	7%	7%	9%	7%	5%	9%	9%	6%	11%	5%	8%	6%	7%	4%	6%	13%	12%	6%	9%	7%	10%	7%	5%	8%	6%
		b		de											o							rst	w								
(1) Tend to agree	229	130	98	83	66	80	135	94	43	61	53	43	8	20	80	150	142	88	29	55	71	61	38	188	47	72	21	21	12	86	86
	20%	24%	17%	25%	18%	18%	21%	19%	16%	21%	20%	27%	15%	21%	22%	19%	21%	20%	15%	18%	22%	26%	24%	20%	23%	24%	21%	15%	17%	21%	21%
		b		d								h			o							rs	w								
(0) Neither agree nor disagree	294	148	142	77	95	122	172	122	66	67	72	46	18	26	85	209	179	115	52	77	97	47	48	243	60	77	27	33	17	90	115
	26%	27%	25%	23%	26%	28%	27%	25%	25%	23%	27%	29%	32%	26%	23%	27%	26%	26%	27%	26%	30%	20%	31%	25%	30%	26%	28%	24%	23%	22%	28%
																					u		w								
(-1) Tend to disagree	247	100	144	69	85	94	147	101	66	71	52	29	8	22	83	164	158	89	36	60	74	47	32	213	39	74	13	34	21	100	88
	22%	18%	25%	21%	23%	22%	23%	20%	25%	24%	20%	18%	14%	22%	23%	21%	23%	20%	19%	20%	23%	20%	20%	22%	19%	25%	13%	24%	28%	25%	21%
			a																										A	A	
(-2) Strongly disagree	155	51	101	29	64	63	79	76	39	46	40	11	7	11	43	112	77	78	39	45	35	29	9	147	22	39	14	28	7	52	67
	14%	9%	18%	9%	17%	14%	12%	15%	15%	16%	15%	7%	13%	12%	12%	14%	11%	17%	21%	15%	11%	13%	5%	15%	11%	13%	14%	20%	9%	13%	16%
			a		c	c			k	k	k					o		o	tu					v				x			
Mean	-0.17	0.09	-0.41	0.11	-0.33	-0.24	-0.13	-0.21	-0.23	-0.24	-0.23	0.15	-0.1	-0.15	-0.04	-0.23	-0.1	-0.26	-0.36	-0.28	-0.11	0.08	0.2	-0.24	0.01	-0.14	*	-0.39	-0.23	-0.15	-0.24
		b	a	de	c	c			k	k	k	hi l			o						r	rs	w		B		B				
NET: Strongly/ tend to agree	310	187	120	121	85	104	181	128	67	81	66	57	13	26	118	191	195	114	41	68	91	92	58	247	66	92	30	31	16	118	110
	27%	34%	21%	36%	23%	24%	28%	26%	25%	27%	25%	36%	24%	27%	33%	25%	28%	26%	22%	22%	28%	40%	37%	26%	33%	31%	31%	22%	22%	29%	26%
		b		de								hi			o							rst	w								
NET: Strongly/ tend to disagree	402	151	245	98	148	157	226	177	105	118	92	40	15	33	126	276	236	167	75	104	109	76	40	359	61	113	26	61	27	152	155
	35%	28%	43%	29%	40%	36%	35%	35%	39%	40%	35%	25%	27%	34%	35%	36%	34%	37%	40%	35%	34%	33%	25%	37%	30%	38%	27%	44%	37%	38%	37%
			a		c				k	k						o			rst					v				A			
Don't know	122	59	63	32	38	52	56	66	30	27	31	13	9	13	29	94	73	49	22	51	23	14	10	109	14	17	13	14	13	40	38
	11%	11%	11%	10%	10%	12%	9%	13%	11%	9%	12%	8%	16%	13%	8%	12%	11%	11%	11%	17%	7%	6%	7%	11%	7%	6%	13%	10%	18%	10%	9%
																n				tu				v					xv		
Prefer not to say	9	5	4	6	*	2	3	5	-	4	2	3	1	-	3	5	6	2	*	2	-	2	1	5	1	1	-	-	-	-	-
	1%	1%	1%	2%	*	*	1%	1%	-	1%	1%	2%	1%	-	1%	1%	1%	1%	*	1%	-	1%	*	1%	*	*	-	-	-	-	-
				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/t/u - v/w - x/y/A/B/C - D/E

Overlap formulae used. * small base

26 Nov 2025

Table 14
Q2_5 - To what extent do you agree or disagree with each of the following statements about dementia? The latest dementia drugs should be available for use on the NHS regardless of the cost

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 16-34 (c)	AGE 35-54 (d)	AGE 55+ (e)	SOCIAL GRADE ABC1 (f)	SOCIAL GRADE C2DE (g)	REGION NORTH (h)	REGION MIDLANDS (i)	REGION SOUTH (j)	REGION LONDON (k)	REGION WALES (l)	REGION SCOTLAND (m)	EDUCATION GRADUATES (n)	EDUCATION NON GRADUATES (o)	WORKING STATUS WORKING (p)	WORKING STATUS NOT WORKING (q)	INCOME UP TO £19,999 (r)	INCOME £20,000-£34,999 (s)	INCOME £35,000-£54,999 (t)	INCOME £55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	ETHNICITY WHITE ETHNIC GROUP (w)	GE 2024 CONSERVATIVE (x)	GE 2024 LABOUR (y)	GE 2024 LIBERAL DEMOCRATS (A)	GE 2024 REFORM UK (B)	GE 2024 OTHER (C)	REFERENDUM REMAIN (D)	REFERENDUM LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	150	964	201	300	97*	139	73*	400	418
(2) Strongly agree	428 / 38%	189 / 34%	235 / 41% a	114 / 34%	154 / 42%	161 / 37%	237 / 37%	191 / 38%	102 / 38%	115 / 39%	98 / 37%	52 / 33%	28 / 51% k	33 / 34%	131 / 36%	298 / 38%	255 / 37%	174 / 39%	79 / 41% t	126 / 42% t	101 / 31%	102 / 44% t	43 / 27%	382 / 40% v	79 / 39% A	120 / 40% A	24 / 25%	52 / 38%	31 / 42% A	155 / 39%	159 / 38%
(1) Tend to agree	358 / 31%	168 / 31%	187 / 33% a	94 / 28%	111 / 30%	154 / 35%	219 / 34% g	138 / 28%	87 / 32%	91 / 31%	84 / 32%	44 / 28%	17 / 31%	36 / 37%	121 / 34%	236 / 30%	205 / 30%	153 / 34%	52 / 27%	94 / 31%	102 / 32%	74 / 32%	45 / 29%	305 / 32%	77 / 38% y yB	80 / 27%	45 / 47% yB	44 / 32%	23 / 32%	135 / 34%	140 / 34% A
(0) Neither agree nor disagree	168 / 15%	89 / 16%	77 / 13%	54 / 16%	54 / 15%	60 / 14%	91 / 14%	77 / 15%	38 / 14%	39 / 13%	37 / 14%	35 / 22% jl	2 / 4%	17 / 17% l	54 / 15%	114 / 15%	123 / 18% q	45 / 10%	23 / 12%	45 / 15%	64 / 20% ru	21 / 9%	32 / 20%	135 / 14%	20 / 10%	51 / 17% x	19 / 20% x	24 / 17%	9 / 13%	59 / 15%	58 / 14%
(-1) Tend to disagree	46 / 4%	32 / 6% b	13 / 2%	12 / 4%	15 / 4%	18 / 4%	21 / 3%	25 / 5%	12 / 4%	12 / 4%	12 / 5%	7 / 4%	- / -	3 / 3%	19 / 5%	27 / 3%	23 / 4%	19 / 4%	13 / 7% s	6 / 2%	11 / 4%	13 / 6% s	8 / 5%	37 / 4%	6 / 3%	17 / 6%	2 / 3%	10 / 7%	1 / 2%	14 / 4%	21 / 5%
(-2) Strongly disagree	25 / 2%	19 / 3% b	6 / 1%	20 / 6% de	5 / 1%	* / *	15 / 2%	10 / 2%	1 / *	9 / 3%	3 / 1%	10 / 6% hi	1 / 1%	1 / 1%	7 / 2%	18 / 2%	23 / 3% q	2 / 1%	3 / 1%	3 / 1%	11 / 3%	5 / 2%	9 / 6% w	15 / 2%	3 / 2%	9 / 3%	- / -	* / *	2 / 3%	7 / 2%	7 / 2%
Mean	1.09	0.96	1.22 a	0.92	1.17	1.16	1.1	1.08	1.15 k	1.09 k	1.12 k	0.82	1.49 hij km	1.11	1.05	1.11	1.02	1.21 o	1.14	1.21 t	0.94	1.18 t	0.76	1.14 v	1.2	1.02	1	1.06	1.19	1.13	1.1
NET: Strongly/ tend to agree	786 / 69%	357 / 65%	422 / 74% a	207 / 62%	264 / 72% c	315 / 72% c	457 / 72%	330 / 66%	188 / 70%	206 / 70%	181 / 69%	96 / 61%	45 / 82% k	69 / 71%	252 / 70%	534 / 69%	459 / 67%	327 / 73% o	131 / 69%	220 / 73% t	203 / 63%	176 / 76% t	89 / 56%	687 / 71% v	156 / 77% v	200 / 67%	70 / 72%	96 / 69%	54 / 74%	290 / 73%	299 / 71%
NET: Strongly/ tend to disagree	70 / 6%	51 / 9% b	19 / 3%	32 / 10% de	20 / 5%	19 / 4%	36 / 6%	34 / 7%	13 / 5%	21 / 7%	15 / 6%	17 / 11% h	1 / 1%	3 / 3%	26 / 7%	45 / 6%	49 / 7%	21 / 5%	15 / 8% s	10 / 3%	22 / 7%	18 / 8% t	18 / 11% w	53 / 5%	9 / 5%	26 / 9%	2 / 3%	10 / 7%	3 / 5%	21 / 5%	28 / 7%
Don't know	106 / 9%	49 / 9%	53 / 9%	36 / 11%	29 / 8%	41 / 9%	52 / 8%	54 / 11%	29 / 11%	27 / 9%	28 / 11%	7 / 5%	6 / 11%	9 / 9%	27 / 7%	79 / 10%	54 / 8%	52 / 12%	21 / 11%	26 / 9%	32 / 10%	13 / 6%	18 / 12%	87 / 9%	15 / 8%	21 / 7%	6 / 6%	9 / 7%	7 / 9%	30 / 7%	33 / 8%
Prefer not to say	6 / 1%	5 / 1%	1 / *	5 / 1% d	- / -	2 / *	3 / *	3 / 1%	- / -	2 / 1%	1 / *	3 / 2%	1 / 1%	- / -	3 / 1%	3 / *	5 / 1%	2 / *	- / -	- / -	- / -	2 / 1%	1 / *	3 / *	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 - v/w - x/y/A/B/C - D/E
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.

26 Nov 2025

Table 15
Q2_6 - To what extent do you agree or disagree with each of the following statements about dementia? The NHS prioritises other health issues over dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	690	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(2) Strongly agree	118 10%	64 12%	52 9%	36 11%	36 10%	46 11%	71 11%	47 9%	24 9%	34 12%	32 12%	13 8%	7 13%	8 8%	39 11%	80 10%	76 11%	42 9%	19 10%	27 9%	40 13%	31 14%	19 12%	98 10%	24 12%	33 11%	4 4%	29 21% vAC	5 6%	42 10%	52 12%
(1) Tend to agree	330 29%	150 27%	176 31%	84 25%	95 26%	151 35% cd	185 29%	145 29%	78 29%	83 28%	77 29%	43 27%	12 22%	36 37%	110 30%	220 28%	197 29%	133 30%	49 26%	82 27%	98 31%	77 34%	37 24%	288 30%	66 33%	82 27%	35 36%	41 29%	20 27%	132 33%	123 30%
(0) Neither agree nor disagree	353 31%	172 31%	177 31%	93 28%	134 37% ce	126 29%	209 33%	144 29%	93 35%	93 31%	76 29%	53 33%	13 24%	24 25%	109 30%	244 31%	224 32%	129 29%	62 33%	100 33% u	111 35% u	55 24%	46 29%	305 32%	54 27%	97 32%	38 39%	42 30%	25 35%	121 30%	138 33%
(-) Tend to disagree	86 8%	46 8%	39 7%	40 12% e	28 8%	18 4%	45 7%	41 8%	21 8%	24 8%	22 8%	9 6%	4 7%	6 6%	36 10% o	50 6%	59 9%	26 6%	17 9%	19 6%	19 6%	25 11% t	21 13% w	64 7%	14 7%	33 11% B	10 11% B	4 3%	4 5%	33 8%	22 5%
(-2) Strongly disagree	26 2%	18 3% b	6 1%	16 5% e	8 2%	2 *	15 2%	11 2%	4 2%	4 1%	4 1%	12 7% hiäm	2 3%	1 1%	10 3%	16 2%	18 3%	8 2%	7 4%	6 2%	7 2%	5 2%	9 6% w	17 2%	3 1%	14 5%	1 1%	2 1%	5 7% xA	12 3%	10 2%
Mean	0.47	0.43	0.51	0.31	0.41	0.65 cd	0.48	0.45	0.44	0.51	0.53 k	0.28	0.5	0.58	0.44	0.49	0.44	0.52	0.35	0.46	0.52	0.54	0.28	0.5 v	0.58 vC	0.34	0.35	0.76 vAC	0.27	0.46	0.54
NET: Strongly/ tend to agree	448 39%	214 39%	228 40%	120 36%	131 36%	197 45% cd	255 40%	193 39%	102 38%	117 40%	110 42%	56 36%	19 35%	44 45%	149 41%	299 39%	273 40%	175 39%	67 36%	109 36%	138 43%	109 47% rs	56 36%	386 40%	90 45%	116 39%	38 40%	70 50%	24 33%	174 43%	175 42%
NET: Strongly/ tend to disagree	112 10%	64 12%	45 8%	56 17% de	36 10% e	19 4%	59 9%	52 10%	26 10%	27 9%	25 10%	21 13%	5 10%	7 7%	45 13% o	66 9%	77 11%	34 8%	25 13%	24 8%	27 8%	30 13%	30 19% w	81 8%	17 8%	47 16% xB	11 11%	6 5%	8 12%	45 11%	32 8%
Don't know	216 19%	95 18%	119 21%	59 18%	65 18%	93 21%	110 17%	106 21%	46 17%	56 19%	49 19%	26 16%	16 30%	22 23%	55 15%	161 21% n	111 16%	105 23% p	35 18%	68 23% tu	44 14%	35 15%	25 16%	186 19%	38 19%	39 13%	9 10%	21 15%	15 21%	59 15%	74 18%
Prefer not to say	9 1%	5 1%	4 1%	6 2%	1 *	2 *	5 1%	4 1%	1 *	3 1%	1 1%	3 2%	1 1%	-	3 1%	6 1%	5 1%	4 1%	1 1%	-	1 *	1 1%	*	6 1%	2 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 - v/w - x/y/A/B/C - D/E
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.

26 Nov 2025

Table 16
Q2_7 - To what extent do you agree or disagree with each of the following statements about dementia? There's nothing I can do to reduce my risk of dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	690	438	182	273	306	285	160	964	194	324	95	122	80	435	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	221	230	157	964	201	330	97*	139	73*	400	418
(2) Strongly agree	68	42	26	21	22	26	36	32	15	17	18	9	4	5	15	53	47	21	11	22	15	18	9	59	17	18	1	11	1	18	30
	6%	8%	5%	6%	6%	6%	6%	6%	6%	6%	7%	6%	8%	5%	4%	7%	7%	5%	6%	7%	5%	8%	5%	6%	9% A	6%	1%	8% A	2%	5%	7%
(1) Tend to agree	206	112	91	67	61	77	104	102	45	49	50	26	14	22	55	151	124	82	33	56	62	39	34	167	35	50	22	24	16	75	76
	18%	20%	16%	20%	17%	18%	16%	20%	17%	17%	19%	16%	25%	23%	15%	19%	18%	18%	17%	19%	19%	17%	22%	17%	17%	17%	23%	17%	22%	19%	18%
(0) Neither agree nor disagree	265	129	135	67	78	120	137	128	65	75	51	46	9	19	74	190	155	110	47	61	89	44	38	224	47	60	20	37	13	90	98
	23%	23%	24%	20%	21%	27% c	21%	26%	24%	25%	19%	29%	17%	19%	21%	25%	22%	25%	25%	20%	28% u	19%	24%	23%	23%	20%	21%	26%	18%	22%	23%
(-) Tend to disagree	305	116	183	69	107	128	204	101	79	82	78	27	8	31	130	175	178	127	50	79	89	65	33	272	61	98	34	27	21	126	117
	27%	21%	32% a	21%	29%	29% c	32% g	20%	30% kl	28% k	30% kl	17%	14%	31% kl	36% o	23%	26%	28%	26%	26%	28%	28%	21%	28%	30% B	33% B	35% B	19%	29%	32%	28%
(-2) Strongly disagree	101	59	40	53	31	17	61	40	21	22	21	26	5	5	44	57	75	27	18	24	22	35	29	72	17	37	5	13	8	44	31
	9%	11%	7%	16% de	9%	4%	10%	8%	8%	8%	8%	17% him	9%	6%	12% o	7%	11% q	6%	10%	8%	7%	15% st	19% w	7%	9%	12%	5%	9%	11%	11%	7%
Mean	-0.17	-0.08	-0.25	-0.24	-0.22	-0.09	-0.28	-0.04	-0.21	-0.18	-0.16	-0.26	0.1	-0.13	-0.42	-0.05	-0.19	-0.15	-0.3	-0.1	-0.15	-0.29	-0.29	-0.16	-0.15	-0.33	-0.23	-0.04	-0.3	-0.29	-0.12
NET: Strongly/ tend to agree	274	154	117	88	83	103	140	134	60	66	68	35	18	27	70	204	171	103	44	78	76	58	42	226	52	68	23	36	18	94	106
	24%	28% b	20%	26%	23%	24%	22%	27%	22%	22%	26%	22%	33%	27%	19%	26% n	25%	23%	23%	26%	24%	25%	27%	23%	26%	23%	24%	26%	24%	23%	25%
NET: Strongly/ tend to disagree	406	175	223	122	138	145	265	141	99	104	99	54	13	36	174	232	253	153	69	102	111	100	62	343	78	135	39	40	29	170	147
	36%	32%	39% a	37%	38%	33%	42% g	28%	37%	35%	38%	34%	24%	37%	48% o	30%	37%	34%	36%	34%	35%	44% st	40%	36%	39%	45% B	40%	28%	40%	42%	35%
Don't know	182	85	95	48	67	67	90	92	40	49	43	20	14	16	41	141	103	79	30	60	40	27	15	163	23	37	14	26	13	47	66
	16%	16%	17%	14%	18%	15%	14%	18%	15%	16%	16%	13%	25%	16%	11%	18% n	15%	18%	16%	20% tu	12%	12%	9%	17% w	11%	12%	15%	19%	18%	12%	16%
Prefer not to say	10	7	3	9	-	2	6	5	2	2	2	4	1	-	3	7	9	2	-	-	5	1	-	8	1	-	-	1	-	-	1
	1%	1%	1%	3% de	-	*	1%	1%	1%	1%	1%	2%	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

26 Nov 2025

Table 17
Q3 - Which, if any, of the following do you believe are symptoms of dementia?

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 16-34 (c)	AGE 35-54 (d)	AGE 55+ (e)	SOCIAL GRADE ABC1 (f)	SOCIAL GRADE C2DE (g)	REGION NORTH (h)	REGION MIDLANDS (i)	REGION SOUTH (j)	REGION LONDON (k)	REGION WALES (l)	REGION SCOTLAND (m)	EDUCATION GRADUATES (n)	EDUCATION NON GRADUATES (o)	WORKING STATUS WORKING (p)	WORKING STATUS NOT WORKING (q)	INCOME UP TO £19,999 (r)	INCOME £20,000-£34,999 (s)	INCOME £35,000-£54,999 (t)	INCOME £55,000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	286	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	100	302	321	230	157	964	201	300	97*	139	73*	400	418
Memory loss	933	421	501	229	317	387	529	405	220	244	219	116	51	83	282	651	546	387	154	267	256	170	100	823	170	249	73	109	62	326	364
	82%	77%	87% a	69%	87% c	89% c	83%	81%	82%	82%	84% k	73%	92% k	85%	78%	84% n	79%	87% o	81%	88% rtu	80%	74%	64%	85% v	84%	83%	75%	78%	84%	81%	87% D
Being confused about time and place	866	375	482	194	294	378	491	374	214	237	201	91	43	79	260	606	484	382	151	250	235	152	73	783	159	225	76	102	60	319	329
	76%	68%	84% a	58%	80% c	87% cd	77%	75%	80% k	80% k	77% k	58%	77% k	81% k	72%	78% n	70%	85% o	79%	83% rtu	73%	66%	46%	81% v	79%	75%	78%	73%	83%	80%	79%
Finding it hard to carry out familiar daily tasks, such as getting confused over the correct change when shopping	797	336	451	170	272	355	452	345	200	208	188	87	41	73	251	546	448	348	134	237	209	149	62	729	150	206	64	96	62	288	314
	70%	61%	79% a	51%	74% c	81% cd	71%	69%	75% k	70%	72% k	55%	74% k	75% k	70%	70%	65%	78% p	70%	78% tu	65%	65%	40%	76% v	74%	69%	66%	69%	84% yAB	72%	75%
Struggling to follow a conversation or find the right word	776	338	429	161	271	344	445	331	185	212	181	87	40	72	245	531	439	337	125	236	199	145	67	703	137	209	61	100	60	295	307
	68%	61%	75% a	48%	74% c	79% c	70%	66%	69%	72% k	69%	55%	72% k	74% k	68%	68%	64%	75% p	66%	78% tu	62%	63%	43%	73% v	68%	70%	63%	72%	82% xA	74%	73%
Difficulty concentrating	731	330	393	155	255	321	399	332	186	195	158	85	37	69	229	502	417	314	122	219	191	136	58	668	137	197	59	91	53	270	280
	64%	60%	69% a	46%	70% c	74% c	63%	66%	70% ik	66% k	60%	54%	67% k	71% k	60%	65%	60%	70% p	64%	73% tu	60%	59%	37%	69% v	68%	66%	61%	65%	73%	67%	67%
Mood changes	656	279	368	157	232	268	380	277	156	180	167	62	37	54	213	443	381	275	113	187	163	129	51	601	120	186	48	79	40	249	253
	58%	51%	64% a	47%	63% c	61% c	59%	55%	58% k	61% k	64% k	39%	68% k	55% k	59%	57%	55%	62% o	59%	62% t	51%	56%	33%	62% v	60%	62%	50%	57%	67% A	62%	60%
Loss of appetite	292	107	181	86	102	104	167	125	68	65	72	43	20	25	86	206	177	115	51	78	81	62	33	256	41	86	29	37	22	123	111
	26%	19%	32% a	26%	28%	24%	26%	25%	25%	22%	28%	27%	36%	25%	24%	27%	26%	26%	27%	26%	25%	27%	21%	27%	20%	29%	30%	26%	30%	31%	27%
Feeling dizzy	210	98	109	74	81	56	122	89	48	41	58	35	7	21	75	136	145	66	35	51	52	55	29	180	34	54	26	26	17	79	73
	19%	18%	19%	22% e	22% e	13%	19%	18%	18%	14%	22%	22%	13%	22%	21%	18%	21% q	15%	18%	17%	16%	24% t	19%	19%	17%	18%	27%	18%	24%	20%	17%
Reduced sense of smell	174	79	91	35	62	77	94	80	48	41	43	22	8	13	57	117	98	76	39	49	40	35	22	152	37	50	20	22	12	76	68
	15%	14%	16%	10%	17% c	18% c	15%	16%	18%	14%	17%	14%	14%	13%	16%	15%	14%	17%	20% t	16%	12%	15%	14%	16%	19%	17%	20%	16%	16%	19%	16%
Other (please specify)	5	*	3	-	2	3	4	*	-	2	1	-	1	1	3	2	2	3	-	3	-	2	-	5	2	1	1	1	-	1	3
	*	*	1%	-	1%	1%	1%	*	-	1%	1%	-	1%	1%	1%	*	*	1%	-	1%	-	1%	-	*	1%	*	1%	*	-	*	1%
NET: Correctly identified ALL symptoms	445	167	272	75	164	206	252	193	117	122	100	40	28	38	136	309	245	200	73	144	107	79	21	419	81	121	33	57	38	169	184
	39%	30%	48% a	23%	45% c	47% c	39%	39%	39%	41%	38%	25%	51% k	39%	38%	40%	35%	45% p	38%	48% tu	33%	34%	13%	44% v	40%	40%	34%	41%	52% A	42%	44%
NET: Failed to identify half the symptoms	262	171	87	144	65	54	140	122	55	57	57	65	13	15	86	176	191	71	46	48	85	70	91	161	43	65	28	35	11	82	81
	23%	31% b	15%	43% de	18%	12%	22%	24%	21%	19%	22%	41% hil m	23%	15%	24%	23%	28% q	16%	24%	16%	27% s	31% s	58% w	17%	21%	22%	29% C	25%	15%	20%	19%
None of these	24	13	9	14	7	3	16	8	5	8	5	5	-	2	15	9	22	2	2	2	9	10	8	16	5	8	1	2	2	13	5
	2%	2%	2%	4% e	2%	1%	2%	2%	2%	3%	2%	3%	-	2%	4% o	1%	3% q	*	1%	1%	3%	5% rs	5% w	2%	2%	3%	1%	2%	3%	3%	1%
Don't know	72	44	28	32	19	20	33	39	16	19	17	14	2	4	22	50	48	24	17	10	19	20	16	56	11	15	2	14	1	19	20
	6%	8%	5%	10% de	5%	5%	5%	8%	6%	6%	7%	9%	3%	4%	6%	6%	7%	5%	9% s	3%	6%	9% s	10% w	6%	5%	5%	2%	10% A	2%	5%	5%
Prefer not to say	7	2	4	4	-	3	3	4	4	2	1	-	-	-	2	5	4	3	-	2	2	1	-	6	-	-	-	2	-	-	-
	1%	*	1%	1%	-	1%	*	1%	2%	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

26 Nov 2025

Table 18
Q4 - Which, if any, of the following do you think increase the risk of developing dementia?

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	180	302	321	230	157	964	201	300	97*	139	73*	400	418
Traumatic brain injury	410 36%	187 34%	218 38% e	134 40% e	144 39% e	131 30%	244 38%	165 33%	95 36%	111 37%	99 38%	55 35%	16 29%	34 35%	146 40% o	264 34%	246 36%	163 37%	62 33%	120 40%	112 35%	88 38%	49 31%	357 37%	65 32%	121 41% B	39 41%	40 29%	27 37%	151 38%	144 34%
Loneliness or social isolation	393 35%	163 30%	223 39% a	91 27%	130 35% c	172 40% c	233 36%	161 32%	107 40% l	94 32%	97 37% l	46 29%	11 20%	38 39% l	132 36%	262 34%	216 31%	178 40% p	64 34%	116 38%	100 31%	81 35%	43 27%	350 36%	70 35%	114 38%	35 36%	38 27%	33 46% B	144 36%	155 37%
Drinking too much alcohol	316 28%	148 27%	164 29%	79 24%	119 32% c	119 27%	190 30%	126 25%	69 26%	87 29%	80 31% l	38 24%	7 13%	34 35% l	111 31%	205 26%	180 26%	136 30%	47 25%	84 28%	85 27%	76 33%	34 21%	280 29%	54 27%	90 30%	32 33%	37 26%	24 33%	124 31%	122 29%
Physical inactivity	298 26%	133 24%	159 28%	70 21%	108 30% c	120 27%	187 29% g	111 22%	77 29%	74 25%	79 30%	34 21%	9 16%	27 27%	107 30%	191 25%	169 24%	129 29%	43 23%	89 30%	69 22%	73 32%	33 21%	264 27%	58 29%	89 30%	26 27%	41 29%	26 35%	108 27%	128 31%
Depression	298 26%	147 27%	147 26%	90 27%	90 25%	117 27%	158 25%	139 28%	79 30%	74 25%	73 28%	38 24%	11 20%	22 23%	99 27%	198 26%	171 25%	127 28%	53 28%	96 32% t	73 23%	57 25%	42 27%	253 26%	51 25%	82 28%	31 32%	28 20%	23 31%	114 28%	114 27%
Smoking	241 21%	116 21%	121 21%	73 22%	93 25%	76 17%	141 22%	100 20%	49 18%	61 21%	65 25%	38 24%	5 9%	23 24%	80 22%	162 21%	145 21%	96 21%	44 23%	68 23%	63 20%	51 22%	33 21%	206 21%	45 22%	62 21%	21 22%	32 23%	16 21%	87 22%	93 22%
Hypertension (high blood pressure)	191 17%	87 16%	100 17%	61 18%	69 19%	60 14%	116 18%	74 15%	42 16%	43 15%	46 17%	33 21%	6 11%	20 21%	73 20%	117 15%	125 18%	66 15%	34 18%	47 16%	55 17%	43 19%	34 22%	155 16%	35 18%	47 16%	21 22%	26 19%	20 27% v	71 18%	78 19%
Obesity or being overweight	165 15%	82 15%	77 14%	37 11%	69 19% c	58 13%	103 16%	62 12%	43 16%	34 11%	42 16%	24 15%	5 9%	17 18%	59 16%	106 14%	99 14%	66 15%	25 13%	45 15%	46 14%	38 17%	19 12%	146 15%	32 16%	46 15%	21 22%	23 17%	13 18%	65 16%	66 16%
Diabetes	152 13%	78 14%	71 12%	44 13%	63 17% e	44 10%	93 15%	59 12%	31 12%	40 14%	41 16%	19 12%	7 12%	13 14%	58 16%	94 12%	104 15%	48 11%	22 12%	45 15%	47 15%	31 14%	24 15%	127 13%	31 16%	40 14%	21 22%	20 14%	11 15%	62 15%	59 14%
High cholesterol	144 13%	67 12%	73 13%	45 13%	52 14%	47 11%	87 14%	57 11%	34 13%	41 14%	28 11%	22 14%	5 8%	15 16%	59 16% o	85 11%	89 13%	55 12%	26 14%	36 12%	40 13%	37 16%	27 17%	116 12%	27 13%	39 13%	17 17%	14 10%	10 14%	51 13%	58 14%
Hearing loss	116 10%	46 8%	68 12%	30 9%	36 10%	49 11%	80 13% g	36 7%	24 9%	26 9%	18 15% m	18 11%	5 9%	5 5%	46 13%	70 9%	68 10%	47 11%	16 8%	45 15% t	22 7%	23 10%	19 12%	97 10%	21 10%	45 15% B	13 13%	10 7%	5 7%	53 13%	41 10%
Air pollution	99 9%	60 11% b	36 6%	36 11%	33 9%	30 7%	59 9%	40 8%	19 7%	18 6%	30 11%	18 11%	5 9%	10 10%	38 10%	61 8%	71 10% q	29 6%	15 8%	31 10%	27 8%	21 9%	14 9%	85 9%	14 7%	24 8%	10 10%	15 11%	11 15%	40 10%	31 7%
Drinking too much caffeine	82 7%	40 7%	41 7%	42 12% de	24 7%	16 4%	47 7%	35 7%	16 6%	19 6%	19 7%	23 15% hijm	2 4%	4 4%	29 8%	54 7%	60 9% q	22 5%	11 6%	21 7%	27 8%	17 7%	19 12% w	63 7%	14 7%	21 7%	15 16% xyC	13 9%	3 4%	29 7%	36 9%
Less education	74 6%	33 6%	38 7%	36 11% de	20 5%	18 4%	43 7%	30 6%	11 4%	12 4%	21 8%	21 13% hi	3 6%	6 6%	23 6%	50 6%	51 7%	23 5%	8 4%	16 5%	33 10% rsu	5 5%	20 13% w	54 6%	10 5%	14 5%	12 12%	7 5%	3 4%	17 4%	29 7%
Sight loss	64 6%	33 6%	29 5%	26 8%	21 6%	17 4%	45 7%	19 4%	11 4%	9 3%	18 7%	12 11% hi	2 3%	5 5%	28 8% o	36 5%	46 7%	18 4%	9 5%	15 5%	21 7%	16 7%	18 11% w	46 5%	10 5%	22 7%	10 10%	5 3%	6 8%	24 6%	27 6%
Watching too much television	61 5%	28 5%	33 6%	34 10% de	17 5%	10 2%	30 5%	31 6%	11 4%	7 2%	21 8%	15 9%	2 4%	4 4%	17 5%	44 6%	44 6%	17 4%	6 3%	19 6%	16 5%	14 6%	14 9%	46 5%	8 4%	13 4%	12 12% xuBC	2 1%	2 2%	19 5%	18 4%
Using smartphones	44 4%	25 4%	18 3%	23 7% e	14 4%	6 1%	20 3%	24 5%	9 3%	9 3%	13 5%	10 6%	1 2%	2 2%	17 5%	26 3%	34 5% q	10 2%	6 3%	9 3%	16 5%	11 5%	14 9% w	29 3%	7 4%	11 4%	8 8%	3 2%	3 5%	12 3%	19 5%
Other (please specify)	6 1%	2 *	5 1%	2 1%	3 1%	1 *	4 1%	2 *	2 1%	2 1%	1 *	* *	-	-	5 1% o	2 *	6 1%	* *	* *	2 1%	1 *	2 1%	-	6 1%	1 *	1 *	-	1 *	1 1%	3 1%	1 *
NET: Correctly identified ALL risk factors	5 *	3 1%	2 *	1 *	3 1%	1 *	4 1%	2 *	1 *	1 *	3 1%	-	-	-	2 1%	3 *	4 1%	1 *	-	2 1%	1 *	2 1%	1 1%	4 *	3 1%	1 *	-	-	-	-	3 1%
NET: Failed to identify half the risk factors	1014 89%	507 92% b	498 87%	311 93% d	312 85%	391 90%	565 89%	449 90%	237 88%	269 91%	229 87%	143 90%	54 97% m	83 85%	312 86%	702 90% n	617 89%	396 89%	166 87%	265 88%	287 90%	211 92%	146 93%	852 88%	179 89%	268 90%	85 87%	123 88%	59 81%	351 88%	372 89%
None of these	68 6%	27 5%	40 7%	18 5%	30 8%	20 5%	34 5%	34 7%	15 6%	17 6%	14 5%	10 6%	4 7%	9 9%	20 6%	48 6%	48 7%	20 5%	17 9%	19 6%	18 6%	8 3%	15 10%	53 5%	11 5%	16 5%	2 2%	13 9% A	5 7%	31 8% E	17 4%
Don't know	334 29%	165 30%	166 29%	71 21%	107 29% c	156 36% c	174 27%	160 32%	80 30%	83 28%	76 29%	40 25%	26 47% hijk	30 31%	87 24%	246 32% n	187 27%	147 33%	108 32% u	89 29%	94 29%	52 23%	26 17%	301 31% w	69 34% uA	65 22%	19 20%	44 32% v	20 28%	101 25%	127 30%
Prefer not to say	14 1%	9 2%	4 1%	10 3% de	1 *	3 1%	5 1%	9 2%	3 1%	4 1%	2 1%	6 4%	-	-	4 1%	10 1%	10 2%	3 1%	-	3 1%	5 2%	1 *	4 3% w	6 1%	1 *	3 1%	-	1 *	2 3%	3 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 - v/w - x/y/A/B/C - D/E
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 19

Q5 - Do you believe each of the following to be true or false?

Base: All adults aged 16+ in Great Britain

	There is a drug that can prevent you from developing dementia	There is a drug that can cure dementia	There is a drug that can slow the progression of dementia	There is a drug that can reverse dementia	There is a drug that can ease some symptoms of dementia
UNWEIGHTED BASE	1137	1137	1137	1137	1137
WEIGHTED BASE	1137	1137	1137	1137	1137
(4) Definitely true	30	19	175	22	169
	3%	2%	15%	2%	15%
(3) Probably true	150	114	559	101	584
	13%	10%	49%	9%	51%
(2) Probably false	300	246	87	288	84
	26%	22%	8%	25%	7%
(1) Definitely false	353	533	37	453	38
	31%	47%	3%	40%	3%
Mean	1.83	1.58	3.02	1.64	3.01
NET: Definitely/ Probably true	180	133	734	123	753
	16%	12%	65%	11%	66%
NET: Definitely/ Probably false	652	779	124	741	122
	57%	69%	11%	65%	11%
Don't know	293	209	270	263	255
	26%	18%	24%	23%	22%
Prefer not to say	11	15	10	10	7
	1%	1%	1%	1%	1%

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Table 20
Q5_1 - Do you believe each of the following to be true or false? There is a drug that can prevent you from developing dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	286	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	160	302	321	230	157	964	201	300	97*	139	73*	400	418
(4) Definitely true	30 / 3%	17 / 3%	14 / 2%	24 / 7% de	5 / 1%	2 / *	18 / 3%	13 / 3%	6 / 2%	11 / 4%	6 / 2%	5 / 3%	1 / 2%	1 / 1%	17 / 5% o	14 / 2%	27 / 4% q	4 / 1%	4 / 2%	2 / 1%	9 / 3%	15 / 6% rs	10 / 6% w	20 / 2%	4 / 2%	9 / 3%	1 / 1%	5 / 4%	2 / 2%	15 / 4%	5 / 1%
(3) Probably true	150 / 13%	87 / 16% b	61 / 11%	92 / 28% de	38 / 10% e	20 / 5%	105 / 16% g	45 / 9%	29 / 11%	32 / 11%	27 / 10%	49 / 31% hij lm	6 / 10%	8 / 8%	64 / 18% o	86 / 11%	120 / 17% q	30 / 7%	25 / 13%	26 / 9%	50 / 16% s	43 / 19% s	57 / 36% w	91 / 9%	15 / 8%	44 / 15% x	27 / 28% xyBC	18 / 13%	8 / 11%	52 / 13%	57 / 14%
(2) Probably false	300 / 26%	143 / 26%	150 / 26%	72 / 22%	100 / 27%	127 / 29%	155 / 24%	145 / 29%	86 / 32% k	78 / 26% k	73 / 28% k	24 / 15%	13 / 23%	26 / 27% k	98 / 27%	201 / 26%	166 / 24%	133 / 30%	49 / 26%	82 / 27%	79 / 25%	61 / 27%	26 / 16%	273 / 28%	57 / 28%	67 / 23%	25 / 26%	44 / 32%	32 / 44% xvA	111 / 28%	105 / 25%
(1) Definitely false	353 / 31%	162 / 29%	188 / 33%	69 / 21%	113 / 31%	171 / 39% cd	205 / 32%	148 / 30%	73 / 27%	108 / 36% hk	85 / 32%	35 / 22%	23 / 43% hk	29 / 30%	102 / 28%	250 / 32%	195 / 28%	157 / 35% p	58 / 30%	109 / 36% u	102 / 32%	58 / 25%	25 / 16%	326 / 34% v	72 / 36%	113 / 38%	26 / 26%	39 / 28%	19 / 26%	132 / 33%	152 / 36%
Mean	1.83	1.9 b	1.76	2.27 de	1.75 e	1.54	1.87	1.78	1.84	1.76	1.76	2.2 hii lm	1.65	1.72	1.99 o	1.75	1.96 q	1.63	1.81	1.64	1.86 s	2.08 rst	2.44 w	1.73	1.67	1.79	2.04 xv	1.9	1.87	1.84	1.74
NET: Definitely/ Probably true	180 / 16%	104 / 19% b	75 / 13%	115 / 35% de	43 / 12% e	22 / 5%	123 / 19% g	58 / 12%	35 / 13%	43 / 14%	33 / 13%	53 / 34% hij lm	7 / 13%	10 / 10%	81 / 22% o	99 / 13%	147 / 21% q	34 / 8%	29 / 15%	28 / 9%	59 / 19% s	57 / 25% rs	67 / 43% w	111 / 12%	19 / 10%	54 / 18% x	28 / 29% xyBC	23 / 17%	10 / 13%	67 / 17%	63 / 15%
NET: Definitely/ Probably false	652 / 57%	305 / 55%	337 / 59%	141 / 42%	213 / 58% c	298 / 68% cd	360 / 56%	292 / 59%	158 / 59%	186 / 63% k	157 / 60% k	59 / 37%	36 / 66% k	55 / 57% k	201 / 56%	452 / 58%	362 / 52%	291 / 65% p	107 / 67%	192 / 64% u	181 / 57%	119 / 52%	51 / 32%	599 / 62% v	129 / 64%	181 / 60%	50 / 52%	83 / 59%	52 / 71% A	243 / 61%	258 / 62%
Don't know	293 / 26%	133 / 24%	158 / 28%	71 / 21%	108 / 29%	115 / 26% c	153 / 24%	140 / 28%	74 / 28%	64 / 22%	67 / 25%	44 / 28%	12 / 22%	32 / 33% i	77 / 21%	216 / 28% n	172 / 25%	121 / 27%	54 / 29%	82 / 27%	77 / 24%	49 / 21%	40 / 25%	248 / 26%	53 / 26%	64 / 21%	18 / 19%	29 / 21%	12 / 16%	89 / 22%	95 / 23%
Prefer not to say	11 / 1%	9 / 2%	2 / *	7 / 2%	3 / 1%	2 / *	3 / *	8 / 2%	1 / *	3 / 1%	5 / 2%	2 / 1%	-	-	2 / *	9 / 1%	9 / 1%	2 / *	-	-	3 / 1%	4 / 2% s	-	6 / 1%	-	1 / *	-	4 / 3% xv	-	2 / *	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/s/t/u - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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Table 21
Q5_2 - Do you believe each of the following to be true or false? There is a drug that can cure dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	MAN (a)	WOMAN (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	690	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(4) Definitely true	19 / 2%	11 / 2%	7 / 1%	15 / 4% (de)	4 / 1%	1 / *	9 / 1%	11 / 2%	4 / 2%	7 / 2%	3 / 1%	3 / 2%	3 / 5%	- / -	7 / 2%	12 / 2%	18 / 3% (q)	2 / *	4 / 2%	2 / 1%	5 / 1%	8 / 4% (s)	4 / 2%	15 / 2%	3 / 1%	5 / 2%	1 / 1%	5 / 3%	2 / 2%	9 / 2%	6 / 2%
(3) Probably true	114 / 10%	65 / 12%	47 / 8%	75 / 22% (de)	26 / 7% (e)	13 / 3%	89 / 14% (g)	25 / 5%	19 / 7%	23 / 8%	20 / 8%	43 / 27% (hijlm)	6 / 12%	3 / 3%	49 / 14% (o)	65 / 8%	92 / 13% (q)	22 / 5%	16 / 8%	18 / 6%	38 / 12% (s)	40 / 17% (rs)	47 / 30% (w)	65 / 7%	14 / 7%	29 / 10%	29 / 30% (xyBC)	13 / 9%	4 / 5%	34 / 9%	50 / 12%
(2) Probably false	246 / 22%	110 / 20%	132 / 23%	74 / 22%	78 / 21%	95 / 22%	129 / 20%	117 / 23%	62 / 23%	70 / 24%	50 / 19%	31 / 19%	6 / 12%	28 / 28% (l)	83 / 23%	164 / 21%	148 / 21%	98 / 22%	39 / 20%	65 / 21%	77 / 24% (u)	38 / 16%	38 / 24%	206 / 21%	44 / 22%	50 / 17%	17 / 17%	32 / 23%	27 / 36% (xvA)	91 / 23%	85 / 20%
(1) Definitely false	533 / 47%	253 / 46%	274 / 48%	102 / 31%	180 / 49% (c)	250 / 57% (cd)	298 / 47%	235 / 47%	125 / 47% (k)	147 / 50% (k)	141 / 54% (k)	42 / 26%	31 / 56% (k)	47 / 48% (k)	163 / 45%	370 / 48%	287 / 42%	245 / 55% (p)	95 / 50%	165 / 55% (tu)	136 / 42%	98 / 42%	29 / 18%	502 / 52% (v)	105 / 52%	166 / 55% (A)	39 / 40%	68 / 49%	35 / 48%	208 / 52%	211 / 51%
Mean	1.58	1.62	1.54	2.01 (de)	1.49 (e)	1.34	1.64 (g)	1.51	1.53	1.55	1.47	2.06 (hijlm)	1.59 (k)	1.43	1.67 (o)	1.54	1.71 (q)	1.4	1.55	1.42	1.65 (s)	1.77 (rs)	2.22 (w)	1.48	1.49	1.5	1.91 (xvB C)	1.61	1.58	1.55	1.58
NET: Definitely/ Probably true	133 / 12%	77 / 14%	54 / 9%	90 / 27% (de)	30 / 8%	14 / 3%	98 / 15% (g)	36 / 7%	23 / 9%	29 / 10%	23 / 9%	46 / 29% (hijm)	9 / 17%	3 / 3%	56 / 16% (o)	77 / 10%	110 / 16% (q)	24 / 5%	21 / 11%	20 / 6%	43 / 13% (s)	48 / 21% (rst)	51 / 33% (w)	80 / 8%	17 / 8%	35 / 12%	30 / 31% (xyBC)	18 / 13%	5 / 7%	43 / 11%	56 / 13%
NET: Definitely/ Probably false	779 / 69%	363 / 66%	406 / 71%	176 / 53%	258 / 70%	345 / 79% (cd)	427 / 67%	352 / 71%	187 / 70% (k)	217 / 73% (k)	191 / 73% (k)	72 / 46%	38 / 68% (k)	75 / 77% (k)	246 / 68%	533 / 69%	435 / 63%	344 / 77% (p)	134 / 71%	230 / 76%	213 / 67%	135 / 59%	67 / 43%	708 / 73% (v)	149 / 74% (A)	216 / 72% (A)	55 / 57%	100 / 72%	62 / 85% (vA)	300 / 75%	297 / 71%
Don't know	209 / 18%	98 / 18%	111 / 19%	56 / 17%	77 / 21%	76 / 17%	104 / 16%	105 / 21%	56 / 21%	49 / 16%	44 / 17%	33 / 21%	8 / 15%	20 / 20%	54 / 15%	155 / 20% (n)	131 / 19%	78 / 17%	34 / 18%	52 / 17%	60 / 19%	43 / 19%	33 / 21%	170 / 18%	31 / 15%	46 / 15%	12 / 12%	20 / 14%	6 / 8%	55 / 14%	61 / 15%
Prefer not to say	15 / 1%	13 / 2%	2 / *	12 / 3% (de)	2 / 1%	2 / *	9 / 1%	6 / 1%	2 / 1%	2 / 1%	5 / 2%	7 / 4% (hi)	- / -	- / -	5 / 1%	10 / 1%	14 / 2% (q)	2 / *	2 / 1%	- / -	5 / 1%	4 / 2% (s)	6 / 4% (w)	6 / 1%	4 / 2%	4 / 1%	- / -	2 / 1%	- / -	2 / 1%	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/q - r/s/t/u - v/w - x/y/A/B/C - D/E
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 22
Q5_3 - Do you believe each of the following to be true or false? There is a drug that can slow the progression of dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000+ (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	435	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(4) Definitely true	175 15%	79 14%	93 16%	49 15%	60 16%	65 15%	105 16%	69 14%	43 16%	39 13%	46 17%	22 14%	9 16%	16 17%	72 20% o	103 13%	112 16%	63 14%	34 18%	40 13%	44 14%	51 22% st	18 12%	156 16%	35 18%	52 17%	17 18%	21 15%	15 21%	77 19%	67 16%
(3) Probably true	559 49%	277 50%	275 48%	154 46%	171 47%	235 54%	347 54% g	213 43%	138 51%	157 53%	111 42%	74 47%	30 55%	50 51% j	194 54% o	365 47%	313 45%	247 55% p	85 45%	146 48%	170 53%	110 48%	77 49%	481 50%	104 52%	156 52%	56 58%	61 44%	37 52%	208 52%	226 54%
(2) Probably false	87 8%	39 7%	46 8%	35 10% d	21 6%	31 7%	37 6%	49 10% f	14 5%	23 8%	31 12% hi	10 7%	1 1%	8 8%	27 8%	59 8%	55 8%	31 7%	15 8%	20 7%	21 7%	18 8%	14 9%	73 8%	15 8%	18 6%	2 2%	16 11% A	8 10% A	22 6%	33 8%
(1) Definitely false	37 3%	18 3%	19 3%	18 5% e	12 3%	8 2%	18 3%	19 4%	6 2%	5 2%	10 4%	12 8% him	3 6%	1 1%	10 3%	27 4%	23 3%	14 3%	7 4%	8 3%	17 5% u	4 2%	11 7% w	26 3%	2 1%	14 5% x	3 3%	3 2%	1 2%	11 3%	11 3%
Mean	3.02	3.01	3.02	2.92	3.06	3.06	3.06	2.95	3.09 k	3.03	2.97	2.89	3.05	3.09	3.08 o	2.98	3.02	3.01	3.03	3.02	2.96	3.14 t	2.86	3.04 v	3.1	3.02	3.13	2.98	3.08	3.1	3.04
NET: Definitely/ Probably true	734 65%	355 65%	368 64%	203 61%	231 63%	300 69%	452 71% g	282 57%	181 68%	196 66%	156 60%	96 60%	39 72%	66 68%	266 74% o	468 60%	424 61%	310 69% o	119 63%	187 62%	214 67%	161 70% t	95 60%	637 66%	140 69%	208 69%	74 76% B	82 59%	52 72%	285 71%	293 70%
NET: Definitely/ Probably false	124 11%	56 10%	65 11%	52 16% de	32 9%	39 9%	56 9%	68 14% f	20 7%	28 9%	41 16% hi	22 14% h	4 7%	9 9%	37 10%	87 11%	79 11%	45 10%	23 12%	28 9%	38 12%	21 9%	25 16%	99 10%	17 9%	32 11%	5 5%	19 14% A	9 12%	33 8%	44 11%
Don't know	270 24%	133 24%	135 24%	71 21%	102 28%	96 22%	126 20%	144 29% f	65 24%	71 24%	63 24%	36 23%	12 22%	23 24%	55 15%	215 28% n	179 26%	91 20%	48 25%	86 28% u	67 21%	46 20%	37 24%	222 23%	44 22%	59 20%	19 19%	38 27%	12 16%	82 21%	81 19%
Prefer not to say	10 1%	6 1%	4 1%	7 2%	1 *	2 *	5 1%	5 1%	3 1%	2 1%	1 *	5 3% j	-	-	3 1%	7 1%	8 1%	2 *	-	1 *	2 1%	2 1%	1 *	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 - v/w - x/y/A/B/C - D/E
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 23
Q5_4 - Do you believe each of the following to be true or false? There is a drug that can reverse dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	286	160	964	194	324	95	122	80	435	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	190	302	321	230	157	964	201	300	97*	139	73*	400	418
(4) Definitely true	22	15	6	15	6	1	15	7	3	5	6	5	2	1	14	8	21	1	6	-	4	12	8	14	4	8	1	5	2	13	6
	2%	3%	1%	5% de	2%	*	2%	1%	1%	2%	2%	3%	4%	2%	4% o	1%	3% q	*	3%	-	1%	5% st	5% w	1%	2%	3%	1%	3%	2%	3%	1%
(3) Probably true	101	58	41	62	26	12	69	32	15	24	14	39	5	4	40	61	83	18	15	11	43	30	39	61	13	23	27	11	7	31	44
	9%	10%	7%	19% de	7% e	3%	11%	6%	5%	8%	5%	25% hijm	9%	4%	11% o	8%	12% q	4%	8% s	4%	13%	13%	25% w	6%	7%	8%	28% xyBC	8%	9%	8%	10%
(2) Probably false	288	130	161	73	88	126	171	116	63	88	59	37	18	22	103	184	162	125	43	89	77	51	37	246	42	73	26	34	28	114	93
	25%	22%	28% a	22%	24%	29%	27% g	23%	24%	30%	23%	23%	32%	23%	29%	24%	24%	28%	22%	29%	24%	22%	24%	26%	21%	24%	27%	25%	38% xy	29%	22%
(1) Definitely false	453	222	228	108	145	200	240	213	119	117	120	32	21	43	137	316	261	192	75	138	122	86	29	423	93	129	31	65	29	174	186
	40%	40%	40%	32%	40%	46% c	38%	43%	45% k	40% k	46% k	20%	39%	44%	38%	41%	38%	43%	39%	46%	38%	37%	19%	44% v	46% A	43%	32%	47%	40%	44%	44%
Mean	1.64	1.68	1.6	1.94 de	1.6	1.45	1.72	1.55	1.51	1.64	1.53	2.15 hijlm	1.74	1.5	1.77 o	1.58	1.74	1.49	1.66	1.47	1.71 s	1.83 s	2.22 w	1.55	1.53	1.62	1.96 xvB	1.61	1.71	1.65	1.6
NET: Definitely/ Probably true	123	73	47	77	33	13	84	39	18	29	20	44	7	6	54	69	104	19	21	11	46	42	47	75	18	31	27	16	8	44	50
	11%	13% b	8%	23% de	9%	3%	13%	8%	7%	10%	8%	28% hiim	13%	6%	15% o	9%	15% o	4%	11% s	4%	14%	18% s	30% w	8%	9%	10%	28% xyBC	11%	11%	11%	12%
NET: Definitely/ Probably false	741	342	388	181	234	326	411	329	182	205	180	69	39	65	240	500	423	318	118	227	199	137	67	670	135	203	57	99	57	289	279
	65%	62%	68%	54%	64%	75% cd	64%	66%	68% k	69% k	69% k	43%	71%	67%	66%	65%	61%	71% o	62%	75% rtu	62%	59%	42%	69% v	67%	68%	59%	71%	78% A	72%	67%
Don't know	263	128	135	68	100	96	137	127	66	61	61	41	9	26	62	201	155	108	51	63	73	48	41	216	47	64	12	24	8	66	88
	23%	23%	24%	20%	27%	22%	21%	25%	25%	20%	23%	26%	16%	27%	17%	26% n	22%	24%	27%	21%	23%	21%	26%	22%	23% C	21% C	13%	18%	10%	17%	21%
Prefer not to say	10	8	2	8	1	2	7	3	1	2	2	5	-	-	4	5	8	2	-	1	3	3	3	3	2	1	-	-	-	1	2
	1%	1%	*	2% de	*	*	1%	1%	1%	1%	1%	3% i	-	-	1%	1%	1%	*	-	*	1%	1%	2% w	*	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 - v/w - x/y/A/B/C - D/E
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 24
QS_5 - Do you believe each of the following to be true or false? There is a drug that can ease some symptoms of dementia

Base: All adults aged 16+ in Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 16-34 (c)	35-54 (d)	55+ (e)	SOCIAL GRADE ABC1 (f)	C2DE (g)	REGION NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	EDUCATION GRADUATES (n)	NON GRADUATES (o)	WORKING STATUS WORKING (p)	NOT WORKING (q)	INCOME UP TO £19,999 (r)	£20,000-£34,999 (s)	£35,000-£54,999 (t)	£55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REFERENDUM 2016 VOTE REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1137	546	578	339	403	395	673	464	272	296	266	154	54	95	601	536	699	438	182	273	306	285	160	964	194	324	95	122	80	433	380
WEIGHTED BASE	1137	550	573	334	367	436	638	499	268	296	262	158	55*	97*	361	776	690	447	100	302	321	230	157	964	201	300	97*	139	73*	400	418
(4) Definitely true	169	70	97	51	48	70	106	63	42	49	40	14	7	16	75	94	100	69	41	34	36	50	22	144	35	52	15	21	11	76	63
	15%	13%	17%	15%	13%	16%	17%	13%	16%	17%	15%	9%	13%	17%	21% o	12%	14%	16%	21% st	11%	11%	22% st	14%	15%	18%	17%	15%	15%	15%	19%	15%
(3) Probably true	584	300	275	170	181	233	348	235	142	147	129	87	29	51	191	393	358	225	90	160	173	123	83	499	97	174	61	67	45	221	222
	51%	55%	48%	51%	49%	53%	55% g	47%	53%	50%	49%	55%	52%	52%	53%	51%	52%	50%	48%	53%	54%	53%	53%	52%	48%	58% x	63% xB	48%	61%	55%	53%
(2) Probably false	84	38	45	30	29	25	41	43	15	19	31	7	3	9	27	58	49	35	19	19	22	13	8	76	16	15	3	13	6	23	31
	7%	7%	8%	9%	8%	6%	6%	9%	5%	6%	12% hik	5%	6%	9%	7%	7%	7%	8%	10%	6%	7%	6%	5%	8%	8%	5%	3%	10%	8%	6%	7%
(1) Definitely false	38	22	16	18	11	9	15	22	9	6	7	12	2	1	10	28	25	13	8	10	13	4	14	23	6	14	2	1	3	15	10
	3%	4%	3%	5% e	3%	2%	2%	5%	3%	2%	3%	8% ijm	4%	1%	3%	4%	4%	3%	4%	3%	4%	2%	9% w	2%	3%	5%	2%	1%	4%	4%	2%
Mean	3.01	2.97	3.05	2.95	2.99	3.08	3.07	2.93	3.04	3.08	2.98	2.85	2.98	3.08	3.09	2.97	3	3.03	3.04	2.98	2.95	3.15 st	2.89	3.03	3.05	3.04	3.08	3.06	3	3.07	3.04
NET: Definitely/ Probably true	753	370	372	221	229	303	454	298	184	196	169	101	36	67	266	487	458	295	131	194	209	173	105	643	132	226	76	88	56	297	286
	66%	67%	65%	66%	62%	69%	71% g	60%	69%	66%	65%	64%	65%	69%	74% o	63%	66%	66%	69%	64%	65%	75% st	67%	67%	66%	76% xB	79% xB	64%	76%	74%	68%
NET: Definitely/ Probably false	122	60	61	47	40	34	56	66	24	25	38	20	6	10	37	85	74	48	27	28	35	18	22	99	22	29	6	14	8	38	41
	11%	11%	11%	14% e	11%	8%	9%	13% f	9%	9%	15% i	12%	10%	10%	10%	11%	11%	11%	14% u	9%	11%	8%	14%	10%	11%	10%	6%	10%	11%	9%	10%
Don't know	255	116	137	61	96	98	124	131	59	71	54	36	14	21	57	198	153	102	32	80	75	38	30	218	46	45	15	36	9	64	92
	22%	21%	24%	18%	26% c	22%	19%	26% f	22%	24%	21%	23%	25%	21%	16%	26% n	22%	23%	32%	27% ru	24%	16%	19%	23% y	23%	15%	15%	26% y	13%	16%	22%
Prefer not to say	7	4	3	4	2	2	3	4	1	3	1	2	-	-	2	5	5	2	-	-	2	2	1	4	2	-	1	-	-	2	-
	1%	1%	1%	1%	*	*	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 - v/w - x/y/A/B/C - D/E
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 25
Q6 - And do you think this drug is available through the NHS, or not?

Base: All adults aged 16+ who say true at Q5

	There is a drug that can prevent you from developing dementia	There is a drug that can cure dementia	There is a drug that can slow the progression of dementia	There is a drug that can reverse dementia	There is a drug that can ease some symptoms of dementia
UNWEIGHTED BASE	191	137	765	132	772
WEIGHTED BASE	180	133	734	123	753
(4) Definitely available	24	18	108	16	96
	14%	14%	15%	13%	13%
(3) Probably available	118	78	395	76	436
	65%	58%	54%	62%	58%
(2) Probably not available	24	20	129	19	111
	13%	15%	18%	16%	15%
(1) Definitely not available	9	9	15	5	16
	5%	7%	2%	4%	2%
Mean	2.9	2.84	2.92	2.88	2.93
NET: Definitely/ Probably available	142	96	503	93	533
	79%	72%	69%	75%	71%
NET: Definitely/ Probably not available	33	30	144	25	126
	18%	22%	20%	20%	17%
Don't know	6	8	86	6	94
	3%	6%	12%	5%	12%
Prefer not to say	-	-	2	-	-
	-	-	*	-	-

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Table 26
Q5_1 - And do you think this drug is available through the NHS, or not? There is a drug that can prevent you from developing dementia

Base: All adults aged 16+ who say true at Q5

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	191	110	79	118	52	21	138	53	43	45	34	49	8	12	125	66	157	34	27	28	14	75	64	126	22	65	23	24	10	78	61
WEIGHTED BASE	180	104*	75*	115*	43*	22**	123	58*	35*	43*	33**	53*	7**	9**	81	99*	147	34**	29**	28*	59*	57*	67*	111	19**	54*	28**	21**	10**	67*	63*
(4) Definitely available	24	15	10	17	8	-	15	9	5	5	6	7	1	1	13	11	23	1	6	2	5	11	7	17	3	5	1	7	2	10	6
	14%	14%	13%	14%	18%		12%	16%	13%	12%	19%	13%	16%	8%	16%	11%	16%	3%	20%	8%	9%	20%	11%	16%	14%	9%	2%	29%	17%	15%	9%
(3) Probably available	118	73	44	80	24	14	83	35	22	26	17	41	4	7	50	67	99	19	17	17	43	36	50	65	13	37	24	9	5	43	43
	65%	70%	59%	69%	54%	67%	67%	61%	62%	61%	51%	77%	61%	79%	62%	68%	67%	56%	57%	60%	73%	63%	75%	59%	68%	70%	85%	38%	55%	64%	69%
(2) Probably not available	24	9	14	10	9	5	16	8	4	8	6	2	2	1	10	13	14	9	3	5	8	7	6	18	2	7	1	5	3	8	8
	13%	9%	19%	9%	20%	22%	13%	14%	11%	19%	19%	4% k	23%	13%	12%	14%	10%	27%	12%	17%	14%	12%	8%	16%	9%	13%	2%	24%	28%	11%	13%
(1) Definitely not available	9	4	4	7	2	-	6	3	2	3	3	2	-	-	4	5	8	1	1	3	1	3	3	6	1	3	1	2	-	4	3
	5%	4%	6%	6%	6%	-	5%	6%	5%	6%	9%	3%	-	-	5%	5%	5%	4%	4%	11%	2%	5%	4%	6%	4%	6%	4%	9%	-	7%	5%
Mean	2.9	2.98	2.82	2.94	2.87	2.75	2.9	2.9	2.91	2.8	2.82	3.02	2.92	2.95	2.94	2.87	2.95	2.66	3	2.67	2.91	2.98	2.95	2.87	2.98	2.83	2.92	2.86	2.9	2.9	2.85
NET: Definitely/ Probably available	142	87	54	96	31	14	98	44	26	31	23	48	5	8	63	79	122	20	22	19	48	47	57	82	16	42	24	15	7	53	49
	79%	84%	72%	83%	72%	67%	80%	77%	75%	73%	70%	90%	77%	87%	78%	79%	83%	59%	77%	68%	81%	83%	85%	74%	82%	78%	87%	67%	72%	79%	78%
NET: Definitely/ Probably not available	33	13	19	17	11	5	21	11	6	11	9	4	2	1	14	19	22	10	5	8	9	10	8	24	2	10	2	8	3	12	11
	18%	13%	25%	15%	25%	22%	17%	20%	16%	25%	28%	8%	23%	13%	17%	19%	15%	31%	16%	28%	15%	17%	12%	22%	12%	19%	6%	33%	28%	18%	18%
												k																			
Don't know	6	4	2	2	1	2	4	2	3	1	1	1	-	-	4	2	3	3	2	1	2	-	2	4	1	1	2	-	-	2	2
	3%	3%	3%	2%	3%	11%	3%	3%	9%	2%	2%	2%	-	-	5%	2%	2%	10%	7%	4%	3%	-	2%	4%	5%	3%	6%	-	-	3%	4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27
Q5_2 - And do you think this drug is available through the NHS, or not? There is a drug that can cure dementia

Base: All adults aged 16+ who say true at Q5

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 16-34 (c)	AGE 35-54 (d)	AGE 55+ (e)	SOCIAL GRADE ABC1 (f)	SOCIAL GRADE C2DE (g)	REGION NORTH (h)	REGION MIDLANDS (i)	REGION SOUTH (j)	REGION LONDON (k)	REGION WALES (l)	REGION SCOTLAND (m)	EDUCATION GRADUATES (n)	EDUCATION NON GRADUATES (o)	WORKING STATUS WORKING (p)	WORKING STATUS NOT WORKING (q)	INCOME UP TO £19,999 (r)	INCOME £20,000-£34,999 (s)	INCOME £35,000-£54,999 (t)	INCOME £55,000 + (u)	ETHNICITY ETHNIC MINORITY GROUPS (v)	ETHNICITY WHITE ETHNIC GROUP (w)	GE2024 CONSERVATIVE (x)	GE2024 LABOUR (y)	GE2024 LIBERAL DEMOCRATS (A)	GE2024 REFORM UK (B)	GE2024 OTHER (C)	REFERENDUM REMAIN (D)	REFERENDUM LEAVE (E)
UNWEIGHTED BASE	137	80	54	91	35	11	105	32	26	30	26	42	9	4	86	51	113	24	18	18	14	63	50	85	13	44	22	18	6	51	51
WEIGHTED BASE	133	77*	54	90*	30**	14**	98*	36**	23**	29**	23**	46*	9*	3**	56*	77*	110*	24**	21**	20**	43**	48*	51*	80*	17**	35*	30**	18**	5**	43*	56*
(4) Definitely available	18	13	5	14*	5	-	11	8	3	5	4	3	2	-	11	8	17	1	5	2	5	5	5	13	3	6	1	3	2	11	3
	14%	16%	9%	15%	16%	-	11%	21%	14%	19%	18%	7%	23%	-	19%	10%	16%	5%	25%	12%	13%	11%	10%	16%	19%	17%	2%	17%	32%	25% E	6%
(3) Probably available	78	45	32	60	14	4	63	15	7	18	14	34	2	2	34	44	66	11	8	7	31	31	41	37	8	19	27	9	1	19	36
	58%	58%	60%	67%	46%	29%	65%	41%	32%	62%	58%	74%	26%	77%	60%	57%	60%	48%	37%	37%	73%	64%	79% w	47%	47%	56%	89%	49%	26%	44%	65%
(2) Probably not available	20	10	10	6	9	5	10	10	4	5	3	4	3	1	6	14	13	7	5	6	2	7	5	17	3	6	2	3	2	6	10
	15%	14%	18%	7%	28%	38%	10%	28%	17%	16%	14%	10%	35%	23%	11%	18%	12%	31%	27%	30%	5%	14%	7%	21%	17%	18%	6%	16%	42%	15%	17%
(1) Definitely not available	9	5	4	5	2	2	6	3	3	1	2	3	1	-	2	7	6	4	-	2	3	3	2	8	1	2	-	2	-	3	4
	7%	6%	7%	6%	8%	16%	6%	9%	13%	2%	7%	6%	16%	-	4%	9%	5%	15%	-	9%	8%	6%	4%	10%	4%	7%	-	14%	-	7%	8%
Mean	2.84	2.9	2.75	2.97	2.71	2.16	2.87	2.75	2.61	2.99	2.9	2.85	2.55	2.77	2.98	2.73	2.93	2.43	2.98	2.59	2.93	2.85	2.97	2.75	2.93	2.85	2.96	2.71	2.9	2.96	2.73
NET: Definitely/ Probably available	96	57	37	73	19	4	74	22	11	24	18	38	4	2	44	52	84	12	13	10	37	36	46	50	11	25	27	12	3	30	40
	72%	75%	68%	82%	62%	29%	76%	62%	46%	81%	77%	81%	49%	77%	79%	67%	76%	53%	62%	49%	86%	76%	90% w	63%	65%	73%	92%	66%	58%	69%	71%
NET: Definitely/ Probably not available	30	15	14	11	11	7	16	13	7	5	5	7	5	1	9	21	19	11	5	8	5	10	5	24	4	9	2	5	2	10	14
	22%	20%	25%	13%	36%	54%	17%	37%	31%	18%	20%	16%	51%	23%	16%	27%	17%	45%	27%	39%	12%	20%	10%	31% v	21%	25%	6%	30%	42%	22%	25%
Don't know	8	4	3	5	1	2	7	*	5	*	1	1	-	-	3	5	7	*	2	2	1	2	-	5	2	1	1	1	-	4	2
	6%	6%	6%	5%	2%	17%	8%	1%	23%	1%	3%	3%	-	-	6%	6%	7%	2%	11%	12%	2%	4%	-	6%	13%	2%	2%	4%	-	9%	4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - v/w - x/y/A/B/C - D/E
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 28
Q5_3 - And do you think this drug is available through the NHS, or not? There is a drug that can slow the progression of dementia

Base: All adults aged 16+ who say true at Q5

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	765	371	383	216	266	283	491	274	191	209	167	95	38	65	444	321	454	311	117	174	212	208	103	658	136	236	72	77	59	320	274
WEIGHTED BASE	734	355	368	203	231	300	452	282	181	196	156	96*	19**	66*	266	468	424	310	119*	187	214	161	95*	637	140	208	74*	82*	52*	285	293
(4) Definitely available	108	55	52	40	36	32	68	40	25	28	25	13	7	10	51	57	72	35	15	29	26	35	17	91	23	38	8	12	8	51	37
	15%	15%	14%	20% e	16%	11%	15%	14%	14%	14%	16%	14%	17%	15%	19% o	12%	17%	11%	12%	16%	12%	22% t	18%	14%	16%	18%	11%	15%	15%	18%	13%
(3) Probably available	395	203	185	108	119	168	250	145	105	96	86	59	18	31	137	259	234	161	60	106	128	79	57	339	73	106	44	51	23	145	173
	54%	57%	50%	53%	52%	56%	55%	51%	58%	49%	55%	62%	46%	47%	51%	55%	55%	52%	50%	57%	60%	49%	59%	53%	53%	51%	60%	62%	44%	51%	59%
(2) Probably not available	129	55	73	26	50	53	72	57	29	43	25	12	6	13	46	83	70	59	20	31	36	28	5	123	25	40	13	10	9	46	58
	18%	15%	20%	13%	22% c	18%	16%	20%	16%	22%	16%	12%	16%	19%	17%	18%	16%	19%	17%	16%	17%	17%	5%	19% v	18%	19%	17%	12%	17%	16%	20%
(1) Definitely not available	15	4	10	6	6	3	8	7	5	2	1	2	-	5	5	10	8	7	3	3	3	4	3	12	2	1	3	4	2	8	2
	2%	1%	3%	3%	3%	1%	2%	2%	3%	1%	1%	2%	-	7% ii	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	1%	*	4% v	5% v	5% v	3%	1%
Mean	2.92	2.98	2.87	3.02	2.88	2.89	2.95	2.88	2.91	2.88	2.98	2.97	3.01	2.79	2.98	2.89	2.96	2.86	2.89	2.95	2.91	2.99	3.08 w	2.9	2.95	2.98	2.84	2.94	2.86	2.95	2.91
NET: Definitely/ Probably available	503	258	237	148	155	200	318	185	131	124	110	73	25	40	188	315	307	196	74	135	154	115	73	430	96	144	53	63	31	195	210
	69%	73% b	65%	73%	67%	67%	70%	65%	72%	64%	71%	76%	63%	61%	71%	67%	72% q	63%	63%	72%	72%	71%	77% w	68%	69%	69%	71%	77% C	59%	68%	72%
NET: Definitely/ Probably not available	144	58	83	32	56	56	80	64	34	45	26	14	6	17	50	93	78	66	23	34	40	32	8	135	27	41	16	14	12	54	60
	20%	16%	23%	16%	24%	19%	18%	23%	19%	23%	17%	14%	16%	26%	19%	20%	18%	21%	19%	18%	19%	20%	8%	21% v	19%	20%	21%	17%	22%	19%	21%
Don't know	86	38	47	22	20	44	53	32	16	26	19	8	8	8	28	58	38	47	20	18	21	14	13	72	17	21	5	5	10	34	23
	12%	11%	13%	11%	9%	15%	12%	11%	9%	13%	12%	8%	20%	13%	11%	12%	9%	15% p	17%	10%	10%	9%	13%	11%	12%	10%	7%	6%	19% B	12%	8%
Prefer not to say	2	2	-	2	-	-	-	2	-	-	-	2	-	-	-	2	2	-	2	-	-	-	2	-	-	2	-	-	-	2	-
	*	1%	-	1%	-	-	-	1%	-	-	-	2%	-	-	-	*	*	-	1%	-	-	-	2% w	-	-	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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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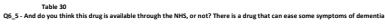
26 Nov 2025

Table 29
Q5_4 - And do you think this drug is available through the NHS, or not? There is a drug that can reverse dementia

Base: All adults aged 16+ who say true at Q5

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	132	81	48	82	36	14	83	39	24	28	24	41	7	8	84	48	111	21	23	10	40	56	42	89	13	43	22	15	10	55	46
WEIGHTED BASE	123	73*	47*	77*	33*	13**	84*	39*	18**	29**	20**	44**	7**	6**	54*	68*	104*	19**	21**	10	46*	56	47*	75*	18**	31*	27**	16**	8**	44*	50*
(4) Definitely available	16	12	5	11	6	-	8	8	4	6	3	3	-	-	11	6	15	1	3	-	5	8	3	14	2	7	1	4	2	9	6
	13%	16%	10%	14%	17%	-	10%	20%	20%	21%	16%	8%	-	-	19%	8%	14%	6%	14%	-	11%	19%	6%	18%	12%	21%	3%	23%	20%	21%	13%
(3) Probably available	76	47	28	56	17	4	57	20	10	13	10	35	5	3	30	47	69	8	13	5	32	26	40	37	9	17	24	7	4	25	30
	62%	65%	59%	72%	53%	28%	68%	50%	54%	46%	52%	80%	73%	57%	55%	68%	66%	40%	61%	43%	69%	61%	85%w	49%	51%	55%	87%	42%	50%	57%	61%
(2) Probably not available	19	9	9	7	5	7	13	7	3	7	5	1	2	1	8	11	13	7	4	4	7	5	3	15	5	5	1	1	2	8	6
	16%	12%	20%	10%	17%	51%	15%	17%	16%	26%	24%	3%	27%	23%	15%	17%	12%	36%	18%	32%	15%	12%	6%	20%v	28%	18%	5%	9%	29%	17%	12%
(1) Definitely not available	5	1	3	2	2	1	4	1	1	1	2	1	-	1	3	2	3	2	1	-	2	2	-	5	-	2	1	2	-	1	4
	4%	2%	7%	3%	7%	7%	5%	2%	6%	3%	9%	3%	-	10%	6%	3%	3%	10%	4%	-	4%	4%	-	7%	-	6%	3%	14%	-	3%	8%
Mean	2.88	3	2.75	2.99	2.85	2.25	2.83	2.99	2.93	2.91	2.75	2.98	2.73	2.53	2.92	2.85	2.96	2.45	2.89	2.57	2.89	2.98	3	2.82	2.82	2.91	2.92	2.84	2.91	2.98	2.83
NET: Definitely/ Probably available	93	59	33	66	23	4	65	28	13	19	14	38	5	3	40	53	84	9	16	5	37	34	42	50	11	24	25	10	6	34	37
	75%	81%	69%	85%	70%	28%	77%	71%	74%	67%	68%	87%	73%	57%	74%	76%	81%	46%	76%	43%	80%	80%	91%w	67%	63%	76%	90%	64%	71%	77%	74%
NET: Definitely/ Probably not available	25	10	13	10	8	7	17	7	4	8	6	3	2	2	11	14	16	9	5	4	8	7	3	21	5	7	2	4	2	9	10
	20%	14%	27%	12%	24%	57%	21%	19%	21%	28%	32%	6%	27%	33%	21%	20%	15%	46%	22%	32%	18%	17%	6%	28%	28%	24%	8%	23%	29%	20%	20%
Don't know	6	4	3	2	2	2	1	4	1	2	-	3	-	1	3	3	4	2	*	3	1	1	2	4	2	-	1	2	-	1	3
	5%	5%	4%	2%	6%	14%	2%	11%f	4%	5%	-	6%	-	11%	5%	4%	4%	8%	2%	24%	2%	3%	3%	5%	9%	-	2%	12%	-	3%	6%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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26 Nov 2025

Table 30
Q5_5 - And do you think this drug is available through the NHS, or not? There is a drug that can ease some symptoms of dementia

Base: All adults aged 16+ who say true at Q5

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		MAN	WOMAN	16-34	35-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	772	376	385	226	261	285	491	281	195	205	173	97	36	66	440	312	473	299	124	178	203	220	108	660	128	251	73	79	63	328	266
WEIGHTED BASE	753	370	372	221	229	305	454	298	184	196	169	101*	36**	67*	266	487	458	295	131	194	209	173	105*	643	132	226	76*	88*	56*	297	285
(4) Definitely available	96	49	46	42	31	24	62	35	31	24	17	10	6	9	51	46	72	25	15	20	30	30	18	76	14	32	9	13	7	47	30
	13%	13%	12%	19% e	14%	8%	14%	12%	17%	12%	10%	10%	18%	13%	19% o	9%	16% q	8%	12%	10%	14%	17%	17%	12%	11%	14%	12%	14%	13%	16%	11%
(3) Probably available	436	212	217	130	121	185	267	170	104	107	105	63	18	39	150	286	264	172	72	118	124	93	73	363	83	125	49	50	35	157	183
	58%	57%	58%	59%	53%	61%	59%	57%	57%	54%	62%	62%	52%	59%	57%	59%	58%	58%	55%	61%	59%	54%	69% w	56%	63%	55%	64%	56%	62%	53%	64% D
(2) Probably not available	111	50	61	23	39	49	64	47	23	36	17	20	5	9	35	76	67	44	16	33	24	30	5	106	20	34	10	13	7	46	43
	15%	13%	16%	10%	17%	16%	14%	16%	13%	19% j	10%	20%	14%	14%	13%	16%	15%	15%	12%	17%	12%	17%	4%	17% v	15%	15%	14%	14%	12%	16%	15%
(1) Definitely not available	16	7	7	6	5	5	9	7	5	2	4	1	1	3	4	11	7	8	3	2	2	8	2	13	1	5	2	2	2	9	4
	2%	2%	2%	3%	2%	1%	2%	2%	3%	1%	2%	1%	3%	4%	2%	2%	2%	3%	2%	1%	1%	4% s	2%	2%	1%	2%	3%	3%	4%	3%	1%
Mean	2.93	2.95	2.91	3.03	2.91	2.87	2.95	2.9	2.98	2.9	2.94	2.87	2.99	2.91	3.03 o	2.87	2.97 a	2.86	2.94	2.9	3.01	2.91	3.1 w	2.9	2.94	2.94	2.92	2.94	2.91	2.93	2.92
NET: Definitely/ Probably available	533	260	263	171	152	209	328	204	135	130	122	72	25	48	201	332	336	197	87	137	154	124	91	439	97	157	58	63	42	204	214
	71%	70%	71%	77% d	67%	69%	72%	69%	73%	66%	72%	71%	70%	72%	76% o	68%	73%	67%	67%	71%	74%	71%	86% w	68%	74%	69%	76%	71%	75%	69%	75%
NET: Definitely/ Probably not available	126	57	68	29	44	53	73	54	29	38	21	21	6	12	39	88	75	52	19	35	27	38	7	119	21	39	13	15	9	56	47
	17%	15%	18%	13%	19%	18%	16%	18%	16%	20%	13%	20%	16%	18%	15%	18%	16%	18%	14%	18%	13%	22% t	6%	19% v	16%	17%	16%	17%	17%	19%	16%
Don't know	94	53	40	21	32	41	53	40	20	27	26	8	5	7	26	68	47	47	25	22	28	12	8	84	14	30	5	11	4	37	25
	12%	14%	11%	9%	14%	13%	12%	14%	11%	14%	15%	8%	14%	10%	10%	14%	10%	16% p	19% u	11%	14% u	7%	7%	13%	11%	13%	7%	13%	8%	12%	9%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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