

Concerns and Cost of Dementia

ASI & KBC Research

13.11.19

Methodology



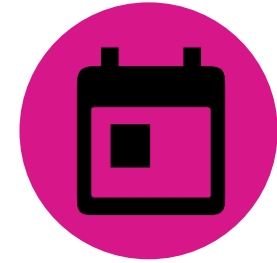
WHO

We spoke to n=1,000 adults aged 18+



HOW

Core Research Online Omnibus Survey. The sample was quota controlled in terms of gender, age, social class and region, to reflect the actual demographics of the adult population in Ireland

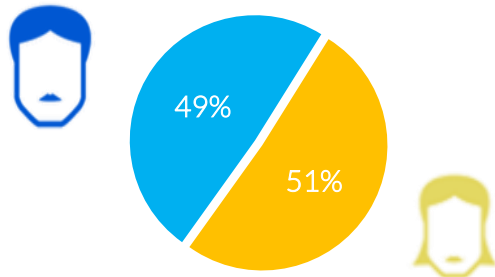


WHEN

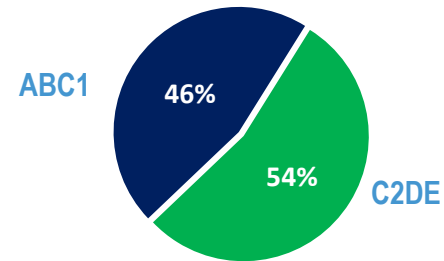
Fieldwork was conducted in November 2019

Omnibus Sample Profile

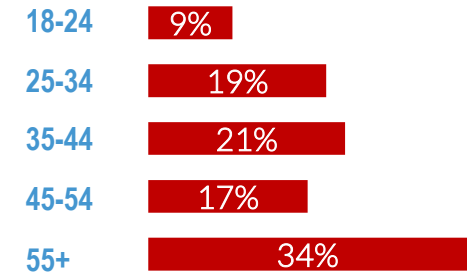
GENDER



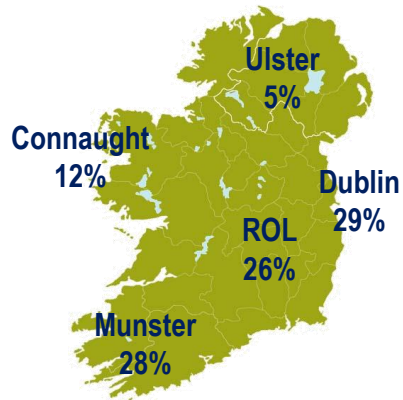
SOCIAL CLASS



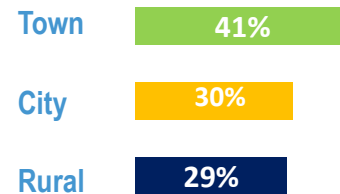
AGE



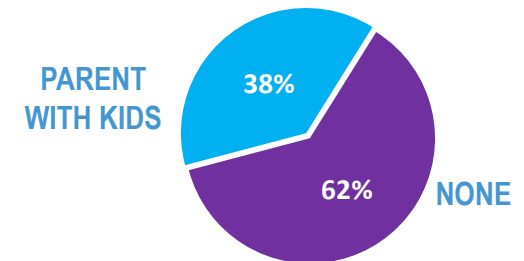
REGION



LOCATION



CHILDREN



Research Findings

Key Findings



3 in 4 Irish Adults are concerned about Dementia

However, there is higher concern surrounding cancer and heart attacks



Less than 2 in 10 currently donate to a dementia charity

Although 3 in 4 Irish adults agree that more public money should be made available to fund care and support those with dementia



7 in 10 Irish adults realise that people with dementia require 24/7 care

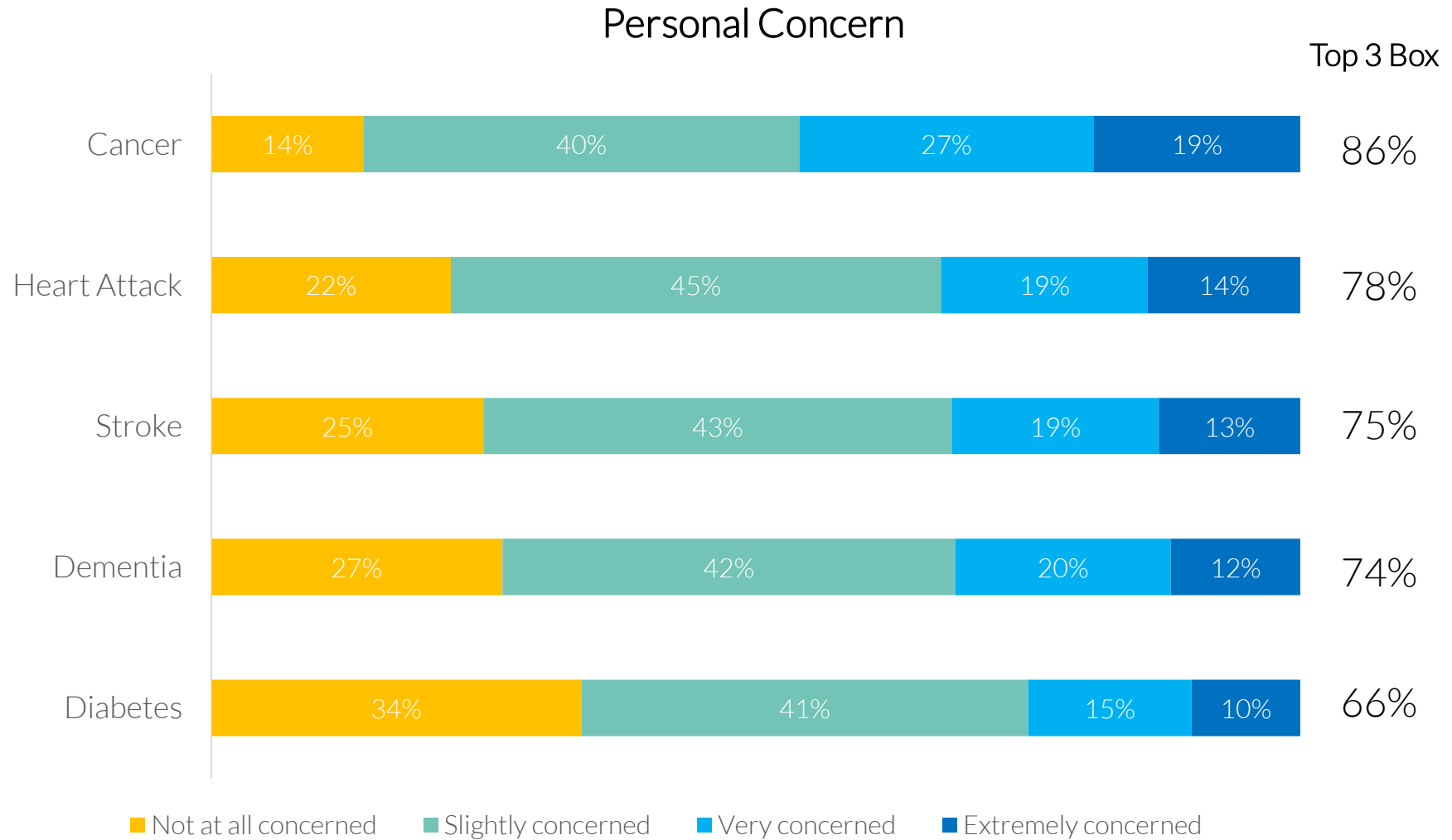
However, only one quarter realise that the cost of dementia care in Ireland is greater than the cost of cancer, heart disease and diabetes combined

Personal Concern

3/4

Irish adults are concerned about Dementia

However, Irish adults are personally more concerned about the threat of cancer and heart attacks.



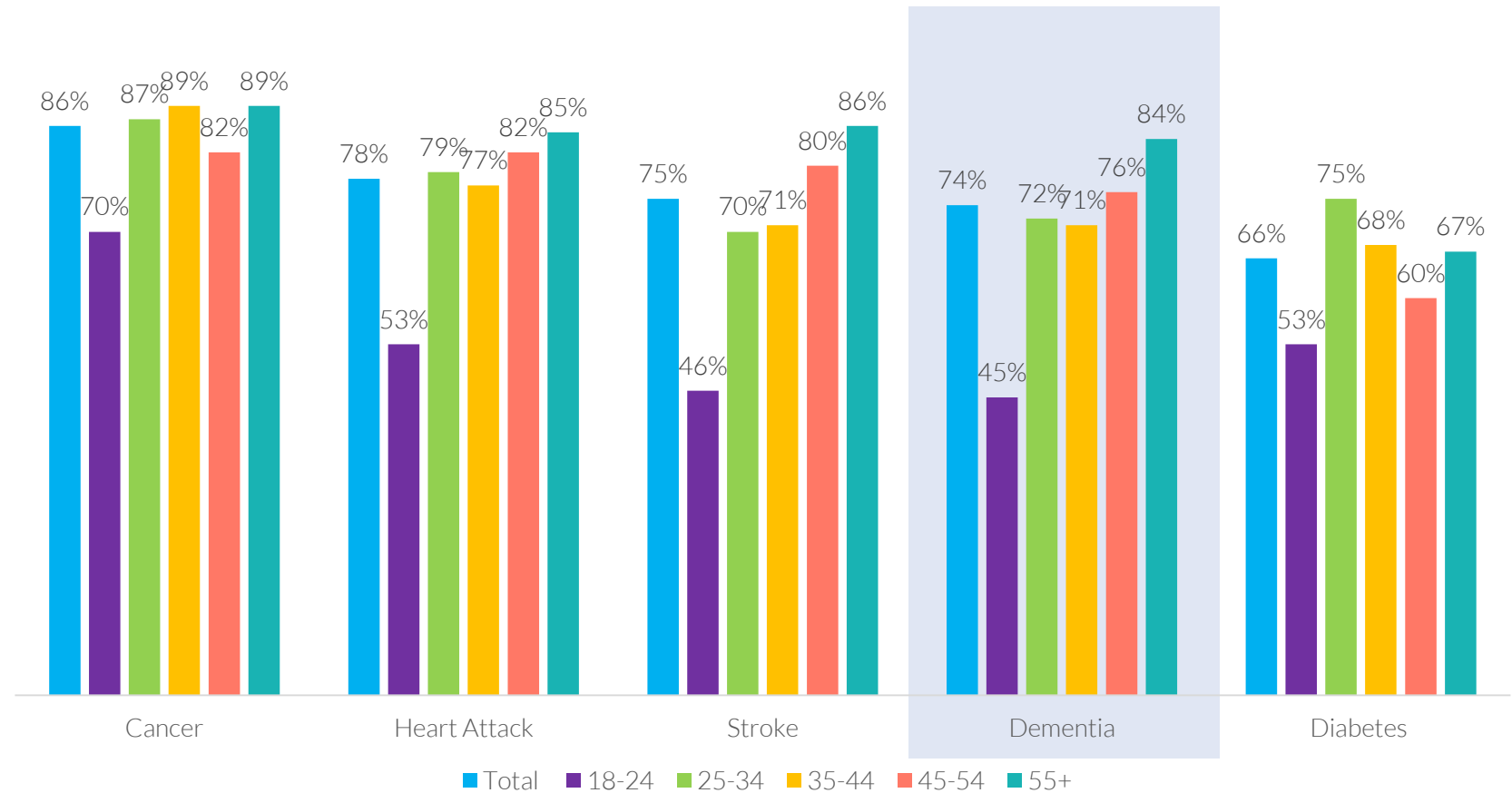
Base: All Adults (n=1000)

Personal Concern x age

Over 8/10

55+ year olds are concerned about dementia, heart attacks and strokes

Just under half of 18-24 year olds are concerned about dementia

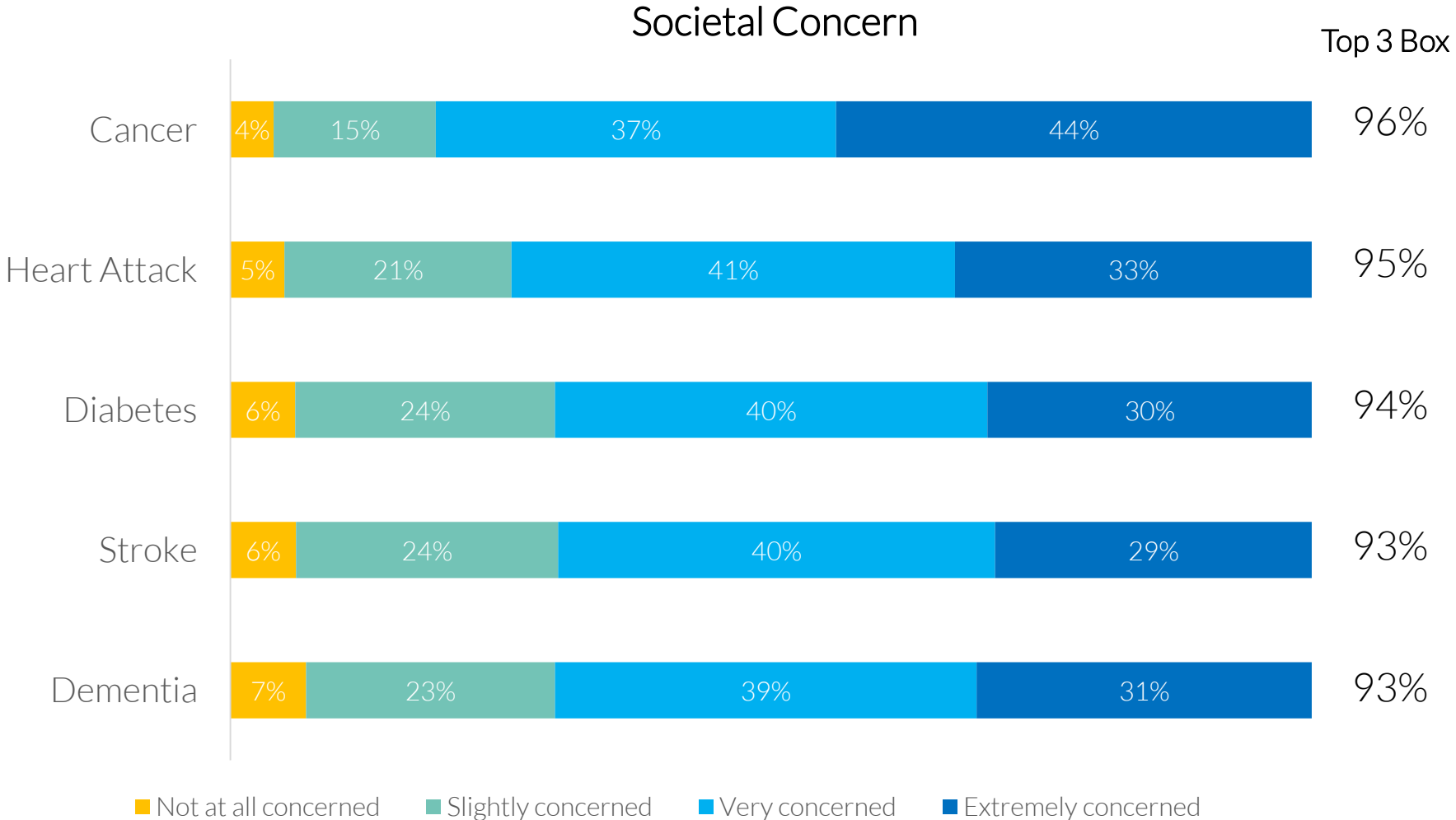


Base: All Adults (n=1000)

Societal Concern

There is almost unanimous agreement among Irish adults that society should be concerned about each disease/ illness

However, just under 1 in 4 Irish adults feel society should only be slightly concerned about dementia



Base: All Adults (n=1000)

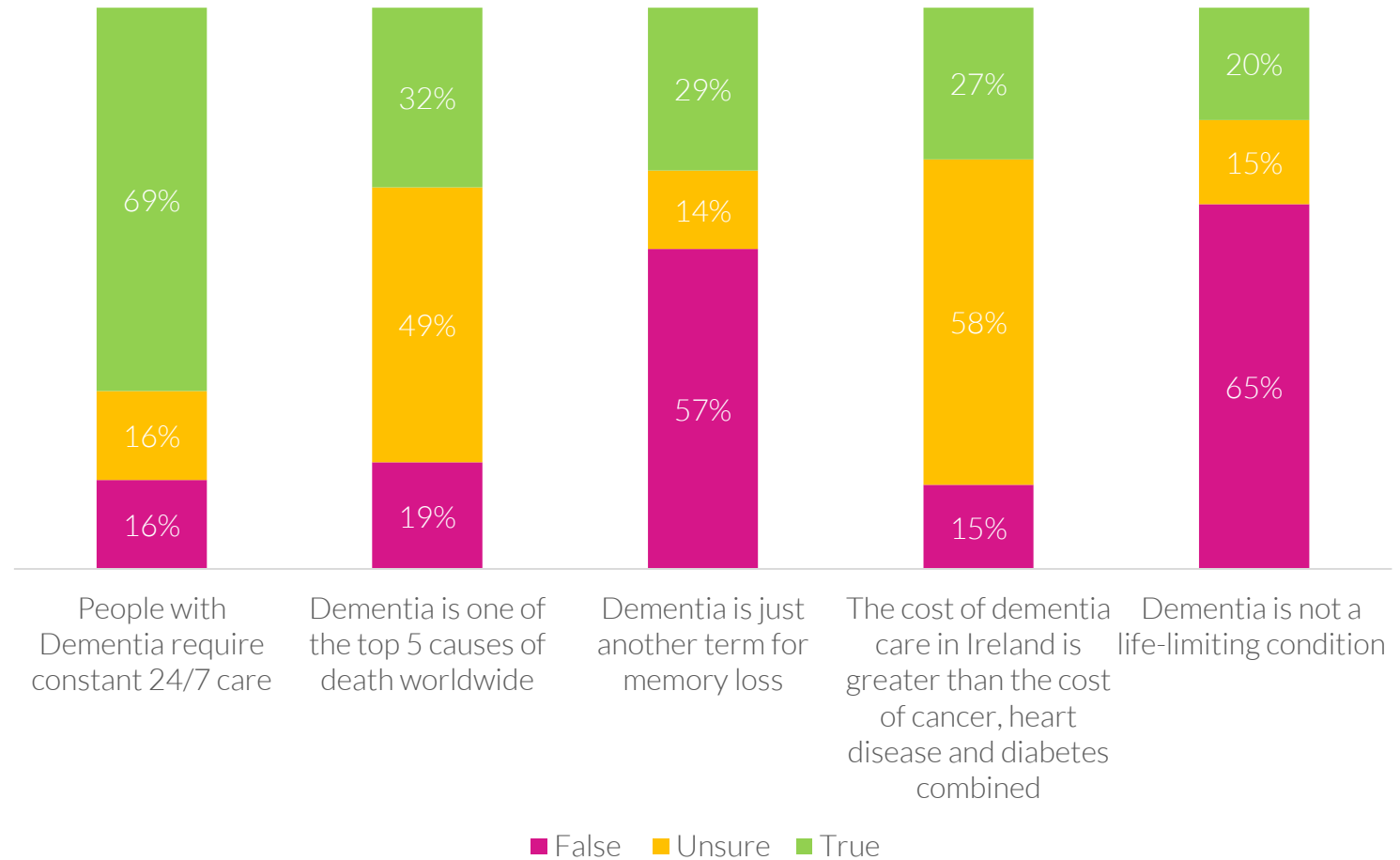
Q. And how concerned do you think society as a whole should be about each of the following diseases/illnesses?

Dementia – Knowledge & Understanding

Just over $\frac{1}{4}$

Irish adults are aware that the cost of dementia care in Ireland is greater than the cost of cancer, heart disease and diabetes combined

Only 1 in 3 realise that dementia is one of the top 5 causes of death worldwide.



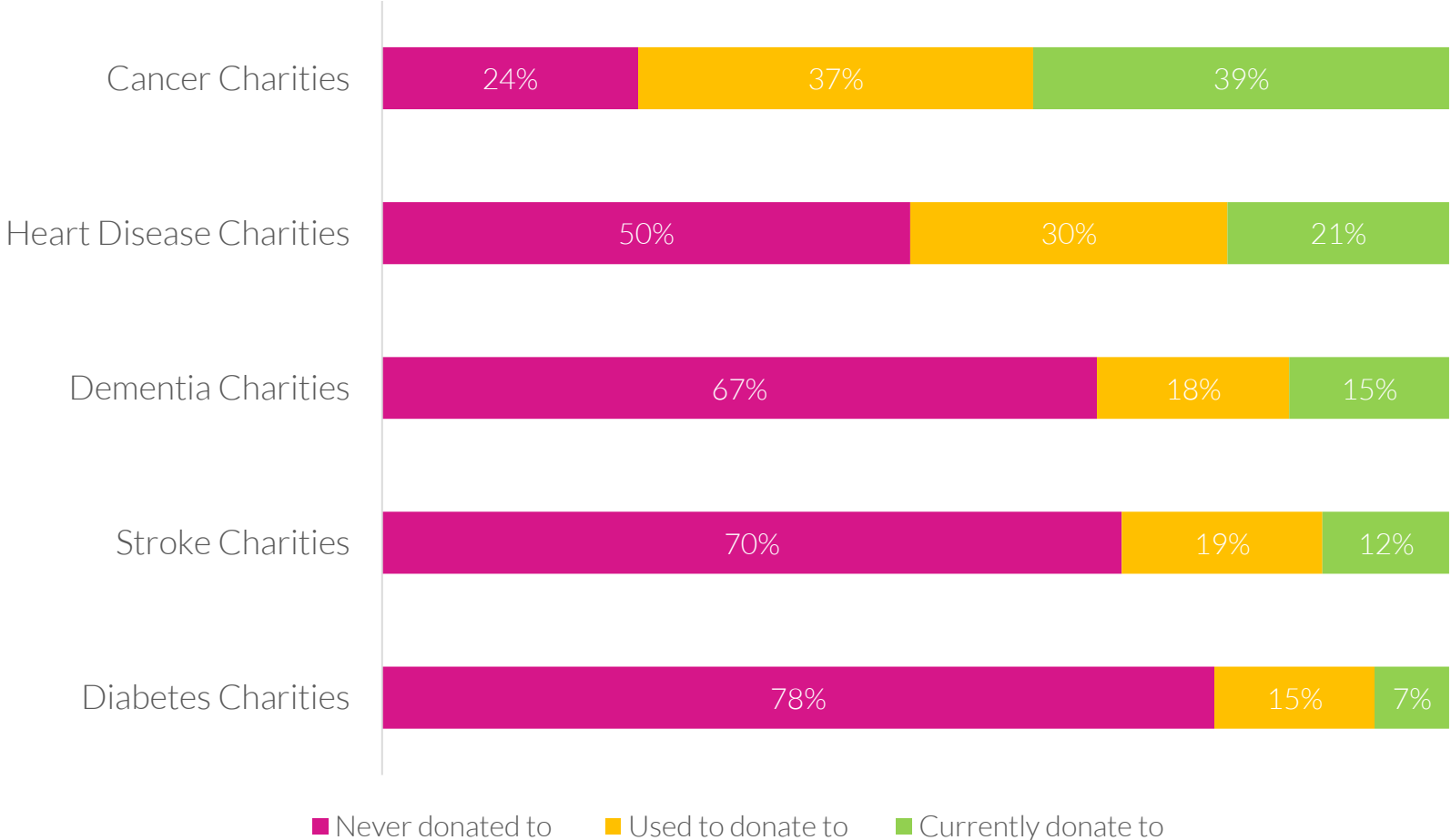
Base: All Adults (n=1000)

Charity Donations

4/10

Irish adults currently donate to a cancer charity

However, less than 2 in 10 currently donate to a dementia charity



Base: All Adults (n=1000)

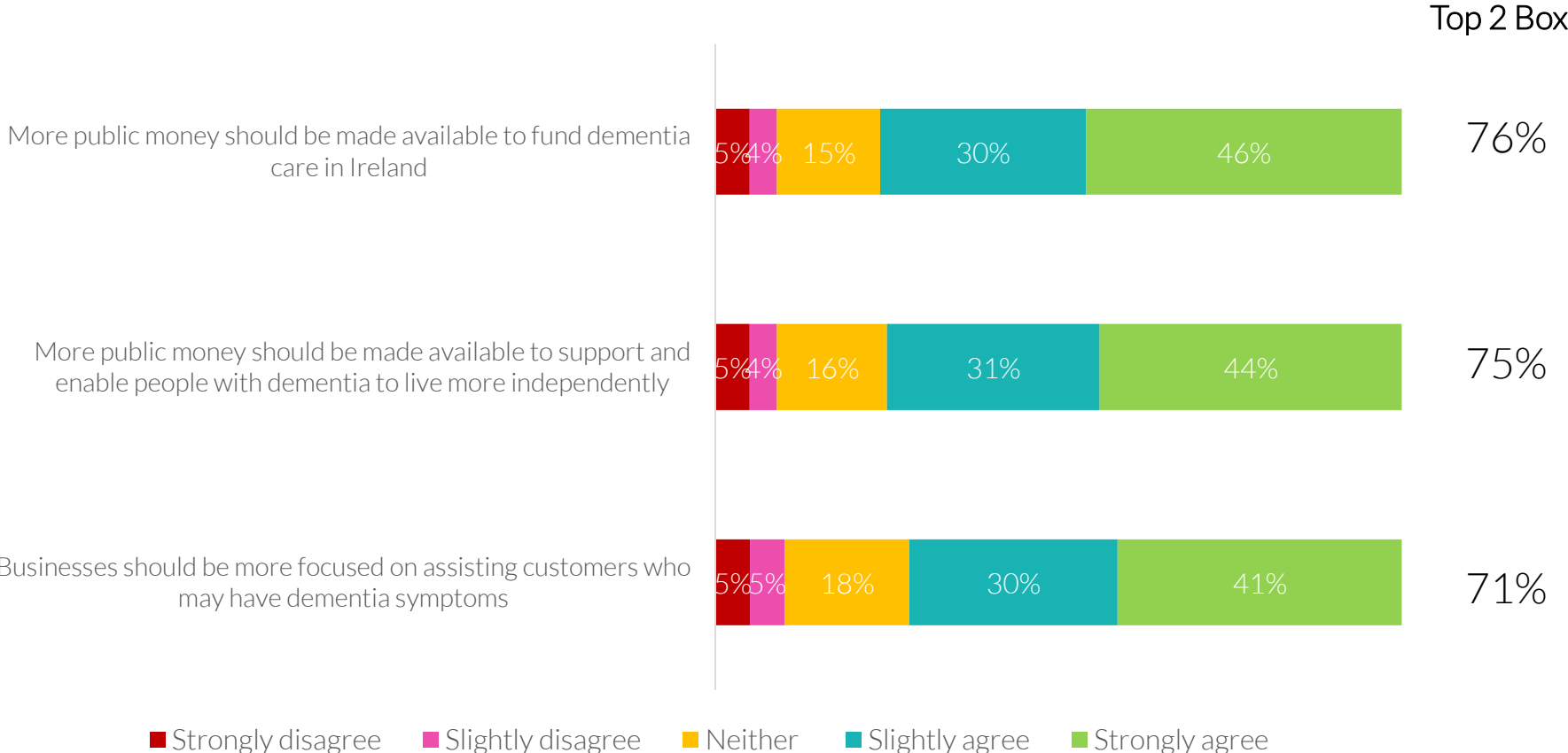
Q. Which of the following charities do you donate to?

Funding for Dementia

3/4

Irish adults believe more money should be made available to fund dementia care in Ireland and to support and enable people with dementia to live more independently

7 in 10 agree businesses should be more focused on assisting customers who may have dementia symptoms



Base: All Adults (n=1000)

Q. Thinking about Dementia, how strongly do you agree or disagree with the following statements?

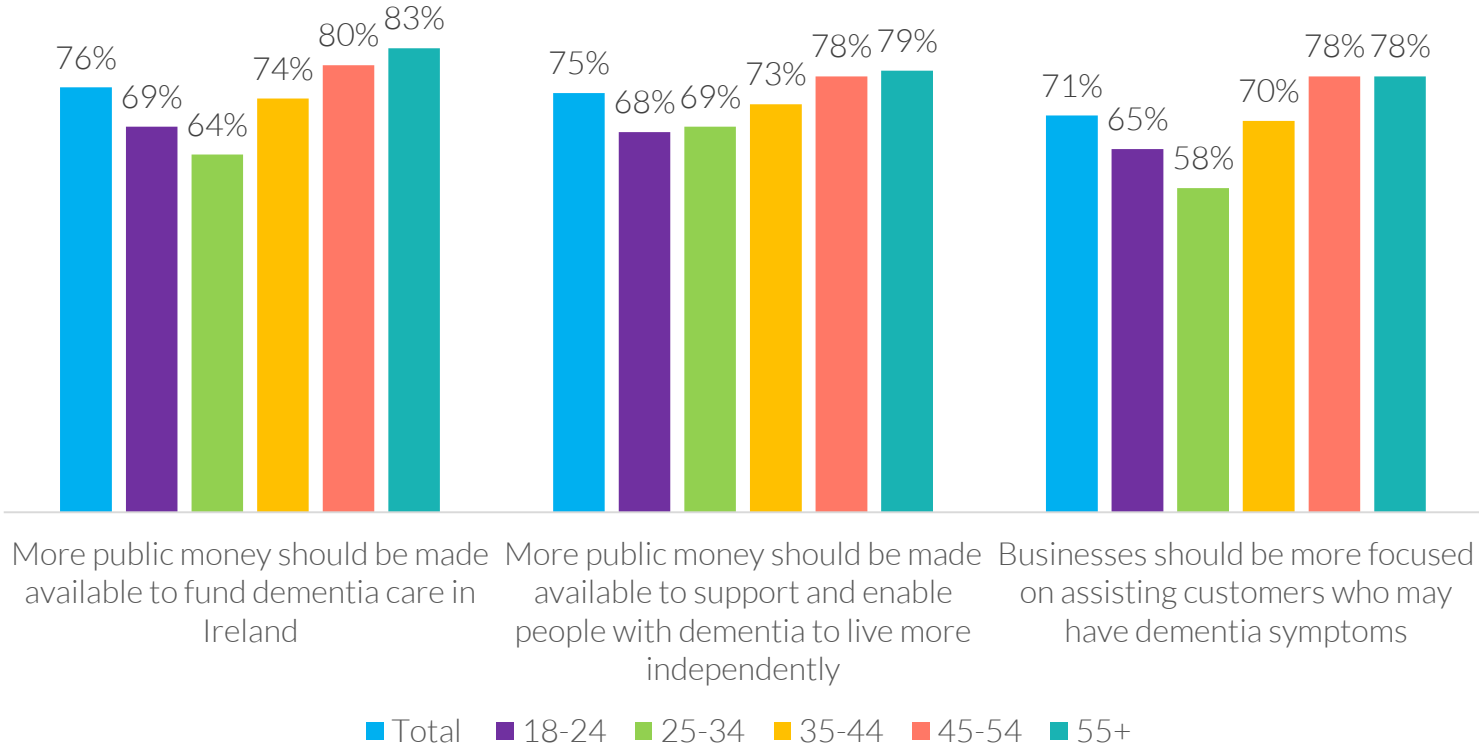
Funding for Dementia x Age

Over **8/10**

55+ year agree that more money should be made available to fund dementia care in Ireland

The older age cohorts are more likely to agree with each of the statements

Net Agree x Age



Base: All Adults (n=1000)

Q. Thinking about Dementia, how strongly do you agree or disagree with the following statements?

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