10 THINGS YOU NEED TO KNOW about public perception of dementia

1. Dementia is now the most feared condition amongst people over 55 years in the UK.⁶⁸

2. 7.3 million people over 55, 41 per cent of those over 55, rank dementia as the biggest medical challenge today.⁶⁹

3. 24.5 million people in the UK, 38 per cent of the population, know a family member or friend with dementia.⁷⁰

When asked what dementia is:

4. Only 23 per cent of people think dementia is caused by brain diseases.⁷¹

5. Only 6 per cent of people think dementia is an illness or disease.⁷²

6. Only 4 per cent of people think dementia can cause a change in personality.⁷³

When asked who is affected by dementia:

7. 15 per cent of people think dementia affects old people.⁷⁴

8. 46 per cent of people think dementia mostly affects older people.⁷⁵

9. Only 4 per cent of people think dementia can also affect middle aged people.⁷⁶

10. Only 9 per cent of people think dementia can also affect younger people.⁷⁷

Why fund more dementia research?