



Alzheimer *Society*

2017 AWARENESS SURVEY EXECUTIVE SUMMARY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1,506 Canadians was completed between November 9 and 14, 2017, using Leger's online panel, LegerWeb. A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

In order to qualify, respondents needed to indicate that they've never been diagnosed with dementia or Alzheimer's disease.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel was approximately 400,000 members nationally and has a retention rate of 90%.

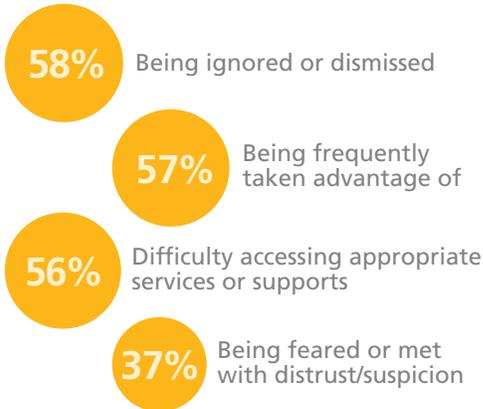
QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

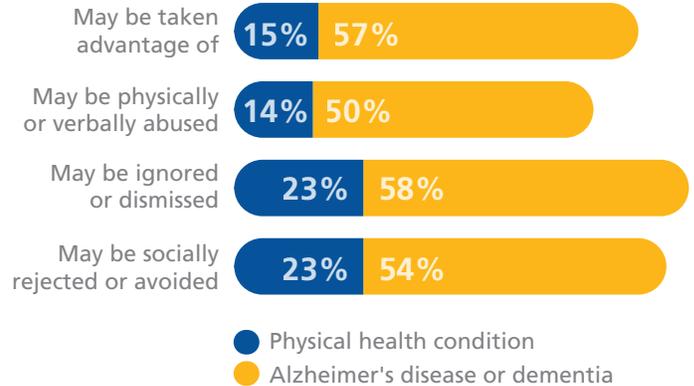
For more information, please contact Rosanne Meandro: rmeandro@alzheimer.ca

Canadians acknowledge that people living with dementia regularly experience many forms of stigma.

Canadians believe that people living with dementia are likely to experience discrimination including:



Those living with dementia experience far more stigma than those with physical health conditions. For example, Canadians believe that they:



Those who have personal experience with dementia perceive this discrimination even more strongly than those who do not. Canadians with personal experience of dementia cited the top forms of discrimination as:



Despite this understanding, stigmatizing language surrounding Alzheimer's disease and dementia persists.

Only **49%** of Canadians say they have used non-stigmatizing language such as "Person with Alzheimer's disease or dementia" or "Person living with Alzheimer's disease or dementia."

51% of Canadians admit to using some type of stigmatizing language such as:



Western Canadians are most likely to admit to telling inappropriate dementia-related jokes:



Stigma by association: Caregivers feel the personal impact, too.



1 in 5 Canadians have experience caring for someone living with a form of dementia.

Among this group, 52% have also personally experienced stigma or discrimination including:



1 in 5

caregivers 'agree' that they sometimes feel embarrassed to be seen in public with the person they care for.

41%

of caregivers believe that their life would be better if they weren't caring for someone living with Alzheimer's disease or dementia.

87%

of caregivers wish that more people understood the realities of caring for someone with dementia. 2/3 of caregivers find the experience of caring for someone with dementia to be isolating.

Comfort interacting with someone who has dementia depends on prior closeness; even then, few bother to learn more about the disease.

72%

would feel comfortable interacting with someone they already know who has dementia.

Yet only

39%

would offer support for family or friends who were open about their diagnosis.

36%

would be uncomfortable interacting with a stranger who has dementia.

only

5%

admit they would bother to learn more about the disease if someone close to them were diagnosed.

Self-imposed stigma is a reality, too.

56%

of Canadians are concerned about being affected by Alzheimer's disease. Of greatest concern is their fear of being a burden to others, losing their independence and the inability to recognize family and friends.

50%

of all Canadians don't believe that they could live well with dementia.

27%

of Canadians believe that their life would be over if they had dementia.

1 in 5

would avoid seeking help for as long as possible, if they thought they had dementia, perhaps to avoid the associated stigma and embarrassment.

Canadians would feel uncomfortable disclosing their dementia to:

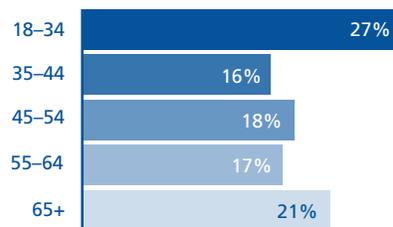


Respondent Profile

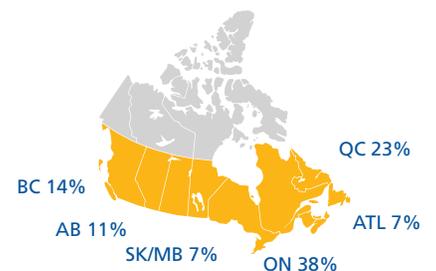
Gender

MEN **49%**
WOMEN **51%**

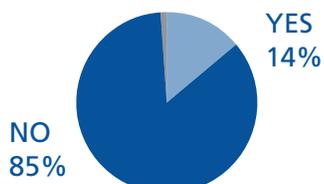
Age



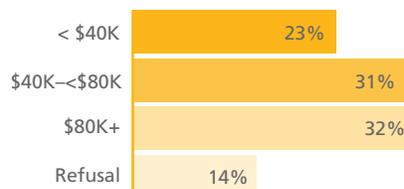
Region



Work(ed) in Healthcare



Household Income



Education

