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# Survey of Dementia Awareness Waves 1 and 2



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#### **Survey of Dementia Awareness**

Waves 1 and 2

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Data collection undertaken by Beaufort Research Ltd.

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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# 1. Introduction

#### 1.1 Background

Evidence shows that adopting a healthier lifestyle now can reduce the risk of developing dementia later in life by up to 60%. The Welsh Government and Public Health Wales are encouraging people in Wales to 'ACT NOW' and pledge to take six steps to reduce their dementia risk, which include:

- Active (physically and socially)
- Check your health regularly
- Try new things
- No to smoking
- Only drink alcohol within the guidelines, if at all
- Watch your weight

A communications campaign was undertaken by Welsh Government in order to help inform the public and raise awareness that you can reduce your risk of dementia. In order to monitor the effectiveness of the campaign and inform its development information is required on public awareness and understanding of dementia.

To meet these research needs, the Welsh Government commissioned questions in the Wales Omnibus Survey, conducted by Beaufort Research Ltd. Data were collected before the latest wave of the campaign ran and again after completion of the campaign. The campaign launched in February 2017 and was supported with a 10-day roadshow across Wales to provide help and advice on how people can reduce their risk of dementia.

#### 1.2 About this report

Questions about awareness and knowledge of the ability to reduce the risk of dementia and awareness of dementia related campaigns, including Welsh Government ACT NOW were asked in two waves of the omnibus survey.

The survey fieldwork was conducted for each wave as shown below:

- Wave 1 (1,004 respondents) was conducted between 14 and 27 November 2016.
- Wave 2 (1,035 respondents) was conducted between 27 February and 12 March 2017.

A few interviews in both waves were conducted after these dates. The survey is designed to be representative of the population resident in Wales aged 16 years and over.

#### 1.3 Significant differences

Statistical significance testing of the data was undertaken in the analysis to aid interpretation of the results and to inform the communications campaign. When a difference between two sub-groups is described as being 'significant' in this report, this means that the probability of obtaining the finding by chance is less than one in 20 - i.e. it is likely to reflect a genuine relationship in the population<sup>1</sup>.

More information on the survey methodology is included in Annex A. The full questionnaire is attached at Annex B.

<sup>&</sup>lt;sup>1</sup> When survey data are tested for statistical significance, an assumption is made that the achieved sample represents a random sample of the relevant population. As the Wales Omnibus Survey uses proportional quota sampling, genuine statistical significance cannot, strictly speaking, be established. Therefore, 'significant' differences in this report refer to a pseudo-statistically significant difference at the 95 per cent confidence level.

# 2. Knowledge of risk factors

In line with the British Social Attitudes Survey<sup>2</sup> respondents were presented with seven statements about risk and protective factors for dementia and asked whether they agreed or disagreed with each. The statements related to alcohol consumption, smoking, exercise, having an active social life, and reviewing your health. The final statement was that "there is nothing anyone can do to reduce their risks of getting dementia".

#### 2.1 'People who drink heavily are more likely to get dementia'

Over four in ten respondents (W1, 45 per cent; W2, 42 per cent) agreed that 'people who drink heavily are more likely to get dementia'. Just over two in ten respondents (W1, 22 per cent; W2, 21 per cent) disagreed while around a quarter (W1, 22 per cent; W2, 25 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

<sup>&</sup>lt;sup>2</sup> Public Health England (2016) Attitudes to dementia: Findings from the 2015 British Social Attitudes survey, NatCen. Available at: <u>https://www.natcen.ac.uk/media/1264339/d%C2%A3mntla.pdf</u>

There were significant differences in wave 1 and wave 2 by region. In wave 1 respondents in Mid West Wales had the highest proportion of respondents who agreed with the statement (53 per cent). North Wales had the lowest (35 per cent). In wave 2 Cardiff and South East Wales had the highest proportion of respondents who agreed with the statement (49 per cent). The Valleys had the lowest (31 per cent).

There were significant differences by social group in wave 1, with those in social group ABC1 more likely to agree with the statement compared to those in social group C2DE (52 per cent and 37 per cent respectively). However these differences were not significant in wave 2.

There were no significant differences by age or gender in wave 1 or wave 2.

#### 2.2 'Smoking has nothing to do with dementia'

Around one quarter of respondents (W1, 26 per cent; W2, 25 per cent) agreed that 'smoking has nothing to do with dementia'. Over a third (W1, 37 per cent; W2, 34 per cent) disagreed while around a quarter (W1, 22 per cent; W2, 28 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

In wave 1 and wave 2 there were significant differences by social group with those in social group C2DE being more likely to agree with the statement (W1; 31 per cent; W2, 30 per cent) compared to those in social group ABC1 (W1, 21 per cent; W2, 21 per cent).

In wave 2 there were also significant differences by region and age. North Wales had the highest proportion of respondents who agreed with the statement (31 per cent) whilst Cardiff and South East Wales had the lowest (21 per cent).

In wave 2 a greater proportion of those aged 35 to 54 agreed with the statement (31 per cent) compared to those in age groups 16 to 34 (22 per cent) and 55+ (22 per cent). However these differences were not significant in wave 1.

There were no significant differences by gender in wave 1 or wave 2.

#### 2.3 'Taking regular exercise can reduce your chances of getting dementia'

Over six in ten respondents (W1, 63 per cent; W2, 64 per cent) agreed that 'taking regular exercise can reduce your chances of getting dementia'. Around one in seven (W1, 14 per cent; W2, 14 per cent) disagreed while around one in six (W1, 15 per cent; W2, 16 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

In wave 1 and wave 2 there were significant differences by region, social group and age. In wave 1 and wave 2 Mid & West Wales had the highest proportion of respondents who agreed with this statement (W1, 68 per cent; W2, 77 per cent) whilst The Valleys had the lowest (W1, 55 per cent; W2, 50 per cent).

A greater proportion of those in social group ABC1 agreed with the statement (W1; 73 per cent; W2, 69 per cent) compared to those in social group C2DE (W1, 53 per cent; W2, 58 per cent).

In waves 1 and 2, a greater proportion of those aged 55+ agreed with the statement (W1, 68 per cent; W2, 73 per cent) compared to those in age groups 16 to 34 (W1, 58 per cent;W2, 56 per cent) and 35-54 (W1,62 per cent; W2, 61 per cent).

There were no significant differences by gender in wave 1 or wave 2.

# 2.4 'If you don't maintain a healthy weight this can increase your chances of getting dementia'

Just under a third of respondents (W1, 30 per cent; W2, 32 per cent) agree that 'If you don't maintain a healthy weight this can increase your chances of getting dementia'. A similar proportion of respondents (W1, 32 per cent; W2, 30 per cent) disagree while over a quarter (W1, 26 per cent; W2, 27 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

In wave 1 and wave 2 there were significant differences by region and age.

In wave 1 Cardiff and South East Wales (35 per cent) as well as West South Wales (35 per cent) had the highest proportion of respondents who agreed with this statement. In wave 2 Mid and West Wales had the highest proportion (37 per cent). In wave 1 and wave 2 the Valleys had the lowest proportion of respondents who agreed (W1, 22 per cent; W2, 25 per cent).

In waves 1 and 2, a greater proportion of those aged 55+ agreed with the statement (W1, 35 per cent; W2, 37 per cent) compared to those in age groups 16 to 34 (W1, 25 per cent; W2, 28 per cent) and 35 to 54 (W1,27 per cent; W2, 29 per cent).

In wave 1 there were also significant differences by gender with a higher proportion of males (34 per cent) agreeing with this statement compared to females (25 per cent).

In wave 1 there were also differences by social group with a higher proportion of those in ABC1 agreeing with this statement (39 per cent) compared to those in social group C2DE (21 per cent).

Differences by gender and social group were not significant in wave 2.

#### 2.5 'Having an active social life helps to reduce the risk of dementia'

Around two thirds of respondents (W1, 68 per cent; W2, 66 per cent) agreed that 'Having an active social life helps to reduce the risk of dementia'. Around one in seven (W1, 13 per cent; W2, 13 per cent) disagreed while a similar proportion (W1, 13 per cent; W2, 14 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

In waves 1 and 2 there were significant differences by age. A greater proportion of those aged 55+ agreed with the statement (W1, 73 per cent; W2, 76 per cent) compared to those in age groups 16 to 34 (W1, 62 per cent; W2, 57 per cent) and 35 to 54 (W1,67 per cent; W2, 63 per cent).

In wave 1 there were significant differences by social group with a higher proportion of those in ABC1 agreeing with this statement (76 per cent) compared to those in social group C2DE (59 per cent), however differences by social group were not significant in wave 2.

In wave 2 there were significant differences by region with Mid West Wales having a higher proportion of respondents who agreed with this statement (80 per cent) and West South Wales having the lowest (57 per cent), however differences by region were not significant in wave 1.

There were no significant differences by gender in wave 1 or wave 2.

# 2.6 'If you commit to review your health then the chances of getting dementia reduce'

Nearly half (W1, 46 per cent; W2, 48 per cent) agreed that 'If you commit to review your health then the chances of getting dementia reduce'. Around one in five (W1, 21 per cent; W2, 20 per cent) disagreed, while a slightly higher proportion (W1, 22 per cent; W2, 24 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

In waves 1 and 2 there were significant differences by region. In wave 1 and 2 Cardiff and South East Wales (W1, 50 per cent; W2, 53 per cent) and Mid West Wales (W1, 50 per cent; W2, 52 per cent) had the highest proportion of respondents who agreed with this statement. In waves 1 and 2 The Valleys had the lowest (W1, 39 per cent; W2, 35 per cent).

In wave 1 there were significant differences by social group with a higher proportion of those in ABC1 agreeing with this statement (53 per cent) compared to those in social group C2DE (38 per cent), however differences by social group were not significant in wave 2

In wave 2 there were significant differences by gender with a higher proportion of males (52 per cent) agreeing with this statement compared to females (44 per cent) however differences by gender were not significant in wave 1.

There were no significant differences by age in wave 1 or wave 2.

#### 2.7 'There is nothing anyone can do to reduce their risk of getting dementia'

Over one in five (W1, 24 per cent; W2, 22 per cent) agreed that 'There is nothing anyone can do to reduce their risk of getting dementia'. Over half (W1, 54 per cent; W2, 52 per cent) disagreed, while over one in seven (W1, 15 per cent; W2, 18 per cent) neither agreed nor disagreed.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

In waves 1 and 2 there were significant differences by region and social group.

In waves 1 and 2 the Valleys had the highest proportion of respondents who agreed with this statement (W1, 28 per cent; W2, 32 per cent). This compares to West South Wales who had the lowest proportion in wave 1 (17 per cent) and Cardiff and South East Wales who had the lowest proportion in wave 2 (11 per cent).

In wave 1 there were significant differences by gender with a higher proportion of females (26 per cent) agreeing with this statement compared to males (21 per cent) however differences by gender were not significant in wave 2.

In wave 2 there were significant differences by age with a higher proportion of respondents aged 16 to 34 agreeing with this statement (24 per cent) compared to those aged 35 to 54 (23 per cent) and 55+ (20 per cent). Differences by age were not significant in wave 1.

# 3. Public knowledge

Overall public knowledge of risk factors is low. In wave 1 8.5 per cent of respondents chose the 'correct' answer for all seven statements. This reduced to 5.9 per cent in wave 2. In wave 1 and wave 2, 13.8 per cent failed to identify any of the risk factors correctly.

		Per cent
	Wave 1	Wave 2
0	13.8	13.8
1	9.3	10.6
2	12.7	11.1
3	14.3	14.7
4	15.3	15.6
5	13.4	12.7
6	12.8	15.5
7	8.5	5.9

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Source: Beaufort Omnibus Survey, 2016/17.

Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

# 4. Reducing your risk of dementia

Respondents were asked 'Do you think it's possible for a person to take action to reduce their risk of dementia?'

In wave 1 almost six out of ten (57 per cent) believed that a person can take action to reduce their risk of dementia. This reduced to just over half (51 per cent) in wave 2.

There were significant differences by region in wave 1 and 2 (Fig. 8). In wave 1 Cardiff and South East Wales (69 per cent) had the highest proportion of respondents that believed a person could reduce their risk. In wave 2 Mid and West Wales (58 per cent) had the highest proportion of respondents that believed a person could reduce their risk. North Wales (49 per cent) had the lowest proportion in wave 1 and Swansea Bay and the Valleys (45 per cent and 46 per cent respectively) had the lowest proportion in wave 2.





Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

There were also significant differences in those that believed a person could reduce their risk by age. As Figure 9 shows, a greater proportion of those aged 55+ believed a person

could reduce their risk (W1; 64 per cent and W2; 61 per cent). This compares to those aged 16 to 34 where 51 per cent (W1) and 39 per cent (W2) believed a person could reduce their risk.

There were also significant differences by social group in wave 1 and 2. In wave 1 and 2 a greater proportion of respondents in social group ABC1 (W1; 69 per cent and W2; 57 per cent) believed a person could reduce their risk compared to those in social group C2DE (W1; 45 per cent and W2; 45 per cent).

There were no significant differences by gender.



Figure 9: Percentage of respondents saying yes to 'Do you think it is possible for a person to take action to reduce their risk of dementia?' by age

Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

Those who believed that they could reduce their risk of dementia were asked 'Could you tell me any ways in which you think people can reduce their risk?'

The most common responses included keeping your mind and brain active (W1, 53 per cent; W2, 47 per cent), having a healthy diet (W1, 23 per cent; W2, 22 per cent) and

keeping physically active (W1, 20 per cent; W2, 24 per cent). These were the most common answers for both wave 1 and wave 2.

		Per cent
	Wave 1	Wave 2
Ways people can reduce their risk		
Keeping mind and brain active	53	47
Having a healthy diet	23	22
Keeping physically active	20	24
Healthy lifestyle	13	12
Be/ keep active	10	19
Be socially active	10	8
Read	7	3
Cut down/ non-excessive drinking	4	5
Stop/cut down smoking	3	4

Table 2: 'Could you tell me any ways in which you think people can reduce their risk?'

Source: Beaufort Omnibus Survey, 2016/17.

#### 5. Awareness of dementia-related public health campaigns

Respondents were asked 'Are you aware of **any** dementia related public health campaigns?'

In wave 1, 34 per cent said that they were aware of dementia related public health campaigns. In wave 2, this decreased to 29 per cent.

In waves 1 and 2 there were significant differences by social group. Those in social group ABC1 had higher awareness (W1, 40 per cent; W2, 32 per cent) compared to those in social group C2DE (W1, 28 per cent; W2, 26 per cent).

In wave 1, there were significant differences by age. As figure 10 shows, respondents aged 35-54 having the highest awareness (W1, 40 per cent; W2, 32 percent) compared to those aged 16-34 with the lowest (W1, 26 per cent; W2 24 per cent) however these differences were not significant in wave 2.

In wave 1, there were significant differences by region. In wave 1 Cardiff and South East Wales had the highest proportion of respondents who were aware of dementia related public health campaigns (39 per cent) compared to North Wales who had the lowest awareness (25 per cent). However, differences by region were not significant in wave 2.

There were no significant differences by gender.

Figure 10. Percentage of respondents saying yes to 'Are you aware of any dementia related public health campaigns?' by age group



Base: 1, 004 (W1, November 2016); 1,035 (W2, March 2017)

Those who were aware of dementia related public health campaigns were asked what the main messages were of those campaigns. A large proportion of respondents didn't know or could not recall what the main messages were of the campaign (W1, 37 per cent; W2 37 per cent). As table 2 shows, being aware of the symptoms, was the most common response for those respondents that could recall the main messages.

		Per cent
	Wave 1	Wave 2
Main messages		
I don't know/ I cant remember	37	37
Be aware of symptoms	17	16
Support people who have dementia	8	7
Charities/Fundraising	7	6
Keep mind active	5	8
Be/ Keep active	5	7

Table 3. 'Can you tell me the main messages of the campaigns you have seen or heard?'

Source: Beaufort Omnibus Survey, 2016/17.

#### 6. Awareness of Welsh Government 'Dementia: Act Now'

All respondents were then told about the Welsh Government '**Dementia: Act Now to reduce your risk'** campaign. They were asked 'Before today, have you seen or heard anything about the 'Dementia: Act Now to reduce your risk' campaign?'

In wave 1, 15 per cent said that they had seen or heard about the Dementia: Act now to reduce your risk campaign. This compares to 16 per cent in wave 2.

In wave 2 there were significant differences by region however the differences between regions were not significant at wave 1.

As figure 11 shows, in both waves Mid and West Wales had the highest awareness (W1, 18 percent; W2, 22 per cent). This compares to Swansea Bay who had the lowest awareness in wave 1 (10 per cent) and Cardiff and South East Wales who had the lowest in wave 2 (10 per cent).



Figure 11: Percentage of respondents saying yes to 'Before today, have you seen or heard anything about the 'Dementia: Act Now to reduce your risk' campaign?'

There were no significant differences by gender, social group or age in wave 1 or wave 2.

Those that had seen or heard about the campaign were asked 'How did you become aware of the 'Dementia: Act now to reduce your risk' campaign?' The most common response was 'TV advert' (W1, 42 per cent; W2, 53 per cent) followed by 'TV programme' (W1, 34 per cent; W2, 23 per cent). Other popular responses include 'at work' (W1, 11 per cent; W2, 8 per cent), 'someone told me about it' (W1, 11 per cent; W2, 7 per cent).

Those who were aware of the Welsh Government campaign were asked 'Can you tell me the main messages of the 'Dementia: Act now to reduce your risk' campaign?' A large proportion of respondents didn't know or could not recall what the main messages were of the campaign (W1, 38 per cent; W2, 45 per cent). Other common responses included 'Be aware and look out for signs' and 'having a healthy lifestyle helps'. Table 4: 'Can you tell me the main messages of the 'Dementia: Act now to reduce your risk' campaign?'

		Per cent
	Wave 1	Wave 2
Main messgaes of the 'Dementia: Act now campaign'		
Don't know/ I cant remember	38	45
Be aware/ look out for signs	14	14
Healthy lifestyle helps	12	4
Keep brain active	9	8

Source: Beaufort Omnibus Survey, 2016/7.

Results suggest that overall there has been little change in the response to questions between the two waves.

# Annex A: Methodology

The Wales Omnibus Survey sample is designed to be representative of the population resident in Wales aged 16 years and over. The unit of sampling is Lower Super Output Area (LSOA) and 69 interviewing points throughout Wales are selected with probability proportional to resident population, after stratification by unitary authority and social group.

Within each sampling point, demographic quota controls of age and social class within sex are employed for the selection of respondents. Quotas are set to reflect the individual demographic profile of each selected point.

The data have been weighted by age group within gender within unitary authority grouping to give each cell its correct incidence within the Wales total derived from the results of the 2011 Census.

A fresh sample of interviewing locations and individuals are selected for each survey and no more than one person per household is interviewed. Interviews are conducted face to face in the homes of respondents utilising CAPI (Computer Aided Personal Interviewing) technology.

For Wave 1, most survey fieldwork was conducted between 14 and 27 November 2016, with a few interviews conducted after this date; and a total of 1,004 face-to-face interviews were conducted and analysed. For Wave 2, most survey fieldwork was conducted between 27 February and 12 March 2017, with a few interviews conducted after this date; and a total of 1,035 face-to-face interviews were conducted and analysed.

#### Proportional quota sampling

When survey data are tested for statistical significance, an assumption is made that the achieved sample represents a random sample of the relevant population. However, as the Wales Omnibus Survey uses proportional quota sampling (not random sampling), genuine statistical significance cannot, strictly speaking, be established<sup>3</sup>. Therefore, when a difference between two sub-groups is described as being 'significant' in this report, this refers to a pseudo-statistically significant difference at the 95 per cent confidence level. This means that, if the survey did use a random sample, the probability of obtaining the finding by chance would be less than one in 20.

#### Chi-square analysis

The chi-square test has been used in the analysis to determine whether an observed relationship between two categorical variables in the sample is likely to reflect a genuine association in the population (i.e. the total adult population resident in Wales aged 16 years and over).

<sup>&</sup>lt;sup>3</sup> Gschwend, T (2005). Analyzing Quota Sample Data and the Peer-review Process. *French Politics*, 2005, 3, (88–91).

### Definition of regions

Table A.1, below, shows which unitary authorities in Wales make up the regions used in the analysis.

Region	Unitary authorities
North Wales	Isle of Anglesey
	Gwynedd
	Conwy
	Denbighshire
	Flintshire
	Wrexham
Mid & West Wales	Ceredigion
	Powys
	Pembrokeshire
	Carmarthenshire
Swansea Bay	Swansea
	Neath Port Talbot
	Bridgend
Valleys	Rhondda Cynon Taf
	Merthyr Tydfil
	Caerphilly
	Blaenau Gwent
Cardiff & South East Wales	Vale of Glamorgan
	Cardiff
	Newport
	Torfaen
	Monmouthshire

### Table A.1: Definition of regions

### Definition of social groups

Table A.2, below, provides a definition of the social group classification used in the analysis.

Social group	Definition
ABC1	
A	High managerial, administrative or professional
В	Intermediate managerial, administrative or professional
C1	Supervisory, clerical and junior managerial,
	administrative or professional
C2DE	
C2	Skilled manual workers
D	Semi and unskilled manual worker
E	State pensioners, casual or lowest grade workers, unemployed with state benefits only

 Table A.2: Definition of social groups

#### Sub-sample sizes

Table A.3, below, shows the number of respondents for each sub-sample used in the analysis of the November 2016 and March 2017 data. The numbers of respondents are given for the unweighted and weighted samples.

	November 2016		March 2017	
	Unweighted sample	Weighted sample	Unweighted sample	Weighted sample
Region				
North Wales	195	226	235	233
Mid & West Wales	167	171	170	176
Swansea Bay	211	171	165	176
Valleys	181	176	195	181
Cardiff & South East Wales	250	261	270	269
Age				
16 – 34 years	261	294	263	303
35 – 54 years	290	328	287	338
55+ years	453	382	485	394
Gender				
Men	460	488	435	503
Women	544	516	600	532
Social group				
ABC1	497	497	549	554
C2DE	493	493	485	479

Table A.3: Sub-sam	ple numbers fo	r region, age,	gender and	social group
		· · • g. • , • g • ,	30	

#### **Annex B: Questionnaire**

# Dementia awareness omnibus questions Waves 1 and 2

1. Do you think it's possible for a person to take action to reduce their risk of dementia?

Answer: Yes, No, Don't know

2. (Of those who answered yes to Q1) Could you tell me any ways in which you think people can reduce their risk?

Answer: Open

3. Are you aware of any dementia-related public health campaigns?

Answer: Yes, No, Don't know

4. (Of those who answered yes to Q3) Can you tell me the main messages of the campaigns you have seen or heard?

PROBE: What were they trying to say?

Answer: Open

The Welsh Government is committed to prioritise dementia risk reduction in 2016-17. As part of this commitment Welsh Government launched the '**Dementia: Act Now to reduce your risk**' campaign.

5. Before today, have you seen or heard anything about the 'Dementia: Act Now to reduce your risk' campaign?

Answer: Yes, No, Don't know

6. (of those who answered yes to Q5) How did you become aware of the 'Dementia: Act now to reduce your risk' campaign?

DO NOT PROMPT - CODE TO LIST BELOW

TV advert TV programme Sponsorship of TV programme

Radio advert Radio programme

Poster - in street Poster – on a bus / train Poster – at a bus / train station Poster – unspecific

Newspaper advert Newspaper article

Magazine advert Magazine article

Post card Leaflet Social media – e.g. facebook, twitter Any mention of Government website Any other website (please specify\_\_\_\_\_) Internet / website (unspecific)

Cinema advert

At an event / roadshow Mobile Advertising Van

Someone told me about it At work Other (please specify ) 7. (Of those who answered yes to Q5) Can you tell me the main messages of the 'Dementia: Act now to reduce your risk' campaign?

PROBE: What were they trying to say?

Answer: Open

# 8. I am now going to read out some statements and I'd like you to tell me the extent to which you agree or disagree with each one?

[order of first 6 statements to be randomised]

- ...People who drink heavily are more likely to get dementia\*
- ...Smoking has nothing to do with dementia\*
- ... Taking regular exercise can reduce your chances of getting dementia
- ... If you don't maintain a healthy weight this can increase your chances of getting dementia
- ...Having an active social life helps to reduce the risk of dementia
- ... If you commit to review your health then the chances of getting dementia reduce
- ...There is nothing anyone can do to reduce their risk of getting dementia\* [ALWAYS ASKED LAST]

\*=matches wording using in British Social Attitudes Survey

Answer: Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree