

Bannerton/Hidden Hearing Dementia in Ireland

23rd June 2023

BY
Opinions

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What we did

- ✓ Online standalone survey amongst adults aged 40+ in ROI
- ✓ 10-minute survey
- ✓ N=500 adults aged 40+
- ✓ Minimum quotas were placed on age to ensure we got a spread across age brackets
- ✓ Fieldwork: 12th-16th 2023



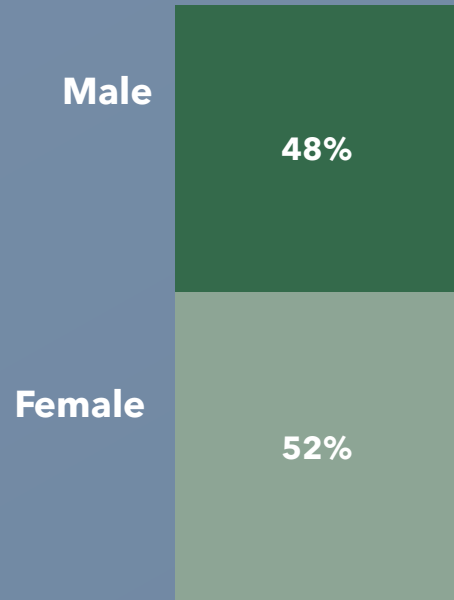
Any publication of results from this report should clearly reference Opinions Market Research as its source and reference n=509 sample of adults aged 40+ in ROI. The error margin for this data is estimated at +/- 4.43%

Who we spoke to

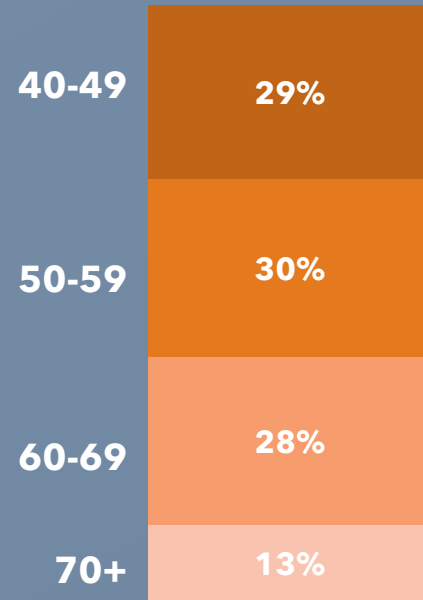
(Base: All adults aged 40+ in ROI; n=509)



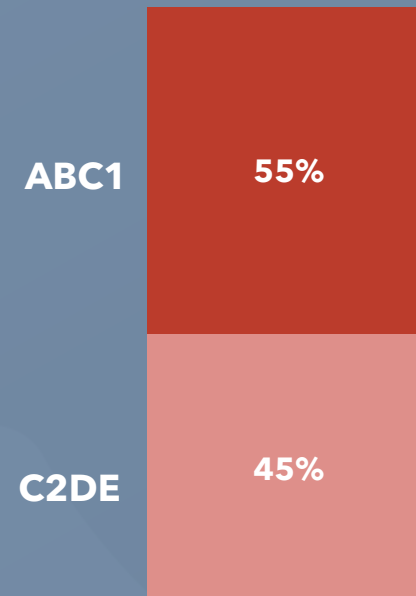
Gender



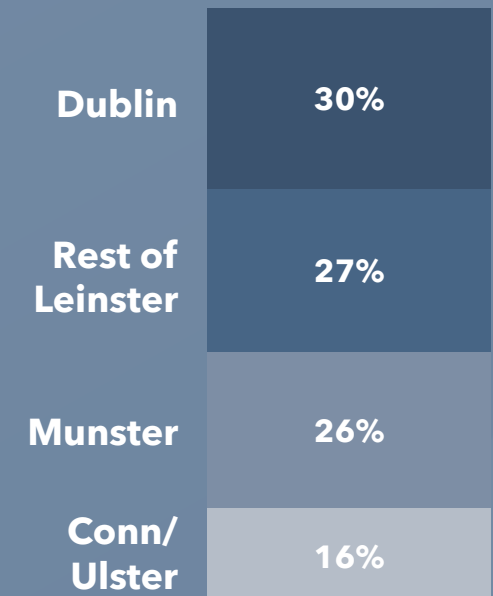
Age




Social Class



Region



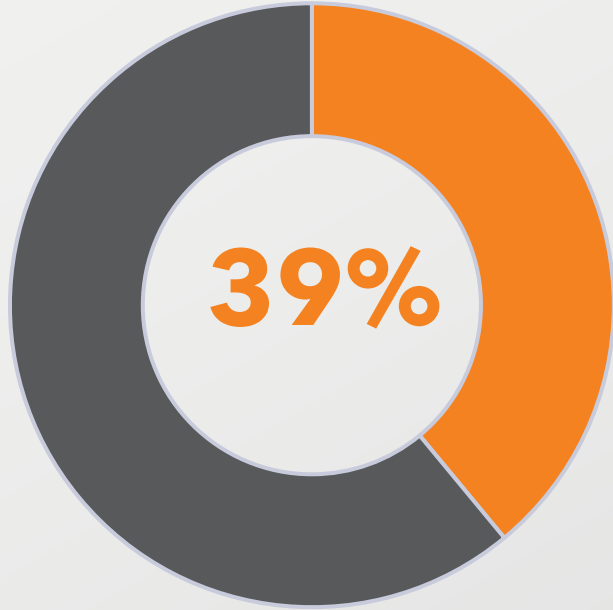


4 in 10 adults aged 40+ have a relative who has been diagnosed with **Dementia or Alzheimer's disease**

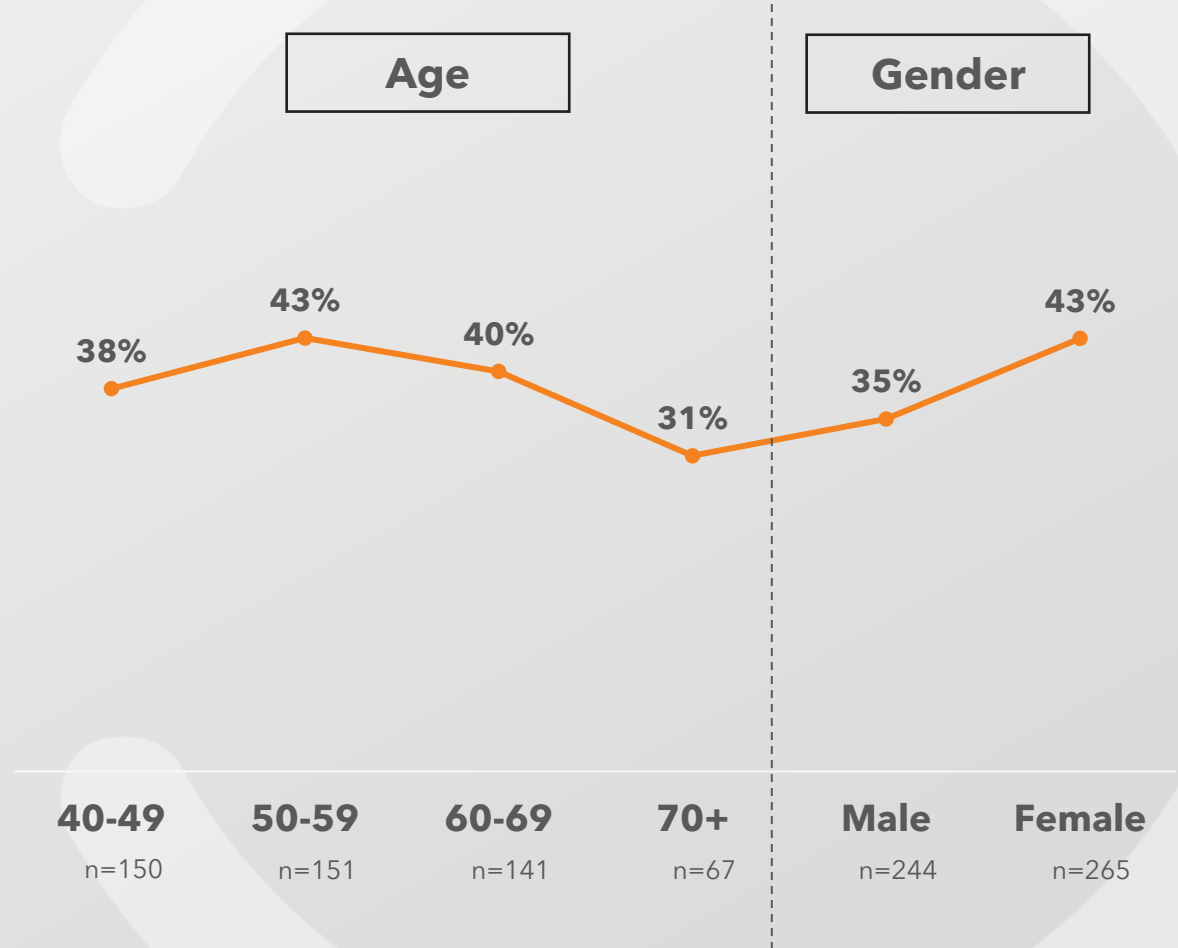
With 4 in 10 of these adults caring for that relative.
(14% total sample)

Relative diagnosed with dementia

(Base: All adults aged 40+ in ROI; n=509)

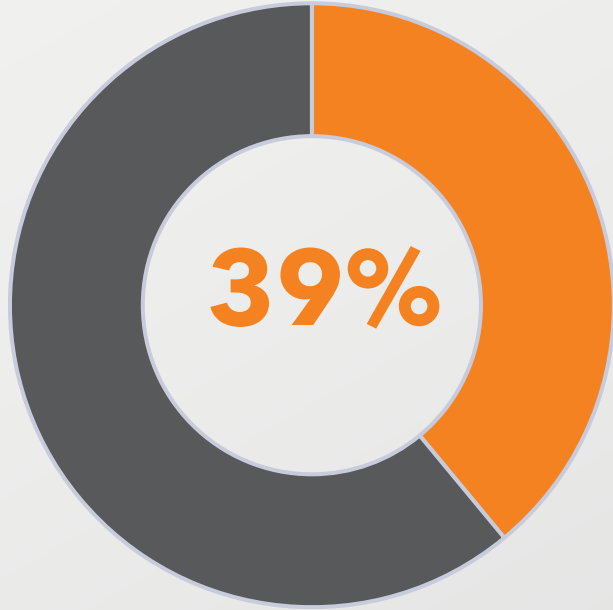


Have a relative who has been diagnosed with dementia or Alzheimer's disease

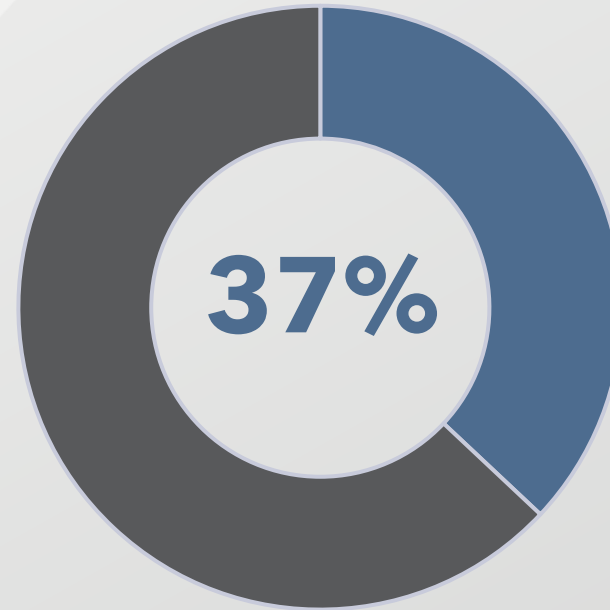
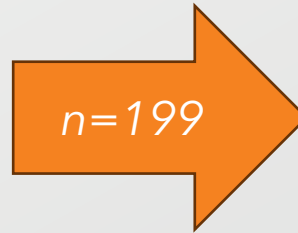


Caring for a relative with dementia

(Base: All adults aged 40+ in ROI that have a relative with dementia; n=199)



Have a relative who has been diagnosed with dementia or Alzheimer's disease



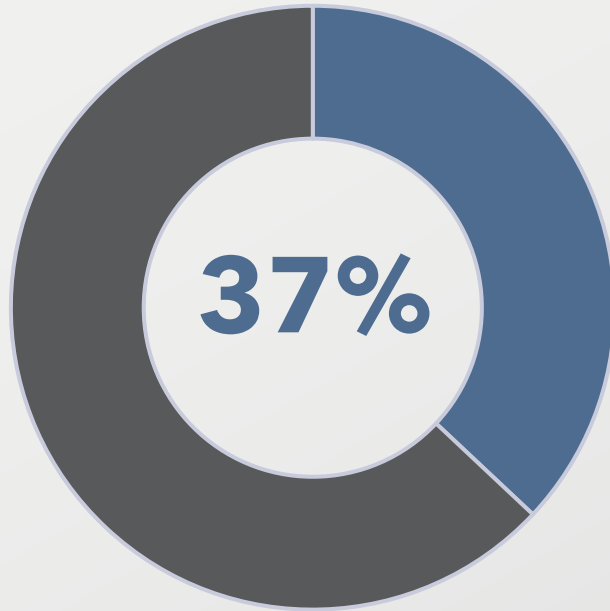
14% of the total sample

Have cared/care for this relative who has been diagnosed with dementia

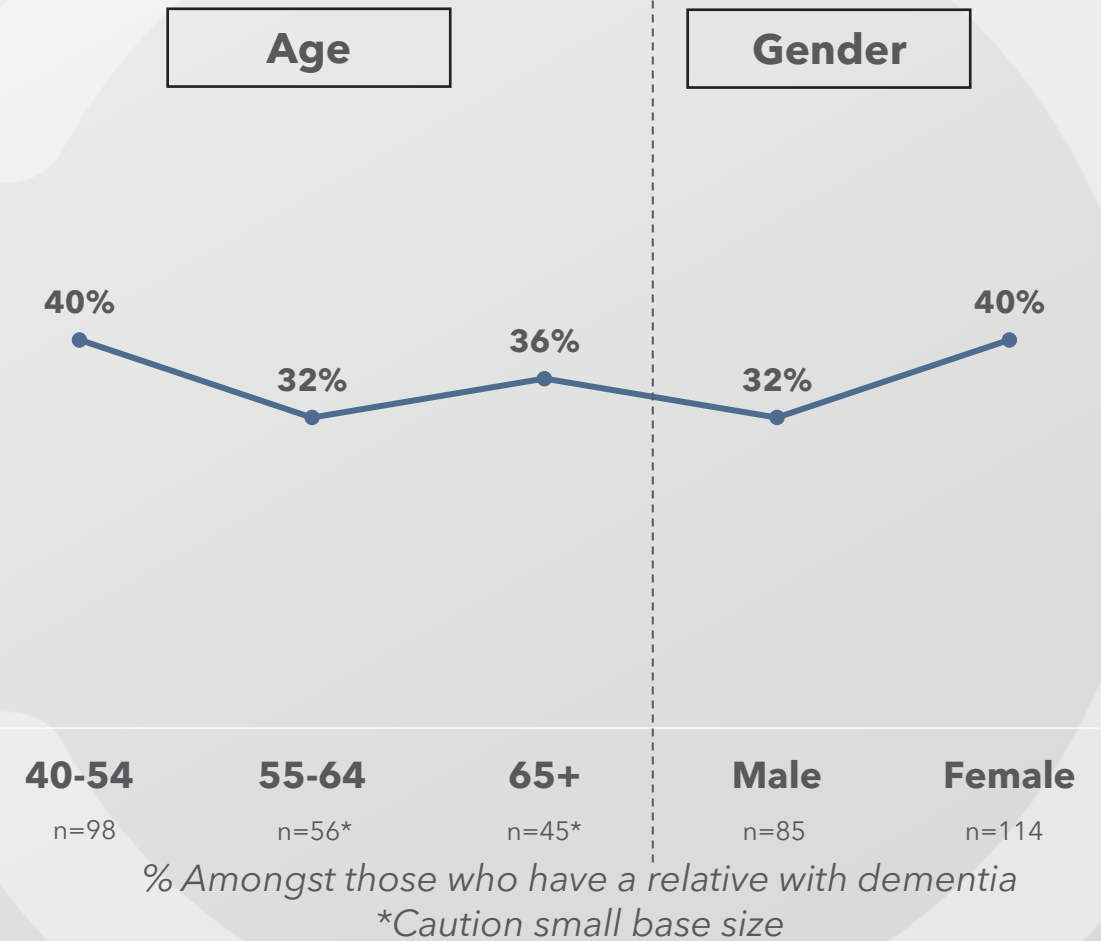
Over 1 in 10 (14%) of adults aged 40+ have cared or are currently caring for someone with dementia

Caring for a relative with dementia

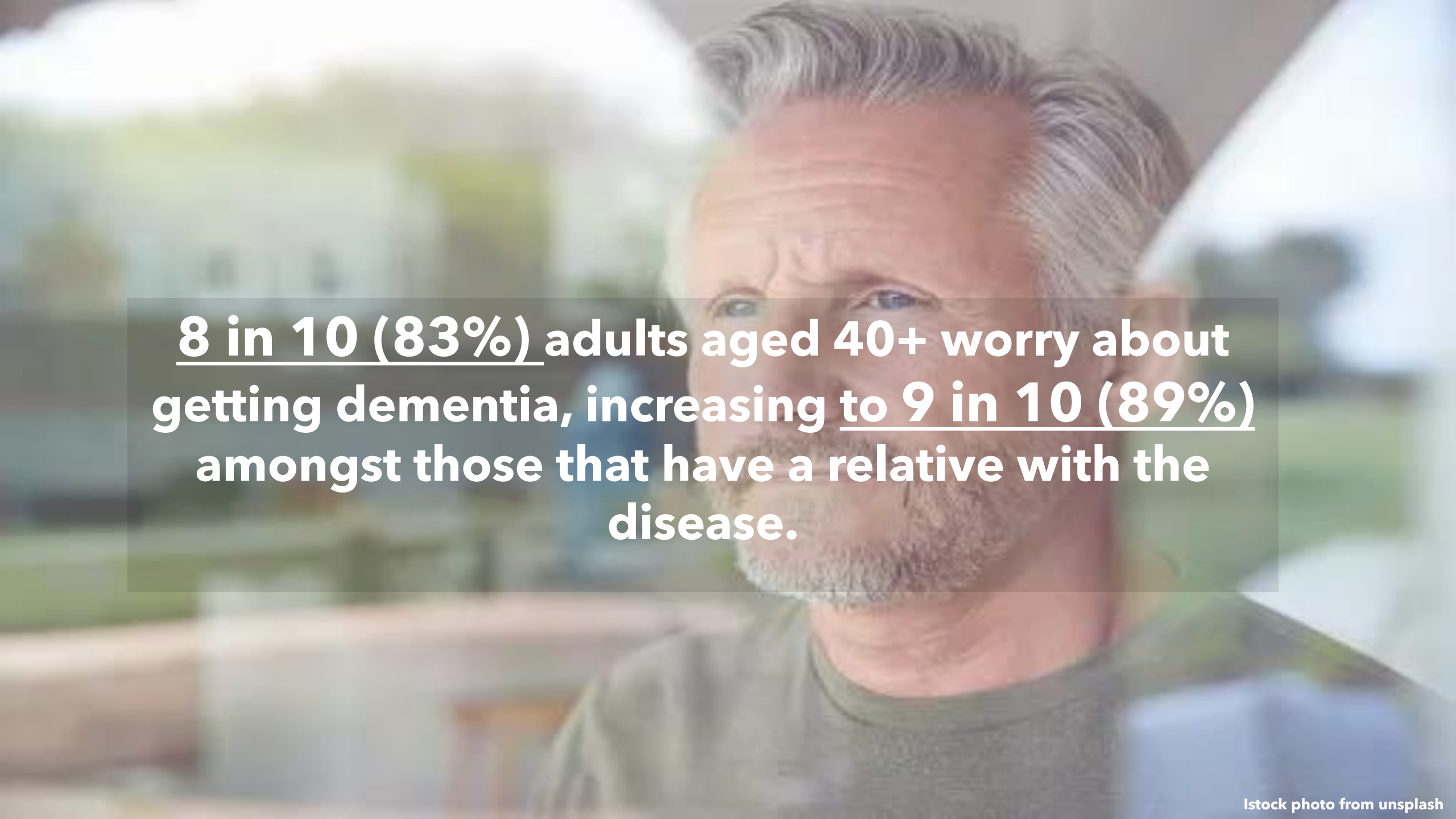
(Base: All adults aged 40+ in ROI that have a relative with dementia; n=199)



Have cared/care for this relative who has been diagnosed with dementia



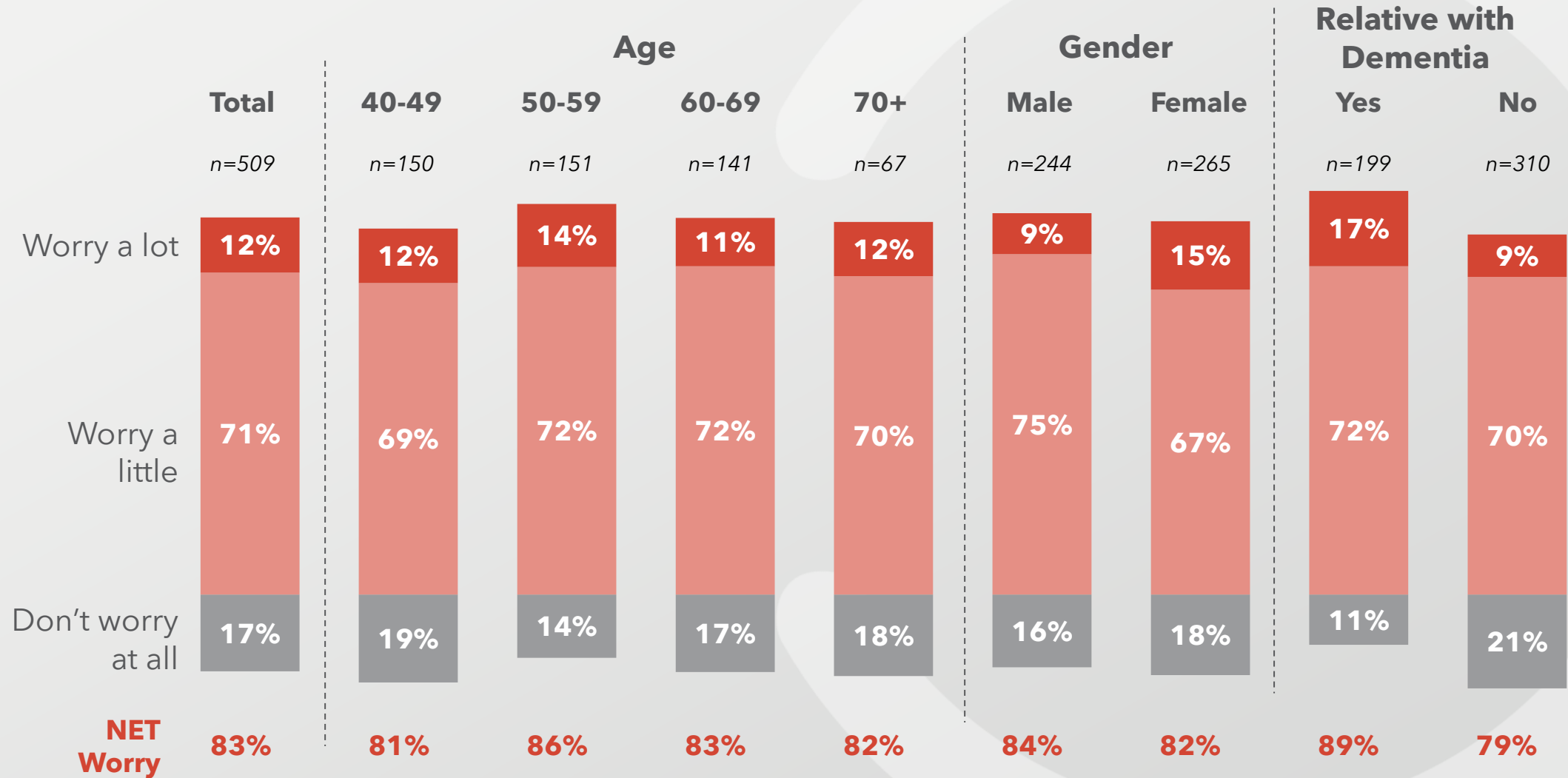
Female are significantly more likely to be caring for a relative with dementia versus males



8 in 10 (83%) adults aged 40+ worry about getting dementia, increasing to 9 in 10 (89%) amongst those that have a relative with the disease.

Concerns about getting dementia

(Base: All adults aged 40+ in ROI; n=509)



Adults aged 50-59 and those with a relative with dementia are most worried about getting it

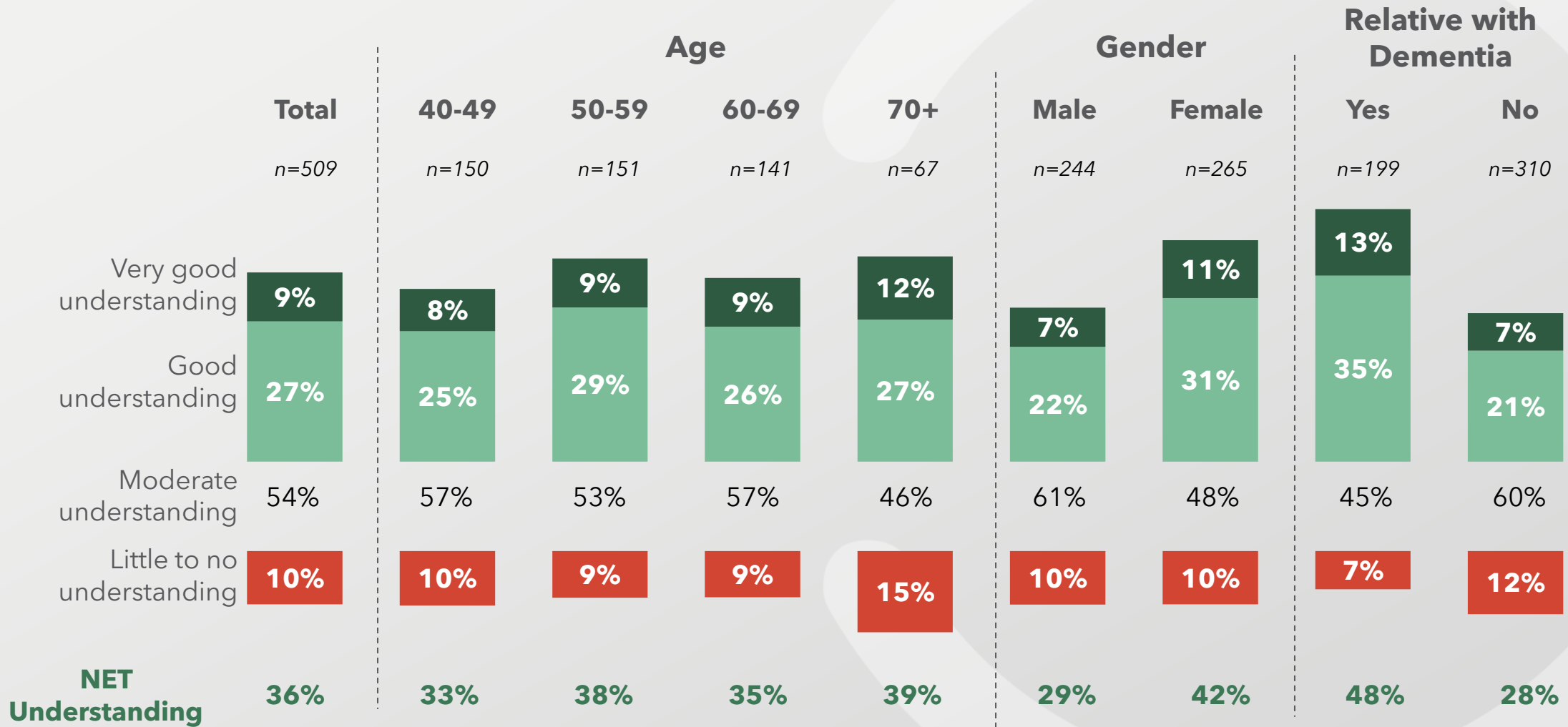


Under 4 in 10 (36%) of those aged 40+ claim to have a good to very good understanding of what Dementia is

While half (48%) of those that have a relative with the disease claim to have a good to very good understanding of what dementia is

Understanding of dementia

(Base: All adults aged 40+ in ROI; n=509)



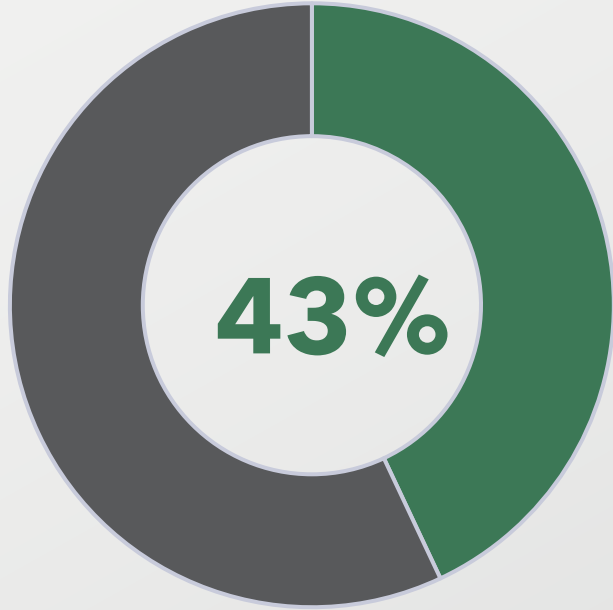
Females and those with a relative with dementia claim to have a better understanding of dementia than others

4 in 10 (42%) females claim to have a **good to very good understanding of dementia versus just 3 in 10 (29%) men**

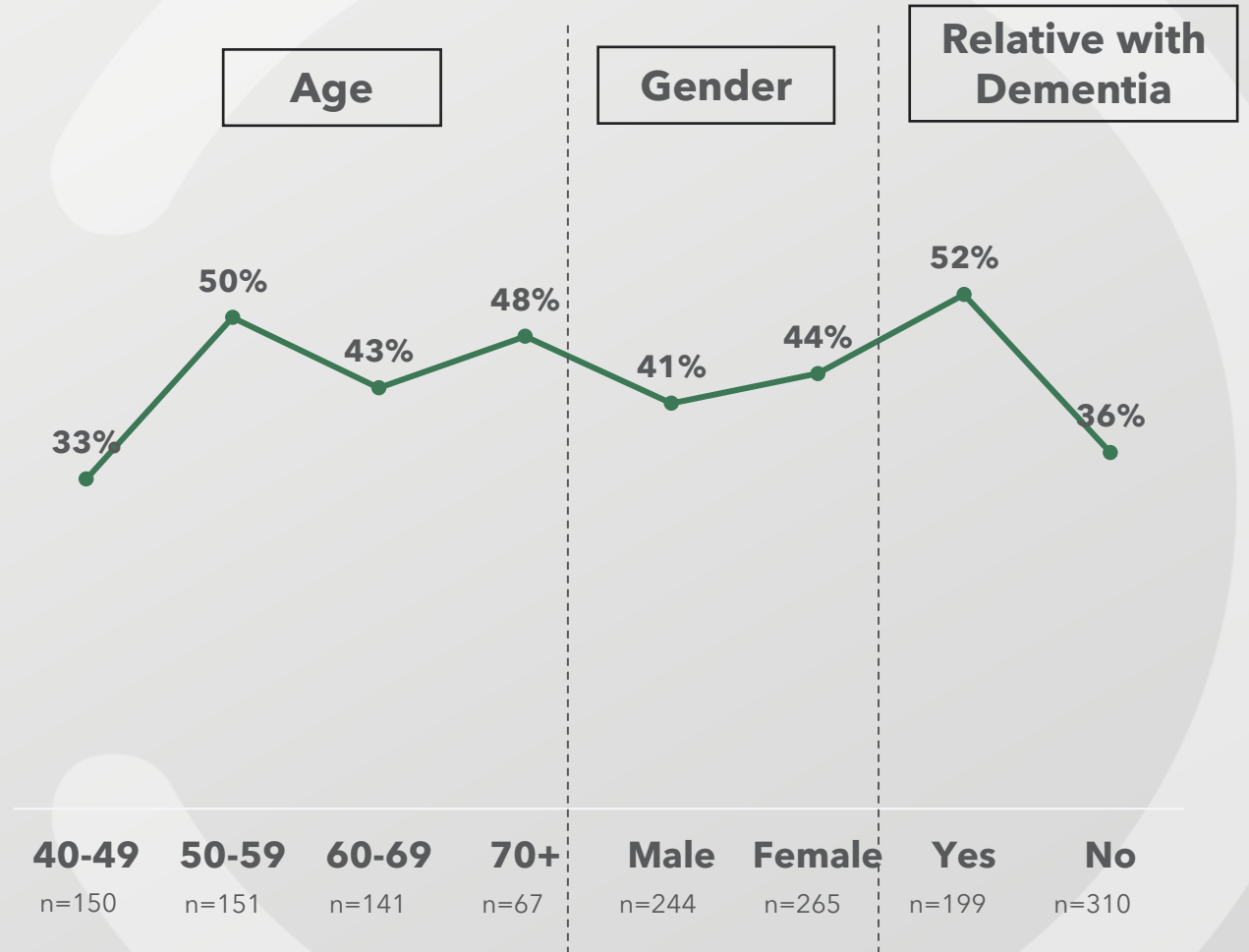


Steps to prevent early onset dementia

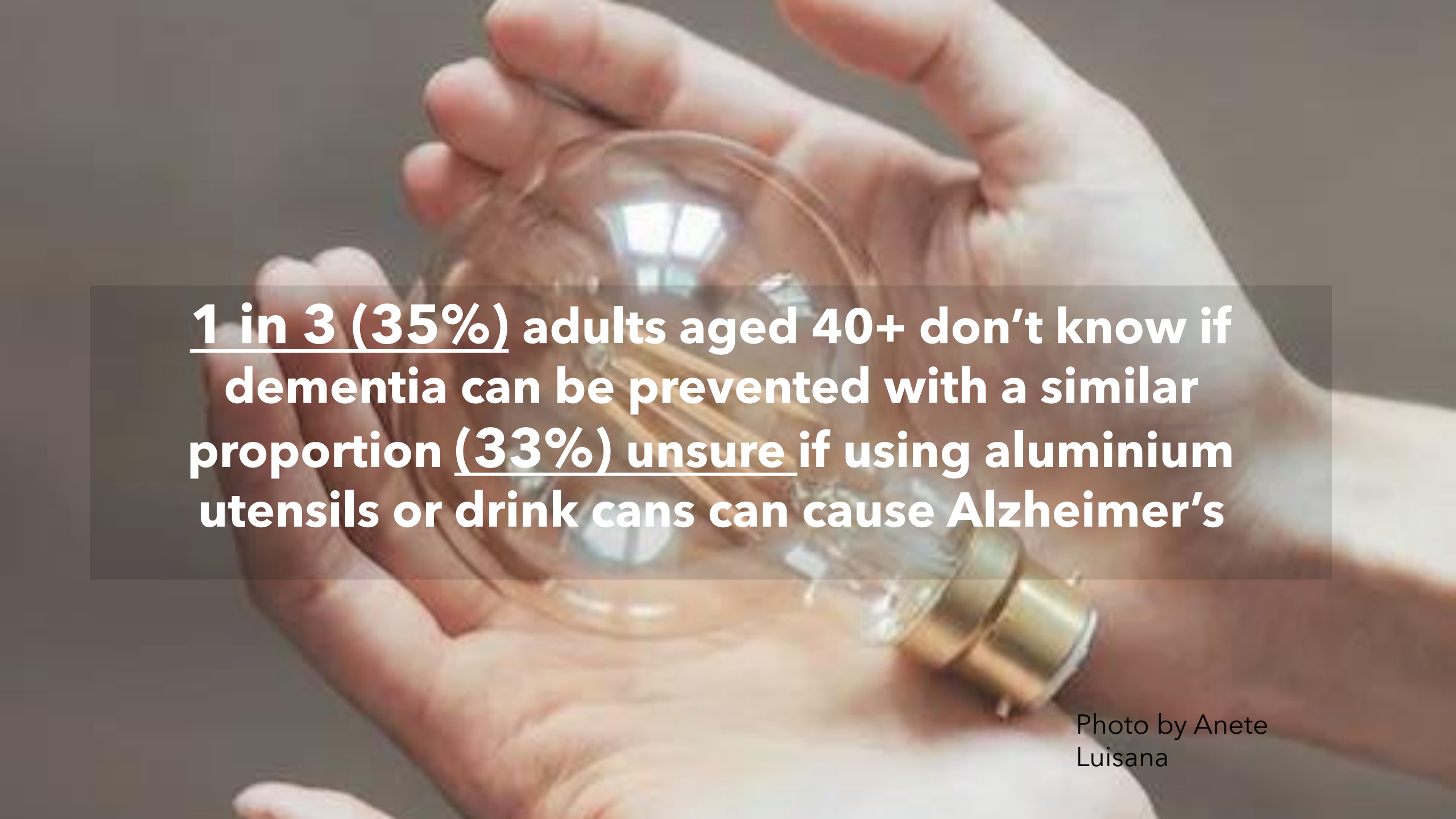
(Base: All adults aged 40+ in ROI; n=509)



Claim to be aware of steps to take to prevent early onset dementia



Adults aged 50-59 and those with a relative with dementia who are most worried about getting dementia are also the most likely to claim to be aware of steps to prevent it

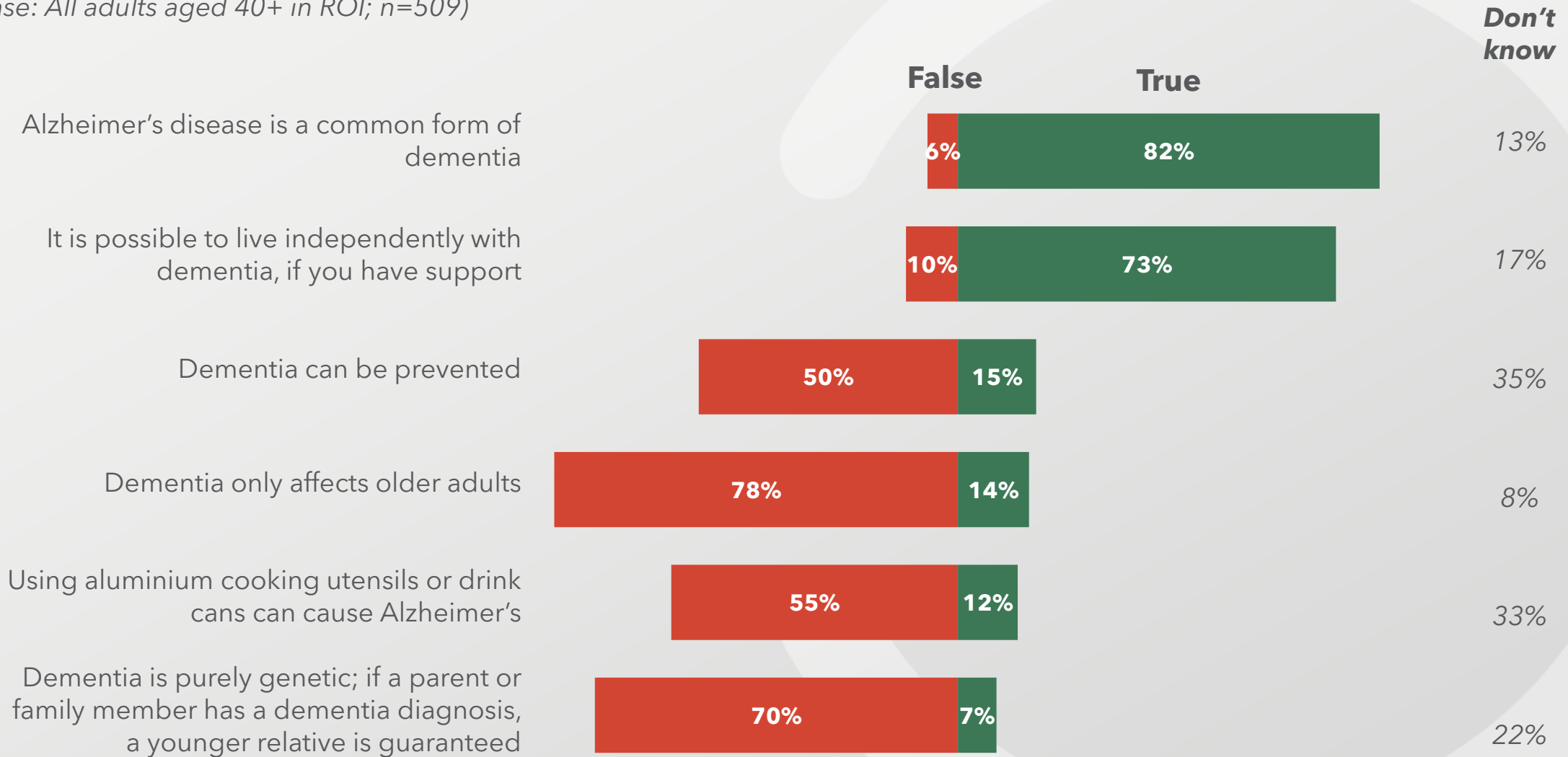
A close-up photograph of a hand holding a glowing incandescent lightbulb. The lightbulb is the central focus, with its filament visible and emitting a warm, yellowish glow. The hand is positioned as if presenting the bulb. The background is a soft, out-of-focus grey. A semi-transparent dark grey rectangular box is overlaid on the center of the image, containing white text.

1 in 3 (35%) adults aged 40+ don't know if dementia can be prevented with a similar proportion (33%) unsure if using aluminium utensils or drink cans can cause Alzheimer's

Photo by Anete Luisana

Steps to prevent early onset dementia

(Base: All adults aged 40+ in ROI; n=509)



A close-up photograph showing a person's hands. The person is wearing a beige, textured sweater. They are holding a small, round, yellow and green object, possibly a piece of fruit or a small toy. Another person's hand is visible, reaching towards the object. The background is blurred, showing other people sitting in a room.

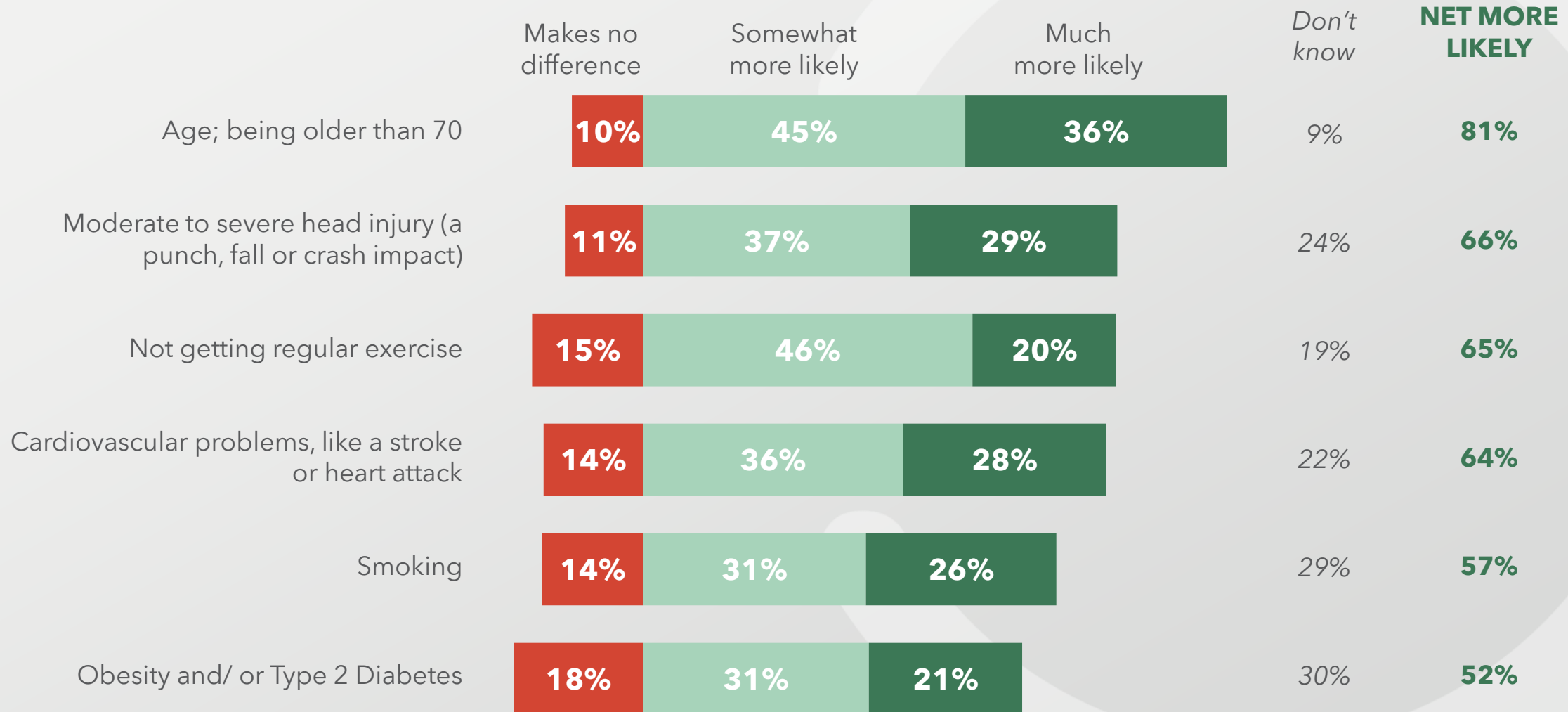
Age, specifically being over 70 is seen as the most likely factor for developing dementia (81%)



However, 3 in 10 adults aged 40+ don't know if obesity and/or Type 2 diabetes or smoking have an impact on your likelihood of getting dementia

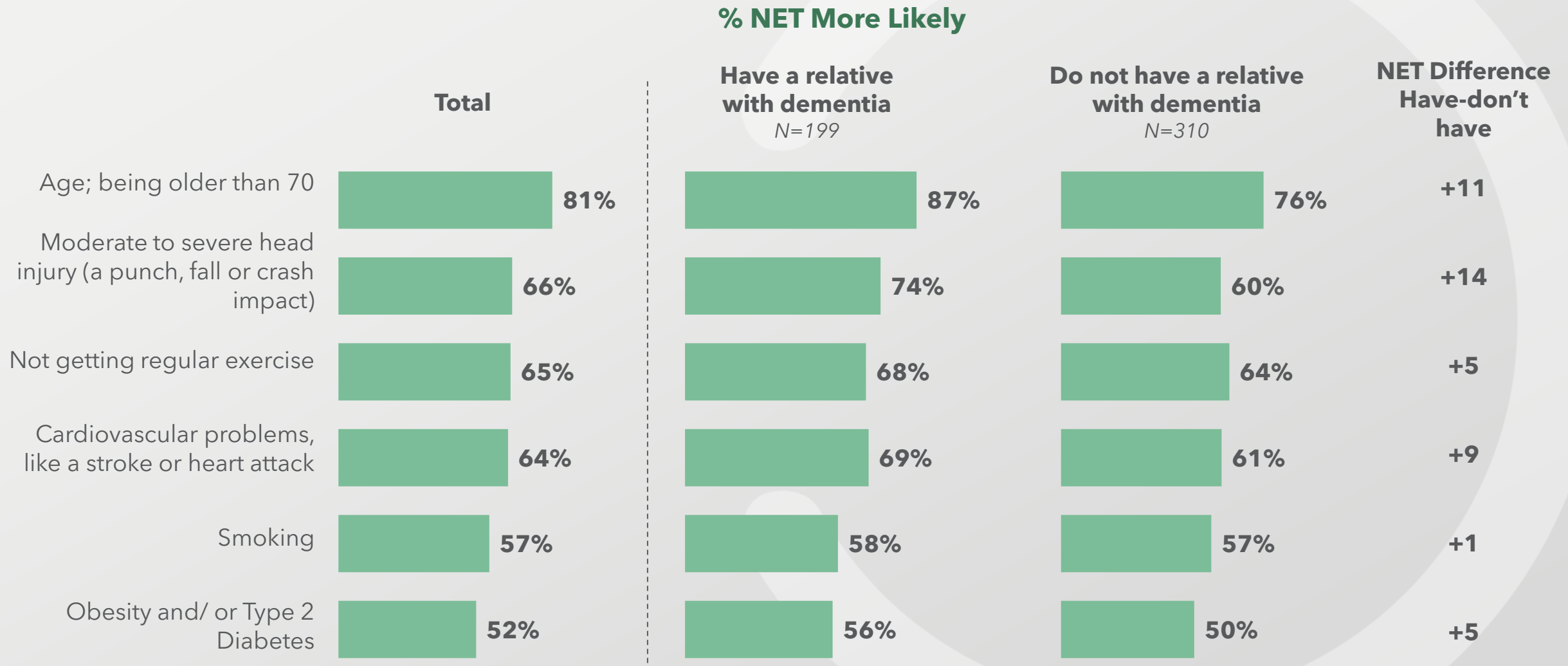
Impact of factors in developing dementia

(Base: All adults aged 40+ in ROI; n=509)



Impact of factors in developing dementia

(Base: All adults aged 40+ in ROI; n=509)

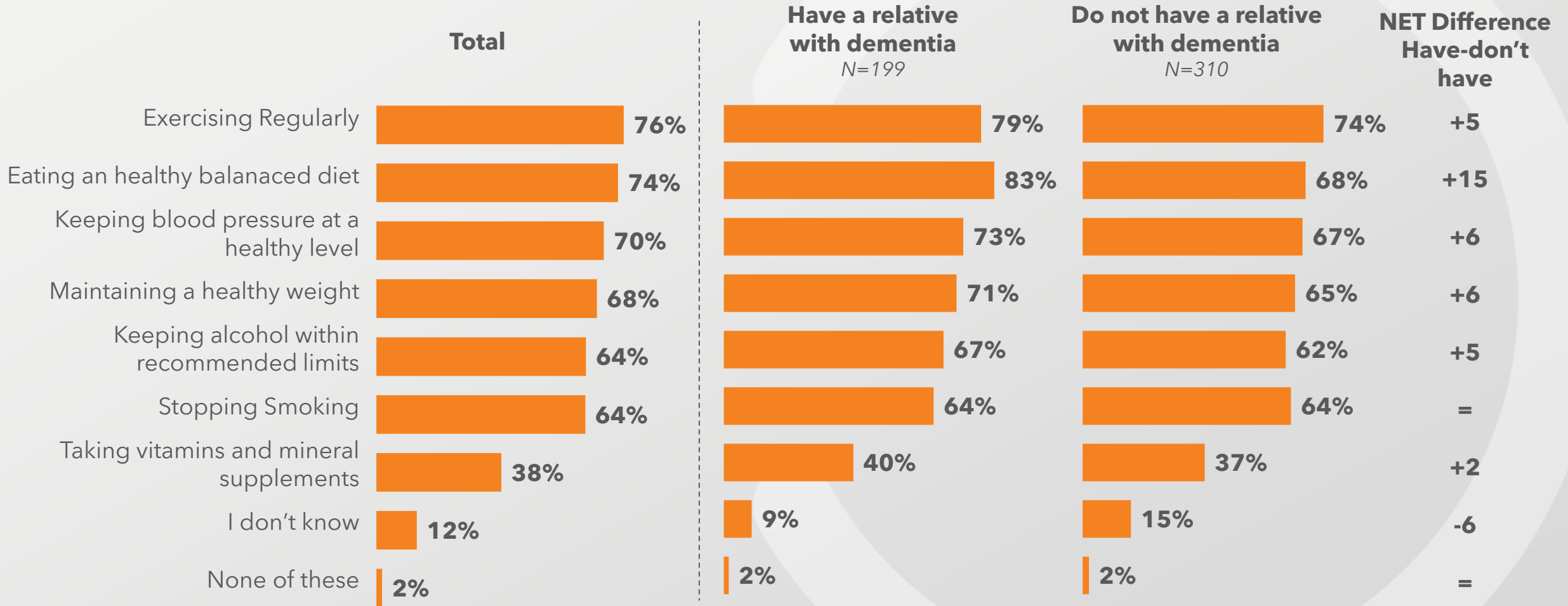


Adults with a relative with dementia have a better understanding of factors that influence someone's likelihood of developing dementia, most notably for age, head injuries and cardiovascular problems

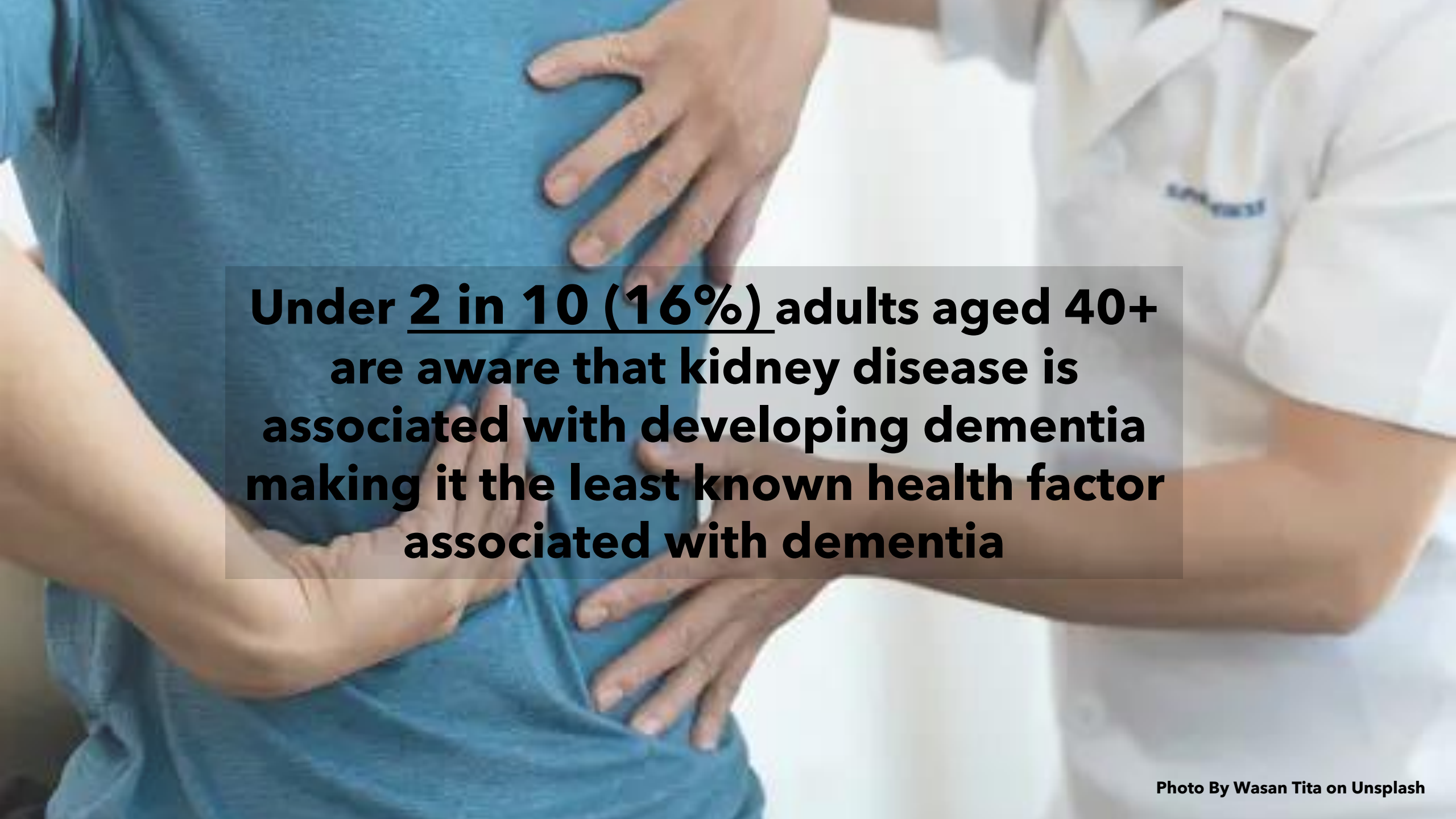
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Recommendations from doctors

(Base: All adults aged 40+ in ROI; n=509)



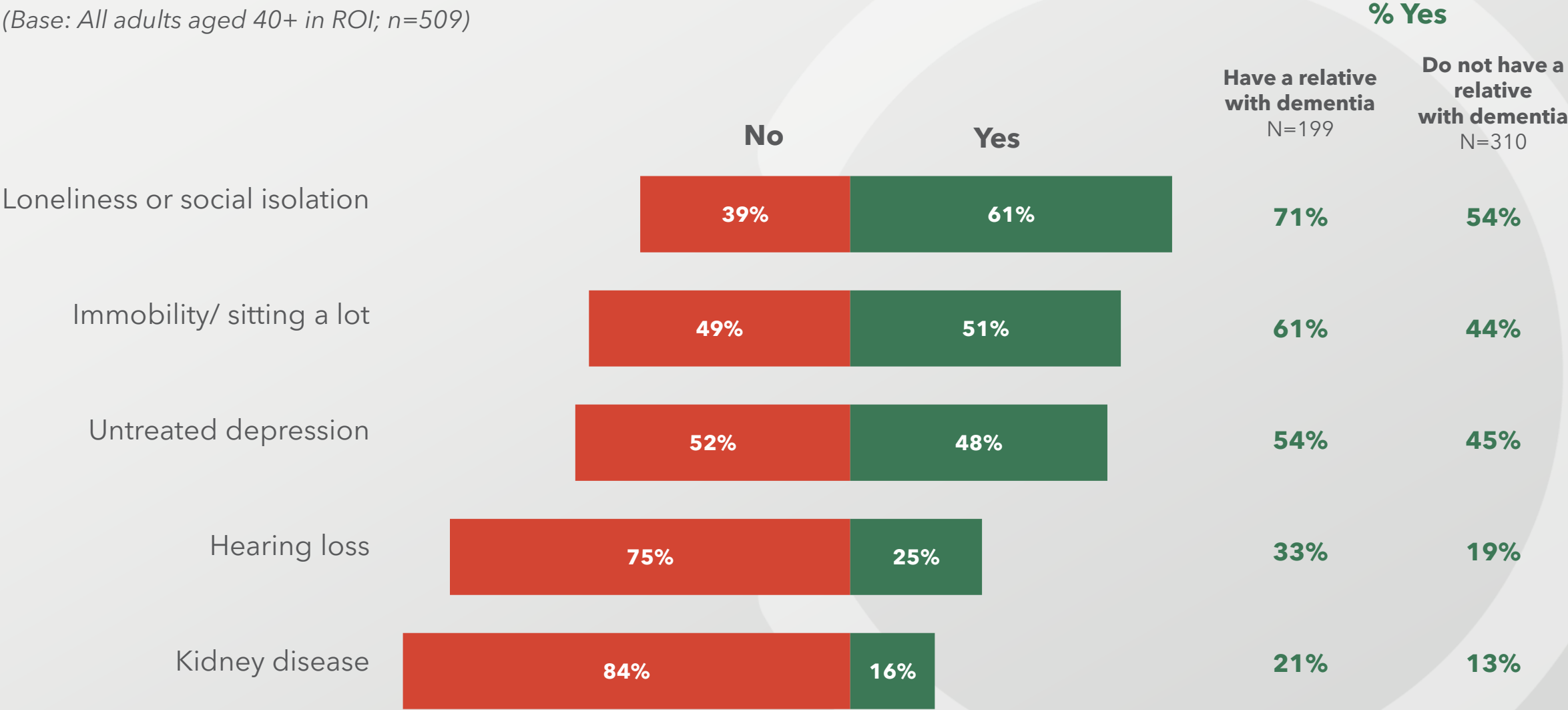
Exercise and a healthy diet are seen as the two top recommendations from doctors

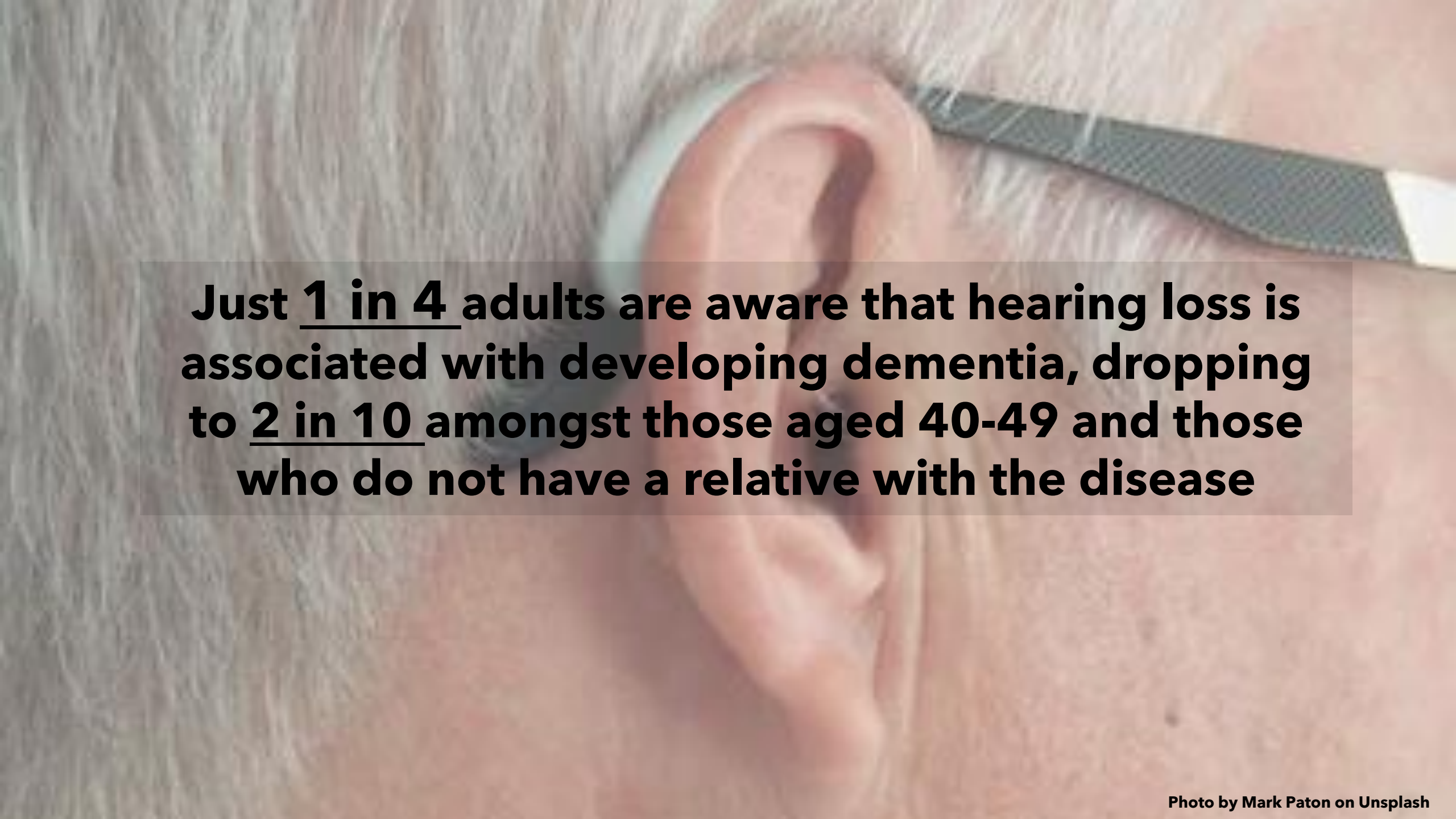


Under 2 in 10 (16%) adults aged 40+ are aware that kidney disease is associated with developing dementia making it the least known health factor associated with dementia

Associations with developing dementia

(Base: All adults aged 40+ in ROI; n=509)

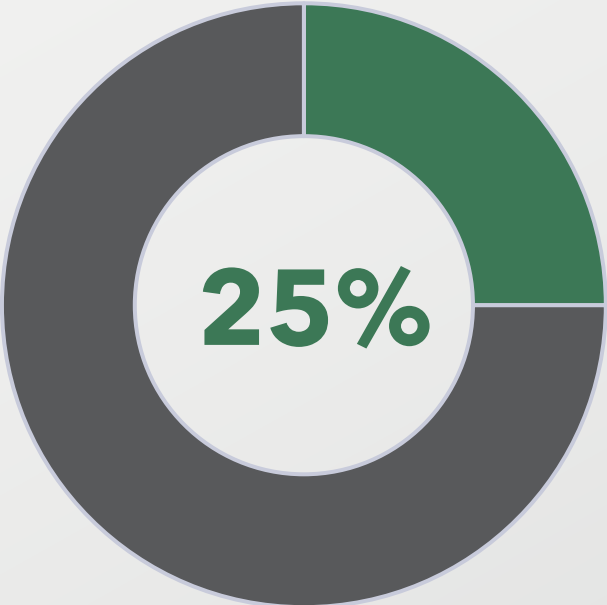


A close-up photograph of an elderly person's ear. The ear is the central focus, showing the outer ear and the ear canal. A small, light-colored hearing aid is visible inside the ear canal. The person's skin is wrinkled, and their hair is white. A green fabric strap, likely for a hearing aid or glasses, is visible on the side of the head. The background is a soft, out-of-focus light color.

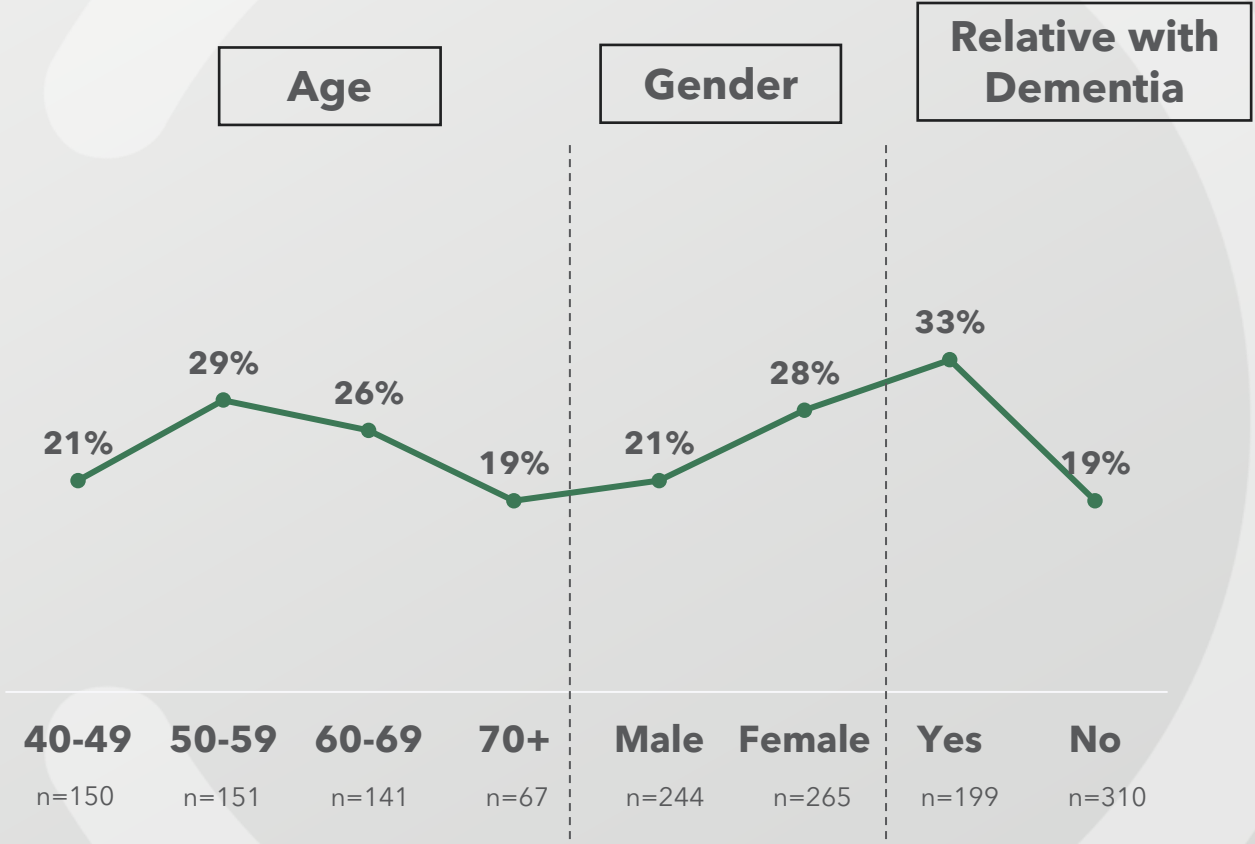
Just 1 in 4 adults are aware that hearing loss is associated with developing dementia, dropping to 2 in 10 amongst those aged 40-49 and those who do not have a relative with the disease

Aware of hearing loss's association with developing dementia

(Base: All adults aged 40+ in ROI; n=509)



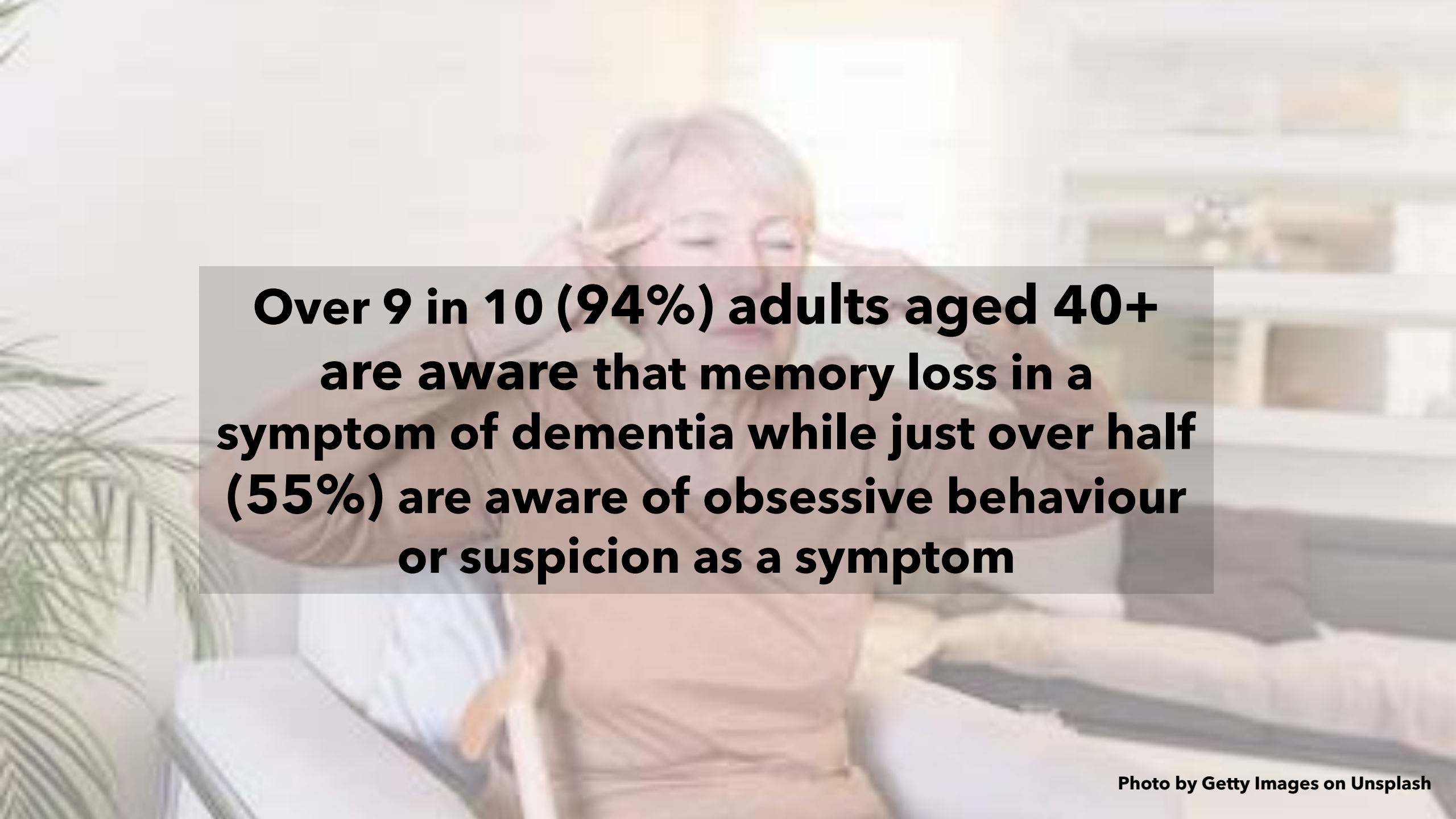
Are aware that hearing loss is associated with developing dementia



Highest awareness of hearing losses link to dementia amongst those with a relative with dementia



Q8. Are you aware of any of these health and environmental factors being associated with developing dementia?

A woman with short grey hair is sitting in a light-colored chair, her hands pressed against her temples. She has a pained or distressed expression on her face. The background is a bright, slightly blurred living room with a grey sofa and a white fireplace mantel. A semi-transparent grey box is overlaid on the center of the image, containing white text.

Over 9 in 10 (94%) adults aged 40+ are aware that memory loss is a symptom of dementia while just over half (55%) are aware of obsessive behaviour or suspicion as a symptom

Assumed symptoms of dementia

(Base: All adults aged 40+ in ROI; n=509)

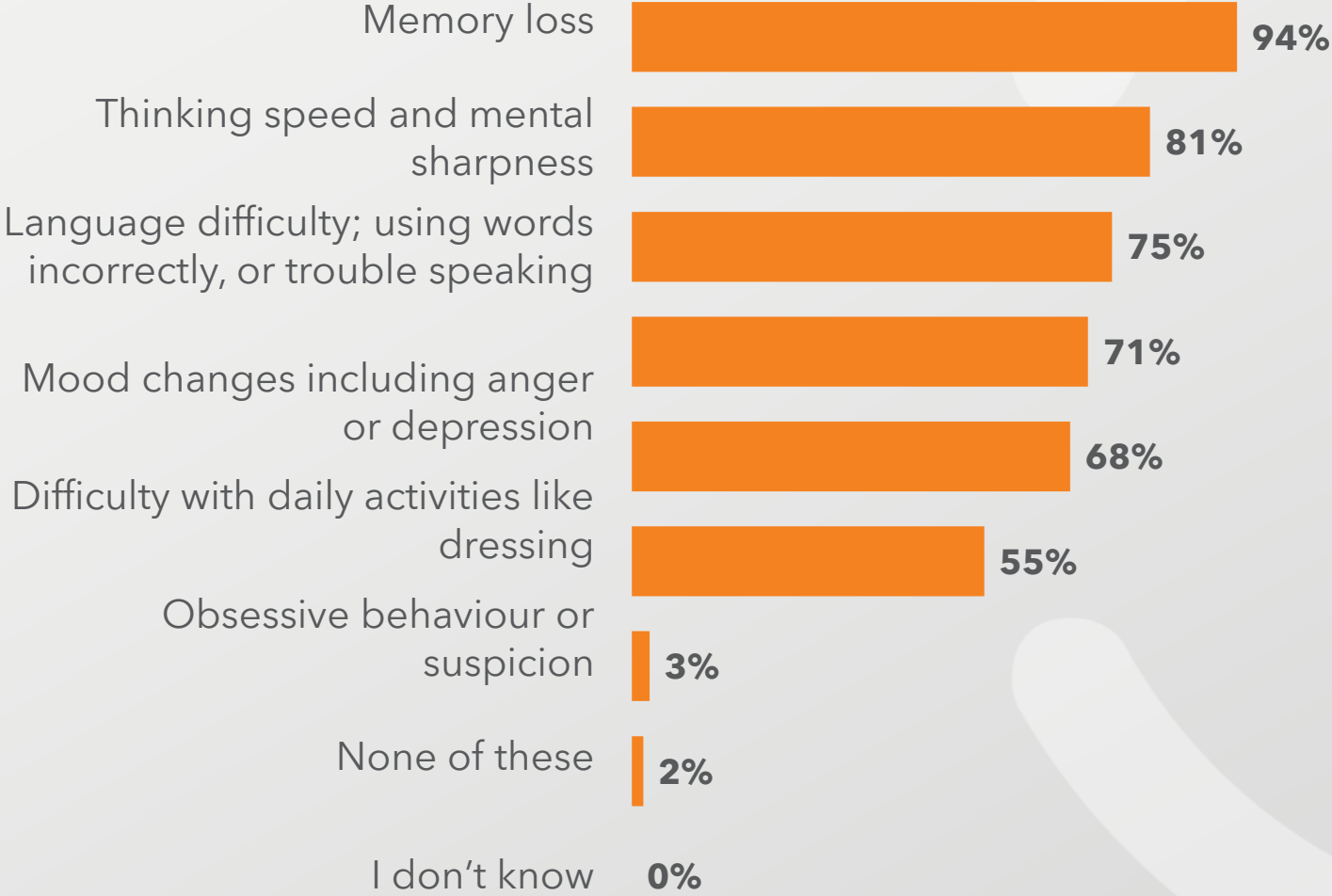
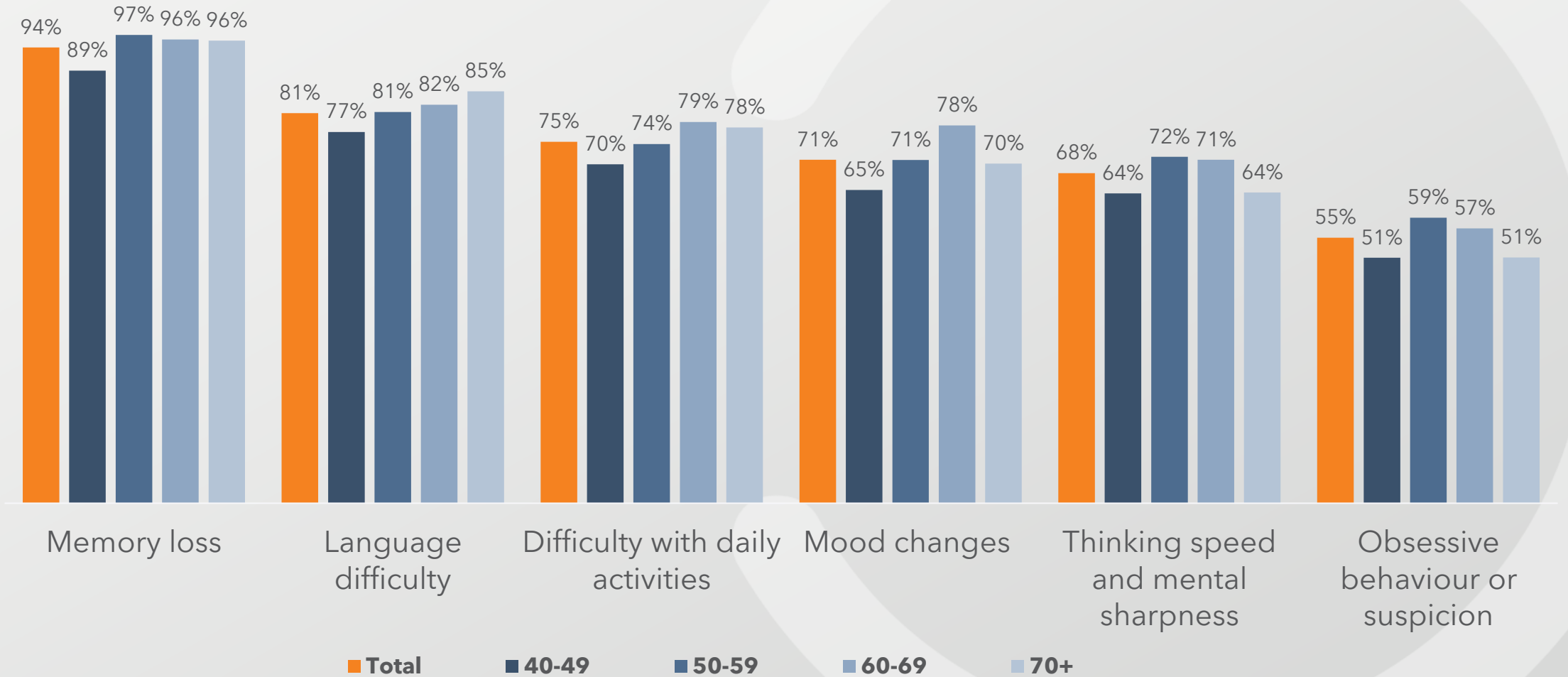


Photo by Andrea Piacquadio on Pexels

Q9-Which of the following are considered symptoms of dementia?

Assumed symptoms of dementia x age

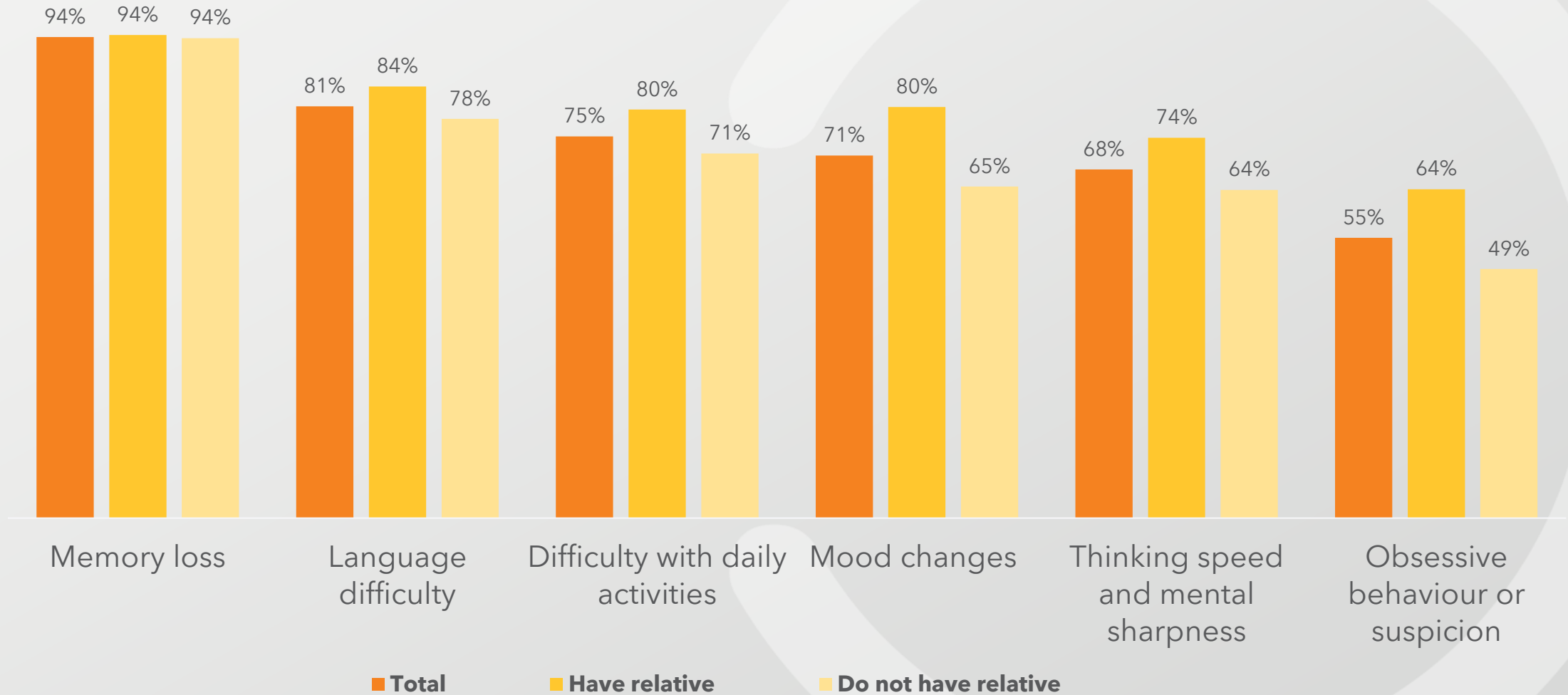
(Base: All adults aged 40+ in ROI; n=509)



Adults aged 40-49 have the lowest awareness of symptoms related to dementia

Assumed symptoms of dementia x relative with/without dementia

(Base: All adults aged 40+ in ROI; n=509)



Those without a relative with dementia have significantly lower awareness of symptoms related to dementia vs those that do have a relative with the disease

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THANK YOU!