EMBED-Care Public Opinion Poll
EMBED-Care Public Engagement Aim:

To make high quality dementia palliative care visible – in order to demystify the experience, equip audiences with knowledge of services that could support them, and create advocates demanding high quality care for all.

Public Opinion Poll’s Aim:

To gain an understanding of public’s understanding and perceptions around dementia, palliative and end-of-life care
Findings

- Current and future level of need
- Research and care funding and charity awareness
- Dementia and palliative care
- Priorities
Leading cause of death

Which one of the following do you believe was the leading cause of death in England between 2015-2019?

- Heart Disease: 38%
- Cancer: 7%
- Cerebrovascular diseases (e.g. stroke): 6%
- Dementia and Alzheimer's disease: 3%
- Chronic lower respiratory diseases (e.g. Chronic Obstructive Pulmonary Disease (COPD)): 3%
- None of these: 15%
- Don't know: 28%
Number of dementia deaths

For the following question, by 'dementia deaths' we mean deaths where dementia or Alzheimer's disease is mentioned on the death certificate. Do you think the number of dementia deaths in the UK will increase, decrease or stay the same by 2040? (Please select the option that comes closest to your estimate)
Research and care funding and charity awareness

Dementia research

For the following question, by "research funding" we mean expenditures on research that results in new products, processes and understanding. In the UK, how much research funding do you believe is provided to dementia research, as compared to cancer research? (If you are unsure, please provide your best estimate)
Dementia care funding

Which one, if any, of the following do you believe funds the majority of dementia care in the UK?

- The Government: 58%
- Charities: 18%
- People affected by dementia (patients and carers): 17%
- Other: 7%
- Don't know: 0%
Charity Awareness

Before taking this survey, which of the following had you ever heard of?

- Marie Curie Nurses: 84% Yes, I had, 16% No, I had not
- Admiral Nurses: 92% Yes, I had, 8% No, I had not
- Macmillan Nurses: 91% Yes, I had, 9% No, I had not
Dementia and palliative care

Dementia T/F

Which, if any, of the following statements do you believe to be true? (Please select all that apply)

- Dementia is a normal part of ageing: 11%
- Dementia is a terminal illness: 42%
- Dementia is currently incurable: 70%
- None of these: 5%
- Don’t know: 9%
Palliative care

Which of the following statements about palliative care do you believe to be true? (Please select all that apply)

- Palliative care is only for people who will die soon: 26%
- Palliative care is only for people with cancer: 3%
- Most palliative care happens in hospices: 22%
- People with dementia can benefit from palliative care: 51%
- Palliative care mainly helps relieve physical symptoms such as pain: 36%
- None of these: 3%
- Don't know: 22%
Dementia support and care for patients and family carers

Which three of the following aspects of support and care, if any, do you think are most important to provide to people with dementia and/or their family carers? (Please select up to three options)

- Ensuring access to palliative care
- Care and treatment decisions should involve the person living with dementia (where possible) and family/friend carers
- When people move between care providers and settings (e.g., home to care home), information about the person moves with them
- Helping people with dementia and their carers to prepare for the end of life and death
- Good management and treatment of symptoms and providing comfort
- Meeting their social, spiritual and emotional needs
- Support for family carers with dementia diagnosis and into bereavement
- None of these
- Don’t know

Priorities
Know someone with dementia

Are you, or anyone you know, currently living with dementia?

- Yes, myself: 1%
- Yes, someone other than myself: 18%
- No, neither myself nor someone I know: 74%
- Prefer not to say: 7%
Who do you know with dementia (only other than respondent)

You mentioned knowing someone other than yourself living with dementia. Who is/are the person(s) with dementia that you know? (Please select all that apply. If you would rather not share this information, please select the "Prefer not to say" option)
Who do you know with dementia (including "myself")

You mentioned knowing someone other than yourself living with dementia. Who is/are the person(s) with dementia that you know? (Please select all that apply. If you would rather not share this information, please select the "Prefer not to say" option)
Methodology

• Fieldwork was undertaken between 12th - 13th April 2022.
• The survey was carried out online.
• All figures, unless otherwise stated, are from YouGov Plc.
• Total sample size was **2133 adults**.
• The figures have been weighted and are representative of all UK adults (aged 18+).
• Visit [https://yougov.co.uk](https://yougov.co.uk) for data access queries.

This survey has been conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). Invitations to surveys don’t expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.
List of sociodemographic variables about the participants

- Gender
- Age Groups
- Social Grade (binary: ABC1 – upper middle to lower middle classes, C2DE – skilled working class to those at the lowest level of subsistence)
- Region
- Government Region
- Working Status
- Marital Status
- Children in Household Parent/ Guardian
- Who is the person you know who is living with dementia?
- Social Media/ Messaging service (within the last month)
EMBED-Care Research Programme:

https://doi.org/10.1002/gps.5251

Causes of death in the United Kingdom statistics


Dementia death projections

https://bmcmedicine.biomedcentral.com/articles/10.1186/s12916-017-0860-2

Care costs


Dementia end-of-life and palliative care

7 – End of life care for a person with dementia. Alzheimer’s Society  
https://www.alzheimers.org.uk/get-support/help-dementia-care/end-life-care-dementia