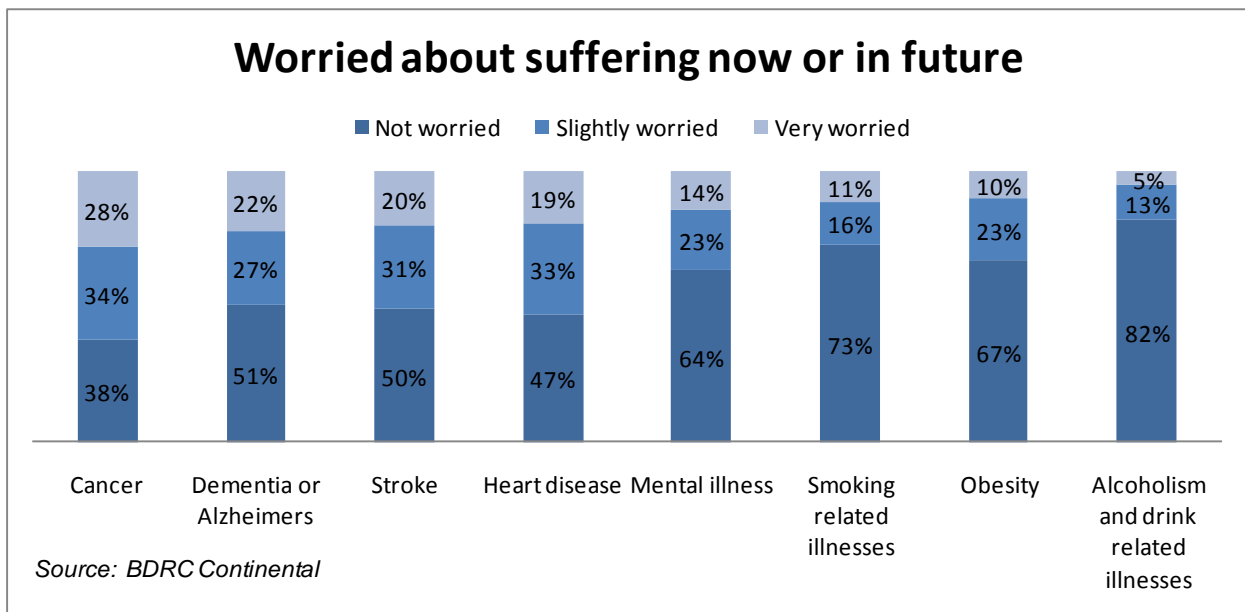




## Britons now more worried about suffering from dementia than strokes and heart disease

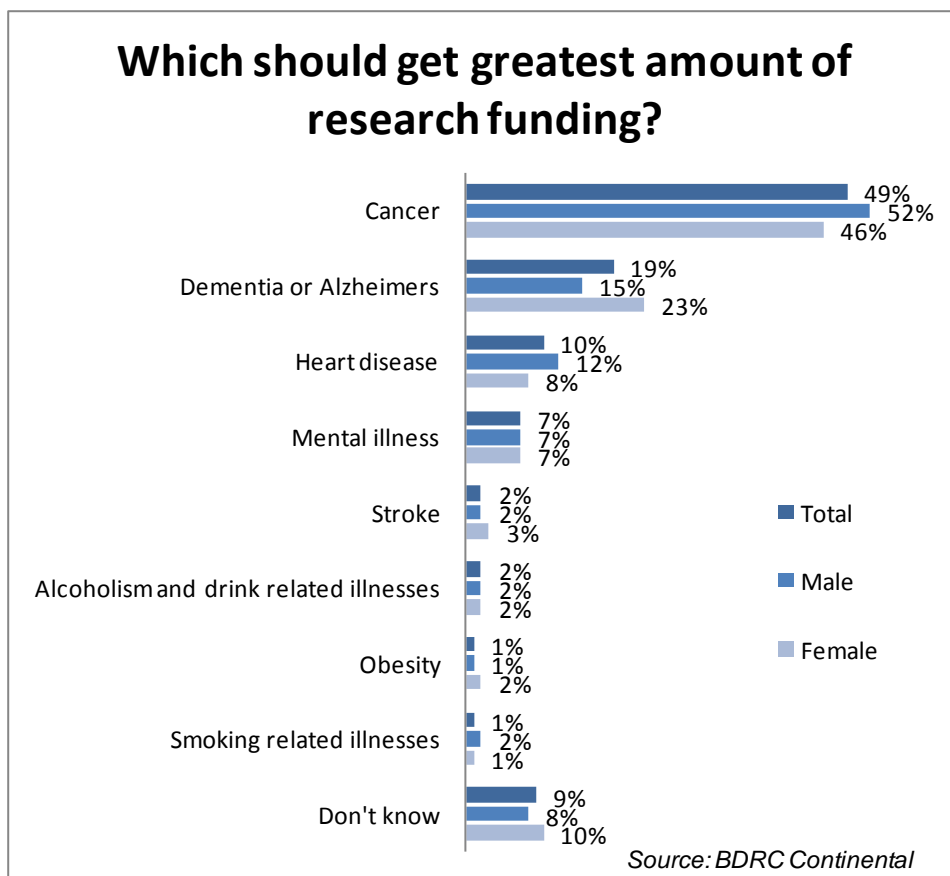
*New survey reveals that funding for research into dementia is now seen as a priority second only to cancer*

**10<sup>th</sup> March 2010, London:** A new study by BDRC Continental reveals that Britons are now more worried about suffering from dementia than about strokes and heart disease. Cancer is still the biggest worry, with 28% of respondents being “very worried” about suffering from the disease either now or in the future, but with 22% sharing the same anxieties about dementia, it is clear that this disease is now a major concern for a significant proportion of the population.



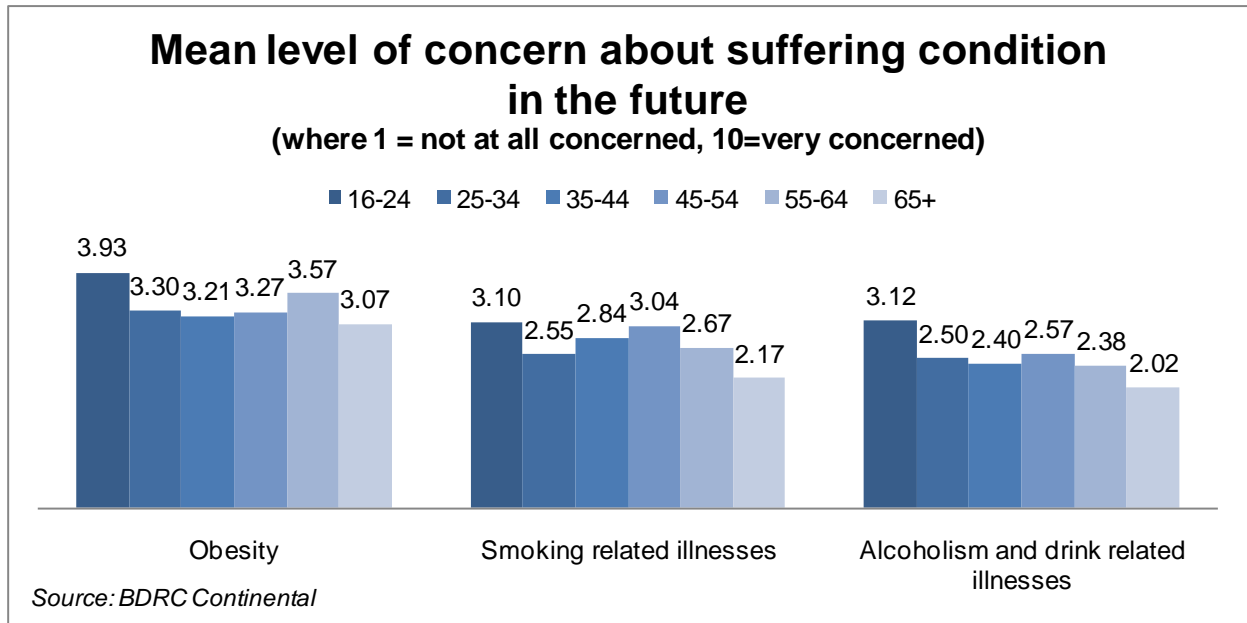
According to the research, nearly half Britain’s population knows someone who has or is suffering from dementia. Those who know someone who suffers from dementia have a much higher level of anxiety than those without any direct experience – 42% of those who know someone with dementia describe themselves as being “very worried” compared to 22% of respondents overall.

In spite of the evident 'fear factor', Britons' anxieties are not matched by their views on which conditions should get the most funding. Cancer ranks top as the condition that deserves the most investment with 49% of respondents feeling that research into the disease deserves the greatest amount of investment. Although respondents are only slightly less concerned about dementia, the survey reveals that less than half that number (19%) believes that research into the condition should be the top priority, with females more in support at 23%. Heart disease ranks third at 10%, followed by mental illness at 7%.



Little priority is given to research into alcoholism and drink related diseases, obesity and conditions related to smoking. Between one and two percent of respondents believed that research into these conditions should be prioritised. Such low scores suggest that there is precious little support for funding research into conditions which are considered to be related to an individual's lifestyle. However significant levels of concern do exist about these conditions, particularly amongst the young. Those aged 16-24 are significantly more concerned about suffering from obesity, smoking related illnesses and alcoholism than older respondents. This suggests that young

people’s concern is with the factors that are most associated with their current behaviour and that they give little thought to illnesses typically associated with older people.



Jacqui Banerjee, Director of Public Sector Research at BDRC Continental said, “These results show that there is a now a huge level of anxiety about dementia. Given the fact that opinions are highly skewed by personal experience, we would expect this to increase in the coming years as an ever-aging population means that more and more people will have first hand exposure to the disease. At the moment, however, there is a real discrepancy when it comes to attitudes towards funding and cancer continues to dominate extremely strongly. Although cancer remains the number one priority for respondents, this research suggests that the gap between funding for cancer and dementia research needs to narrow if the government is to address the real and, I suspect, rapidly increasing concerns the public has about dementia.”

Ends

**For further information or press enquiries please contact:**

Jennifer Sutton, PR Consultant

[jsutton@greenfieldscommunications.com](mailto:jsutton@greenfieldscommunications.com) Tel: 07751 553106

Geraldine Gitel, PR Consultant

[ggitel@greenfieldscommunications.com](mailto:ggitel@greenfieldscommunications.com) Tel: +44 7917 885380

Lucy Green, PR Consultant

[lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com) Tel: +44 7817 698366

### **Note to editors**

BDRC Continental commissioned 1020 Omnibus interviews with adults aged 16+ in Great Britain between 17 and 21 February 2010.

### **About Continental Research**

Continental Research is a full service market research agency based in London, specialising in public sector, transport, business to business, finance, media & advertising and internet & telecoms research [www.continentalresearch.com](http://www.continentalresearch.com) The company is part of the BDRC Group. Also part of that Group is BDRC, a leading full service market research agency specialising in hotels, finance, travel and tourism. [www.bdrc.co.uk](http://www.bdrc.co.uk)