

**Table S1.** Distribution of the attitude to dementia in two-by-two tables (persons and %).

		Shame		Fear		Avoidance	
		No	Yes	No	Yes	No	Yes
Shame	No	-	-	-	-	-	-
	Yes	-	-	-	-	-	-
Fear	No	254 (73.2)	23 (6.6)	-	-	-	-
	Yes	58 (16.7)	12 (3.5)	-	-	-	-
Avoidance	No	261 (75.2)	24 (6.9)	260 (74.9)	25 (7.2)	-	-
	Yes	51 (14.7)	11 (3.2)	17 (4.9)	45 (13.0)	-	-
Discomfort	No	185 (53.3)	9 (2.6)	184 (53.0)	10 (2.9)	191 (55.0)	3 (0.9)
	Yes	127 (36.6)	26 (7.5)	93 (26.8)	60 (17.3)	94 (37.1)	59 (17.0)

Note:  $N = 347$ .

**Table S2.** Distribution of all the combinations of attitudes to dementia (persons and %).

Shame	Avoidance	Fear	Discomfort = No	Discomfort = Yes
No	No	No	175 (50.4%)	64 (18.4%)
		Yes	8 (2.3%)	14 (4.0%)
No	Yes	No	0	15 (4.3%)
		Yes	2 (0.6%)	34 (9.8%)
Yes	No	No	8 (2.3%)	13 (3.7%)
		Yes	0 (6.1%)	3 (0.9%)
Yes	Yes	No	1 (0.3%)	0
		Yes	0	10 (2.9%)

Note:  $N = 347$ .