**Supplementary Material 1: Semi-structured interview guide**

1. What experiences does anyone have with early onset dementia?

2. What does “dementia” mean to you?

3. What does early onset dementia mean to you?

4. What kinds of things are important to you if you had dementia, or if you had a friend or relative with dementia?

5. Where do you like to receive help from doctors and nurses?

6. Would you like to talk about anything else that we haven’t covered yet?