**Supplementary material:**

Survey template used as basis for interview analysis, showing objectives (*what* codes) and needs met by positive services (*why* codes) (n=233 survey responses, 856 written free-text examples).

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| **Over-arching themes** | **Themes** |
| **Empowerment** | Specialist advice and information on young onset dementia (*WHAT*)  Access to age-appropriate services (*WHAT*)  Enablement of independence while managing risk (*WHAT*)  Enablement of financial stability (*WHAT*)  Opportunities to have a voice (*WHAT*)  Maintaining autonomy (*WHY*)  Recovering/maintaining a positive outlook (*WHY*) |
| **Togetherness** | Support interventions for family relationships (*WHAT*)  Opportunities for social participation (*WHAT*)  Giving/contributing (*WHY*)  Camaraderie (*WHY*)  Inclusion (*WHY*)  Enjoyment and pleasure (*WHY*) |
| **Living well** | Interventions for physical and mental health (*WHAT*)  Maintaining health and well-being (*WHY*) |