

# PERCEPTIONS OF MEMORY SCREENING

Presented on behalf of:





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## BACKGROUND & OBJECTIVES

The Alzheimer's Foundation of America (AFA) focuses on providing optimal care and services to individuals confronting dementia, and to their caregivers and families through member organizations dedicated to improving quality of life.

In support of this vision, AFA commissioned Harris Poll to conduct research for public release among a general public audience on issues related to memory, cognitive and memory screening, and brain health. This engagement is designed to further enhance AFA's leadership position among individuals confronting dementia, their caregivers and families, and the media.

Findings from this research will be used to elevate the level of insight in time for National Memory Screening Week (November 2 – 6, 2015).

# METHODOLOGY



Who

- 1,012 U.S. adults aged 40 or older



When

- September 24-30, 2015



How

- 10 minute online survey
- Conducted by Harris Poll on behalf of Alzheimer's Foundation of America

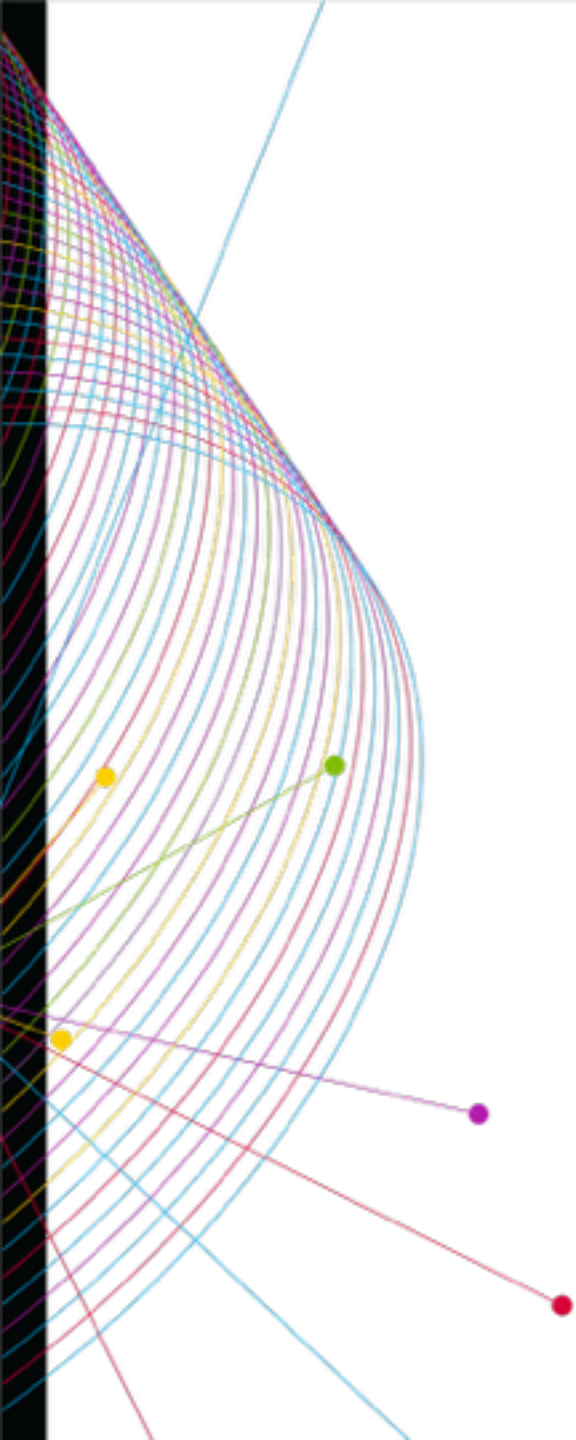


Weighting

- Data are weighted where necessary by age by gender, race/ethnicity, region, education, income, and propensity to be online to bring them in line with their actual proportions in the population.

## A note about reading the report:

- ✓ Adults or Americans refer to U.S. adults ages 40 and older.
- ✓ Responses may not add up to 100% due to weighting, computer rounding, or the acceptance of multiple responses.
- ✓ An asterisk (\*) represents a value of less than 1% but greater than 0%, and a dash (-) represents a value of 0%.



# EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY: GENERAL MEMORY ATTITUDES

### *Memory Defines Everyone – and its Loss Can Affect Anyone*

More than 9 in 10 U.S. adults ages 40+ feel like without their memory they would not be themselves. More than half say memory loss is their greatest fear, and about 4 in 10 say they could never live without their memory as opposed to any of the five senses (sight, hearing, smell, taste, and touch). That said, there is nearly universal agreement that memory loss can affect everyone, and that it may be just a natural facet of getting older.

- About 9 in 10 (91%) feel without their memory, they wouldn't be themselves. 55% feel strongly.
  - A slight majority (53%) say memory loss is their greatest fear.
- When choosing between memory and the five senses, 41% of adults say the one thing they could never live without is their memory, second only to sight (47%) but much more so – by at least thirteen times – than all other senses.
- Almost everyone (97%) feels memory loss can affect anyone.
- And, nearly 9 in 10 (87%) feel some memory loss is a natural part of growing older.

## EXECUTIVE SUMMARY: BRAIN HEALTH

### *Awareness of Healthy Brain Behavior Far Exceeds Action*

**Most adults believe they are in relatively good health and feel they do all they can to promote a healthy lifestyle. With respect to memory loss specifically, possibly due to its significance and prevalence, nearly 9 in 10 claim they would do whatever they could to avoid it.**

- More than 8 in 10 (82%) describe their health as at least good, but only 9% say excellent.
- Almost 8 in 10 (78%) feel that they do all they can to promote a healthy lifestyle.
- Nearly 9 in 10 (87%) would do anything they can to avoid memory loss.

## EXECUTIVE SUMMARY:

### **BRAIN HEALTH** *(CONTINUED)*

#### ***Awareness of Healthy Brain Behavior Far Exceeds Action***

Knowledge (of what to do) may be one barrier but it does not appear to be the only. In fact, the vast majority of adults recognize various activities that could promote brain health (and decrease the likelihood of memory loss). At the same time, it seems that most adults are relatively less concerned about being diagnosed with Alzheimer's (and perhaps other diseases associated with loss of memory) than other conditions like cancer, hypertension and cardiovascular disease.

However, for the most part, at least as far as memory goes, only a small majority (and in some cases, even a small minority) are participating in many activities – like puzzles, exercise, art and diet – that can promote brain health.

- Most adults are aware that certain activities can help promote brain health, but far fewer actually participate in or do them:
  - About 8 in 10 say exercising regularly (81%), completing word searches or crossword puzzles (80%), or maintaining a healthy diet (79%) can help promote brain health, but just over half currently do so (57%, 53%, 55%, respectively).
  - Seven in ten believe using “brain teaser” apps can help promote brain health, but just 1 in 5 (20%) currently do so.
  - At least half indicate that other activities such as doing arts and crafts (64%), completing Sudoku puzzles (64%), learning a new language (58%), playing an instrument (56%), or using a non-dominant hand periodically (52%) can help promote brain health, but only 3 in 10 or fewer participate in any of these activities.
- About 4 in 10 (37%) are at least somewhat concerned about being diagnosed with Alzheimer's, however much less so than other health conditions like: cancer (55%); hypertension (51%); and cardiovascular disease (43%).



## EXECUTIVE SUMMARY: HEALTH SCREENING

### *Memory Screening Is Considered Important, yet a Low Priority*

There are lots of mixed signals from adults about their perspective on memory screening. The vast majority emphasize its importance in preventative healthcare, and a quarter of adults say they would not want to know if they were at risk of developing Alzheimer's. A significant 9 in 10 see clear benefits to diagnosing Alzheimer's early (like advance planning, slowing down the disease and ensuring proper treatment), and even more recognize the value of screening to uncover other health issues (beyond Alzheimer's). More than 4 in 5 adults feel getting a memory screening is well worth the time.

- Nearly 9 in 10 (89%) feel that memory screening can play an important role in preventative healthcare.
  - Still, 26% would not want to know if they were at risk of developing Alzheimer's.
- 85% feel getting a memory screening is well worth the time.
- About 9 in 10 (89%) say memory screening may uncover other health issues not related to Alzheimer's.
- More than 9 in 10 recognize benefits of early diagnosis of Alzheimer's disease. One of the key benefits of early diagnosis is advance planning (77%), for long-term care (70%), legal (59%) or financial issues (54%). More than 3 in 4 also emphasize slowing down disease progression (76%) and ensuring proper treatment (74%).

## EXECUTIVE SUMMARY:

### HEALTH SCREENING (CONTINUED)

#### *Memory Screening Is Considered Important, yet a Low Priority*

With that in mind, nearly 1 in 2 adults believe absolutely *everyone* should get screened. However, when compared to other tests, memory screening does not rise to the top in importance. And, only about 4 in 10 feel it is important to take action and get a screening, compared to far more who stress the importance of screening for other conditions like: eye health, heart health, blood pressure, cholesterol and cancer. A slight majority of adults say they have more pressing health concerns to worry about. And nearly 1 in 3 admit the idea of memory screening scares them.

- Less than half (44%) understand correctly that *everyone* should get a memory screening.
- Less than half (43%) believe it is extremely/very important to get memory screening. Far more stress the importance of screening for eye health (75%); heart health (71%); blood pressure (70%); cholesterol (61%); and diabetes (55%).
  - However, more than half (56%) feel they have other health concerns that are more pressing than getting a memory screening.
- 31% admit the idea of memory screening scares them.

## EXECUTIVE SUMMARY:

### KNOWLEDGE OF MEMORY LOSS AND SCREENING

#### *Adults Are Hungry for More Information, but Don't Know Where to Turn*

Approximately 7 in 10 adults say they wish they knew more about memory loss, but about 1 in 3 don't know where to look for information. Likewise, most adults appear to have only a vague understanding of memory screening (i.e., they have heard of the concept) but only a rare few are very familiar with it or know where to seek out additional information.

- Nearly 7 in 10 (69%) wish they knew more about memory loss.
- 3 in 10 (30%) admit they don't know where to find information on memory loss, and only about 1 in 2 (52%) say they don't know where to go to find out more information about memory screening.
- A slight majority (56%) have at least heard of memory screening. But, only a very slim percentage (3%) are very familiar with it.
- Less than half (44%) understand correctly that *everyone* should get a memory screening. Adults are most likely to say anyone experiencing memory loss symptoms (46%) or the elderly (36%) should do so.
  - About 1 in 5 (22%) incorrectly believe *only* people suffering from memory loss need to participate in a memory screening.
- When looking at age specifically, about 4 in 10 (41%) incorrectly believe people should get a screening only at age 60 or older. Another 32% say at age 50. Only 15% correctly recognize that all adults over 40 should get regular memory screenings.

## EXECUTIVE SUMMARY:

### KNOWLEDGE OF MEMORY LOSS AND SCREENING (CONTINUED)

#### *Adults Are Hungry for More Information, but Don't Know Where to Turn*

Therefore, when it comes to actual knowledge about memory screening, most adults seem to lack clarity on fundamental facts. Less than half of adults recognize that all people should get a memory screening (around 1 in 5 incorrectly thinks it's only people who suffer from memory loss). Only a minority realizes that age 40 is the appropriate time to begin routine screenings; most people incorrectly believe screenings should start around age 50 or 60 or even older. And, the vast majority do not know the finer facts of memory screening like how long screenings take or that they are covered by Medicare. There also appears to be a lack of knowledge of all possible causes of memory loss - though majorities note Alzheimer's or Dementia, far fewer recognize depression or vitamin deficiency.

Because lack of awareness appears to be one of the biggest barriers to getting a memory screening, closing the gap on knowledge should be a top priority.

- Most adults do not know basic facts on memory screening, such as:
  - Memory screenings do not take at least 30 minutes. Actually they only take 15 minutes maximum. (96% unsure or wrong)
  - Regular memory screenings are covered by Medicare. (91% unsure or wrong)
  - Memory screening is less invasive than screenings for most other health issues. (46% unsure or wrong)
  - There are things that can be done for Alzheimer's patients. (41% unsure or wrong)
  - Screenings may detect cognitive problems years before clinical diagnosis of Alzheimer's. In fact, it can be up to 18 years earlier. (36% unsure or wrong)
  - Not all memory loss is due to Alzheimer's disease. (19% are unsure or wrong)
- A large majority of adults recognize Alzheimer's (90%), dementia (85%) or aging (83%) as possible causes of memory problems. Far fewer recognize that it can be caused by depression (40%), vitamin deficiency (39%)

## EXECUTIVE SUMMARY:

### PERSONAL EXPERIENCE WITH MEMORY SCREENING

#### *Lack of Exposure May Contribute to Lack of Action*

Rather few adults know someone personally who has had a memory screening, and very few have ever had a memory screening themselves. So there isn't a great deal of direct familiarity. Using the past three years as a guide, adults ages 40+ seem to be much more thorough about ensuring they personally get a whole battery of other screenings to check blood pressure, cholesterol, eye health, heart health and thyroid, while far fewer have had a memory screening.

Among the 1 in 10 adults who have ever had a memory screening, most cite wanting to be proactive in all areas of their health and setting benchmarks for future screenings as reasons behind getting a screening. Screenings are predominantly done in a doctor's office by a doctor.

- Only about 1 in 10 adults (9%) say they have ever had a memory screening. Only 1% have had a screening in the past two years.
  - About 1 in 10, or less, say a loved one has ever had a screening; a parent (11%), another loved one (7%) or a spouse (3%).
- In the past three years, very few (7%) have gotten a memory screening, compared to far more who have gotten tested for blood pressure (82%); cholesterol (73%); eye health (73%); diabetes (55%); or heart health (47%) over the same period of time.
- Among adults who have ever had a memory screening, top reasons for being tested include wanting to be proactive in all areas of their health (52%), to set benchmarks for future screenings (38%), or wanting to know if they are at risk for developing memory problems as soon as possible (36%).
  - The most common place to get a memory screening is a doctor's office (55%) and for the most part, the screening is done by a healthcare provider - a primary care physician (33%), psychologist (21%), or neurologist (20%).
- Among those who have never had a memory screening, the primary reasons are lack of a recommendation from an HCP (56%), have never heard of it (45%), or not knowing where to go to get one (29%).

## EXECUTIVE SUMMARY:

### ROLE OF HCP

#### *No Surprise – HCP is Key Conduit of Information but Big Gap in Dialogue*

Given the lack of familiarity most adults have about memory loss and screening, the health care professional appears to be the single greatest potential resource for learning more. Nearly 8 in 10 adults say their HCP would be their main avenue for information about memory screening (followed by the Internet). Yet 90% of adults say no one has recommended them to get a memory screening.

Only about one-quarter of adults anticipate (even somewhat) getting a screening in the next twelve months. But this figure jumps significantly to almost 9 in 10 if a doctor were to recommend it, reinforcing the power of the HCP. In fact, the top reason adults cite for *not* getting a memory screening is the lack of a recommendation from a doctor.

All that said, less than 1 in 7 adults say they have ever had a discussion with their doctor about memory loss, far behind other health topics like hypertension, diabetes, cardiovascular disease or obesity.

- PCP is the #1 most common resource used to find out more about memory screening (78%), followed by the Internet (63%).
- 90% of adults say no one has recommended a memory screening to them.
  - Of those who have gotten a recommendation, it has predominantly come from either a PCP or a family member (54% and 37% respectively among all adults).
- Only about one-quarter (27%) say they are somewhat/very likely to get a memory screening in the next 12 months. While about 1 in 3 (34%) are not at all likely.
  - However, if their doctor were to recommend it, 87% say they would be somewhat/very likely to get a screening, and only 6% say not at all likely.
- Only 13% have had discussions with their HCP about memory loss within the past year, far behind other topics including hypertension (51%); diabetes (38%); cardiovascular disease (34%); obesity (29%); or cancer (25%)

# RECOMMENDATIONS

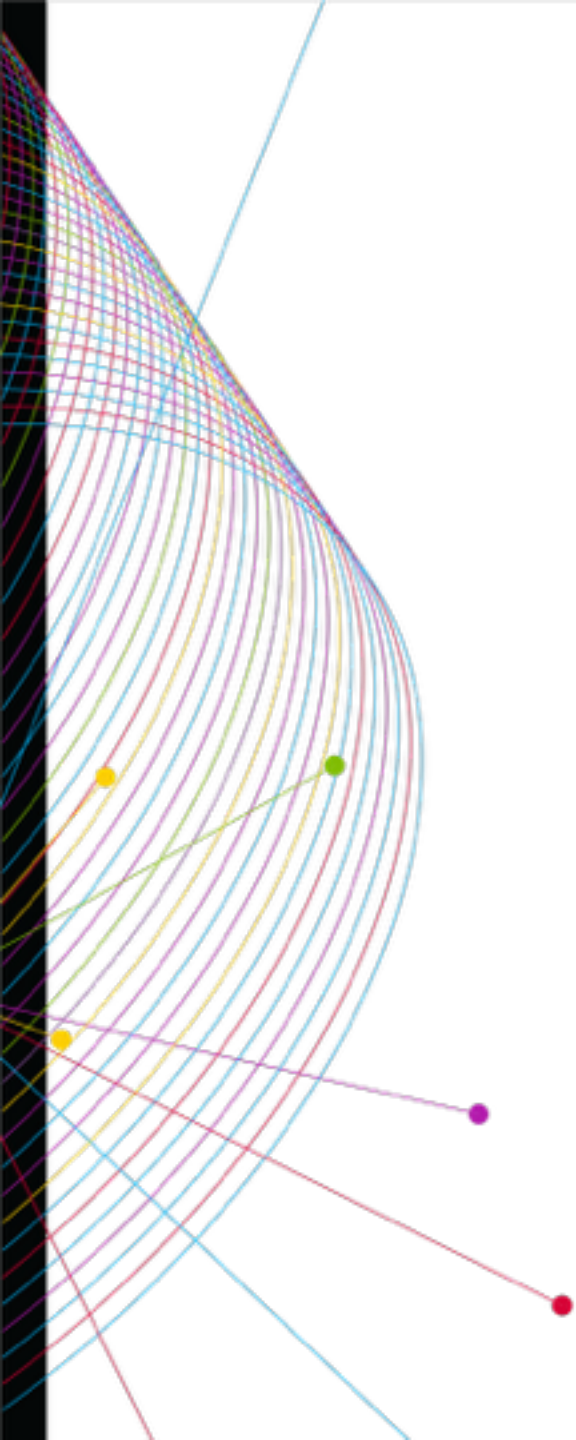
Though most adults say that without their memory, they wouldn't be themselves, and further say that they'd do anything to avoid memory loss, many do not take action to monitor and protect it.

Because lack of awareness appears to be one of the biggest barriers to getting a memory screening, closing the gap on knowledge should be a top priority.

- ✓ **Focus on increasing awareness of memory screening and its realities** – non-invasive, not time-consuming, covered by Medicare, can detect cognitive problems years before clinical diagnosis of Alzheimer's, the benefits of early diagnosis, that not all memory loss is due to Alzheimer's, and that all adults over 40 should get regular memory screenings.

HCPs are key sources of information, but there is a big gap in dialogue. The top reason adults who have never had a memory screening cite for not getting a screening is the lack of a recommendation from a doctor. If an HCP were to recommend a memory screening, the likelihood of adults getting one in the next twelve months increases significantly.

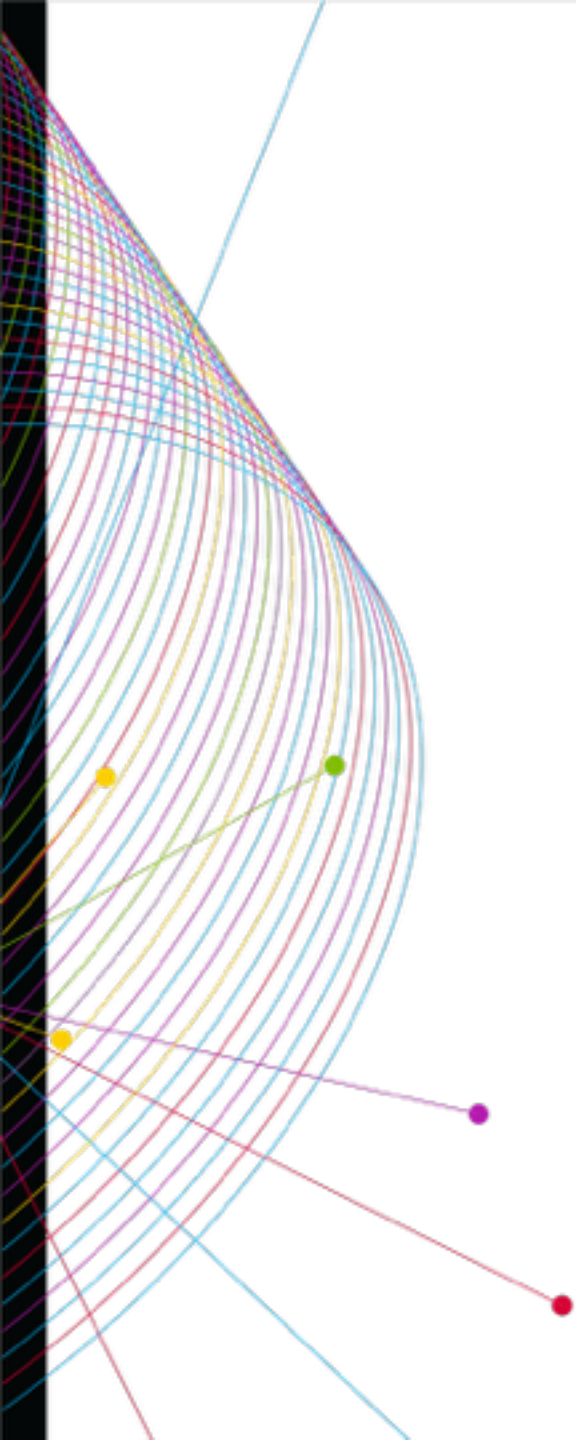
- ✓ **Encourage HCPs to be conduits to building this awareness** by having comprehensive discussions about memory screening and preventative healthcare with patients – as early as age 40.



# DETAILED FINDINGS



# GENERAL MEMORY ATTITUDES

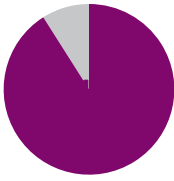


# MEMORY LOSS IS FEARED – AND CRUCIAL TO SENSE OF SELF

About half of Americans say that memory loss is their greatest fear and the majority feel that without their memory they wouldn't be themselves

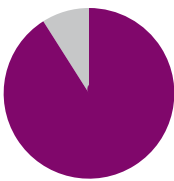
## WITHOUT MY MEMORY, I WOULDN'T BE ME.

AGREE



Strongly agree	55%
Somewhat agree	36%
Somewhat disagree	7%
Strongly disagree	2%

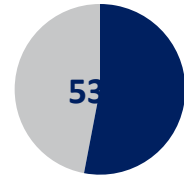
DISAGREE



## MEMORY LOSS IS MY GREATEST FEAR.

53

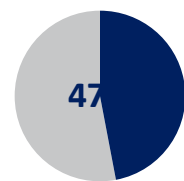
AGREE



18%	Strongly agree
35%	Somewhat agree
34%	Somewhat disagree
13%	Strongly disagree

47

DISAGREE



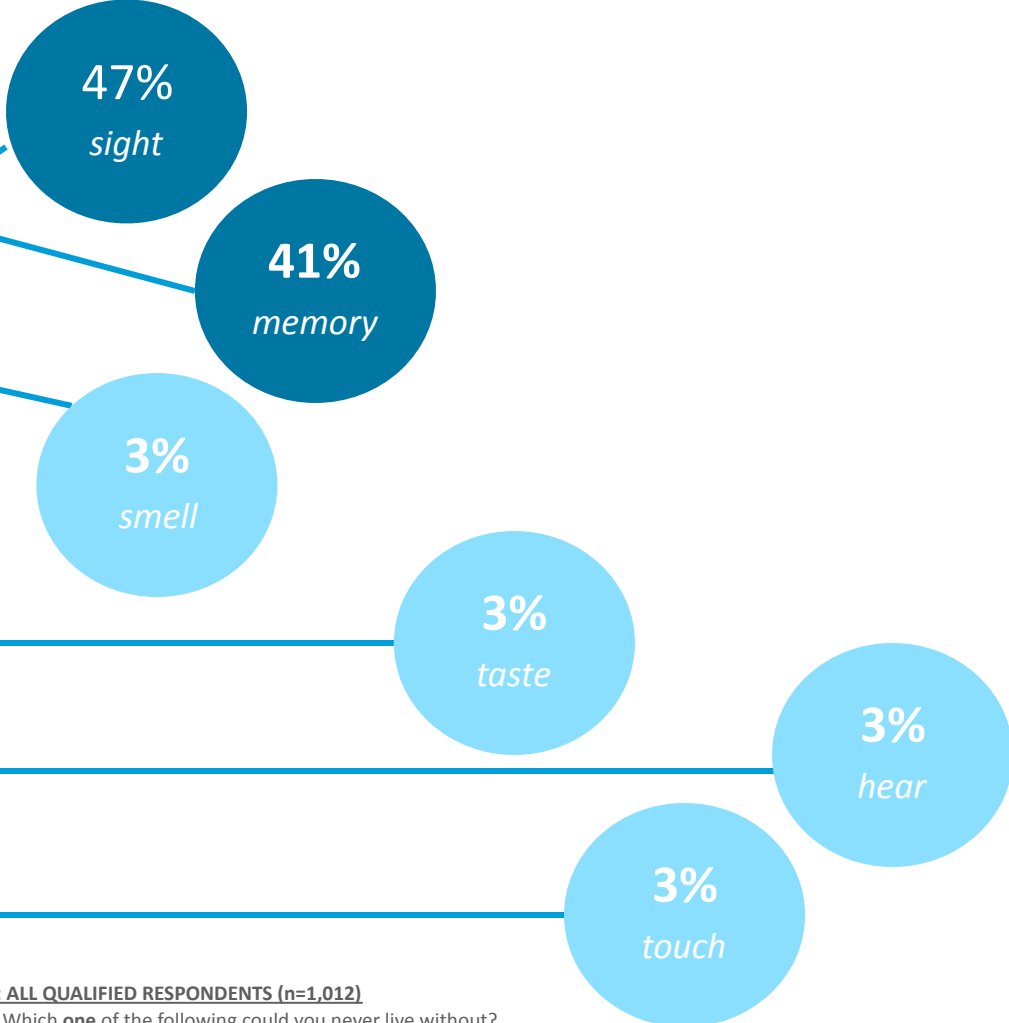
BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q805 Now we'd like to ask you about one condition in particular, memory loss. How much do you agree or disagree with each of the following statements?

# MEMORY IS VITAL TO SURVIVE

Nearly 4 in 10 adults say they could never live without their memory, more than any other sense except sight.

## COULD NEVER LIVE WITHOUT...

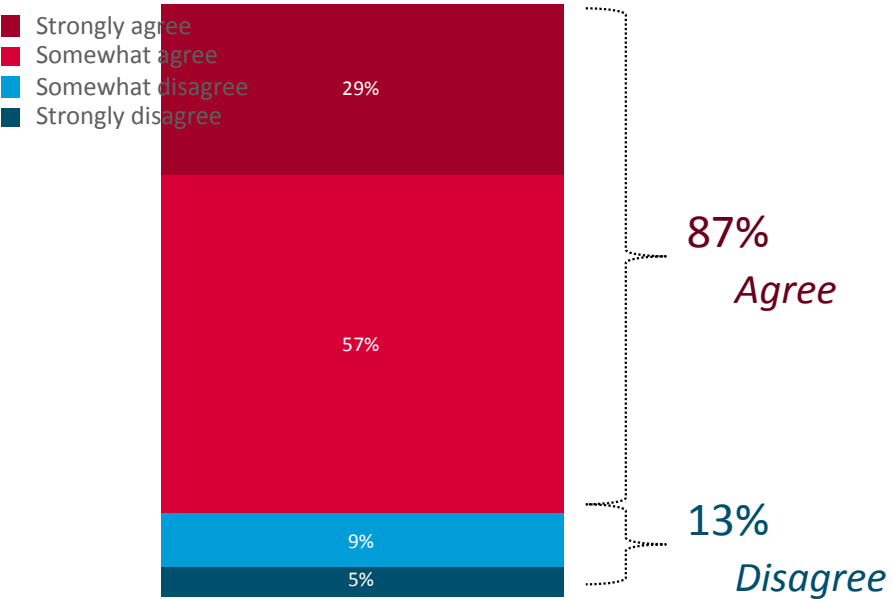


BASE: ALL QUALIFIED RESPONDENTS (n=1,012)  
Q715 Which one of the following could you never live without?

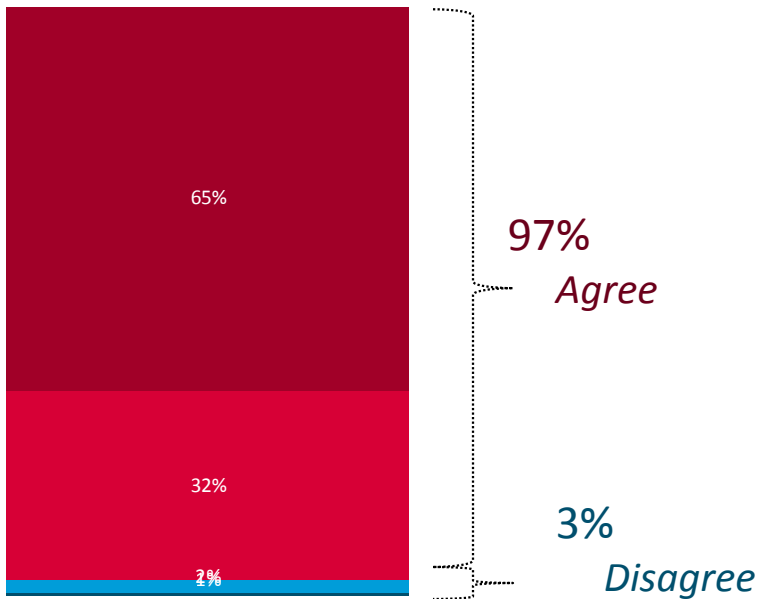
# MEMORY LOSS IS SEEN AS NATURAL CONSEQUENCE OF AGING AND CAN AFFECT ANYONE

Almost 9 in 10 adults feel that some memory loss is a natural part of growing older and nearly all adults say it can affect anyone.

### SOME MEMORY LOSS IS A NATURAL PART OF GROWING OLDER

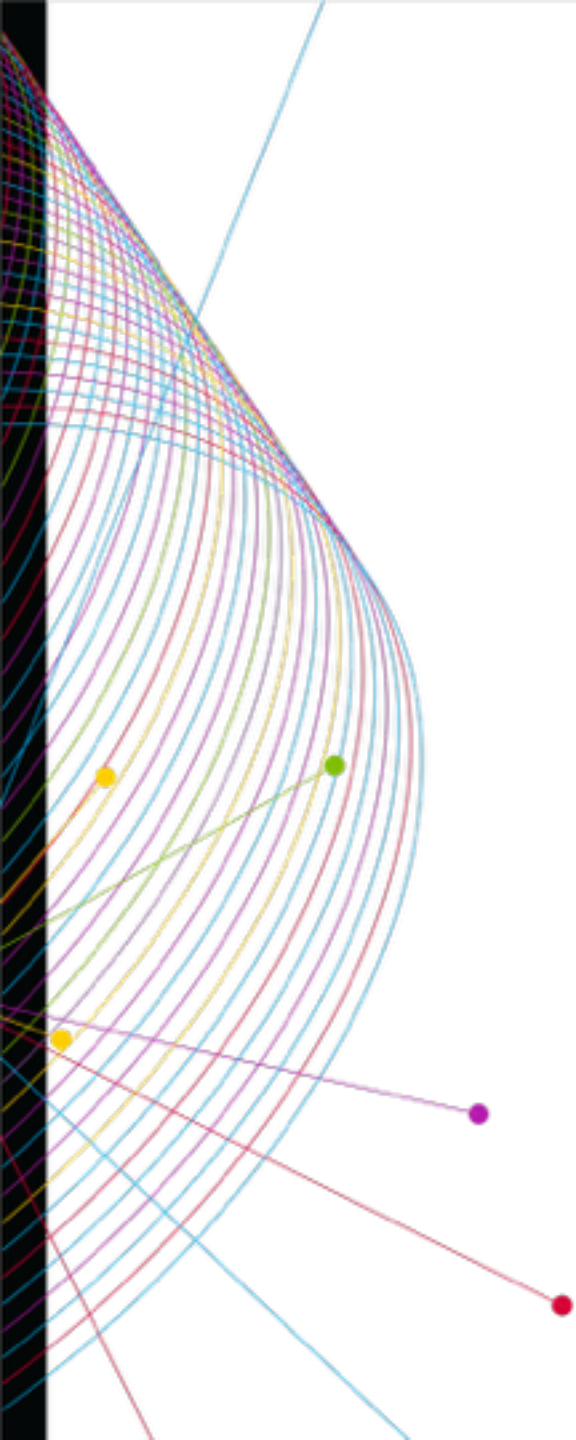


### MEMORY LOSS CAN AFFECT ANYONE



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q805 Now we'd like to ask you about one condition in particular, memory loss. How much do you agree or disagree with each of the following statements?

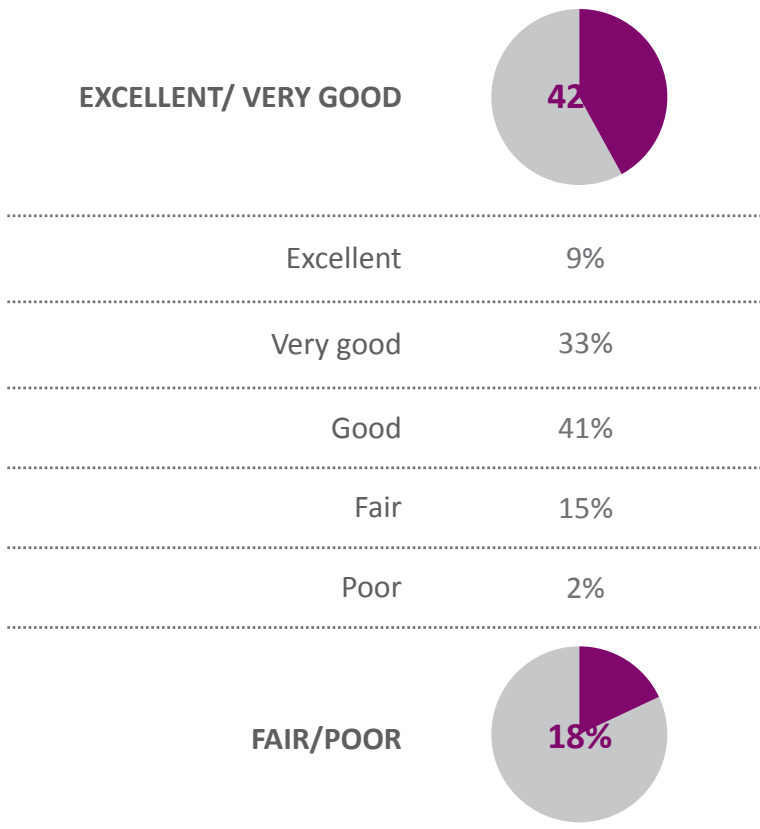


# BRAIN HEALTH

# AMERICAN HEALTH IS RATED MODERATELY WELL

More than 4 in 10 adults describe their overall health as excellent or very good.

## OVERALL HEALTH

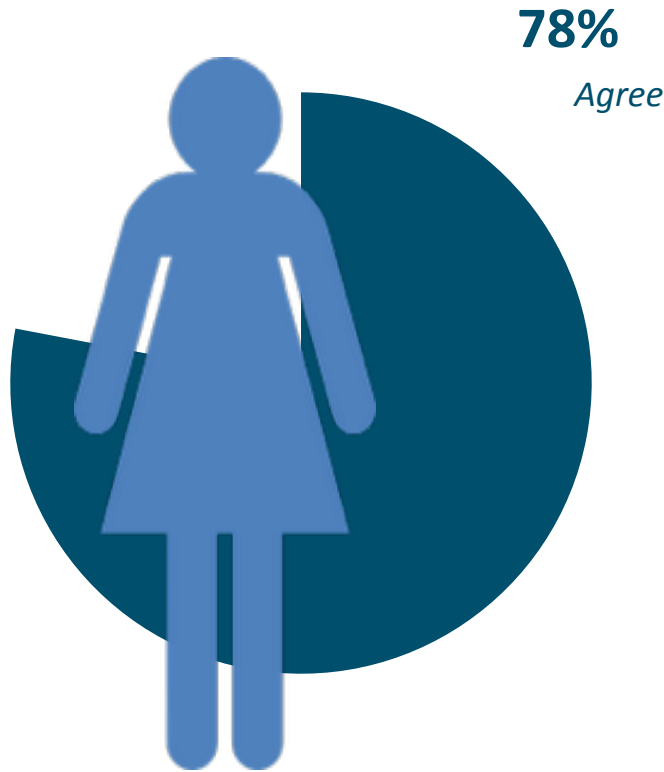


**BASE: ALL QUALIFIED RESPONDENTS (n=1,012)**  
Q705 Overall, how would you describe your general health?

# MOST ADULTS PROMOTE A HEALTHY LIFESTYLE

Nearly 8 in 10 say they do all that they can to promote a healthy lifestyle.

I DO ALL I CAN TO PROMOTE A  
HEALTHY LIFESTYLE



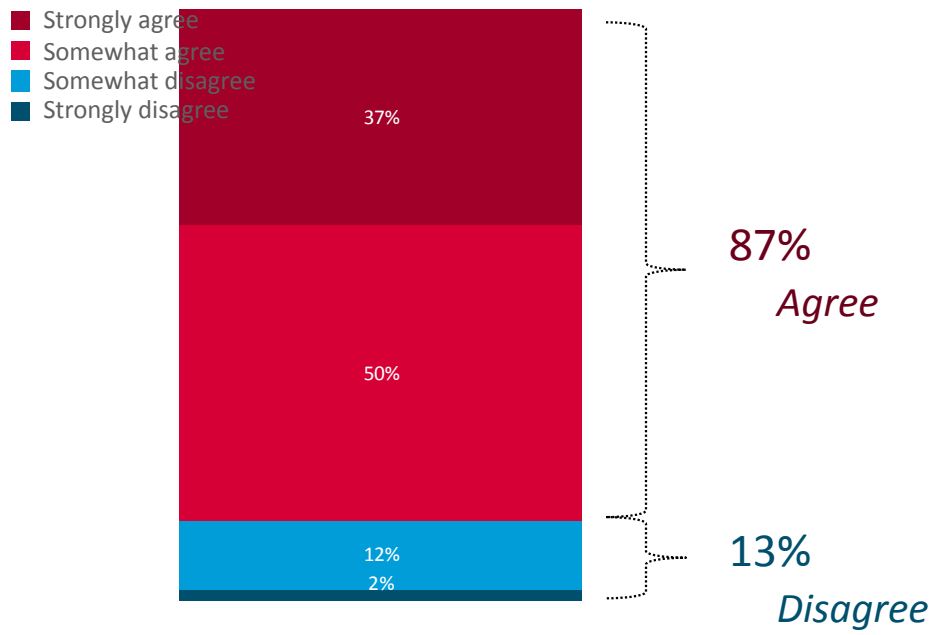
BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q910 How much do you agree or disagree with each of the following statements regarding memory screening?

# MEMORY LOSS IS AVOIDED AT ALL COSTS

The vast majority of adults would do anything to avoid memory loss.

I WOULD DO ANYTHING TO AVOID MEMORY LOSS.



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

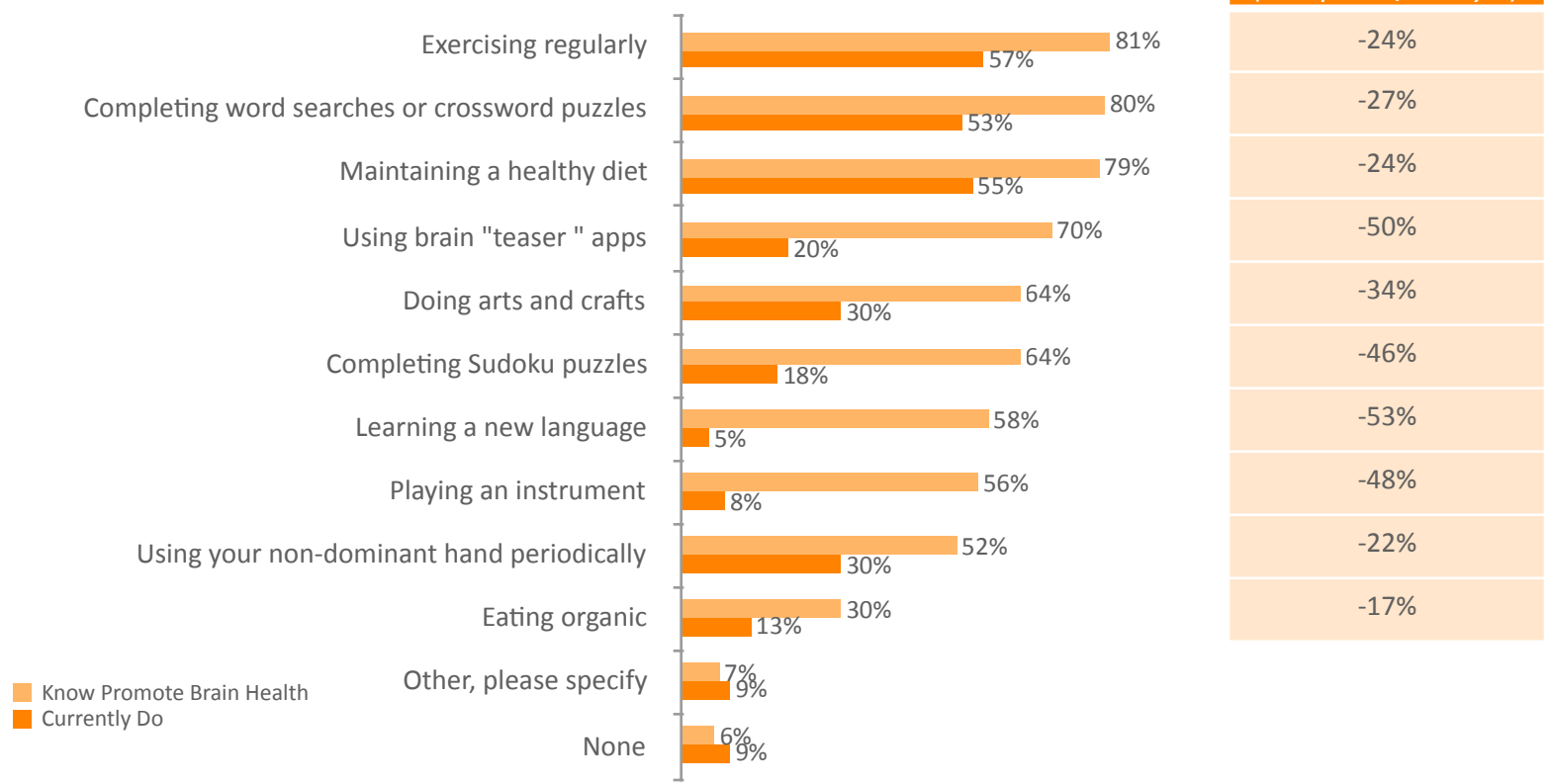
Q805 Now we'd like to ask you about one condition in particular, memory loss. How much do you agree or disagree with each of the following statements?



# BRAIN HEALTH KNOWLEDGE IS HIGH – BUT ACTION IS MUCH LOWER.

Most Americans recognize a wide variety of activities (like exercise, puzzles, diet, and brain teaser apps) to promote brain health, but far fewer actually take action and participate in these activities currently.

## BRAIN HEALTH ACTIVITIES



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q1005 Which of the following, if any, can help promote brain health? Please select all that apply.

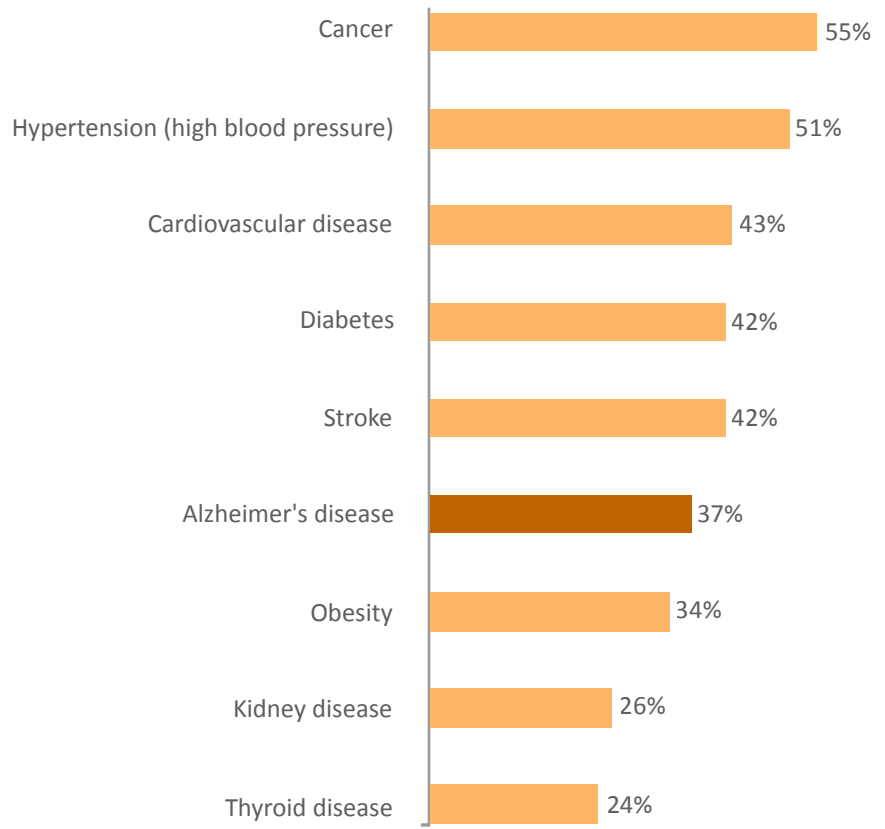
Q1010 Which of the following, if any, do you currently do? Please select all that apply.

# CONCERN FOR ALZHEIMER'S IS OVERSHADOWED BY OTHER CONDITIONS

Nearly 4 in 10 adults are concerned with being diagnosed with Alzheimer's, far fewer than for cancer or hypertension.

## Concern with Being Diagnosed with Various Health Conditions

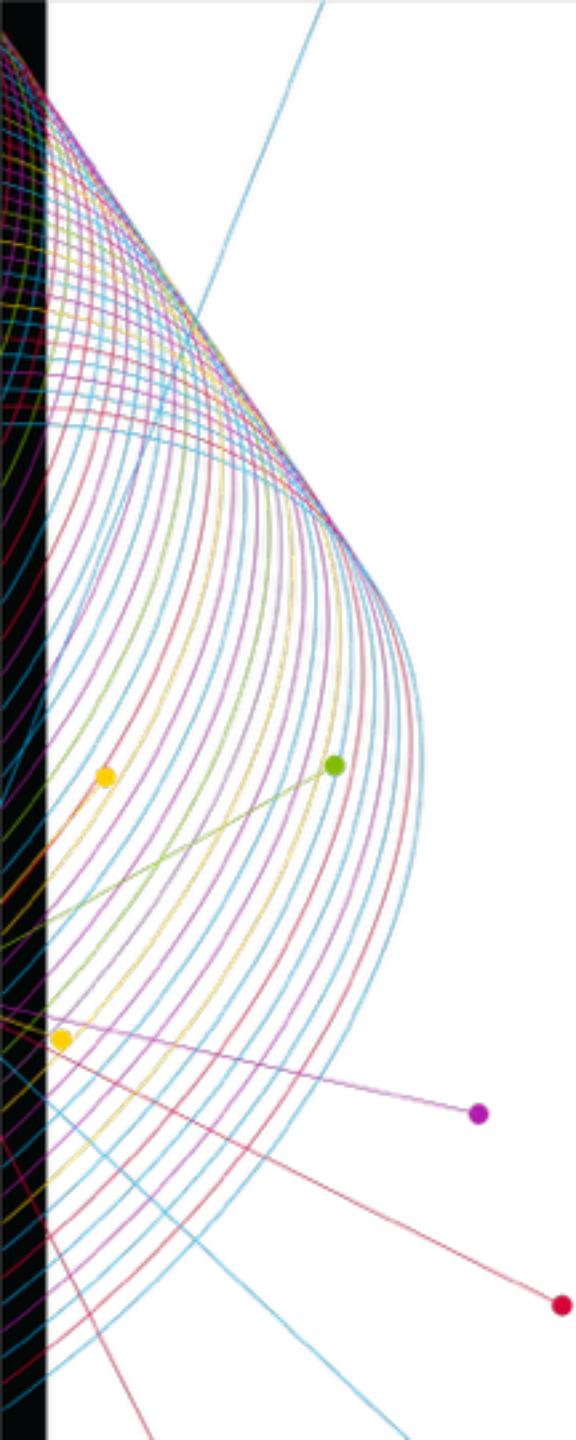
*Very/Somewhat Concerned*



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q710 How concerned are you about personally being diagnosed with each of the following health conditions?

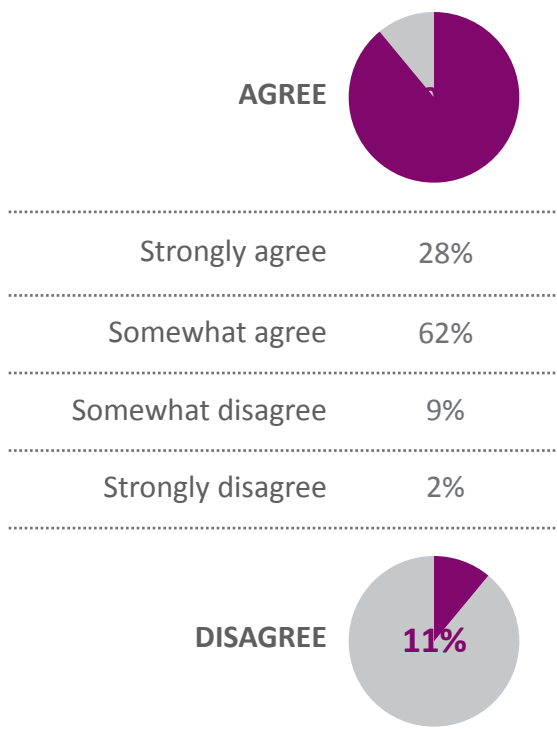
# HEALTH SCREENING



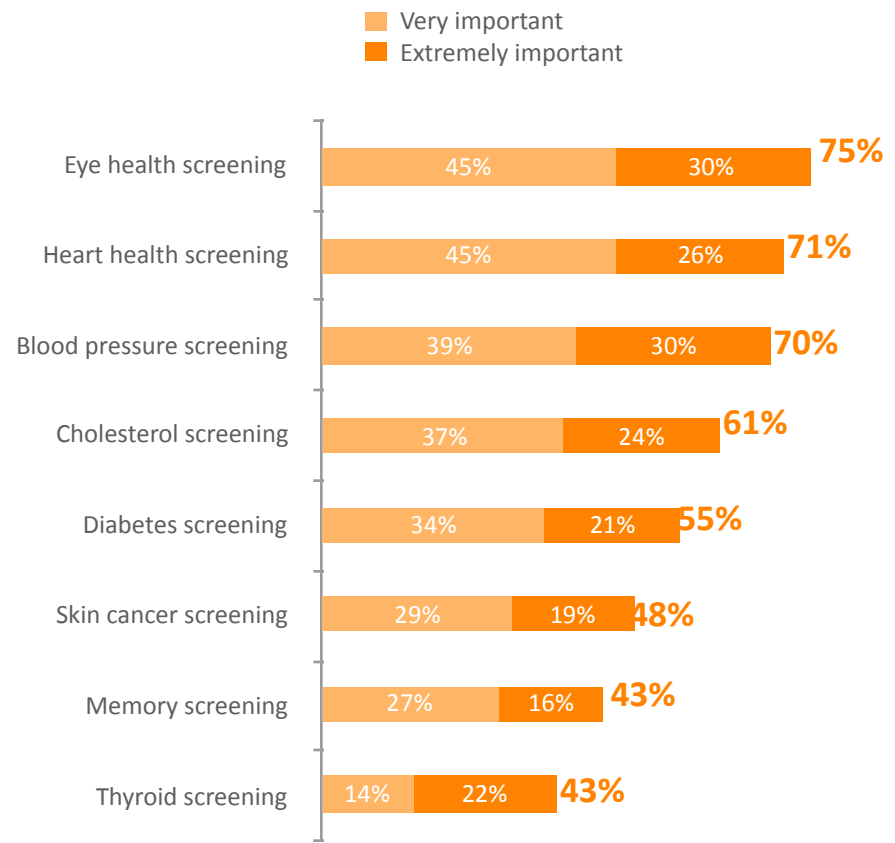
# MEMORY SCREENING IS IMPORTANT – BUT DWARFED IN PRIORITY BY OTHER TESTS

Nearly 9 in 10 agrees that memory screening is important in preventative healthcare, but when it comes to routine screening, adults are much more likely to emphasize eye health, heart health and blood pressure.

## MEMORY SCREENING CAN PLAY AN IMPORTANT ROLE IN PREVENTATIVE HEALTHCARE.



## IMPORTANCE OF HAVING VARIOUS HEALTH SCREENINGS REGULARLY

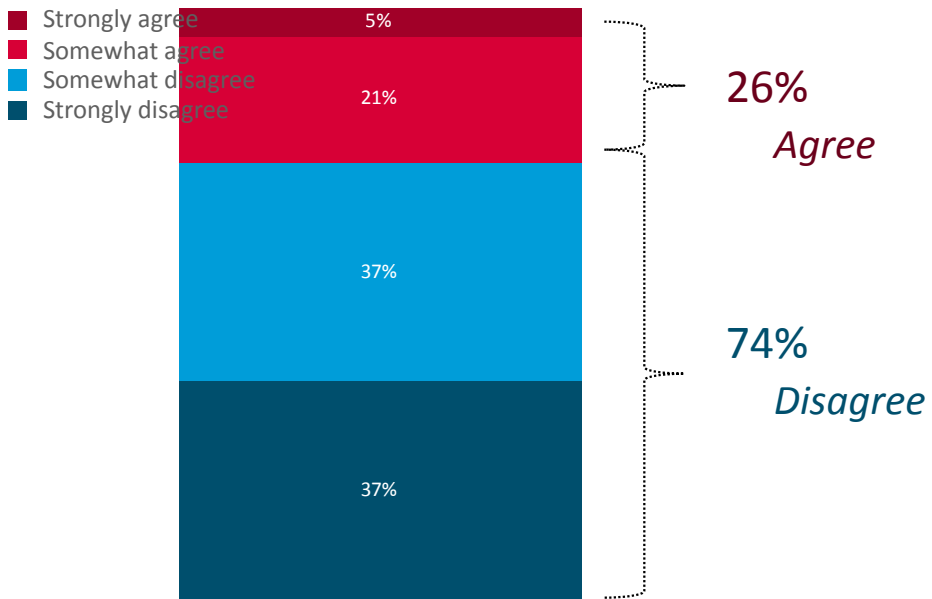


BASE: ALL QUALIFIED RESPONDENTS (n=1,012)  
 Q720 How important to you is having each of the following screenings regularly?  
 Q910 How much do you agree or disagree with each of the following statements regarding memory screening?

# SOME ADULTS WANT TO STAY IN DARK

About 3 in 4 adults would want to know if they were at risk of developing Alzheimer's, but over 1 in 4 would not.

I DO NOT WANT TO KNOW IF I AM AT RISK OF DEVELOPING ALZHEIMER'S.



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q910 How much do you agree or disagree with each of the following statements regarding memory screening?

# MOST SEE VALUE IN SCREENING

About 9 in 10 adults feel getting a memory screening is well worth the time and may uncover other health issues besides Alzheimer's.

## GETTING A MEMORY SCREENING IS WELL WORTH THE TIME.



AGREE

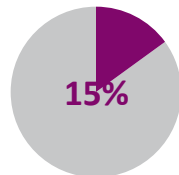
Strongly agree 24%

Somewhat agree 60%

Somewhat disagree 12%

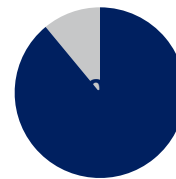
Strongly disagree 3%

DISAGREE



15%

## MEMORY SCREENING MAY UNCOVER OTHER HEALTH ISSUES NOT RELATED TO ALZHEIMER'S.



AGREE

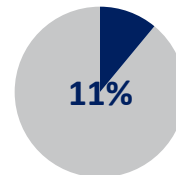
23% Strongly agree

66% Somewhat agree

8% Somewhat disagree

3% Strongly disagree

DISAGREE

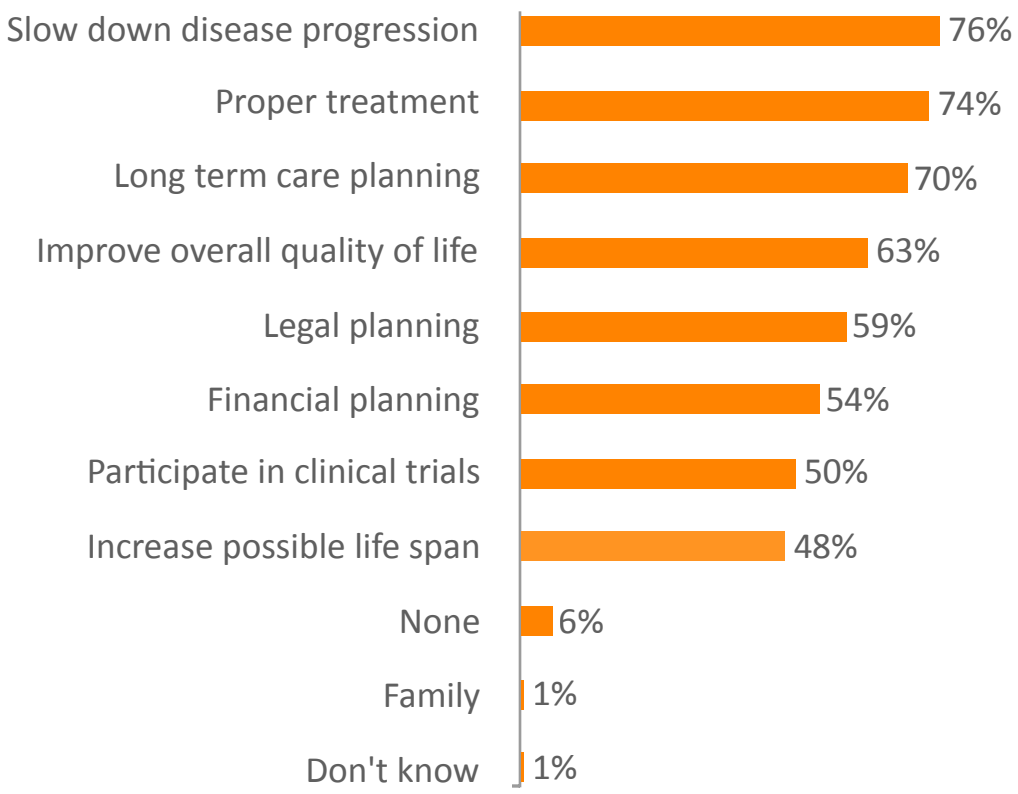


11%

# PLANNING IS CONSIDERED KEY BENEFIT OF EARLY DIAGNOSIS

About 3 in 4 adults recognize planning as a potential benefit of early diagnosis of Alzheimer's. Around the same proportion also understand the positive impact early diagnosis can have on disease progression and treatment.

## POSSIBLE BENEFITS OF AN EARLY ALZHEIMER DIAGNOSIS

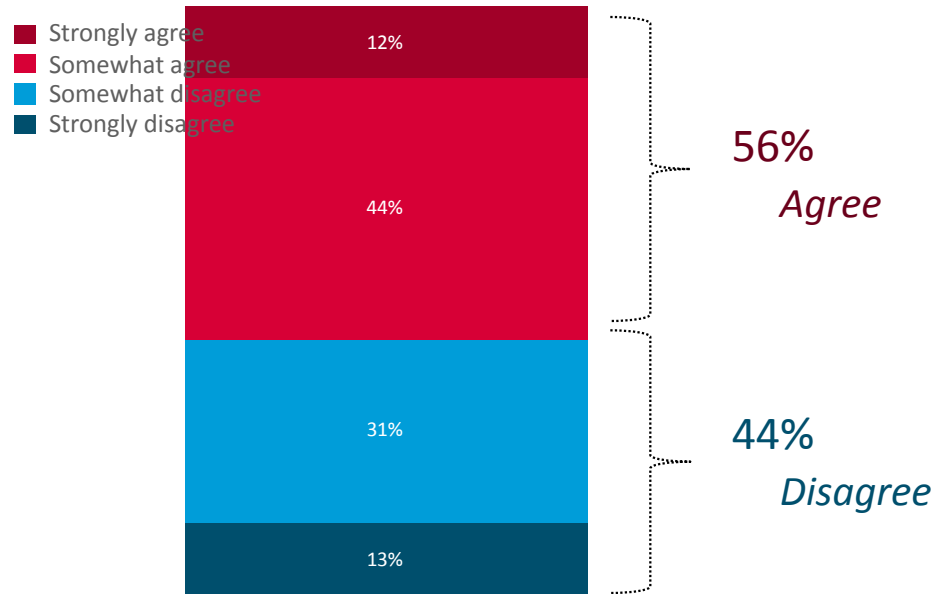


**77%**  
Note the benefit of planning

# MEMORY SCREENING IS NOT AS PRESSING

More than 1 in 2 adults say they have other health concerns that are more pressing than getting a memory screening.

**I HAVE OTHER HEALTH CONCERNS THAT ARE MORE PRESSING THAN GETTING A MEMORY SCREENING.**



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

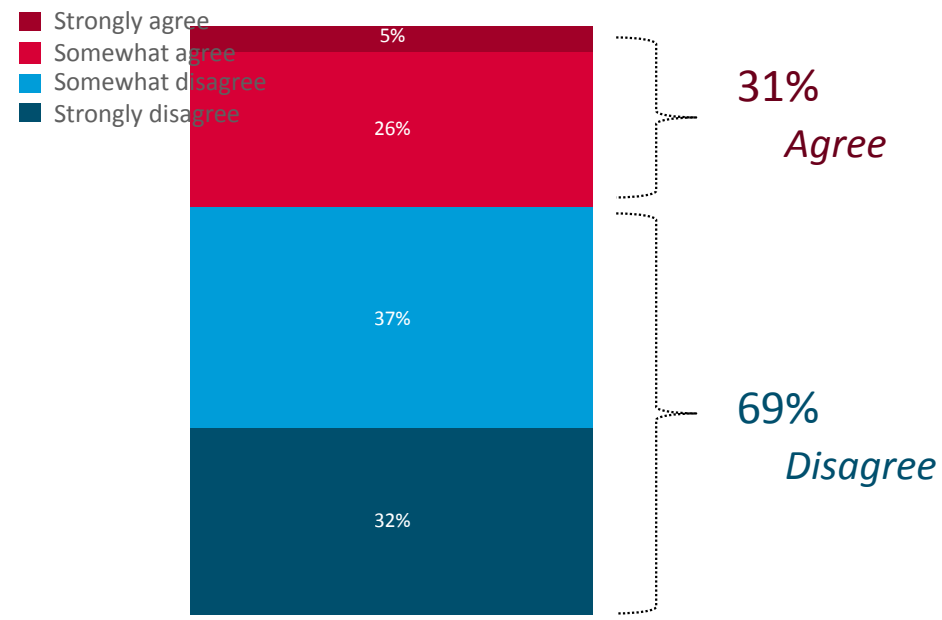
Q910 How much do you agree or disagree with each of the following statements regarding memory screening?



# SOME FEAR EXISTS WITH SCREENING

Approximately 1 in 3 adults say the idea of memory screening scares them.

## THE IDEA OF MEMORY SCREENING SCARES ME.



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q910 How much do you agree or disagree with each of the following statements regarding memory screening?

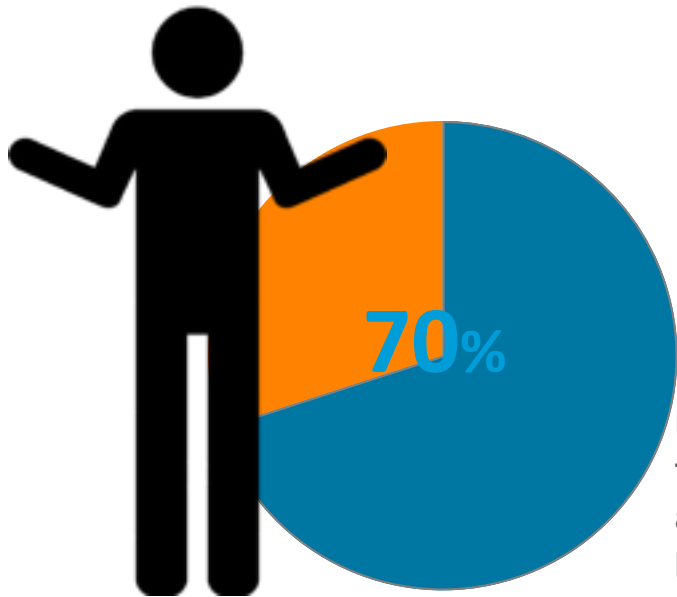


# KNOWLEDGE OF MEMORY LOSS AND SCREENING

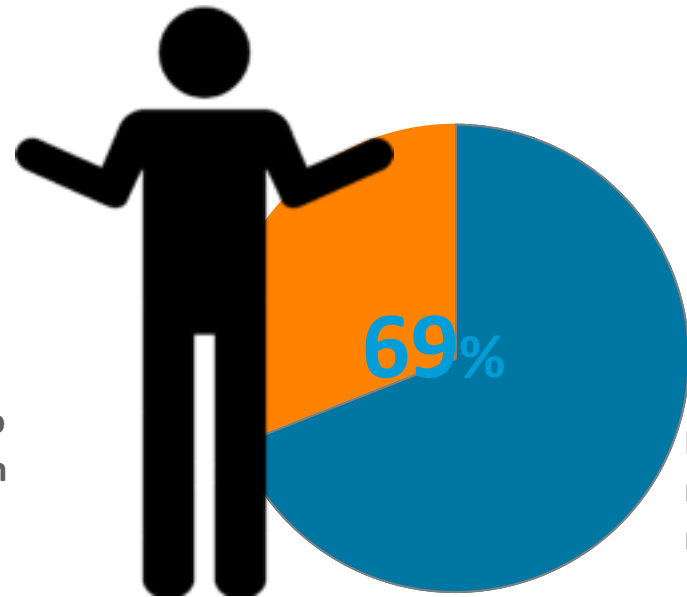
# INFORMATION AVAILABLE, BUT ADULTS WANT MORE

About 7 in 10 adults say they know where to find information about memory loss. However, nearly the same proportion wish they knew more.

*% Agree  
(Strongly/Somewhat)*



I know where to find information about memory loss.



I wish I knew more about memory loss.

BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

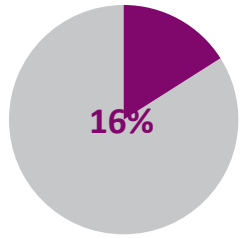
Q805 Now we'd like to ask you about one condition in particular, memory loss. How much do you agree or disagree with each of the following statements?

# MOST KNOW LITTLE ABOUT MEMORY SCREENING

More than 4 in 10 adults have never heard of memory screening. Another 4 in 10 have heard of it, but are not familiar with it.

## FAMILIARITY WITH MEMORY SCREENING

VERY OR SOMEWHAT FAMILIAR



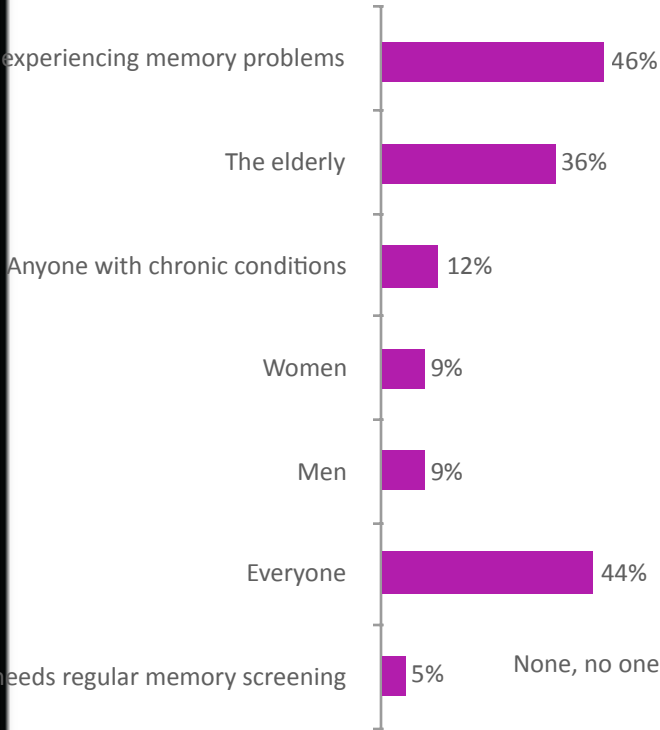
Very familiar	3%
Somewhat familiar	13%
Heard of it but not familiar	40%
Never heard of it	44%

BASE: ALL QUALIFIED RESPONDENTS (n=1,012)  
Q905 How familiar are you with memory screening?

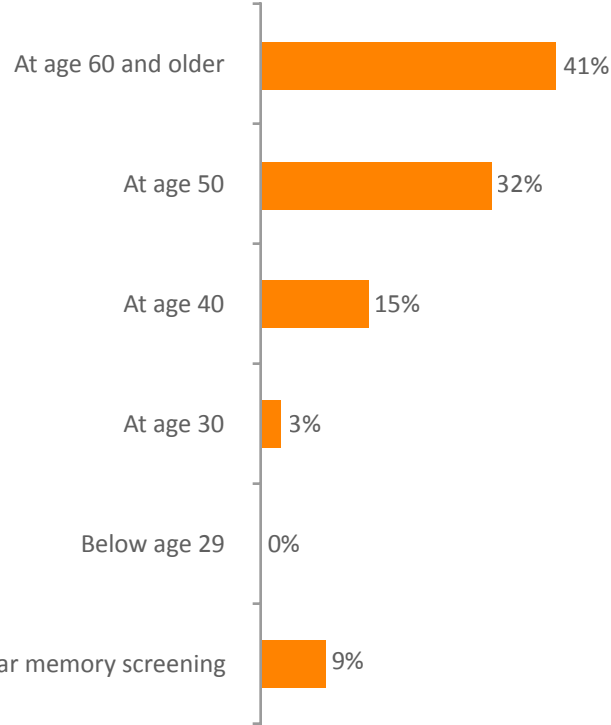
# NEED FOR SCREENING NOT SEEN AS PERVASIVE

Only about 4 in 10 realize that everyone should get screened – and most incorrectly believe that adults can wait until age 50 (or older).

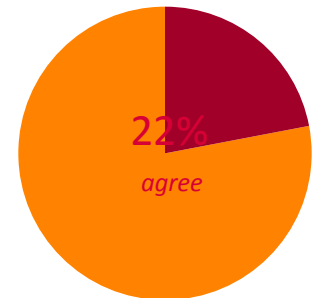
## WHAT POPULATIONS SHOULD GET A MEMORY SCREENING



## AT WHAT AGE SHOULD ADULTS GET A MEMORY SCREENING



**ONLY PEOPLE SUFFERING FROM MEMORY LOSS NEED TO PARTICIPATE IN MEMORY SCREENING.**



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q910 How much do you agree or disagree with each of the following statements regarding memory screening?

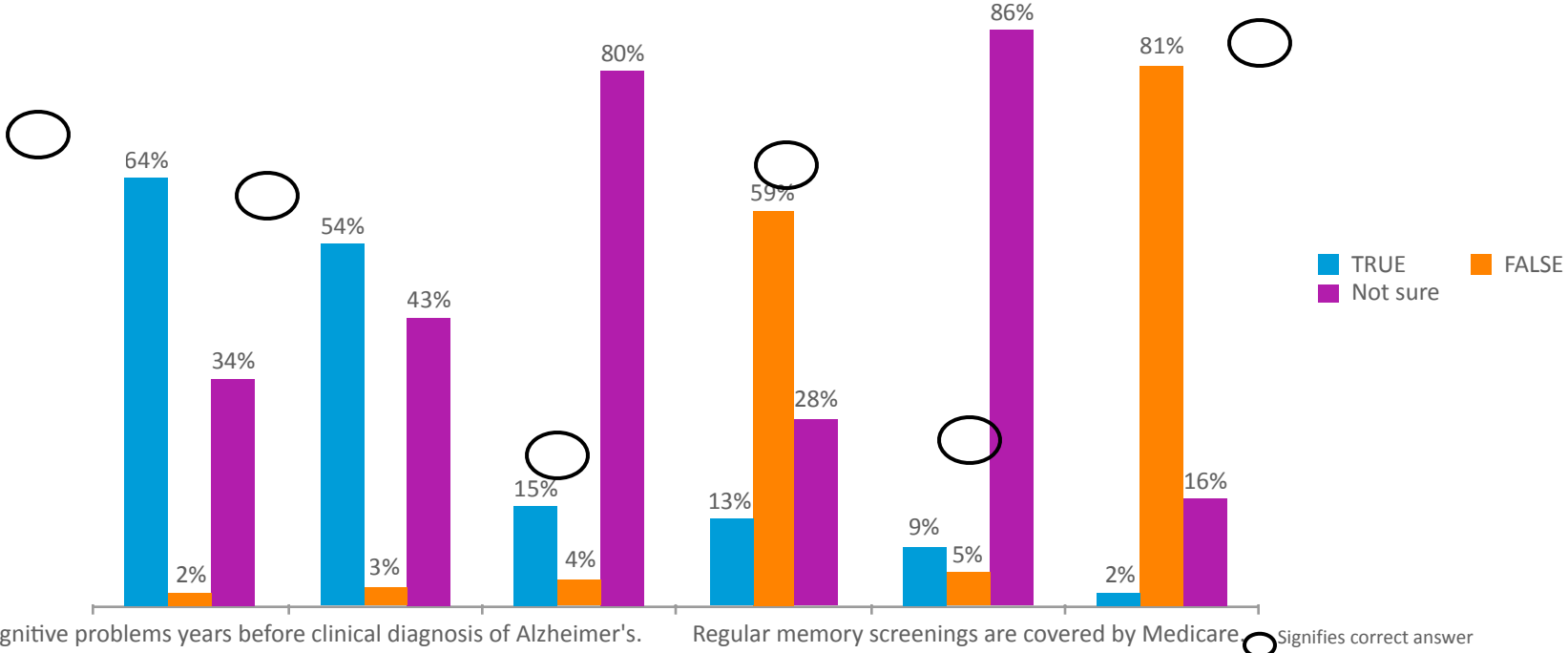
Q940 Which of the following populations, if any, do you think should get regular memory screening? Please select all that apply.

Q945 At what age should adults get regular memory screening?

# ROOM FOR IMPROVEMENT IN ALZHEIMER'S KNOWLEDGE

Only minorities of adults are aware that screenings take less than half an hour and that screenings are covered by Medicare. High levels of uncertainties across all metrics.

## TRUE OR FALSE



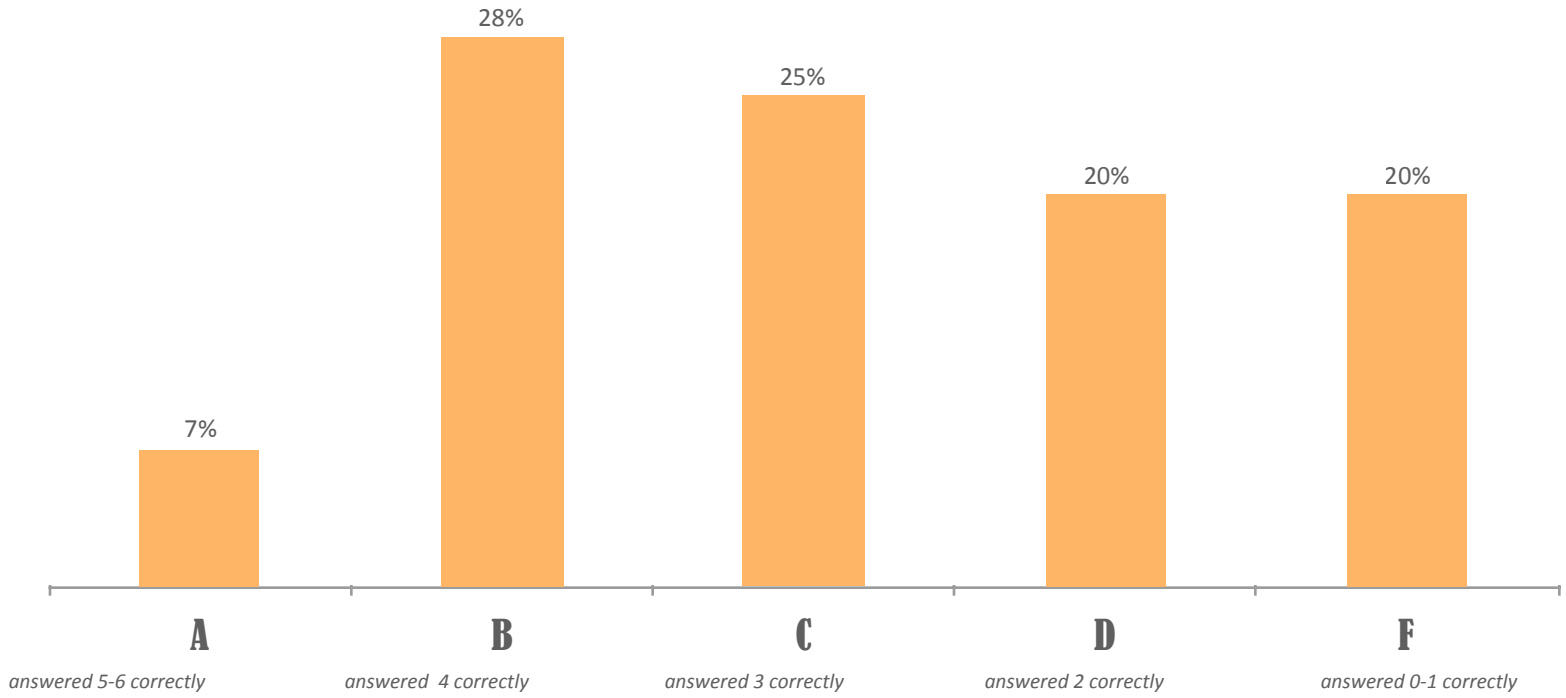
BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q955 Please indicate if you believe each of the following statements is true, false, or you are not sure.

# AMERICANS GET FAILING GRADE

Only 35% of adults score an A or B grade for their knowledge of memory screening (answering 4-6 correctly). 20% answered one or zero questions correctly.

## MEMORY SCREENING KNOWLEDGE REPORT CARD



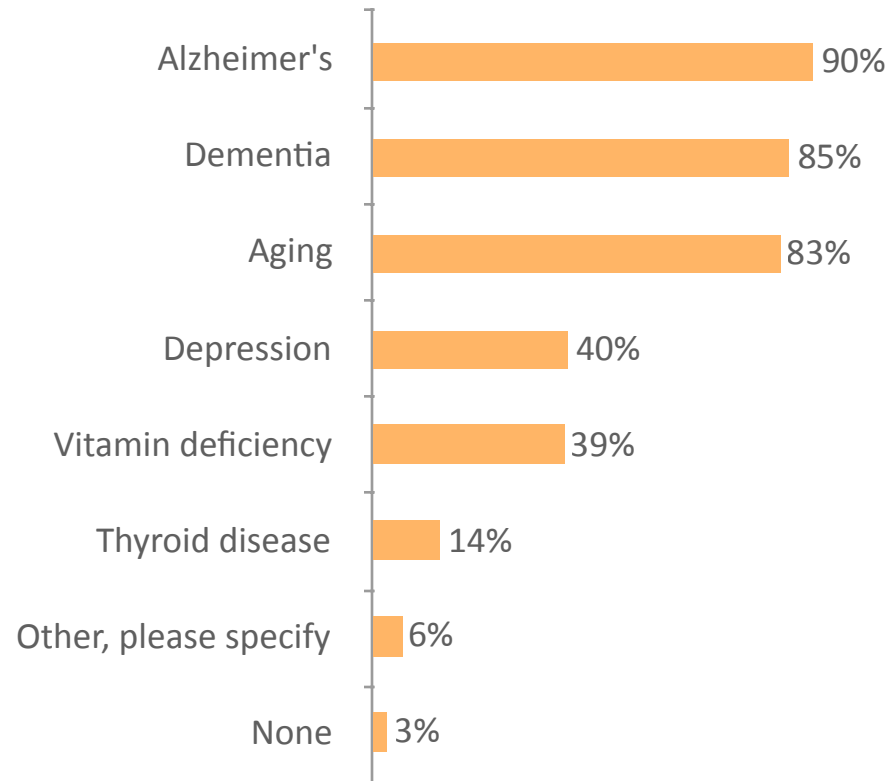
BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q955 Please indicate if you believe each of the following statements is true, false, or you are not sure.

## MEMORY PROBLEMS COMMONLY ATTRIBUTED TO: ALZHEIMER'S, DEMENTIA AND AGING

At least 8 in 10 adults believe that memory problems are caused by Alzheimer's and dementia, as well as aging. Far fewer see memory problems as a result of depression, vitamin deficiency or thyroid disease.

### POSSIBLE CAUSES OF MEMORY PROBLEMS



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q810 Which of the following, if any, do you think are possible causes of memory problems? Please select all that apply.



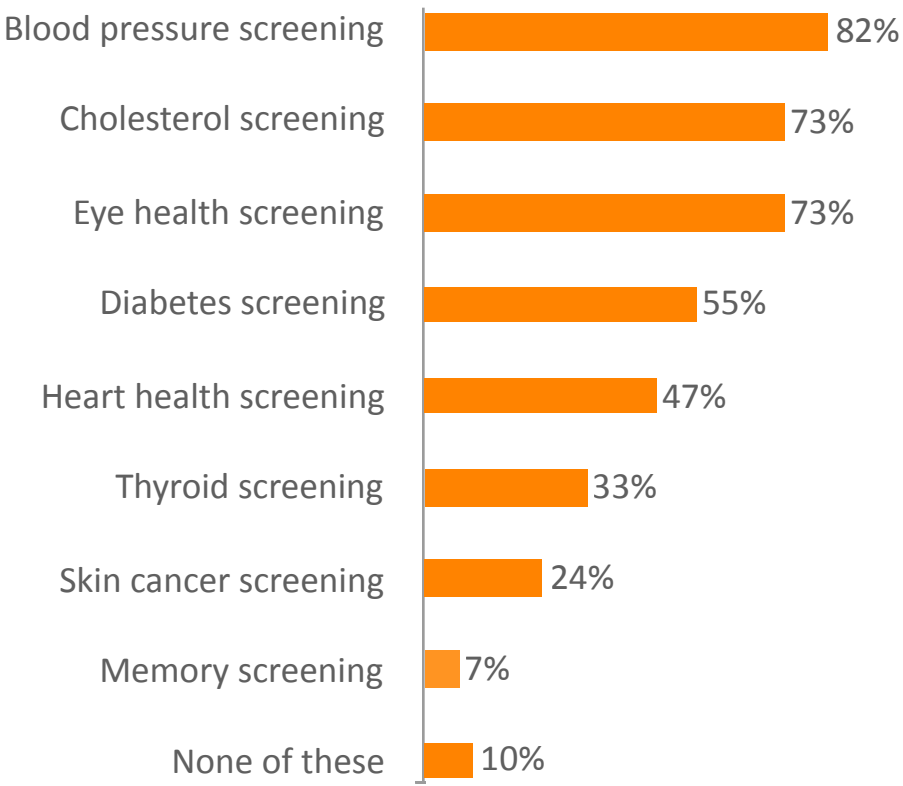
An abstract graphic on the left side of the slide. It features a vertical black bar on the far left. To its right, a series of curved, overlapping lines in various colors (blue, green, yellow, orange, red, purple) form a spherical shape. Several colored dots (yellow, green, purple, red) are placed on these lines, with thin lines extending from them towards the right, suggesting data points or connections.

# PERSONAL EXPERIENCE WITH MEMORY SCREENING

# MANY TESTS ARE COMMON – BUT NOT MEMORY SCREENING

In the past three years, about three-quarters of adults (or more) have had a screening for blood pressure, cholesterol and eye health. Less than 1 in 10 have had a memory screening.

## SCREENING TESTS HAVE HAD IN THE PAST THREE YEARS



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

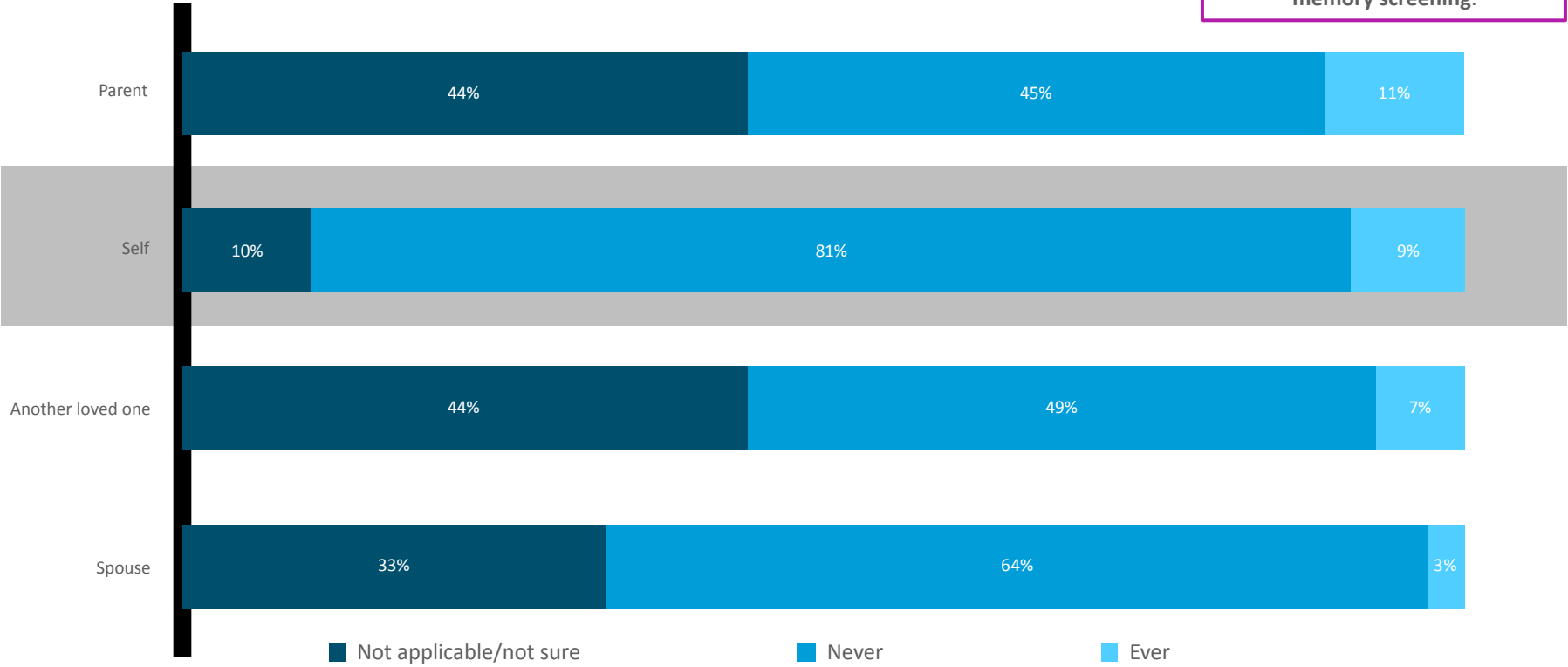
Q725 Which, if any, of the following screening tests have you had in the past three years? Please select all that apply.

# PERSONAL EXPERIENCE WITH MEMORY SCREENING IS LITTLE TO NONE

Less than 1 in 10 adults have ever had a memory screening themselves.

## EXPERIENCE WITH MEMORY SCREENING

Less than 1 in 4 adults (23%) know anyone who have ever had a memory screening.



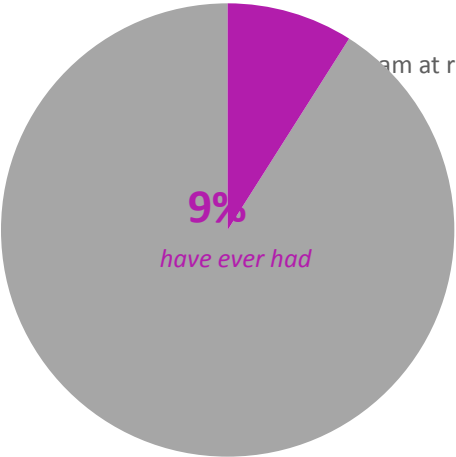
BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q915 How recently, if ever, have you and any loved one participated in a memory screening?

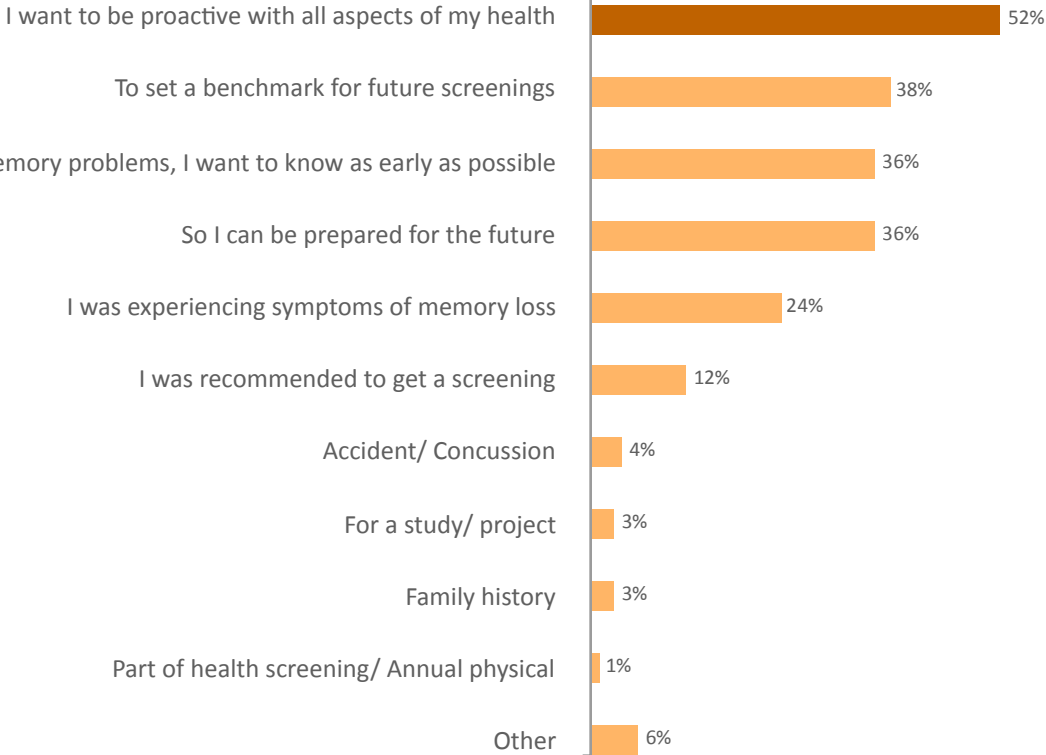
# PROACTIVITY IS KEY MOTIVATION

Among those who have gotten a memory screening, the top reason is desire to be proactive about all aspects of their own health.

## PARTICIPATION IN A MEMORY SCREENING



## REASONS FOR GETTING A MEMORY SCREENING



**BASE: ALL QUALIFIED RESPONDENTS (n=1,012)**

**Q915** How recently, if ever, have you and any loved one participated in a memory screening?

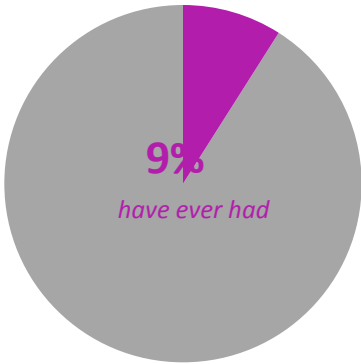
**BASE: HAD SELF MEMORY SCREENING (n=104)**

**Q920** You mentioned that you have had a memory screening in the past. For which of the following reasons did you have a memory screening? Please select all that apply.

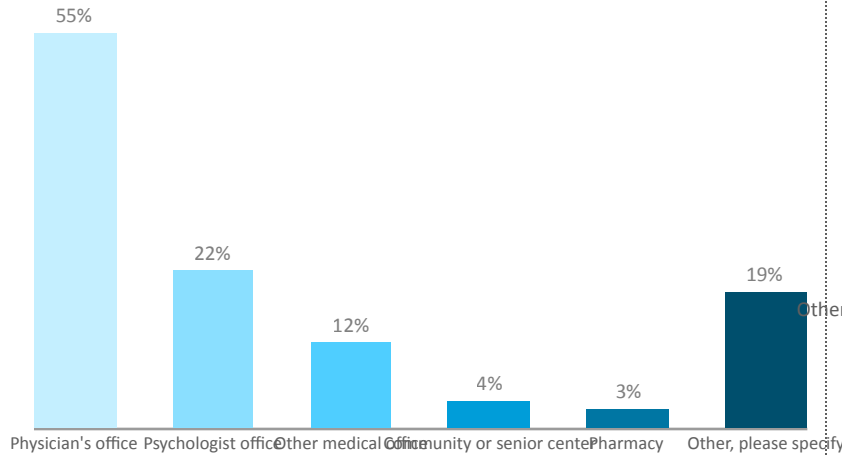
# HCPS PLAY LARGE ROLE IN SCREENINGS

Among those who have gotten a memory screening, the top location and administrator of screenings is a PCP, followed by a psychologist.

## PARTICIPATION IN A MEMORY SCREENING

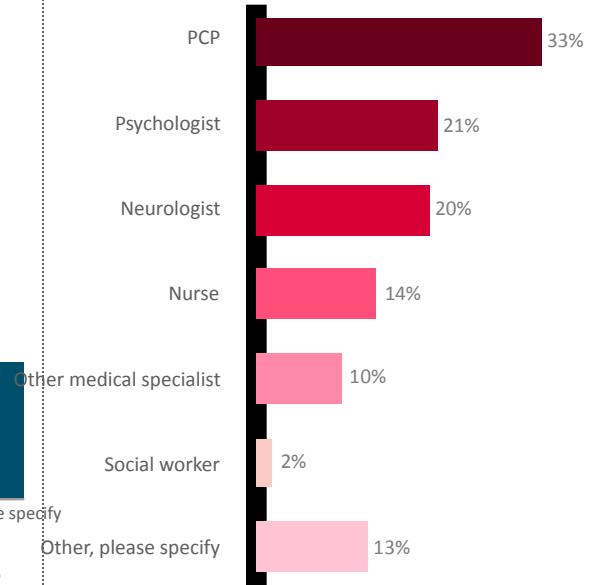


## LOCATION OF SCREENING



\* Library and Church were also displayed to respondents, but received no responses.

## SCREENING ADMINISTRATOR



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q915 How recently, if ever, have you and any loved one participated in a memory screening?

BASE: HAD SELF MEMORY SCREENING (n=104)

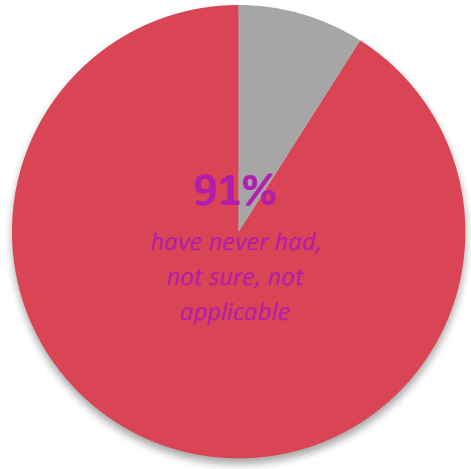
Q925 At what kind of location did you have the memory screening? Please select all that apply.

Q930 Who administered the memory screening test you took? Please select all that apply.

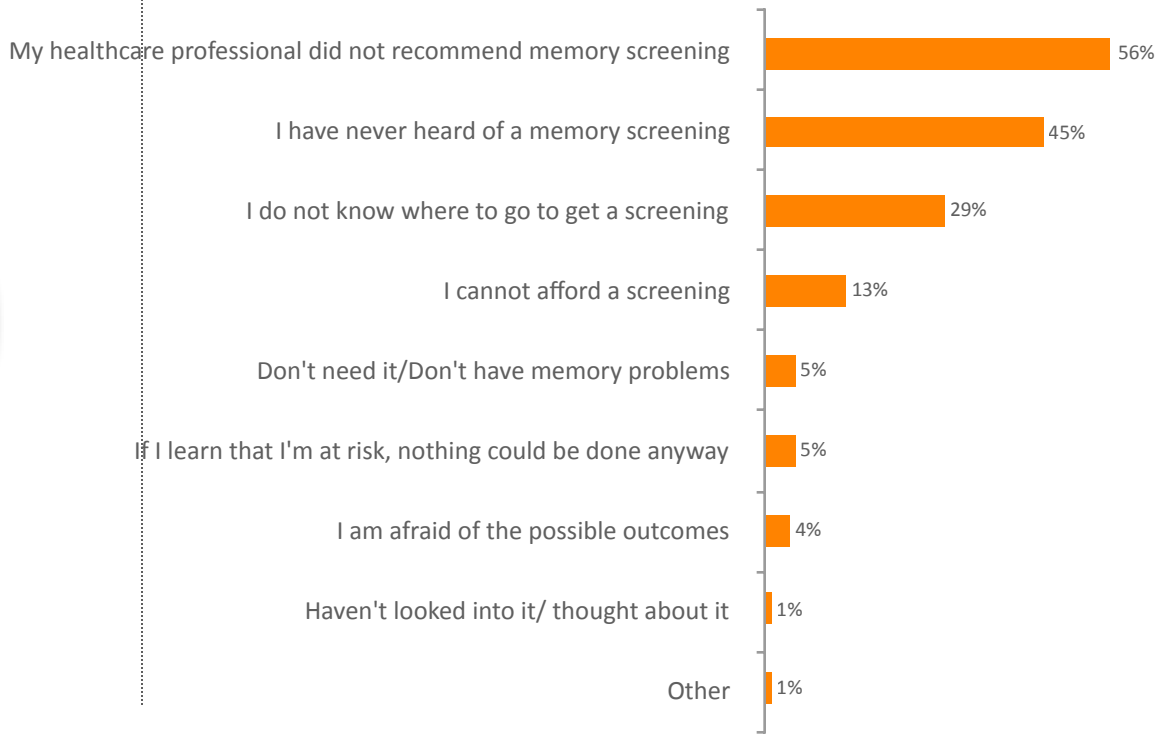
# LACK OF RECOMMENDATION AND FAMILIARITY TOP REASONS FOR NOT GETTING A SCREENING

Top reasons that adults have not had a memory screening are lack of recommendation by an HCP, having never heard of a screening, or not knowing where to go to get one.

## PARTICIPATION IN A MEMORY SCREENING



## REASONS FOR NOT GETTING A MEMORY SCREENING



Coded responses of 1% or greater included in table

BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q915 How recently, if ever, have you and any loved one participated in a memory screening?

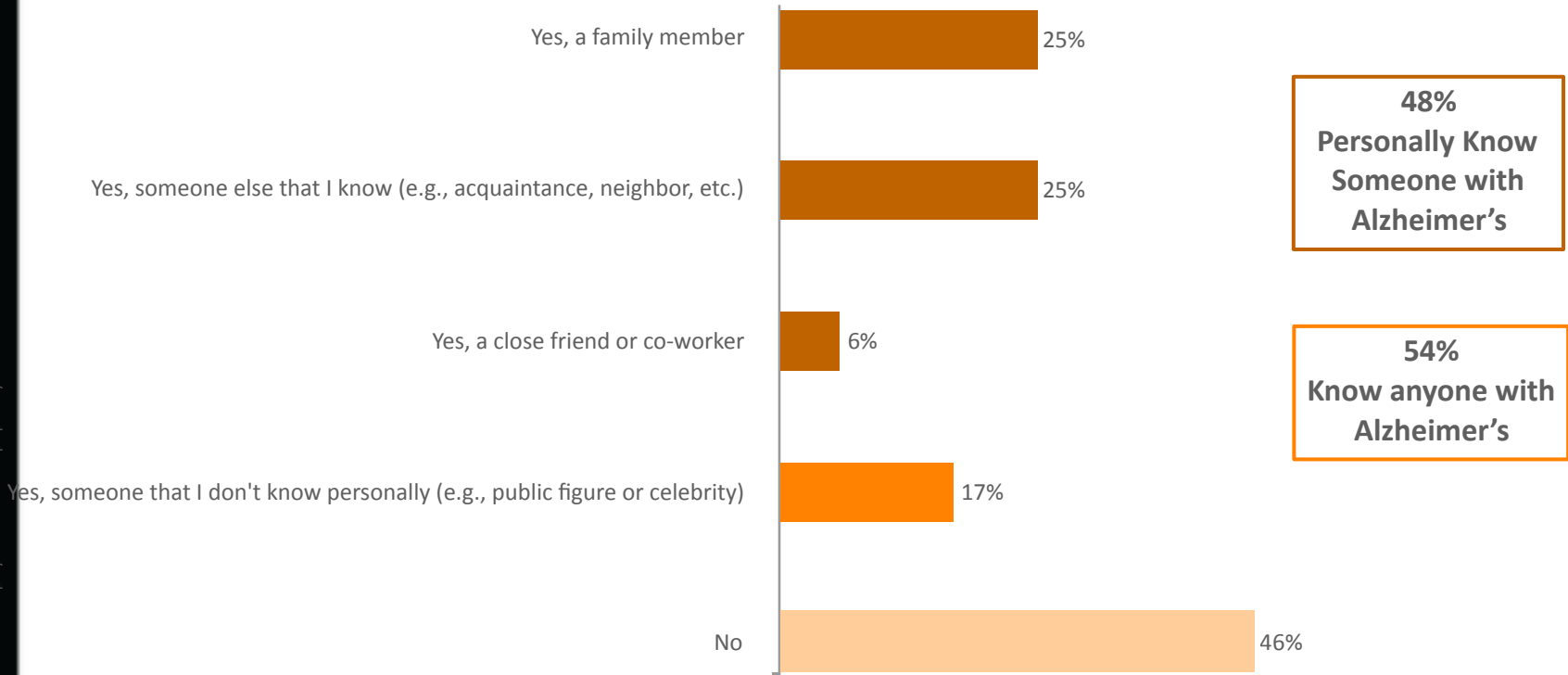
BASE: HAS NOT HAD SELF MEMORY SCREENING (n=908)

Q935 You mentioned that you have never had a memory screening OR You mentioned that you are not sure if you have previously had a memory screening. For which of the following reasons, have you not had a memory screening? Please select all that apply.

# ABOUT HALF OF ADULTS KNOW ANYONE WITH ALZHEIMER'S DISEASE

Over half of adults know anyone with anyone with Alzheimer's - be it themselves, someone they know personally or a public figure. Slightly less *personally* know someone with Alzheimer's.

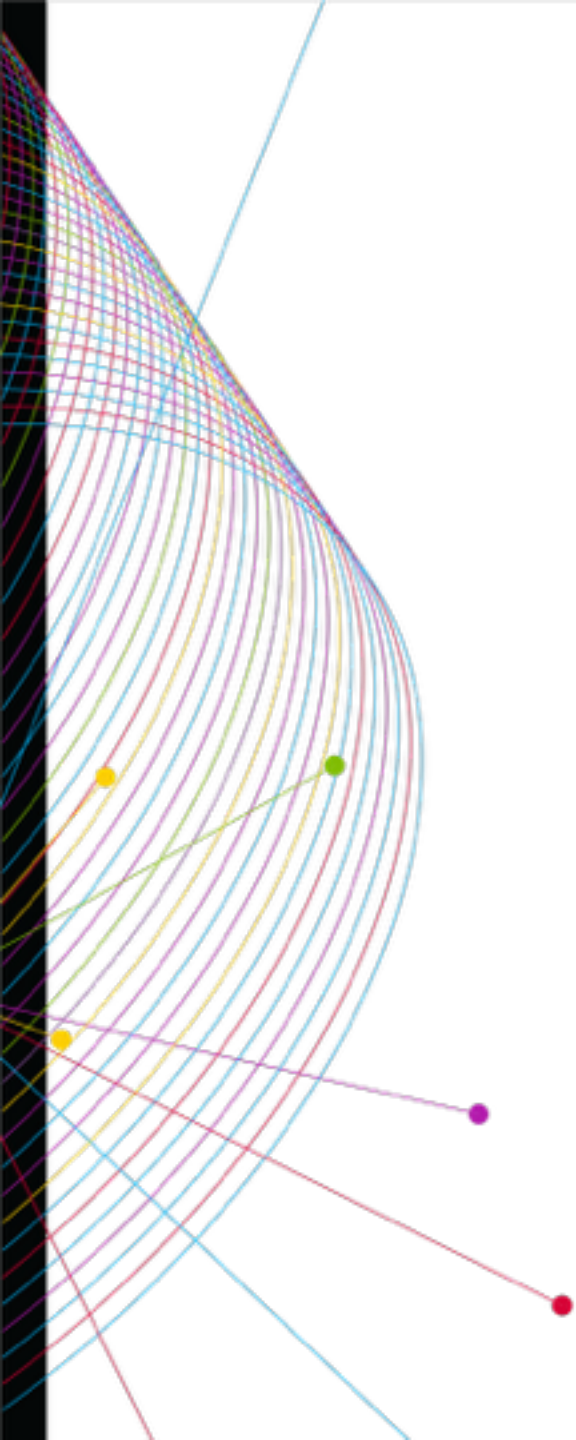
## DO YOU KNOW ANYONE WHO HAD BEEN DIAGNOSED WITH ALZHEIMER'S DISEASE?



\* Yes, myself was also displayed to respondents, but received less than 1% of responses

BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q1200 Do you know anyone who had been diagnosed with Alzheimer diagnosis? Please select all that apply.



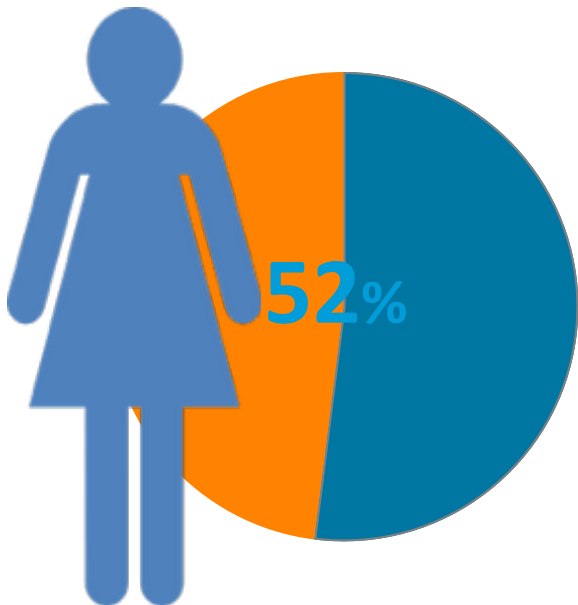
# ROLE OF HCP



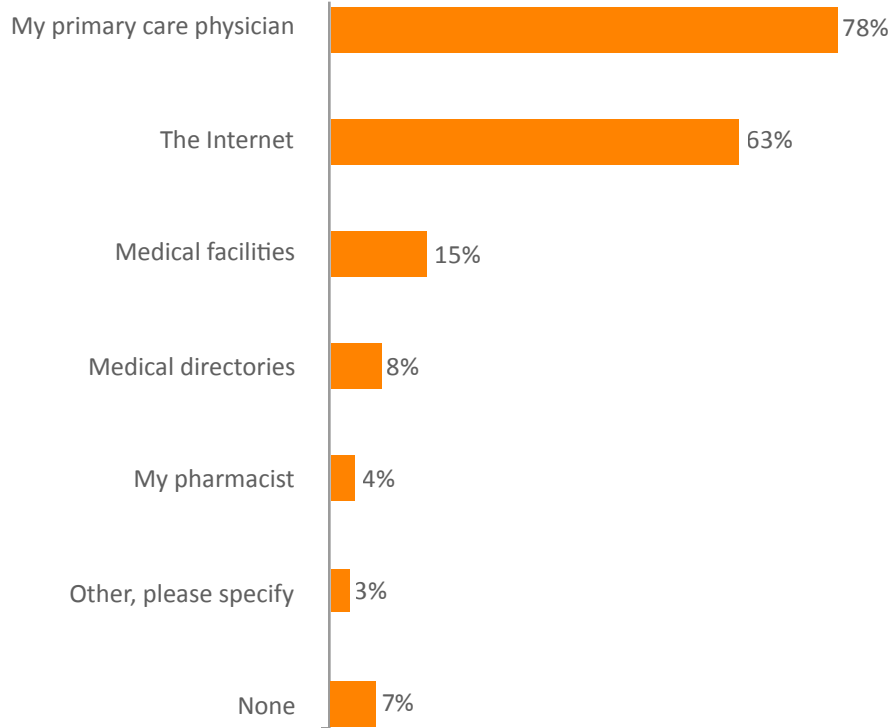
# PCP AND INTERNET ARE KEY SOURCES OF INFO

Most adults would turn to either their PCP or the Internet for information about memory screening. But, a slight majority say they wouldn't know where to go.

## I DON'T KNOW WHERE TO GO TO FIND OUT INFORMATION ABOUT MEMORY SCREENING.



## SOURCES OF INFORMATION WOULD USE TO FIND OUT MORE ABOUT MEMORY SCREENING



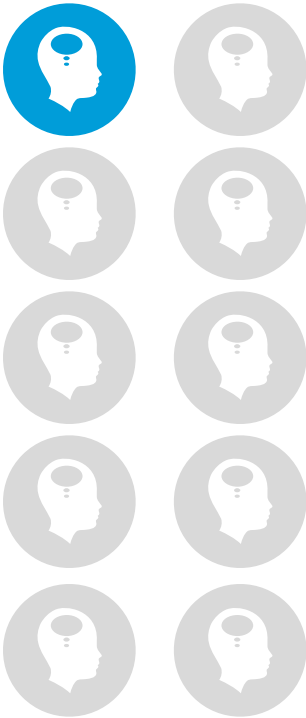
BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q910 How much do you agree or disagree with each of the following statements regarding memory screening?

Q975 What sources of information would you use to find out more about memory screening? Please select all that apply.

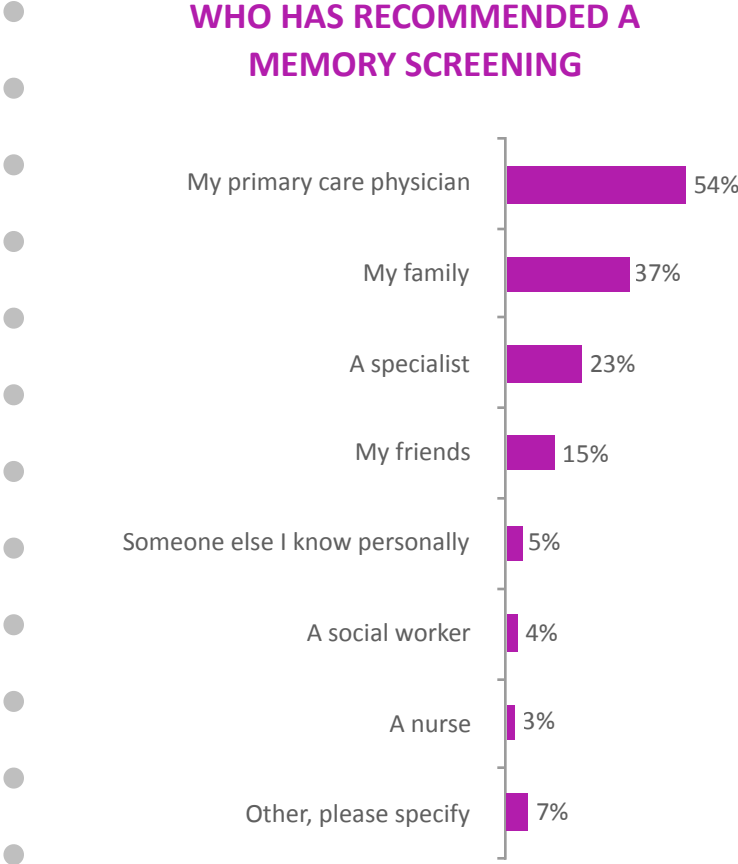
# RECOMMENDATIONS ARE FEW AND FAR BETWEEN

Only about 1 in 10 adults have ever been recommended to get a memory screening, predominantly by their PCP.



Only **1 in 10** adults have been recommended to get a memory screening

## WHO HAS RECOMMENDED A MEMORY SCREENING



**BASE: ALL QUALIFIED RESPONDENTS (n=1,012)**

**Q960** Which of the following individuals, if any, have recommended you get a memory screening? Please select all that apply.

**BASE: THOSE WHO HAVE EVER HAD A MEMORY SCREENING RECOMMENDED TO THEM (n=107)**

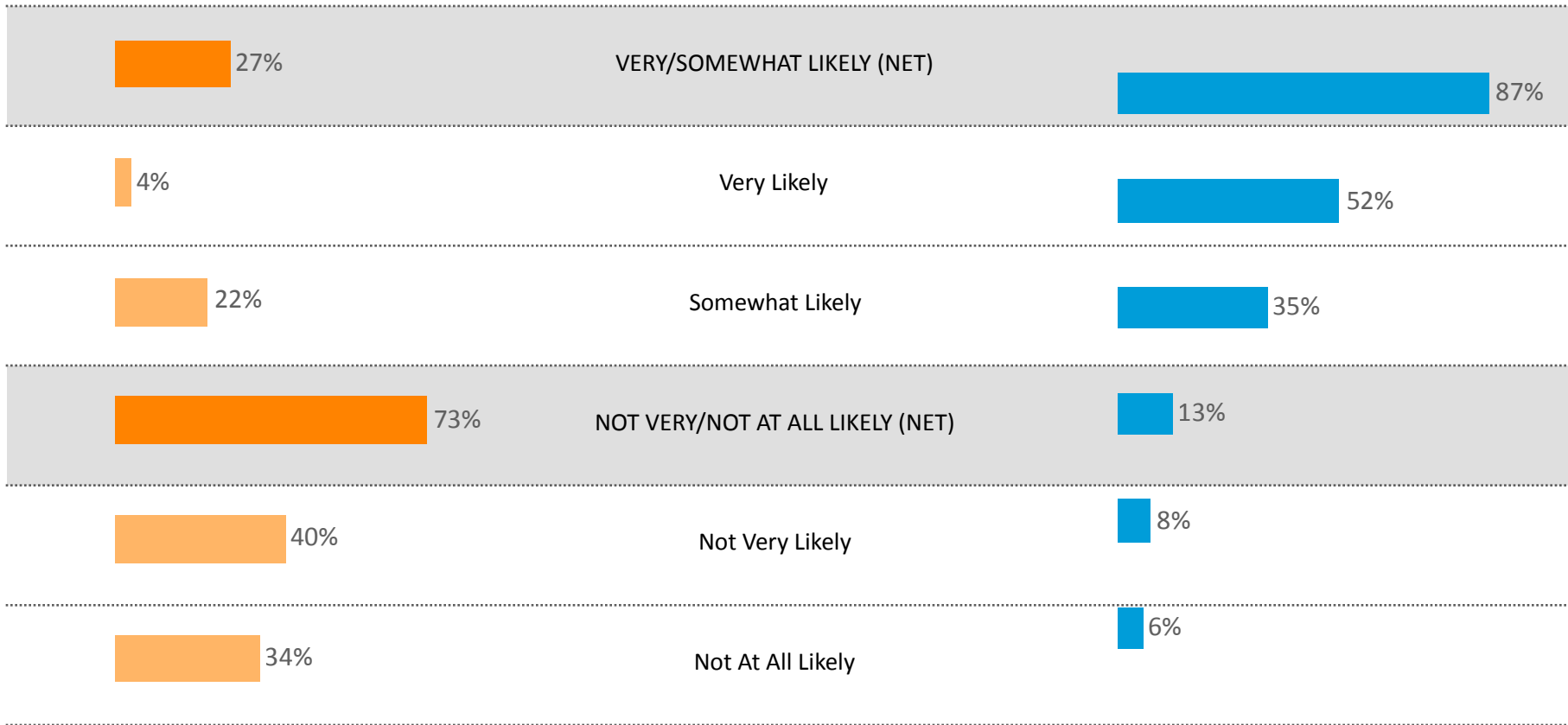
**Q960** Which of the following individuals, if any, have recommended you get a memory screening? Please select all that apply.

# HCP RECOMMENDATION DRIVES BEHAVIOR

Only about one-quarter of adults plan to get a memory screening in the coming year, but this figure jumps substantially to 87%, if a screening is recommended by their PCP.

## LIKELIHOOD OF GETTING A MEMORY SCREENING IN NEXT 12 MONTHS

## LIKELIHOOD OF GETTING A MEMORY SCREENING IN NEXT 12 MONTHS IF RECOMMENDED BY HCP



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

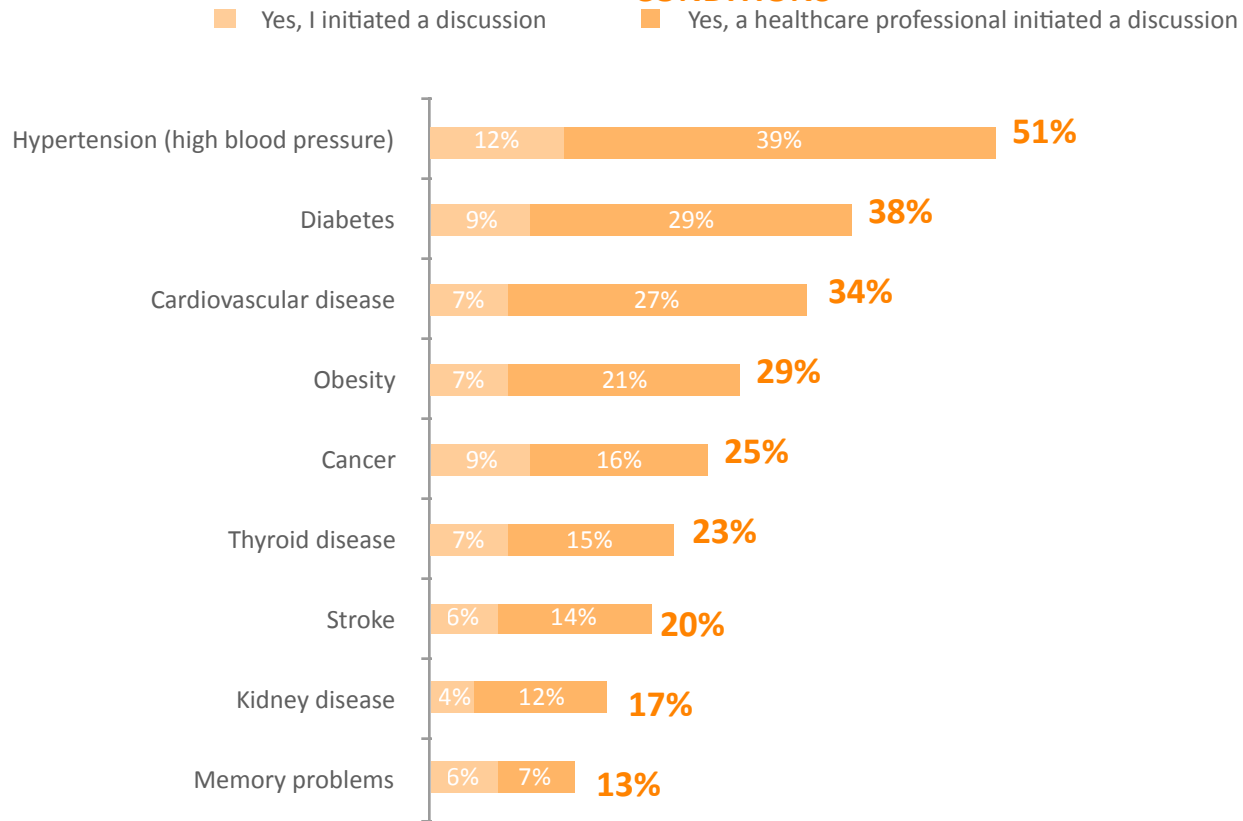
Q965 How likely are you to get a memory screening in the next 12 months?

Q970 If a healthcare professional recommended it, how likely would you be to get memory screening?

# MEMORY IS NOT PART OF HCP-PATIENT DIALOGUE

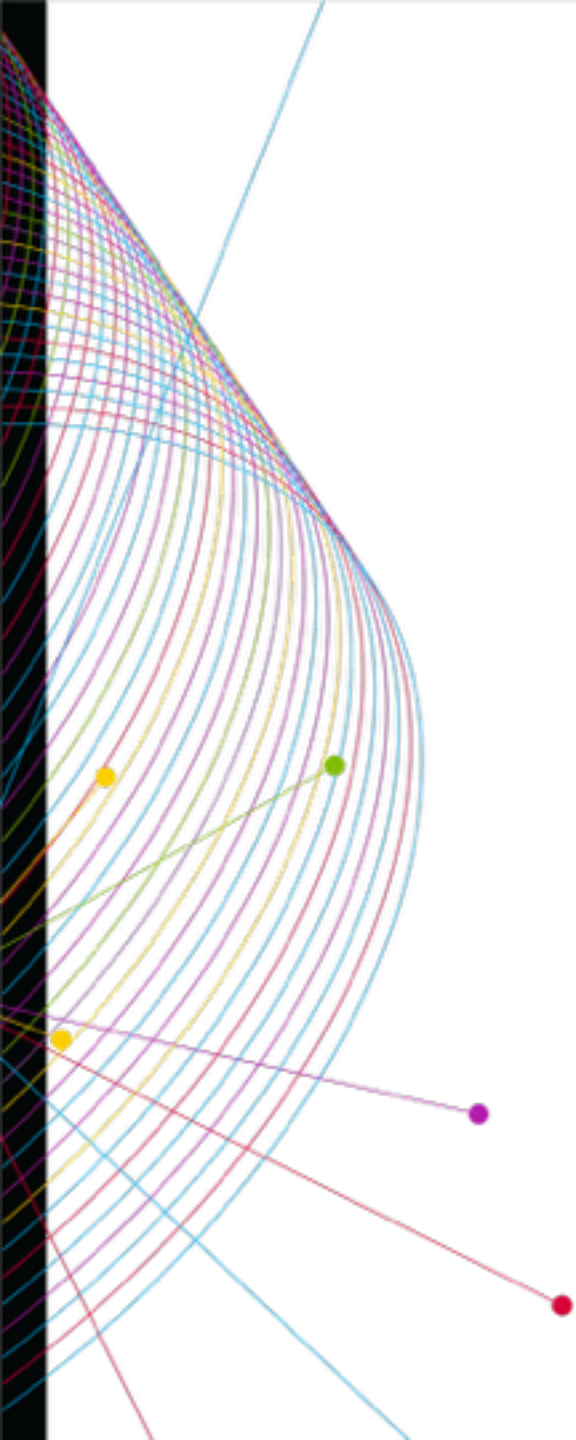
Only 13% of adults have discussed memory problems with their PCP in the past year, far fewer than have discussed hypertension, diabetes or cardiovascular disease.

## DISCUSSION WITH HCP REGARDING SYMPTOMS, PREVENTION, DIAGNOSIS OR TREATMENT OF VARIOUS CONDITIONS



BASE: ALL QUALIFIED RESPONDENTS (n=1,012)

Q730 Within the past year, please indicate whether you and a healthcare professional have discussed symptoms, prevention, diagnosis or treatments for each of the following conditions.

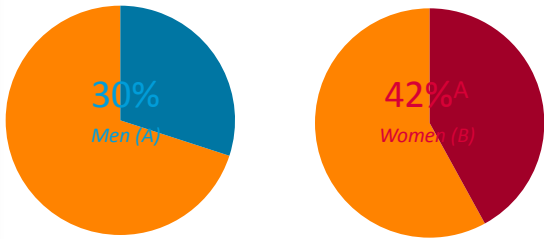


# SUBGROUP SUMMARY

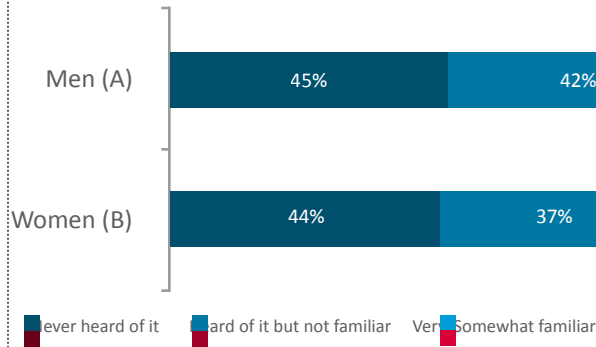
# GENDER

Women are more likely than men to be concerned about being diagnosed with Alzheimer's and to say memory loss is their greatest fear.

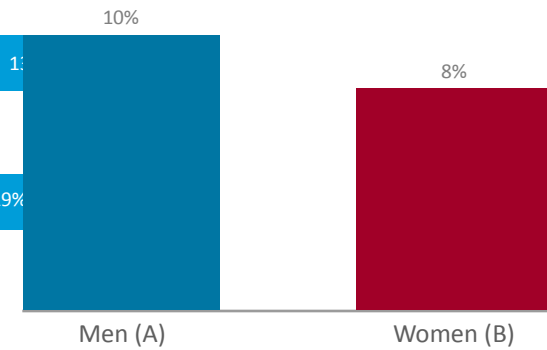
## Very/Somewhat Concerned with Being Diagnosed with Alzheimer's



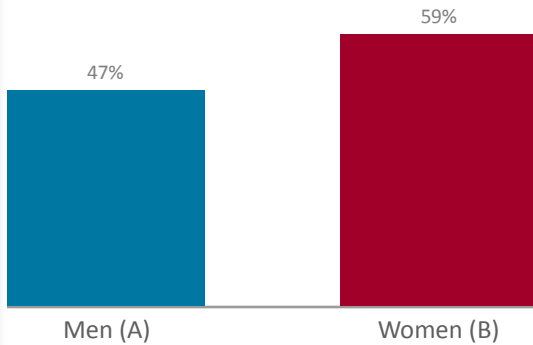
## Familiarity with Memory Screening



## Have Had a Memory Screening



## Memory Loss is My Greatest Fear



## Memory Screening Knowledge Report Card

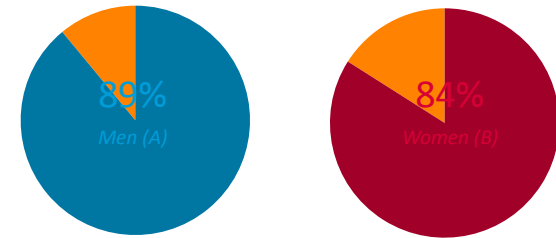


Men average 2.6 correct answers



Women average 2.8 correct answers

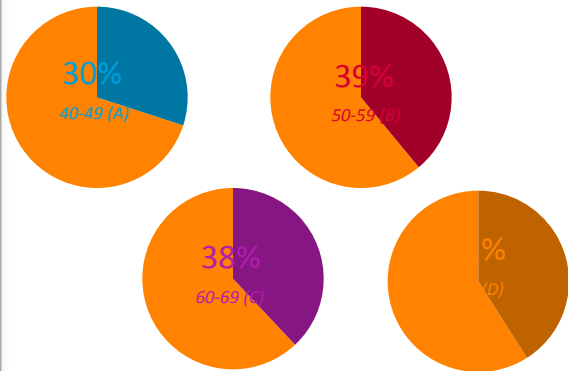
## Likelihood of Getting a Memory Screening if HCP Recommended



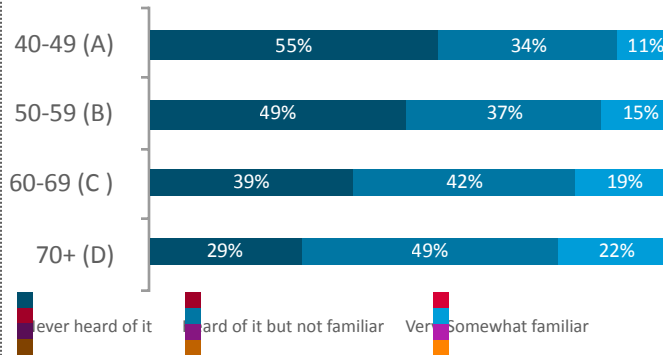
# AGE

Older adults, ages 60+, tend to be more familiar and have higher knowledge than their younger counterparts. They are also more likely to have ever had a screening and to have one in the future if their HCP were to recommend.

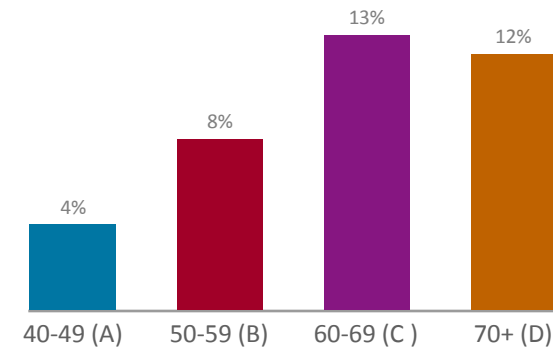
## Very/Somewhat Concerned with Being Diagnosed with Alzheimer's



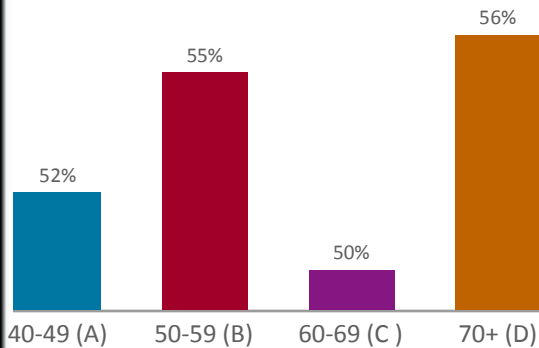
## Familiarity with Memory Screening



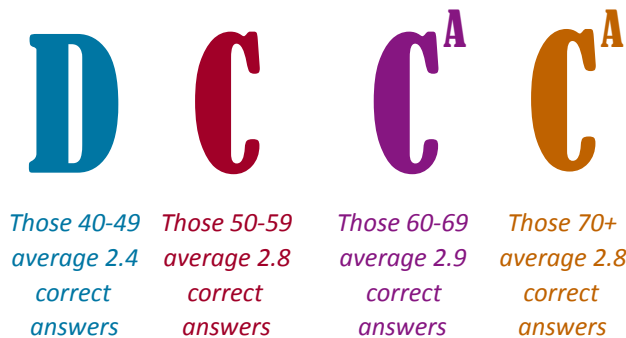
## Have Had a Memory Screening



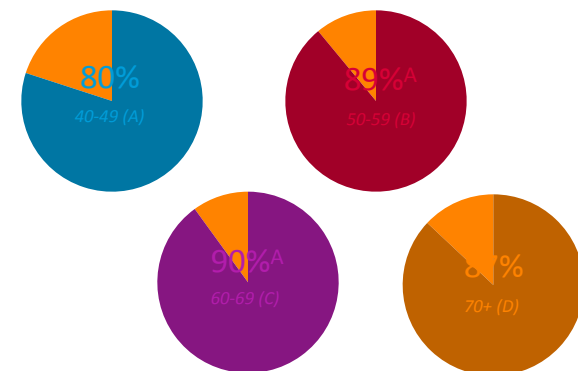
## Memory Loss is My Greatest Fear



## Memory Screening Knowledge Report Card



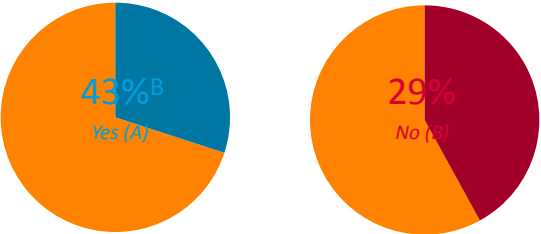
## Likelihood of Getting a Memory Screening if HCP Recommended



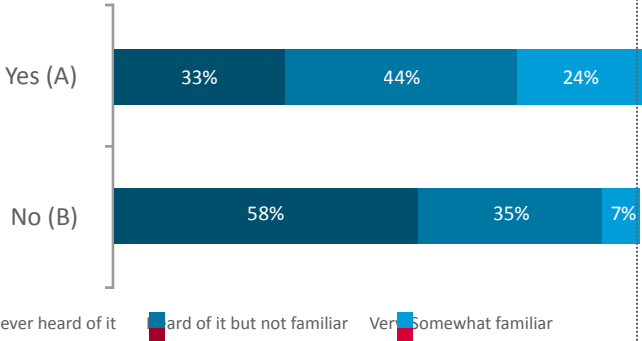
# KNOW SOMEONE WITH ALZHEIMER'S

Individuals who know someone with Alzheimer's- be it themselves, someone they know personally or a public figure- are more likely to be concerned about being diagnosed with Alzheimer's themselves.

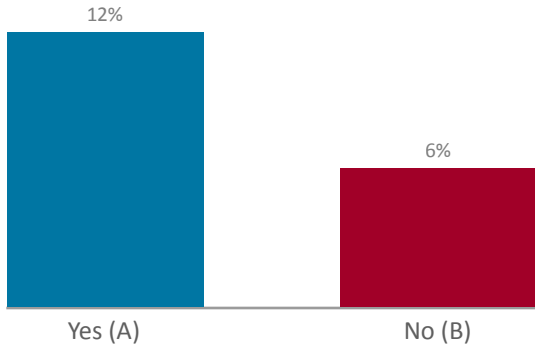
## Very/Somewhat Concerned with Being Diagnosed with Alzheimer's



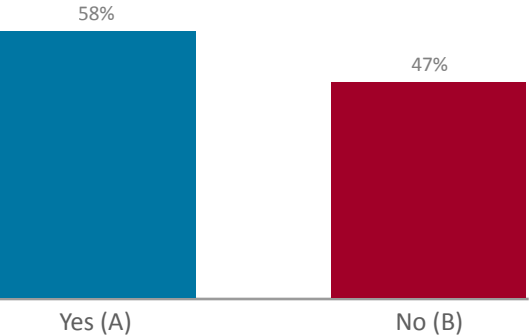
## Familiarity with Memory Screening



## Have Had a Memory Screening



## Memory Loss is My Greatest Fear



## Memory Screening Knowledge Report Card

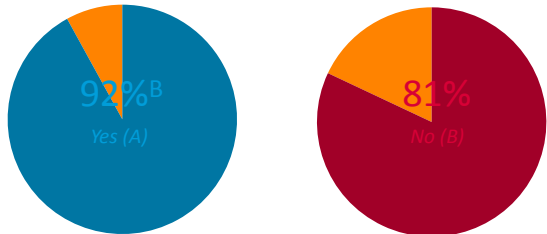
**C<sup>B</sup>**

Those who know someone average 3 correct answers

**D**

Those who do not average 2.3 correct answers

## Likelihood of Getting a Memory Screening if HCP Recommended





# KNOW SOMEONE WITH ALZHEIMER'S PROFILE

Individuals who know someone with Alzheimer's- be it themselves, someone they know personally or a public figure- tend to have heightened levels of familiarity with memory screening and concern of being diagnosed with Alzheimer's.



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Gender</b>		
Male	47%	43%
Female	53%	57%



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Age</b>		
Average	58 years old	60 years old



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Race</b>		
White	74%	74%
Black/ African American	12%	11%
Hispanic	11%	12%



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Income</b>		
Less than \$50K	38%	37%
\$50K or Greater	54%	56%



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Education</b>		
Less than a 4 Year Degree	67%	63%
4 Year Degree or Greater	33%	37%



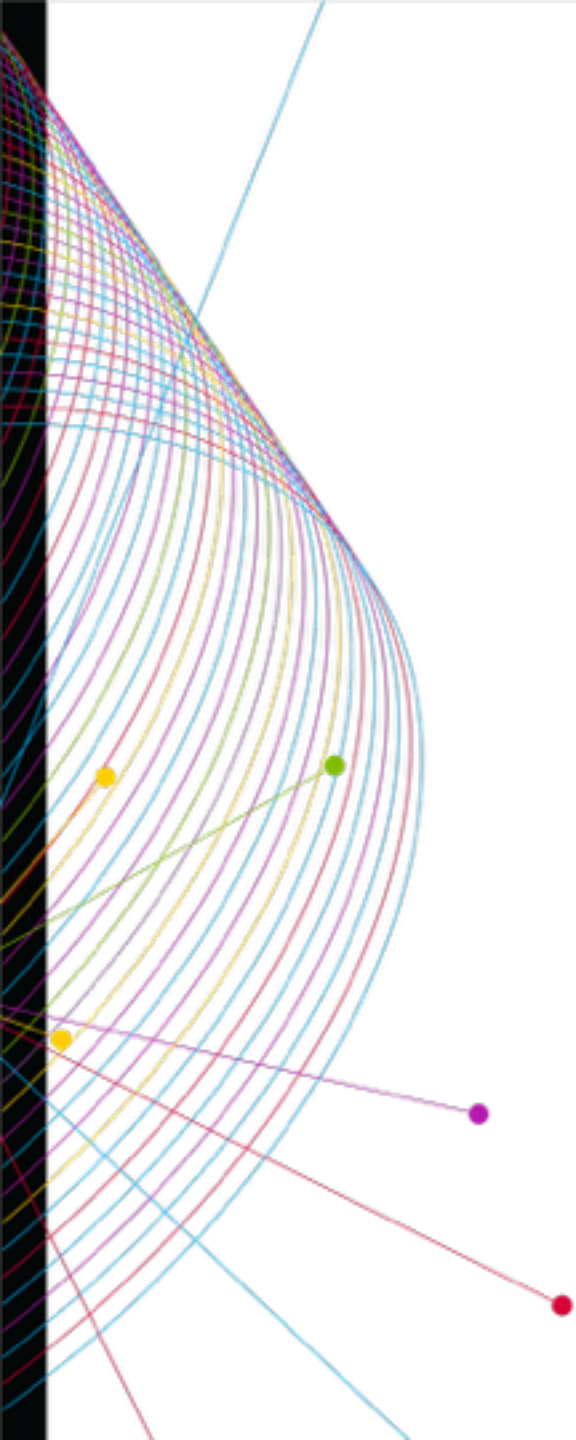
	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Employment</b>		
Employed	47%	44%
Retired	33%	36%
Not Employed	20%	20%



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Familiarity with Memory Screening</b>		
Have at least heard of	56%	67%
Never heard of	44%	33%



	Total (n=1,012)	Know Someone with Alzheimer's (n=536)
<b>Concern of Being Diagnosed with Alzheimer's</b>		
Very/Somewhat Concerned	37%	43%



# DEMOGRAPHICS

# DEMOGRAPHICS

	Total (n=1012)
<b>Gender</b>	
Male	47%
Female	53%
<b>Age</b>	
40 - 44	11%
45 - 49	17%
50 - 54	13%
55 - 59	16%
60 - 64	13%
65 - 69	14%
70 and over	18%
<b>MEAN</b>	<b>58.4</b>
<b>MEDIAN</b>	<b>58</b>
<b>Race</b>	
White	74%
Black/ African American	12%
Hispanic	11%
Asian or Pacific Islander	1%
Native American or Alaskan Native	*
Some other race	*
Mixed Race	*
Decline to Answer	1%

	Total (n=1012)
<b>Region</b>	
East	23%
Midwest	31%
South	23%
West	23%
<b>Education</b>	
<b>HIGH SCHOOL OR LESS (NET)</b>	<b>27%</b>
Less than high school	*
Completed some high school	1%
Completed high school	26%
<b>ATTENDED COLLEGE OR COLLEGE DEGREE (NET)</b>	<b>48%</b>
Some college, but no degree	17%
Associate Degree	10%
College (such as B.A., B.S.)	20%
<b>ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)</b>	<b>12%</b>
Some graduate school, but no degree	2%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	10%
Job-specific training program(s) after high school	12%

# DEMOGRAPHICS

	Total (n=1012)
<b>Employment</b>	
Employed full time	34%
Employed part time	7%
Self-employed	7%
Not employed, but looking for work	4%
Not employed and not looking for work	2%
Retired	33%
Not employed, unable to work due to a disability or illness	7%
Student	*
Stay-at-home spouse or partner	6%
<b>Marital Status</b>	
Never married	15%
Married or civil union	59%
Divorced	11%
Separated	1%
Widow/Widower	9%
Living with partner	5%

	Total (n=1012)
<b>Income</b>	
<b>LESS THAN \$50K (NET)</b>	
Less than \$15,000	8%
\$15,000 to \$24,999	9%
\$25,000 to \$34,999	10%
\$35,000 to \$49,999	12%
<b>\$50K OR GREATER (NET)</b>	
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	9%
\$125,000 to \$149,999	6%
\$150,000 to \$199,999	4%
\$200,000 to \$249,999	2%
\$250,000 or more	2%
Decline to answer	7%