



UsAgainstAlzheimer's A-LIST® Brain Health Survey Key Findings

- More than 7 in 10 (71%) say that people should begin to pay attention to their brain health before age 40. The findings are a sign of a growing recognition that brain health is important for all ages, not just older adults. In fact, the survey found that only 6% believe that people should wait until age 65 to pay attention to their brain health. (The 71% figure includes 42% who say it should start at age 20, 12% by age 30, and 17% by age 40.)
- Despite their beliefs about the importance of brain health, only about 1 in 5 (22%) people say they are very clear on what steps are needed to promote their brain health. Nearly 6 in 10 (59%) say they are somewhat clear on what steps are needed, 10% are unsure and 8% say they don't know what the steps are.
- More than three quarters (76%) say their healthcare providers had not spoken directly with them about brain health.
- About one in three people (31%) say they had experienced confusion or memory loss in the past year that is happening more often or is getting worse, with another 19% saying they were unsure if this had occurred. But only about a third of people with greater confusion or worsening memory loss had taken any action: 36% had mentioned it to their doctors, and just 33% had a cognitive assessment delivered by a health care provider.
- Nearly nine in 10 (89%) say they would like to ask their health care providers to measure brain health to help them protect or improve it.
- About three quarters (74%) of respondents say brain health is not discussed regularly in their households, with 6% never discussing it, 23% saying brain health is rarely discussed and 45% discussing it occasionally. About 1 in 4 (26%) say brain health is discussed regularly in their households.
- Nine in 10 (90%) believe that there is a connection between physical activity and the risk of developing Alzheimer's or another dementia, and a similar number (89%) believe there is a connection between emotional well-being and the risk of Alzheimer's and dementia.

- The most frequent weekly activities to improve brain health: nutrition and healthy eating (21%); exercise (20%); brain games/memory fitness (16%), and hobbies (11%).

The A-LIST® Brain Health survey is a quantitative study with over 1,000 respondents, including people who have been diagnosed with dementia, current and past caregivers, those who may be at risk and those who are interested in brain health.

This study was conducted in partnership with Home Instead Senior Care® and the American Heart Association.

The [UsAgainstAlzheimer's A-LIST®](#) is a growing online community of more than 8,000 people living with Alzheimer's, other dementias, or mild cognitive impairment, current and former caregivers, people who believe they are at risk, and those interested in brain health. These survey responses are contributing to IRB research that illuminates and validates their lives and experiences. The surveys offer a way to make their views and preferences heard on issues that span the entire scope of living with dementia. The A-LIST® is part of a broader effort by UsAgainstAlzheimer's called AD-PACE, a groundbreaking patient and caregiver-led collaboration of industry, academics, government agencies and advocates.