

1 As you grow older, which of the following do you believe you have greater control over?

- 68% said physical health (e.g., heart, limbs, eyesight, etc.).
- 32% said brain health (memory, ability to think clearly, etc.).

2 Which conditions are you most afraid of as you grow older?

- 59% said diseases that affect the brain, such as dementia and Alzheimer's disease.
- 41% said chronic illnesses, such as cancer and diabetes.

3 Which of the following concerns you when it comes to your brain?

- 66% said memory.
- 59% said dementia.
- 44% said mental/psychological health (depression, anxiety).
- 39% said brain ailments (Brain tumor, stroke, brain aneurism).
- 37% said motor skills.
- 24% said brain injury (Concussion or traumatic brain injury).
- 25% said other brain-related conditions (e.g., ALS, Parkinson's).
- 7% said none of the above.

4 How concerned are you about being affected by age-related memory loss and a decline in brain function as you grow older?

- 23% extremely concerned.
- 26% very concerned.
- 38% somewhat concerned.
- 10% not very concerned.
- 3% not at all concerned.

5 What percentage of Americans aged 65 and older do you think suffer from Alzheimer's disease or dementia?

- 48% said 33 percent or less.
- 52% said more than 33 percent.
- Average (%) - 37%



6 Where do you get most of your information about memory loss and cognitive decline?

- 42% said from my primary care provider (e.g., doctor, nurse).
- 42% said medical websites (e.g., WebMD, Healthline, Cleveland Clinic, Mayo Clinic).
- 39% said online (e.g., Google, social media).
- 36% said friends or family.
- 28% said news reports.
- 21% said TV shows or movies.
- 14% said advertisements.
- 5% said other.
- 8% said none of these.

7 Have you ever had discussions with your primary care provider (doctor or physician, nurse) about your brain health or brain aging?

- 28% said yes, I brought it up.
- 15% yes, my primary care provider brought it up.
- 57% no, I've never discussed this with my primary care provider.

8 Which of the following do you believe might be helpful in maintaining brain health with age?

- 70% said physical activity or exercise.
- 69% said healthy diet.
- 63% said vitamins or supplements.
- 59% said puzzles.
- 58% said social interaction.
- 58% said reading.
- 47% said learning a new skill.
- 2% said none of the above.

9 Based on your knowledge of activities that may benefit brain health, which of the following activities do you engage in specifically to support a healthy brain as you age?

- 57% said physical activity or exercise.
- 56% said reading.
- 54% said vitamins or supplements.
- 50% said social interaction.
- 50% said puzzles.
- 49% said healthy diet.
- 34% said learning a new skill.
- 5% said none of the above.



10 How informed do you feel about what normal brain aging means?

- 5% not at all informed.
- 26% not very informed.
- 47% somewhat informed.
- 22% very informed.

11 Which of the following is most consistent with your thinking about the connection between your physical health and brain health?

- 74% said taking better care of my body will also take better care of my brain.
- 26% said the body and the brain need to be taken care of separately.

About the Survey

The McKnight Brain Research Foundation Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative US adults ages 18+, between December 11th and December 15th, 2023, using an email invitation and an online survey. Data has been weighted.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

