

AMERICANS ARE PUZZLED ABOUT BRAIN HEALTH

A nationwide MDVIP survey reveals dementia and Alzheimer's disease are very concerning to Americans, but they lack knowledge about brain health and cognitive decline.



DEMENTIA MATTERS

Brain disease is top of mind for Americans.

2 in 3 Americans **WORRY** about developing dementia and Alzheimer's disease

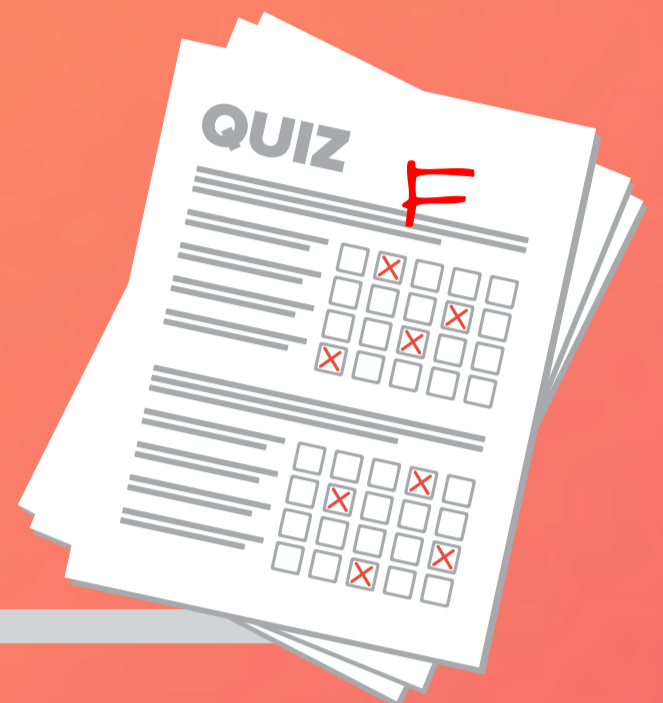
1 in 3 Americans have a close **RELATIVE** with dementia or Alzheimer's disease

80% of Americans want to reduce their **RISK** of dementia/Alzheimer's

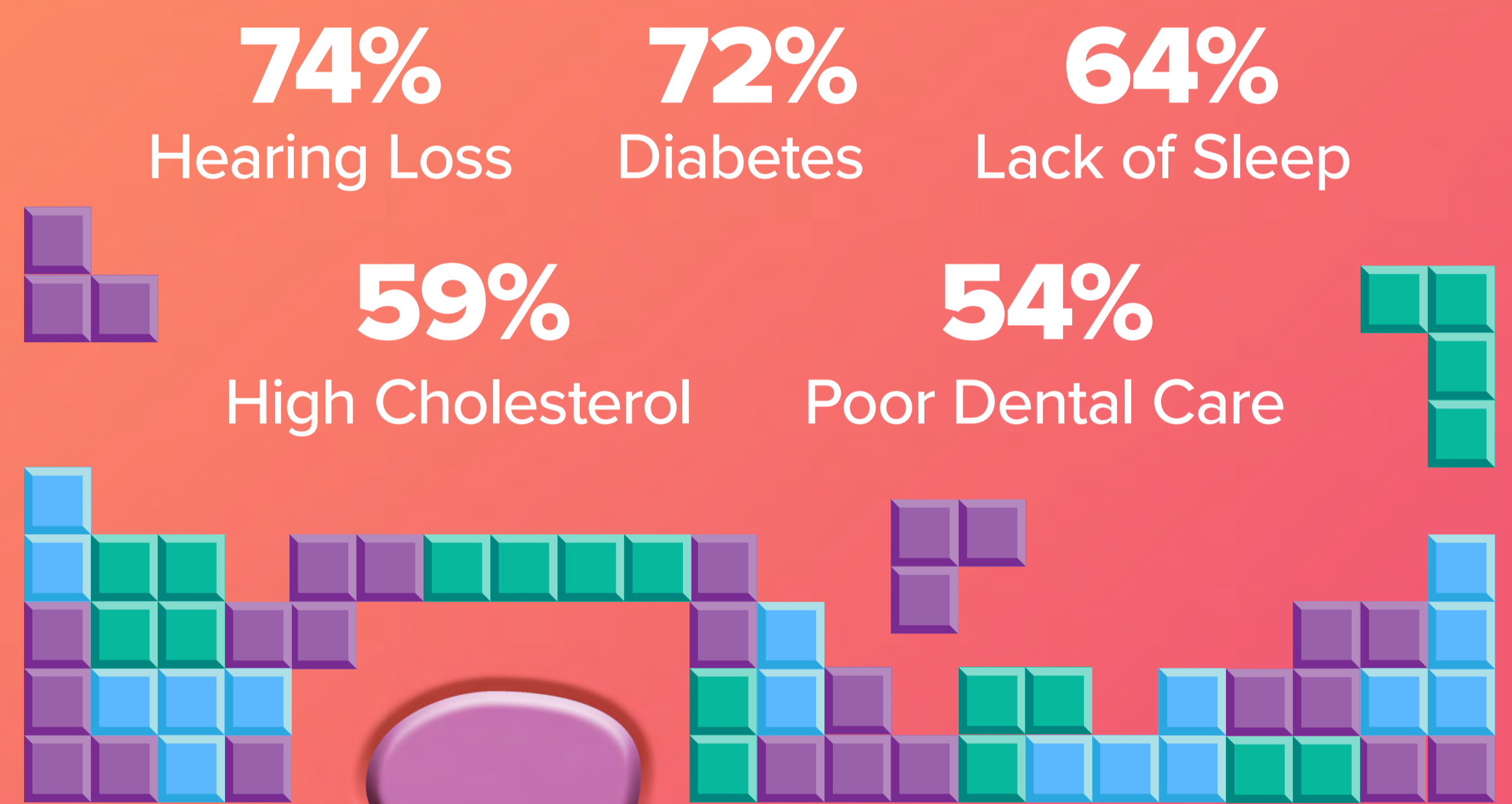


FAILING BRAIN HEALTH

Nearly half of Americans failed the Brain Health IQ quiz.

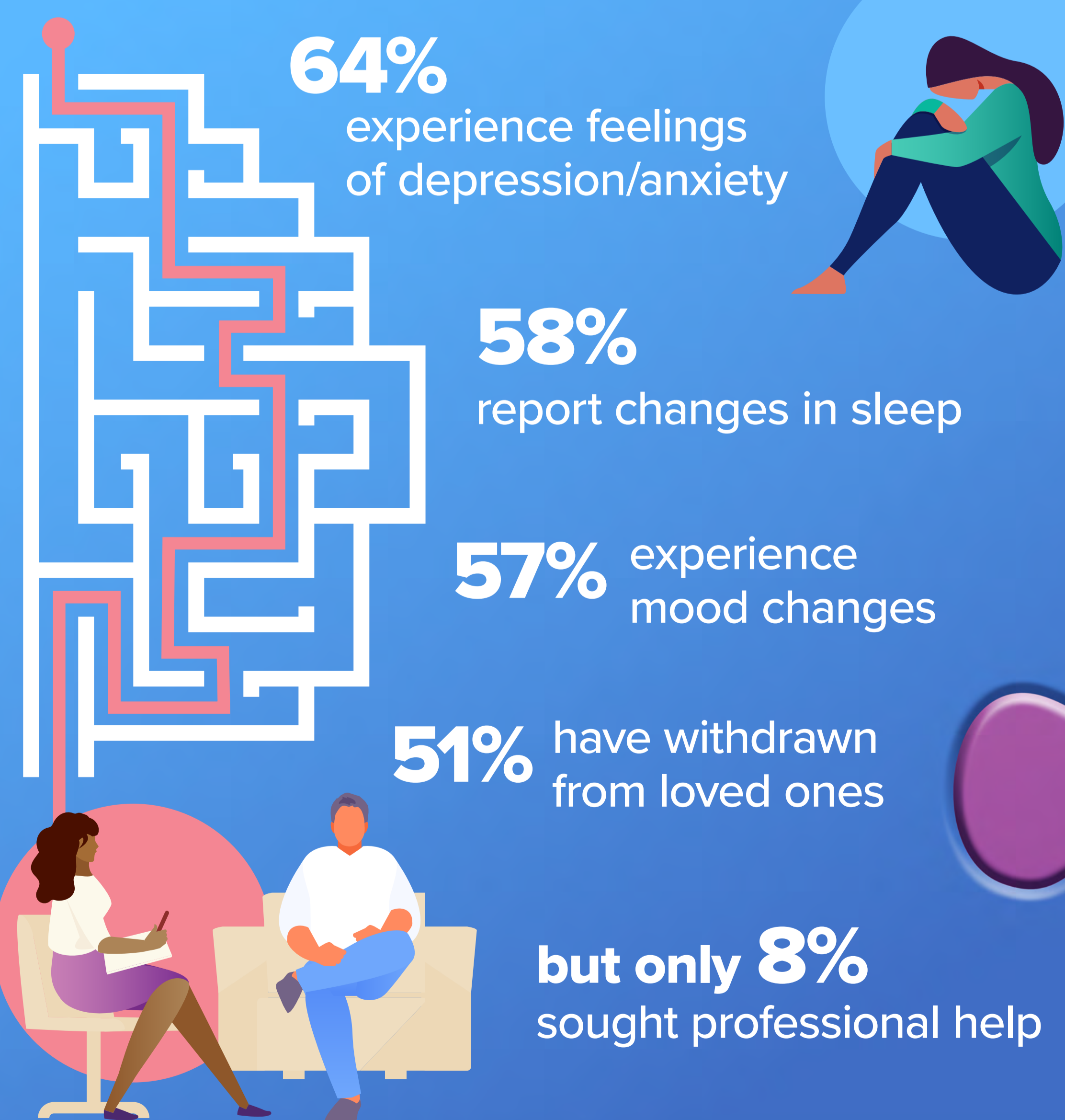


A high percentage of people don't know the following risk factors and behaviors that can damage a healthy brain:



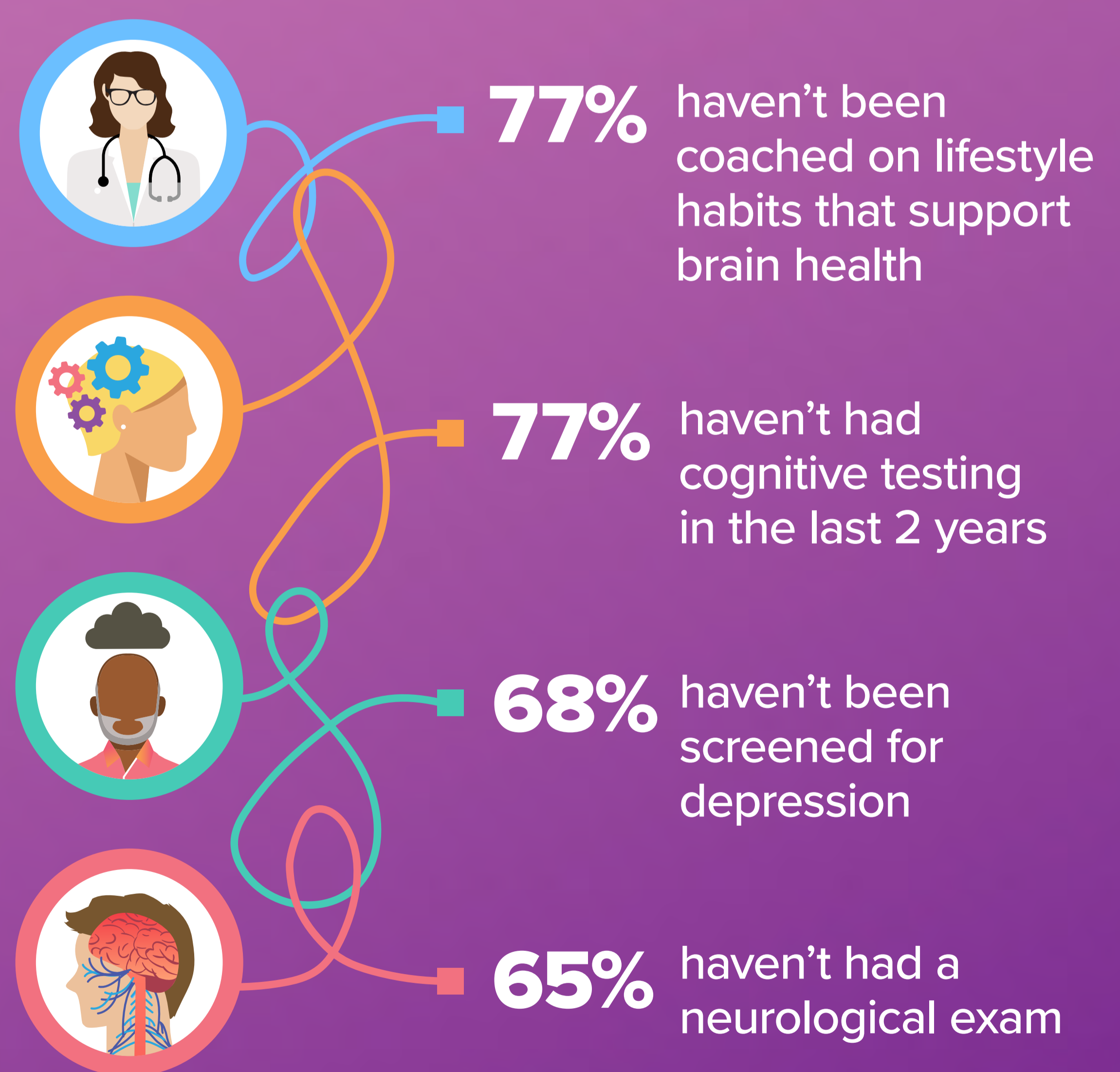
COVID ON THE BRAIN

The pandemic is taking a toll on brain health and emotional well-being.



PRIMARY PARTNERSHIP

Americans aren't engaging with their doctor about brain health.



About the Survey



These are findings from an Ipsos poll conducted on behalf of MDVIP. Learn more about the survey results and take the Brain Health IQ Quiz at www.mdvip.com/brainhealth.