92% of adults ages 18+ believe Alzheimer's disease/dementia is a serious problem in our country today.

68% of adults ages 18+ personally know someone who has had Alzheimer's disease, dementia, or another condition causing cognitive decline.

68% of adults ages 18+

Dementia is not a mental illness but nearly six in ten (59%) adults ages 18 and older believe it is.

3/4

Two-thirds (67%) of adults ages 18 and older incorrectly believe Alzheimer’s disease can be diagnosed with a single test. In fact, diagnosis is a multi-step process.

A majority (61%) of adults know that “dementia” and “Alzheimer's disease” are not interchangeable terms for the same disease.