



WHAT DO THE BRAIN-HEALTHIEST OLDER AMERICANS DO?

Memory loss and other cognitive changes are a normal part of growing older. However, engaging in a higher number of brain-healthy behaviors can slow down, or even reverse, cognitive decline.

SEGMENTS WITH NO COGNITIVE DECLINE

Holding Steadies - Average Age 59

Engage in brain healthiest behaviors that are also good for general health



Exercise
Healthy Diet

Young Observers - Average Age 55

Engage in brain health behaviors of a visual, sedentary nature



Mind challenging puzzles
Reading

Super Agers - Average Age 58

Engage in a higher number of physically and socially active brain healthy activities



Socializing
Exercise

Quick Aging Observers - Average Age 56

A younger segment doing few, relatively sedentary, brain healthy behaviors



Online Games
Watching News



Watching Educational Program
Vitamins + Supplements

Ageing Well - Average Age 60

An older segment doing multiple brain-healthy behaviors



Mindfulness
Socializing

Hanging in Theres - Average Age 60

An older segment doing a moderate amount of brain-healthy behaviors

SEGMENTS WITH SOME COGNITIVE DECLINE