

2014

ALZHEIMER'S & BRAIN AWARENESS MONTH INTERNATIONAL SURVEY



59%
OF PEOPLE WORLDWIDE

incorrectly believe that Alzheimer's disease is a
TYPICAL PART OF AGING.



40% OF PEOPLE believe that Alzheimer's is **NOT FATAL.**



37% OF PEOPLE SURVEYED incorrectly believe that
you have to have a **FAMILY HISTORY** to be at risk for Alzheimer's disease.

MOST FEARED
disease or
condition



When considering health priorities,

96% OF PEOPLE SURVEYED

said that being self-sufficient
and not depending on others
– an **INEVITABILITY** as Alzheimer's disease
progresses – **IS IMPORTANT.**



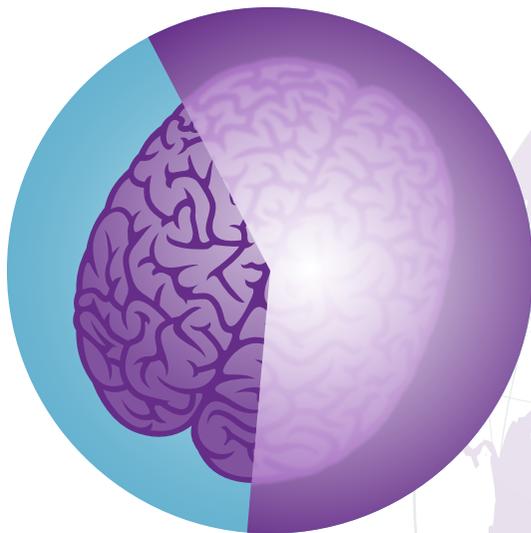
71%
OF PEOPLE

think that the
GOVERNMENT IS RESPONSIBLE
for helping to find a cure
or way to prevent
Alzheimer's disease.



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**ALZHEIMER'S
& BRAIN**
awareness month

alzheimer's  association®

The 2014 Alzheimer's & Brain Awareness Month International Survey was conducted by Abt SRBI.

A total of 6,307 adults age 18+ in Australia, Brazil, Canada, China, Denmark, Germany, Japan, India, Mexico, Nigeria, Saudi Arabia and the United Kingdom, were surveyed in local languages

May 22-June 4, 2014.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.™