In Wisconsin, 9.6% — nearly 1 in 10 — of those aged 45 and over report they are experiencing confusion or memory loss that is happening more often or is getting worse (“subjective cognitive decline”).

More than half of them have not talked to a health care professional about it.

For those with worsening memory problems, 41.4% say it has created “functional difficulties” — that is, caused them to give up day-to-day activities and/or interfered with work or social activities.

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Percent of Those Aged 45+ with Subjective Cognitive Decline

<table>
<thead>
<tr>
<th>All</th>
<th>Gender</th>
<th>Age</th>
<th>Educational Attainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>45-59</td>
</tr>
<tr>
<td>10.1%</td>
<td>9.2%</td>
<td>8.4%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

Percent with memory problems who say it created difficulties and burden

- Interfered with Work/Social Activities: 29.9%
- Gave Up Day-to-Day Activities: 32.0%
- Needed Assistance with Day-to-Day Activities: 26.0%

Percent with memory problems who live alone

- Percent with memory problems who have at least one other chronic condition*
  - 85.2%

*Defined as arthritis, asthma, COPD, cancer, cardiovascular disease, and diabetes

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