1 in 9 people aged 45 years and older are experiencing Subjective Cognitive Decline (SCD).

SCD is self-reported MEMORY PROBLEMS that have been GETTING WORSE over the past year.

74% of people with SCD have at least one chronic condition.

36% of people with SCD had to give up day-to-day activities.

Less than half of people with SCD have discussed their symptoms with a healthcare provider.

Over a third of people with SCD say it interfered with social activities, work, or volunteering.

36% of people with SCD need help with household tasks.