1 in 11 people aged 45 years and older are experiencing **Subjective Cognitive Decline**.

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

76% of people with SCD have at least one chronic condition.

31% 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 quarter of people with SCD say it interfered with social activities, work, or volunteering.

24% of people with SCD need help with household tasks.