1 in 9 people aged 45 years and older are experiencing Subjective Cognitive Decline (SCD), which is self-reported memory problems that have been getting worse over the past year. 83% of people with SCD have at least one chronic condition. 37% of people with SCD had to give up day-to-day activities. Nearly a third of people with SCD say it interfered with social activities, work, or volunteering. 25% of people with SCD need help with household tasks.