1 in 10 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. 85% of people with SCD have at least one chronic condition. 46% of people with SCD had to give up day-to-day activities. Only half of people with SCD have discussed their symptoms with a healthcare provider. Nearly half of people with SCD say it interfered with social activities, work, or volunteering. 41% of people with SCD need help with household tasks.