



**HBO Alzheimer's Project/Harris Interactive Census:  
Examining the Impact of Alzheimer's Disease in America**

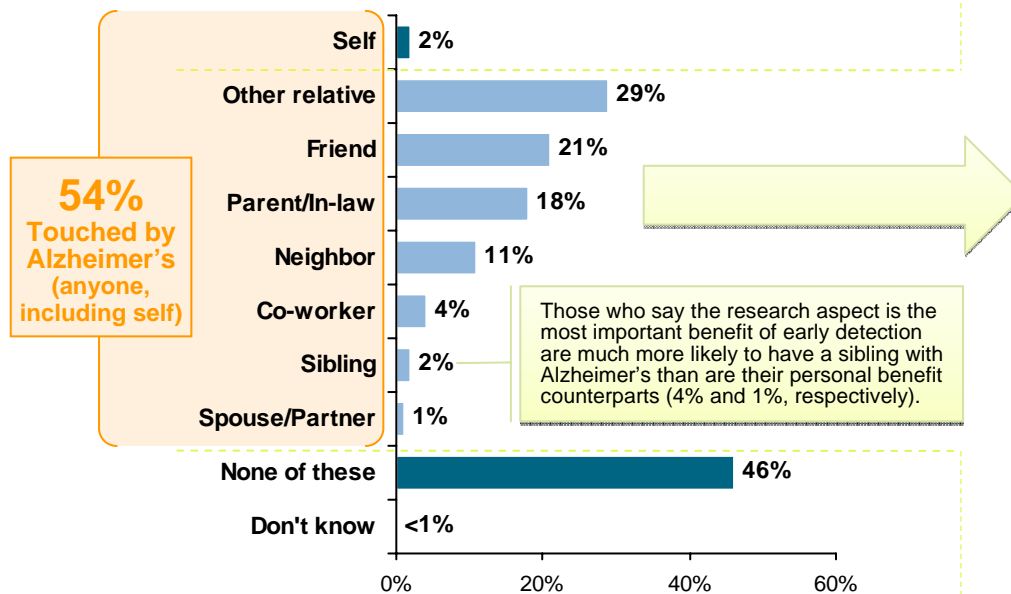
*Commissioned by Fidelity Investments  
Conducted by Harris Interactive*

*April 2009*

# Over half the population has been touched by Alzheimer's

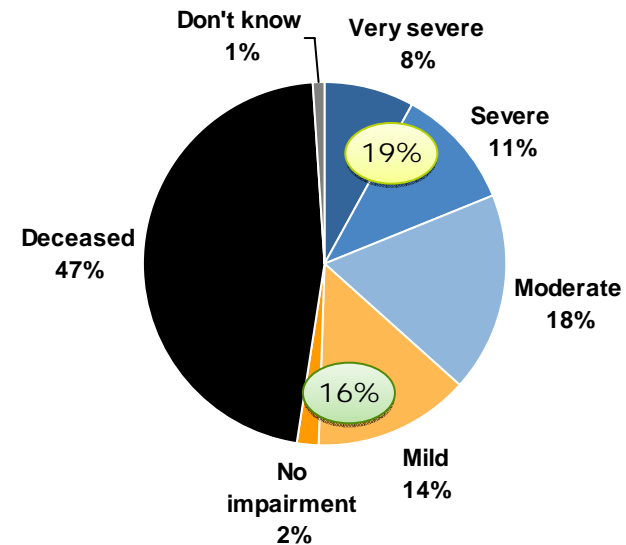
- 54% of the adult U.S. population has been touched by Alzheimer's - 2% have it themselves, and the remaining 52% know someone who has it now or knew someone who had it but is no longer living. Among those who know someone with Alzheimer's, 19% say it is at the very severe/severe stage, and another 47% say the person who has Alzheimer's is deceased.

## Touched by Alzheimer's...



## Degree of Alzheimer's Impairment

Those touched by Alzheimer's (excluding self)



BASE: Total respondents (N=1002)

Q: Have you been touched by any of the following people having Alzheimer's Disease, whether living or deceased?

BASE: Touched by Alzheimer's (excluding self) (N=572)

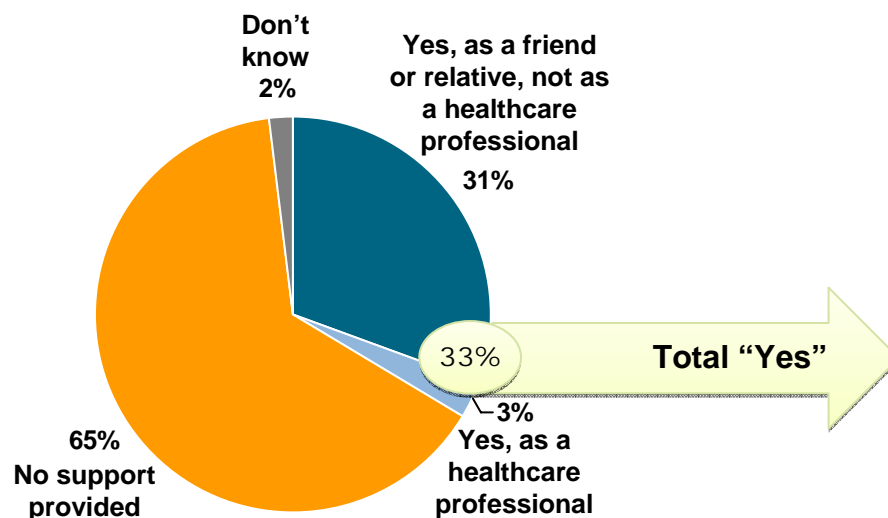
Q: At what stage would you say their Alzheimer's is?



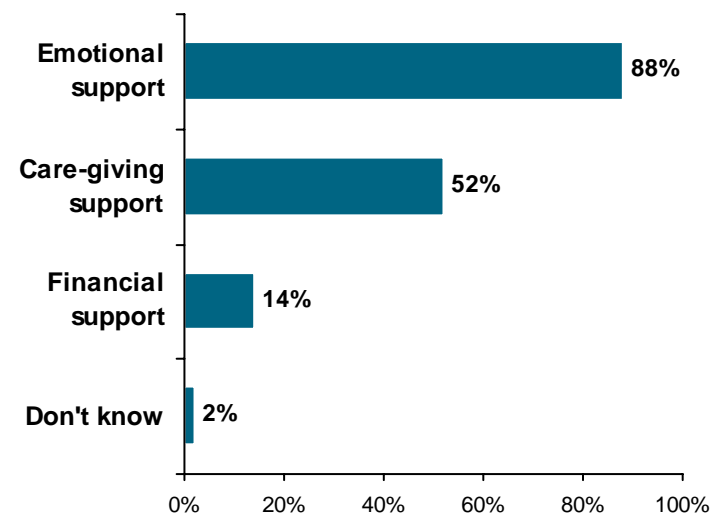
## One-third of those touched by Alzheimer's provide some level of support – typically emotional support

- Among those touched by Alzheimer's (excluding self), nearly one-third provide support as a friend or relative, another 3% provide support as a healthcare professional, and the remaining two-thirds provide no support to the person suffering from Alzheimer's. When support is provided, it most often entails emotional support, followed by care-giving support. While small in comparison, more than one person in ten is providing financial support.

Support Provided?



Type of Support Provided



BASE: Touched by Alzheimer's (excluding self) (N=572)  
Q: Do you currently provide some level of support to a person who suffers from Alzheimer's?

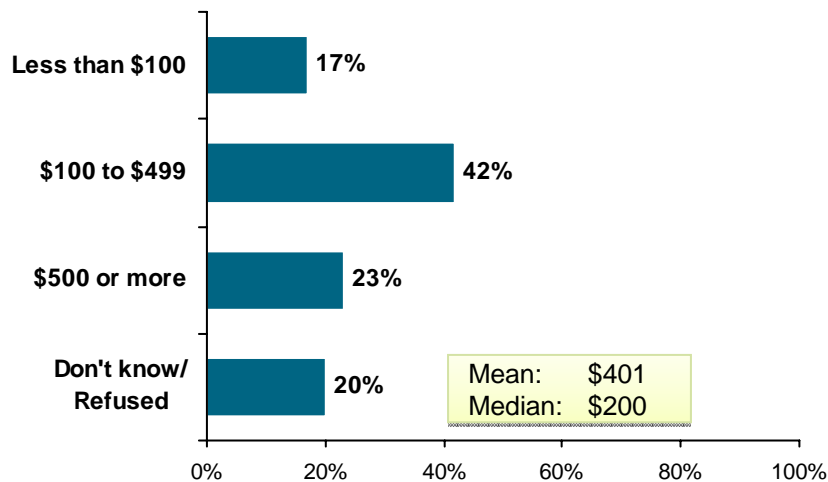
BASE: Provides support as a friend or relative (N=163)  
Q: What type of support do you provide?



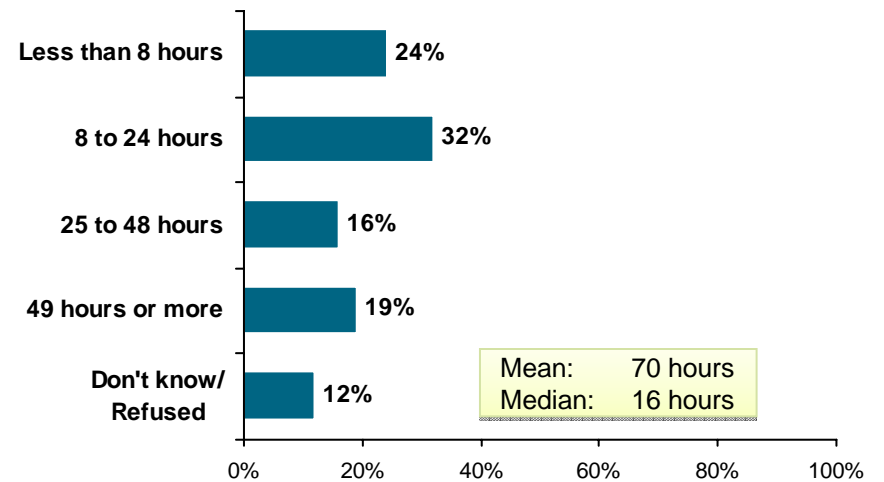
## Supporting someone with Alzheimer's is costly – in terms of money or time

- Of those providing financial support to someone with Alzheimer's, the median amount (or midpoint, with half giving more, half giving less) is \$200 per month. For those providing care-giving support give, the median amount is 16 hours a month.

**Financial Support Provided (Monthly)**



**Care-Giving Support Provided (Monthly)**



BASE: Provides financial support (N=29)

Q: Approximately how much financial support do you provide monthly?

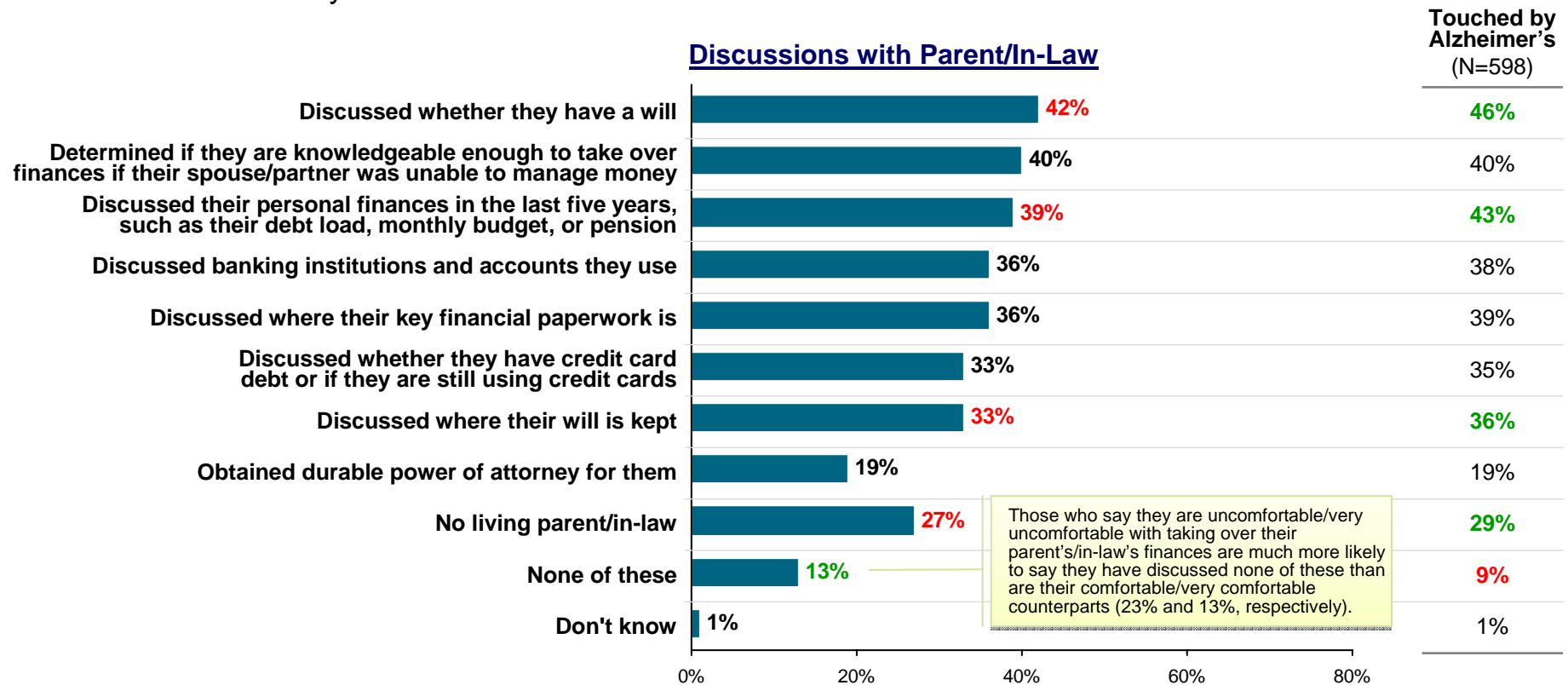
BASE: Provides care-giving support (N=83)

Q: Approximately how many hours of care-giving do you provide monthly?



## Americans touched by Alzheimer's are more likely to discuss finances with their parent/in-law

- Americans touched by Alzheimer's are more likely to have discussed with their parent/in-law whether they have a will, where the will is kept, and personal finances in the last five years than is the U.S. population as a whole. The most frequent discussions center around whether their parents/in-laws have a will, determining if knowledgeable enough to take over the finances, and the status of finances over the last five years.



BASE: Total respondents (N=1002)

Q: Which of the following have you done with a living parent or in-law?

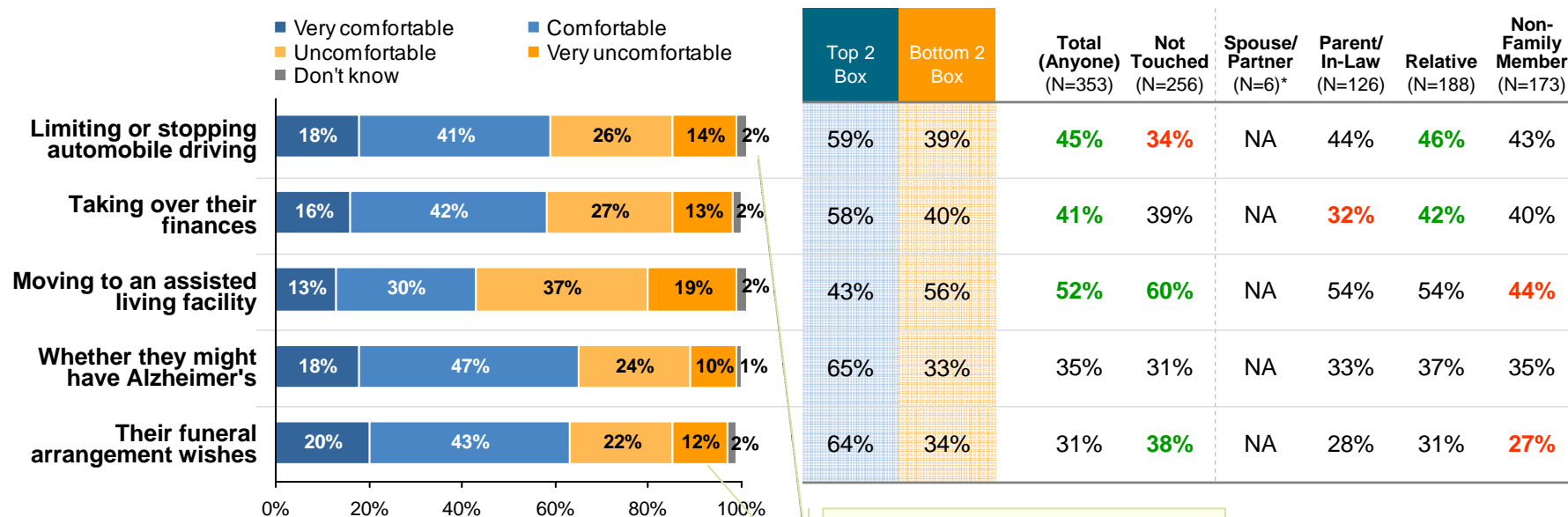


# The most uncomfortable topic to address with a parent/in-law is moving to an assisted living facility

- The more comfortable topics to address with parents/in-laws are whether they might have Alzheimer's (65% are comfortable) and funeral arrangement wishes (64% comfortable). The least comfortable topic (from list provided to survey respondents) is moving to an assisted living facility (43% comfortable).

## Comfort Level in Addressing Age-Related Topics

## Uncomfortable/Very Uncomfortable (Net): Touched by Alzheimer's



Those who are touched by someone with moderate to severe impairment are more likely than their no/mild impairment counterparts to say they would be uncomfortable/very uncomfortable addressing limiting/stopping driving (43% and 23%, respectively) or funeral arrangements (38% and 20%, respectively).

BASE: Has a living parent/in-law (N=613)

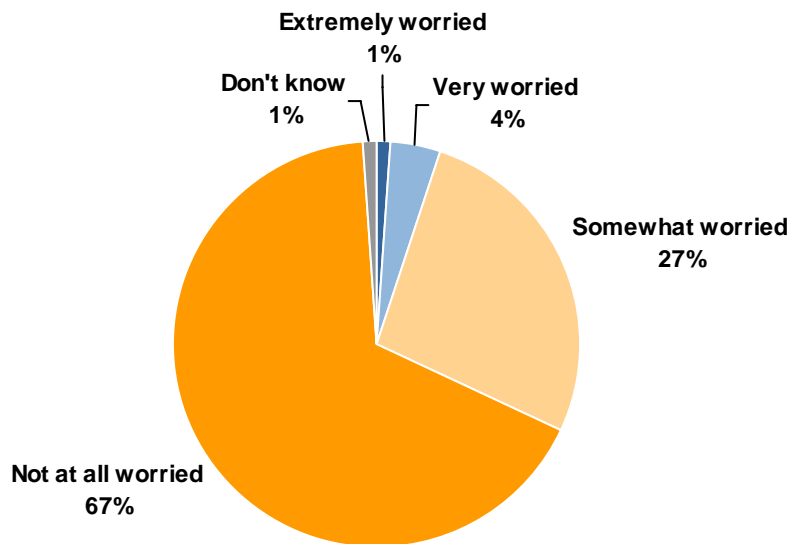
Q: How comfortable would you be addressing each of the following age-related topics with a parent or in-law?

\* Base too small

## ▶ More than 1 person in 3 is worried about getting Alzheimer's

- Among those who do not personally have Alzheimer's, one-third are worried about getting Alzheimer's (5% are either extremely or very worried). This concern is heightened among those who have a parent/in-law with Alzheimer's.

### Worried About Getting Alzheimer's Themselves



### Touched by Alzheimer's

	Total (Anyone) (N=572)	Not Touched (N=400)	Spouse/ Partner (N=14)*	Parent/ In-Law (N=207)	Relative (N=274)	Non-Family Member (N=315)
Extremely worried	2%	1%	NA	2%	3%	3%
Very worried	3%	5%	NA	4%	2%	2%
Somewhat worried	31%	24% <sup>L</sup>	NA	38%	32%	34% <sup>H</sup>
Not at all worried	64%	70%	NA	56%	62%	59%
Don't know	1%	<1%	NA	0%	1%	1%

BASE: Does not personally have Alzheimer's (N=976)

Q: How much do you worry about being diagnosed with Alzheimer's yourself?

\*Base too small

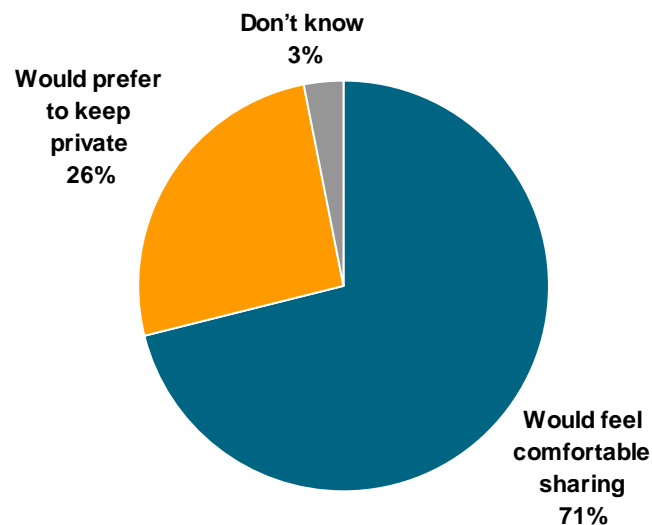
<sup>H</sup> Result significantly higher than the corresponding <sup>L</sup> result



## There doesn't appear to be a stigma attached to Alzheimer's – most Americans would feel comfortable sharing the diagnosis with others

- 7 in 10 Americans would be comfortable sharing their own or their loved one's Alzheimer's diagnosis with others. Only one-quarter would prefer to keep it private.

### How They Would Handle Revelation of Alzheimer's



### Touched by Alzheimer's

	Total (Anyone) (N=598)	Not Touched (N=400)	Spouse/ Partner (N=17)*	Parent/ In-Law (N=216)	Relative (N=286)	Non-Family Member (N=329)
Would feel comfortable sharing	71%	71%	NA	68%	71%	74%
Would prefer to keep private	26%	26%	NA	26%	27%	24%
Don't know	3%	3%	NA	5%	3%	3%

BASE: Total respondents (N=1002)

Q: If you or a loved one were in the early stages of Alzheimer's, would you feel comfortable sharing this information with others, or would you prefer to keep it private?

\* Base too small

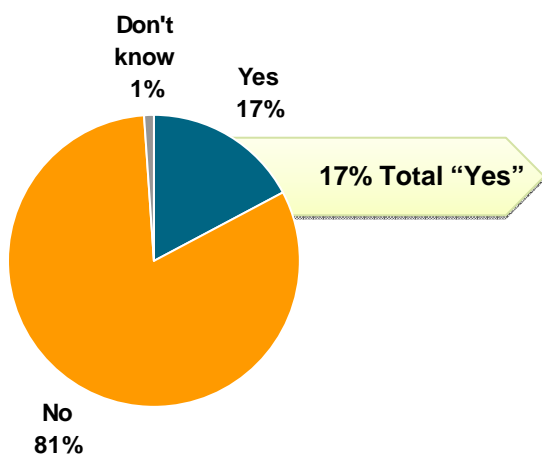




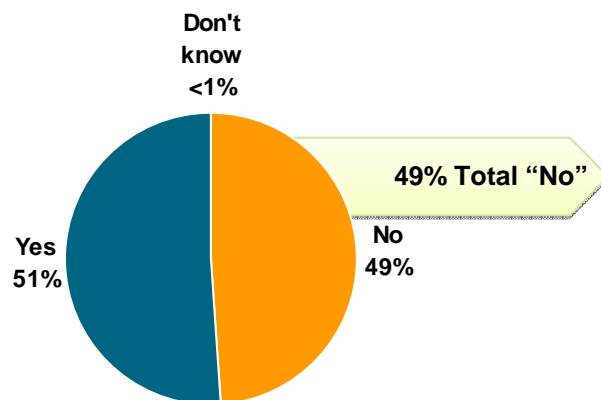
# Nearly 2 Americans in 10 suspect they know someone with Alzheimer's who has not sought diagnosis or treatment

- Nearly 2 in 10 Americans believe they know someone with Alzheimer's who has not sought diagnosis/treatment. Of those, half have encouraged that person to seek diagnosis or treatment.

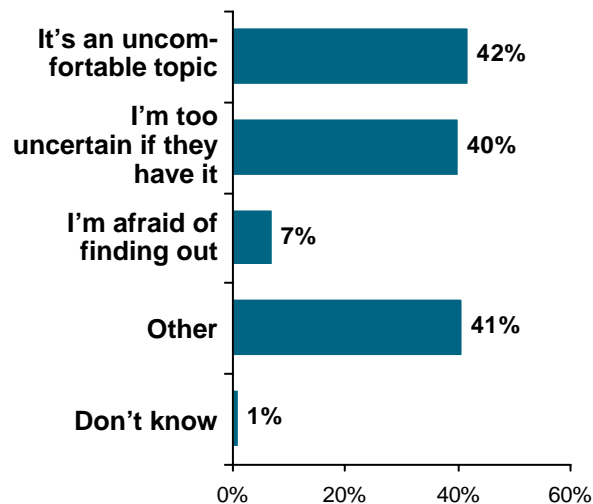
## Suspect Anyone They Know Has Alzheimer's?



## Encouraged Person to Seek Diagnosis or Treatment?



## Reasons for Not Encouraging Diagnosis/Treatment



BASE: Total respondents (N=1002)  
Q: Do you believe you know someone who might have Alzheimer's but has not sought diagnosis or treatment?

BASE: Suspects someone they know has Alzheimer's (N=178)  
Q: Have you encouraged that person to seek diagnosis or treatment?

BASE: Has not encouraged person to seek diagnosis or treatment (N=86)  
Q: Why have you not encouraged that person to seek diagnosis or treatment?

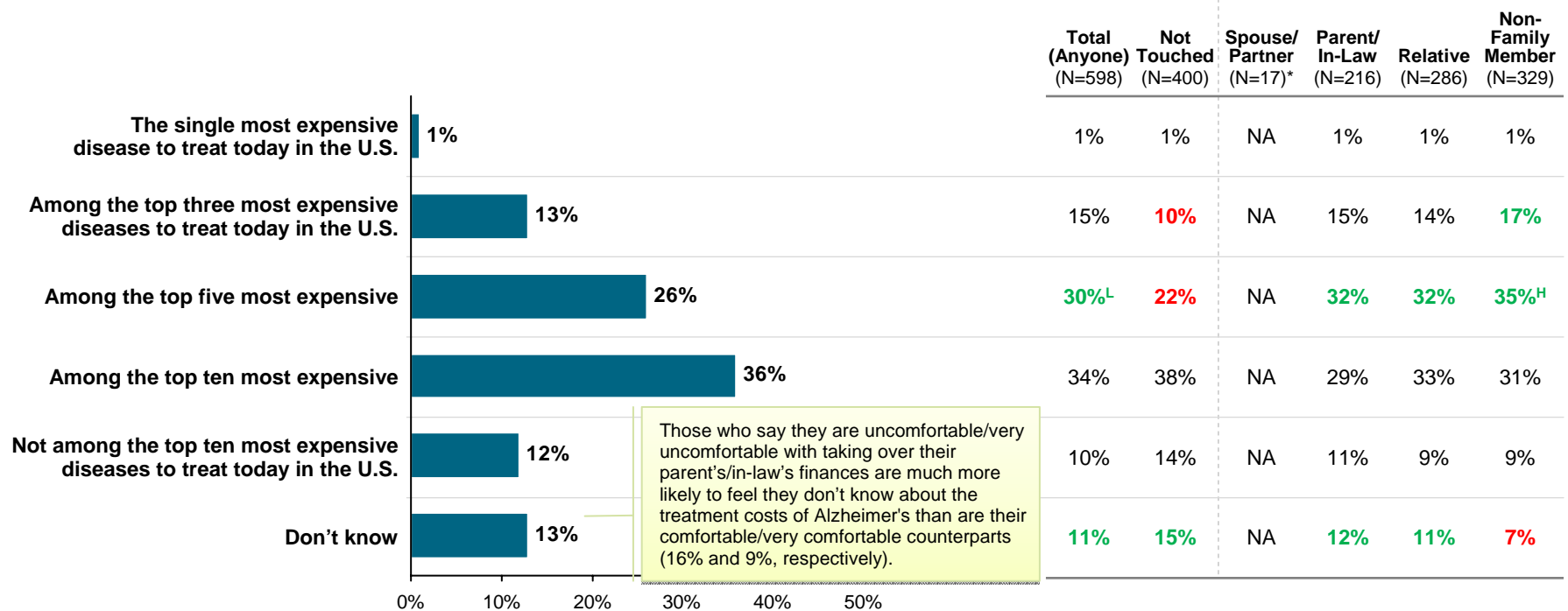


# Americans do not realize the financial impact Alzheimer's has on our country

- Only 13% of the U.S. population recognizes that Alzheimer's is one of the top three most expensive diseases to treat. The majority (62%) think it is either among the top five or top 10 most expensive diseases to treat. Another 25% don't know or believe it's not even among the top 10 most expensive diseases to treat.

## Treatment Costs of Alzheimer's

## Touched by Alzheimer's



BASE: Total respondents (N=1002)

Q: Do you think Alzheimer's is...

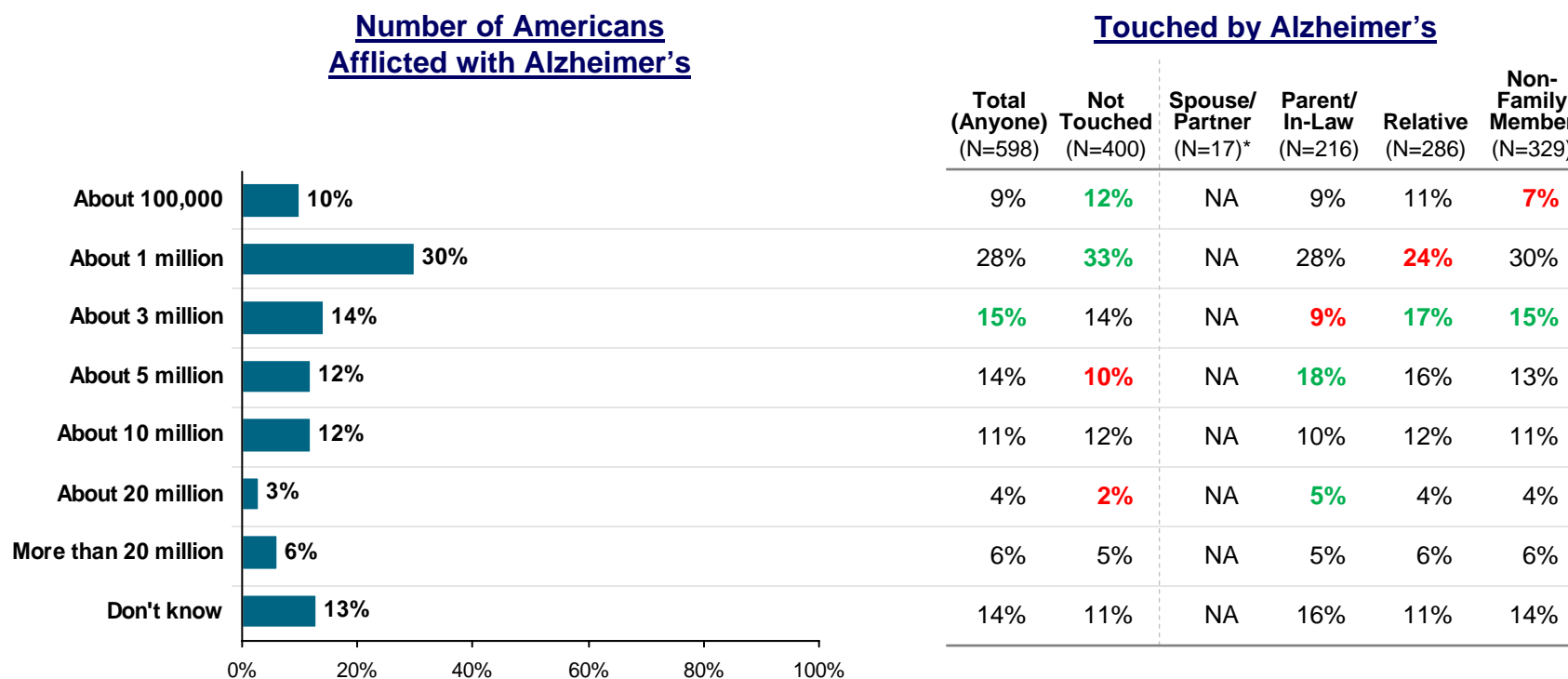
\* Base too small

<sup>H</sup> Result significantly higher than the corresponding <sup>L</sup> result



## There is no clear consensus among the U.S. population as to how many Americans suffer from Alzheimer's

- Nearly one-third of the U.S. adult population believes there are about one million Alzheimer's sufferers. The other 70% are distributed across the board as to how many American Alzheimer's sufferers they think there are.



BASE: Total respondents (N=1002)

Q: How many Americans do you think suffer from Alzheimer's today?

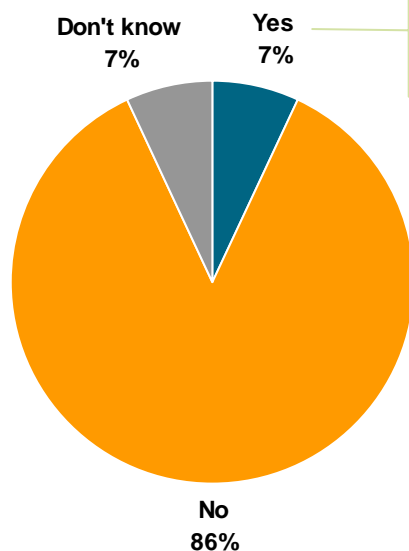
\* Base too small



## Most Americans understand there is no cure for Alzheimer's, but many do not understand how the diagnosis is made

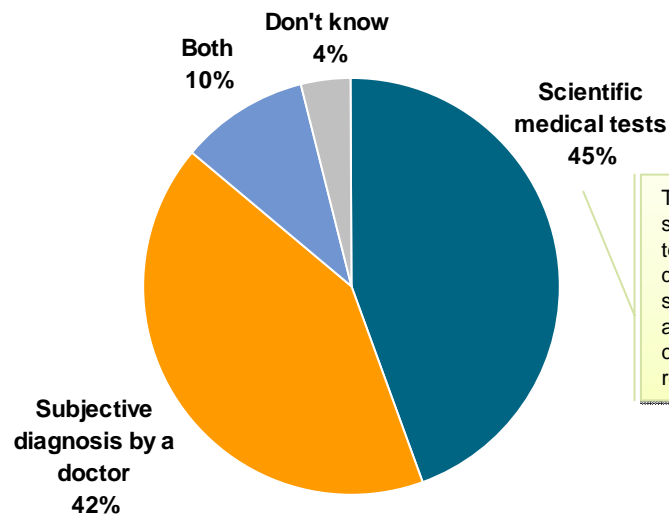
- Nearly 9 in 10 Americans understand there is not a cure for Alzheimer's. Support providers are more likely to believe there is a cure than are non-support providers. A majority feels that diagnosis is made via specific biological tests (45%) or biological tests along with physician interpretation of physical and psychological measures and patient history (10%). Support providers are more likely than those not providing support to understand that a diagnosis is made by ruling out other causes of dementia and interpreting tests and changes over time.

### Cure for Alzheimer's?



Those who provide any type of support are twice as likely to feel there is a cure than are their provide-no-support counterparts (12% and 6%, respectively).

### Diagnosis of Alzheimer's



Those who do not provide support are much more likely to feel an Alzheimer's diagnosis is based on scientific medical tests than are their provide-support counterparts (47% and 35%, respectively).

BASE: Total respondents (N=1002)

Q: Is there a cure for Alzheimer's?

BASE: Total respondents (N=1002)

Q: Do you think Alzheimer's is a diagnosis based on scientific medical tests or a subjective diagnosis by a doctor?



# Appendix

## Methodology

Population Studied:	<ul style="list-style-type: none"><li>▪ U.S. residents, 18 years of age or older</li></ul>
Sample Size:	<ul style="list-style-type: none"><li>▪ A total of 1,002 surveys were collected</li></ul>
Data Collection:	<ul style="list-style-type: none"><li>▪ Surveys were conducted via telephone between February 6-8, 2009</li></ul>
Weighting:	<ul style="list-style-type: none"><li>▪ Data was weighted to be representative of the U.S. population on the basis of age by gender, education, region, and race/ethnicity</li></ul>
Significance Testing at 95% Level of Confidence:	<ul style="list-style-type: none"><li>▪ A <b>green</b> number indicates it is significantly higher than a corresponding <b>red</b> number</li></ul>

## Demographic Profile

### Gender N=1002

Male	48%
Female	52%

### Respondent Age N=1002

18-34	31%
35-44	19%
45-54	20%
55-64	15%
65+	16%

MEAN = 45.7

### Race/Ethnicity N=1002

White	73%
Black/African American	12%
Hispanic, Spanish, Latino	15%
Other	2%
Decline to answer	3%

### Education N=1002

High school incomplete	8%
High school graduate	27%
College incomplete	27%
College graduate	38%

### Total Household Income N=1002

Less than \$25,000	15%
\$25,000 to < \$50,000	24%
\$50,000 to < \$100,000	27%
\$100,000 to < \$125,000	8%
\$125,000 or more	9%
Don't know/refused	12%

MEAN = \$63,100

### Household Size N=1002

One	17%
Two	36%
Three or more	47%

MEAN = 2.8

### Children in Household N=1002

None	61%
One or more	39%
Under 12	28%
12-17	18%

### Region N=1002

Northeast	19%
North Central	22%
South	37%
West	23%

### Primary Residence N=1002

Metro	78%
Non-metro	22%