

# FIVE-COUNTRY ALZHEIMER'S DISEASE SURVEY

## HARVARD SCHOOL OF PUBLIC HEALTH AND ALZHEIMER EUROPE

### Key Findings from a Five-Country Survey of Public Attitudes about Alzheimer's Disease

#### EXECUTIVE SUMMARY

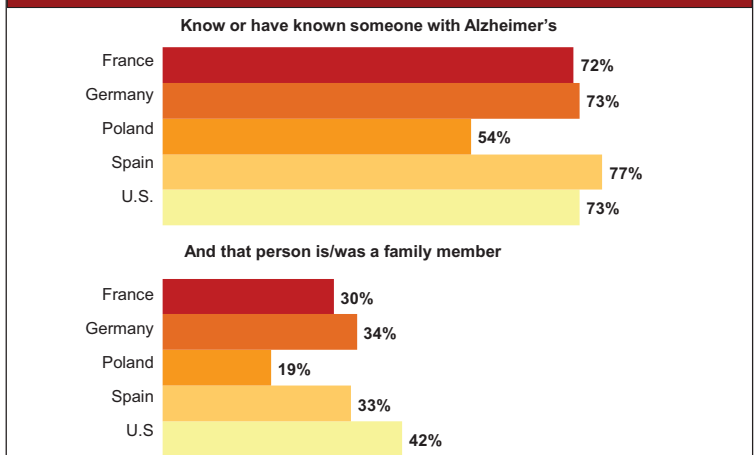
This report summarizes the findings from a survey in five countries of the public's understanding of Alzheimer's disease and their willingness to seek diagnosis if they experience symptoms.

#### MAJORITY OF PUBLIC HAVE PERSONAL EXPERIENCE WITH ALZHEIMER'S DISEASE

The survey found a large proportion of the public has had some sort of experience with Alzheimer's disease. Majorities in all five countries say that they know or have known someone with Alzheimer's disease, including about seven in ten in France (72%), Germany (73%), Spain (77%), and the U.S. (73%), and 54% in Poland.

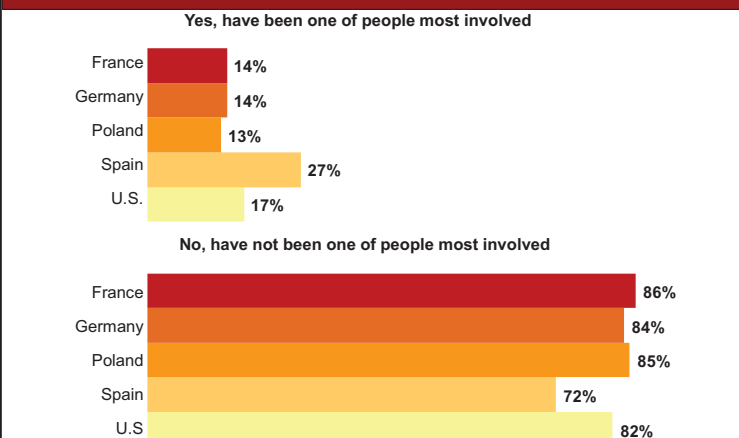
In addition, about three in ten have personal experience with a family member with Alzheimer's disease. Experience with a family member ranges from 19% in Poland to 42% in the U.S.

#### Public's Experience with Knowing Someone with Alzheimer's Disease



Harvard School of Public Health/Alzheimer Europe Five-Country Alzheimer's Disease Survey, February, 2011

#### Public's Experience with Being One of People Most Involved in Decision-making, Financial Support or Day-to-Day Caretaking for Someone with Alzheimer's Disease



Harvard School of Public Health/Alzheimer Europe Five-Country Alzheimer's Disease Survey, February, 2011

About one in seven have had significant life experience in giving support to someone who has Alzheimer's disease. Between 13% (Poland) and 27% (Spain) report that they have been one of the people most involved in decision-making, financial support, or day-to-day care for someone with Alzheimer's disease.

# FIVE-COUNTRY ALZHEIMER'S DISEASE SURVEY

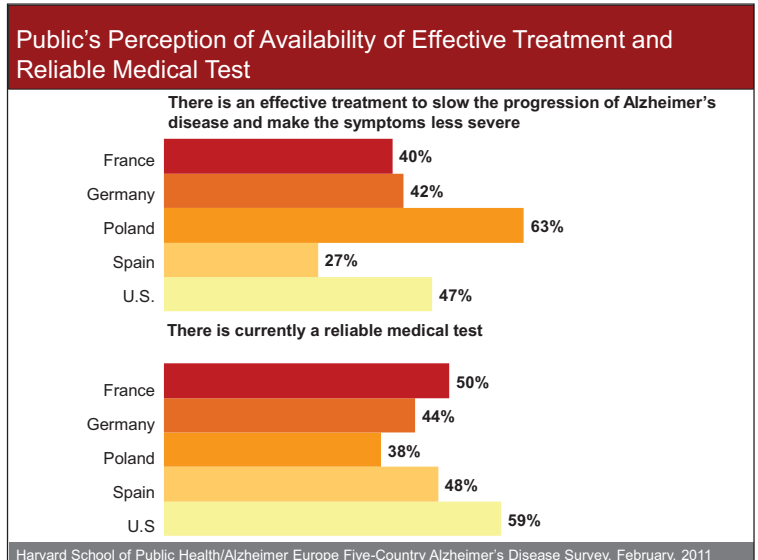
## HARVARD SCHOOL OF PUBLIC HEALTH AND ALZHEIMER EUROPE

### MANY BELIEVE EFFECTIVE TREATMENT TO SLOW THE PROGRESSION OF THE DISEASE AND MAKE SYMPTOMS LESS SEVERE IS CURRENTLY AVAILABLE

The public were asked about the availability of effective treatment for Alzheimer's disease. Many believe there is now an effective medical or pharmaceutical treatment to slow the progression of Alzheimer's disease and make the symptoms less severe. Between 27% (Spain) and 63% (Poland) think such a treatment exists today.

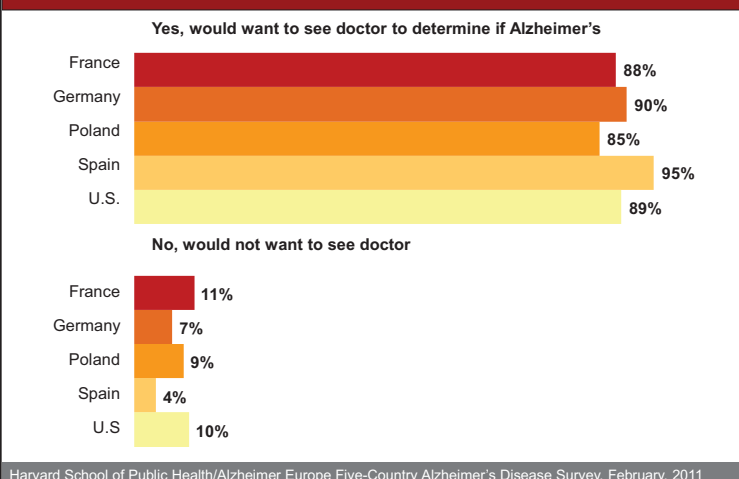
### SIGNIFICANT PORTION OF THE PUBLIC IN ALL FIVE COUNTRIES BELIEVES RELIABLE TEST AVAILABLE

The survey asked about the current availability of a reliable test to determine if someone exhibiting symptoms has Alzheimer's. Nearly half believe there is a test for Alzheimer's disease. Between 38% (Poland) and 59% (U.S.) believe there is currently a reliable medical test to determine if a person suffering from confusion and memory loss is in the early stages of Alzheimer's disease.



### MOST REPORT WOULD SEE DOCTOR FOR DIAGNOSIS IF HAD SYMPTOMS

#### Public Attitudes about Wanting to See a Doctor If They Were Exhibiting Signs of Confusion and Memory Loss



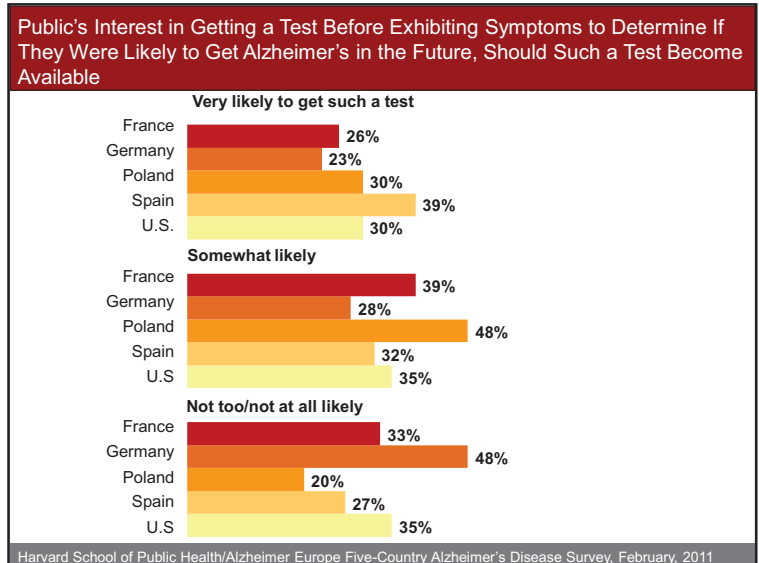
People were asked about whether they would see a doctor to get a diagnosis if they were exhibiting symptoms possibly associated with Alzheimer's. More than eight in ten adults (from 85% in Poland to 95% in Spain) say that if they were exhibiting confusion and memory loss, they would go to a doctor to determine if the cause of the symptoms was Alzheimer's disease.

# FIVE-COUNTRY ALZHEIMER'S DISEASE SURVEY

## HARVARD SCHOOL OF PUBLIC HEALTH AND ALZHEIMER EUROPE

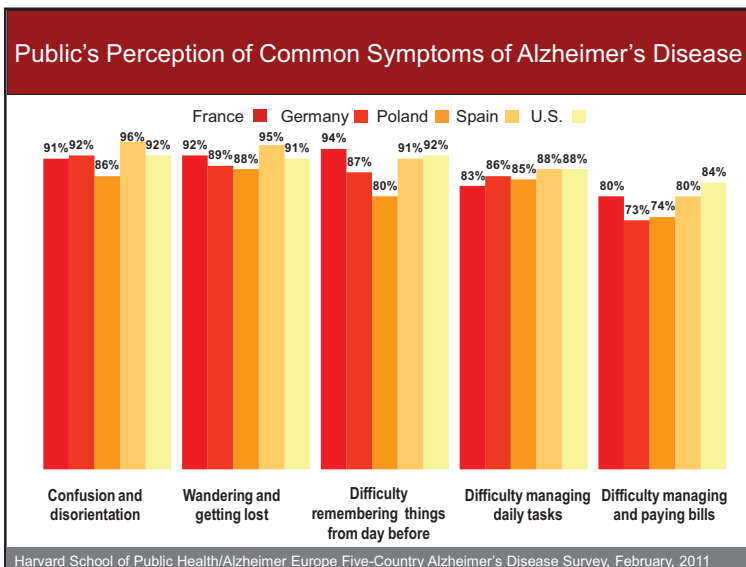
### SIGNIFICANT PUBLIC INTEREST IN EARLY DIAGNOSTIC TESTING

The survey asked people about whether they would want to take a medical test, if one became available in the future, which would tell them before they had symptoms if they would get Alzheimer's disease. The survey found considerable public interest in such a test. About three in ten (from 23% in Germany to 39% in Spain) say they would be "very likely" to get a test for early diagnosis.



### GENERAL AGREEMENT ON SOME SYMPTOMS OF ALZHEIMER'S, DISAGREEMENT ON OTHERS

The survey asked about a range of possible symptoms that might be associated with Alzheimer's and found that there is widespread belief that certain symptoms are characteristic of the disease. Large majorities in each of the countries see each of the following as being a common symptom of Alzheimer's:



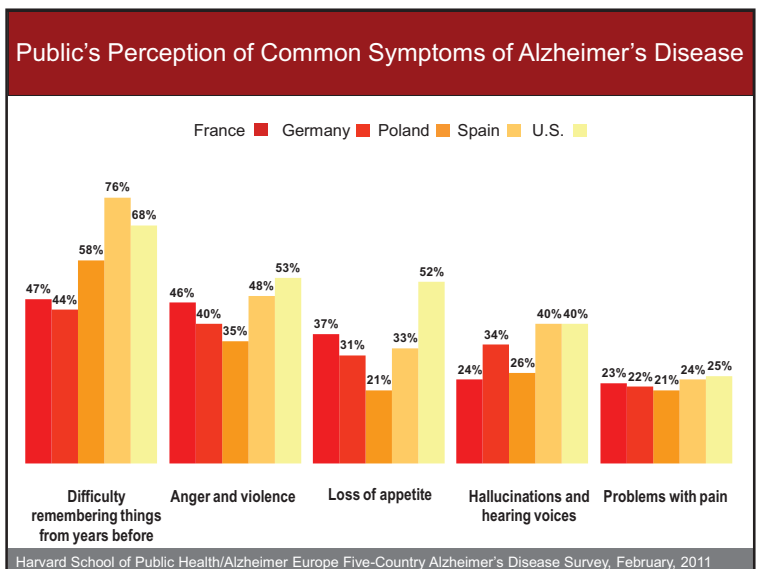
confusion and disorientation, wandering and getting lost, difficulty remembering things in their life from the day before, difficulty managing daily tasks, and difficulty managing and paying bills.

There was less agreement on whether certain other symptoms are characteristic of Alzheimer's. Opinion is divided between countries on whether each of the following is a common symptom of

# FIVE-COUNTRY ALZHEIMER'S DISEASE SURVEY

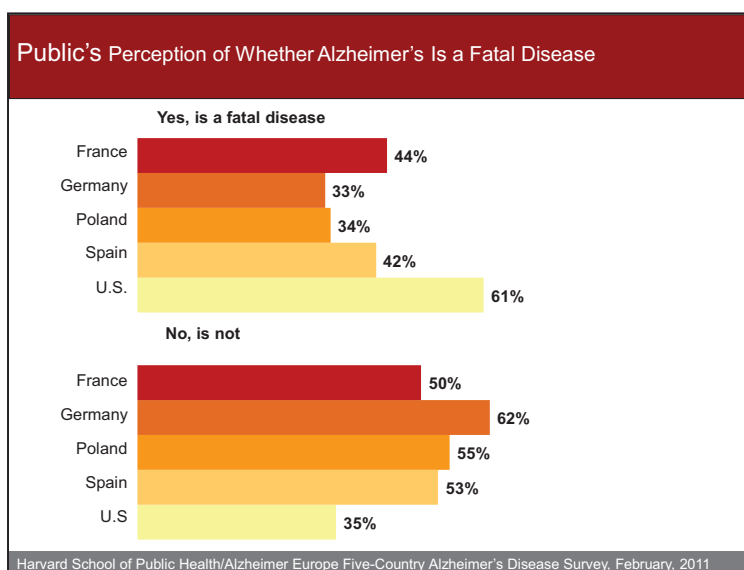
## HARVARD SCHOOL OF PUBLIC HEALTH AND ALZHEIMER EUROPE

Alzheimer's disease: difficulty remembering things in their life from years before (the proportion saying it is a common symptom ranges from 44% to 76%), anger and violence (35% to 53%), and loss of appetite (21% to 52%). Less than half of people in all five countries believe that hallucinations or hearing voices and problems with pain are common symptoms.



### LARGE NUMBERS DO NOT BELIEVE ALZHEIMER IS A FATAL DISEASE

The public was asked whether Alzheimer's is a fatal disease. About four in ten believe that Alzheimer's disease is, with considerable variation between countries (33% in Germany to 61% in the U.S.), while between a third and two-thirds believe it is not (35% in the U.S. to 62% in Germany).

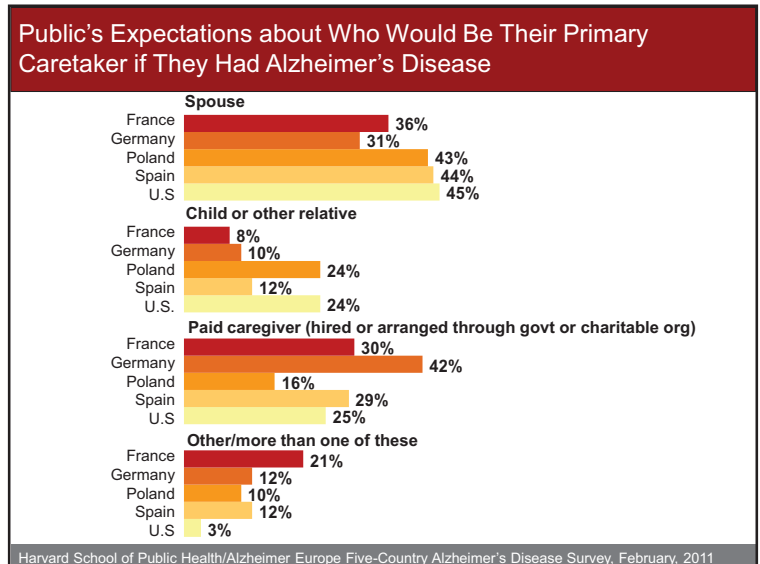


# FIVE-COUNTRY ALZHEIMER'S DISEASE SURVEY

## HARVARD SCHOOL OF PUBLIC HEALTH AND ALZHEIMER EUROPE

### FAMILY MEMBERS SEEN AS CRITICAL TO PROVIDING CARE

People were asked whom they expected to provide care for them if they should get Alzheimer's disease: a spouse, a child, another relative, a friend, a hired caregiver, or a caregiver provided by the government or a charity. In three of the five countries, a majority believe that if they had Alzheimer's disease, a family member would be their primary caretaker. This is most often expected to be a spouse (between 31% in Germany and 45% in the U.S.). Significant minorities (between 16% in Poland and 42% in Germany) expect care to come from a paid caretaker, either hired or arranged through the government or a charitable organization.

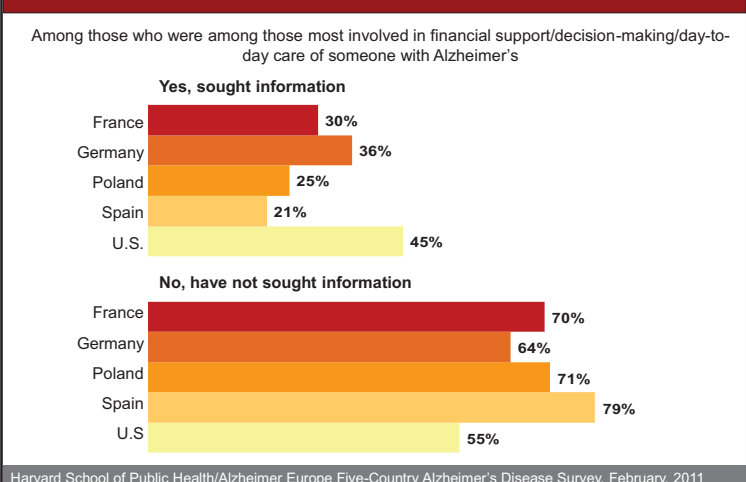


### MOST WHO WOULD BENEFIT FROM INFORMATION HAVE NOT SOUGHT IT FROM ALZHEIMER'S ORGANIZATIONS

Those members of the public who reported having significant life experience through financial or caregiving involvement with people who have Alzheimer's disease were asked about whether they had ever sought information from an Alzheimer's

organization. Between 21% (Spain) and 45% (U.S.) say they have gone to an Alzheimer's association for more information, with majorities in all countries saying they had not (from 55% in U.S. to 79% in Spain).

#### Experience Seeking Information on Alzheimer's Disease from an Alzheimer's Association

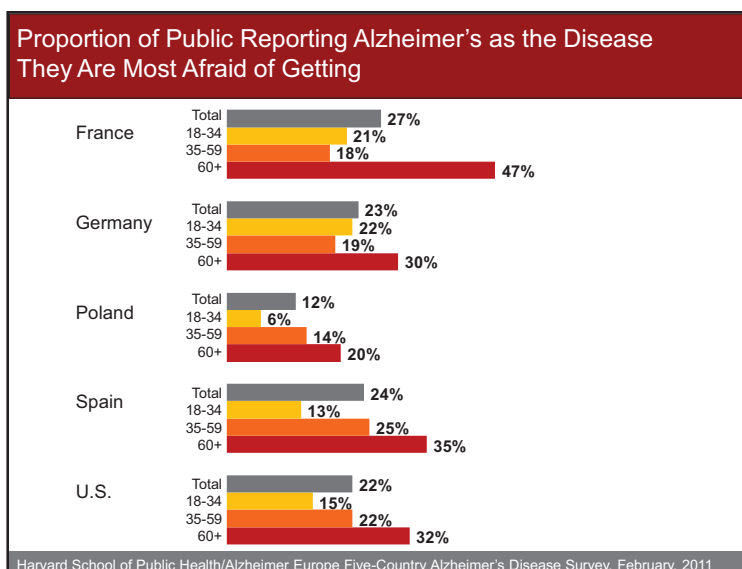


# FIVE-COUNTRY ALZHEIMER'S DISEASE SURVEY

## HARVARD SCHOOL OF PUBLIC HEALTH AND ALZHEIMER EUROPE

### ALZHEIMER'S DISEASE RANKED AS A MAJOR CONCERN IN MANY COUNTRIES

The public in five countries were asked about their level of concern about Alzheimer's disease. When asked to choose from a list of seven diseases the one they were most afraid of getting, about one-fourth of adults in four of the five countries say they most fear getting Alzheimer's disease. The proportion citing Alzheimer's disease ranges from 12% in Poland to 27% in France. Fear of getting Alzheimer's disease is highest among those aged 60 and over (20% to 47%) and lowest among 18-34 year-olds (6% to 22%).



### METHODOLOGY

The Five-Country Alzheimer's Disease Survey was designed and analyzed by the Harvard School of Public Health and Alzheimer Europe. Fieldwork was conducted via telephone (landline and cell phone) with nationally representative random samples of adults age 18 and older in five countries by TNS, an independent research company based in London,

	Interview Dates	Total Interviews	Margin of Error
France	February 7-14, 2011	529	+/-4.3%
Germany	February 7-19, 2011	499	+/-4.4%
Poland	February 7-10, 2011	509	+/-4.3%
Spain	February 8-13, 2011	502	+/-4.4%
U.S.	February 7-27, 2011	639	+/-3.9%

The survey was supported by a grant to Alzheimer Europe from Bayer AG. Bayer was not involved in the design of the survey or the analysis of the findings.