

What Matters Most Insights Survey: Depression Diagnosis



- **23%** believe they are depressed
 - **11%** unsure
 - **80%** of this group officially diagnosed
- **90%** believe that depression affects the brain & brain health
 - **63%** say the impact is significant
- **39%** think depression has affected their brain health
 - **24%** unsure

- **60%** feel SOMEWHAT / VERY INFORMED about effects of depression
- **13%** feel TOTALLY UNINFORMED about effects of depression
- Information largely obtained online (58%), from HCPs (54%), and from TV (18%)

Respondents largely over age 65 (67%), Caucasian (92%), female (78%), college educated or greater (73%)

N=640 (ADRD/MCI diagnosis: 55; high risk for ADRD: 169; current caregivers: 72; former caregivers: 191; general interest in brain health: 153)