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New Study Reveals America's Fear of Aging

Aegis Living Study Says Women More Likely to Worry About Memory than Men

More Funding for Alzheimer's Research Urgently Needed

MAY 18TH, 2015 (SEATTLE) According to a new Aegis Living Study on Attitudes Toward Aging, adults of all generations are equally as likely to worry about what will happen to their memory as they age (72% Millennials, 75% Gen X, 77% Boomers, 69% Builders), which may help explain why nearly half of all adults (45%) agree they are scared of aging, particularly Millennials (47%), Gen X'ers (51%), and Boomers (43%). The study was conducted online by Harris Poll in April, 2015 among more than 2,000 U.S. adults ages 18+.

"This study shines a light on a national issue that demands more attention. The more we're aware of Alzheimer's and dementia, the more research funding will start to flow. It simply has to," says Dr. Shirley Newell, Aegis Living Chief Medical Officer. "We wanted to get a handle on what America is thinking about regarding an issue that faces our residents every day. And that's what we have with these new numbers."

Women More Worried than Men

The study also reveals that women are more likely than men to worry about what will happen to their memory as they age (77% vs. 70%, respectively) and be scared of aging (48% vs. 41%, respectively), and their fears may not be unfounded. The majority of Aegis Living residents are women and according to the Alzheimer's Association, two-thirds of the 5 million seniors with Alzheimer's disease are women. Women in their 60's are about twice as likely to develop Alzheimer's disease over the rest of their lives as they are to develop breast cancer. The Alzheimer's Association <https://alz.org/abam/> has designated June as Alzheimer's Awareness and Brain Awareness Month.

More Funding Urgently Needed for Alzheimer's Research

According to the Alzheimer's Association, U.S. direct cost of caring for people with Alzheimer's in 2015 is \$226 billion. By 2050, it will skyrocket to \$1.2 trillion. Last year, more than \$5 billion was spent on cancer research. \$4 billion was spent on heart disease research and yet only \$500 million was devoted to Alzheimer's research.

Top Five Signs of Dementia <http://www.aegisliving.com/resource-center/5-signs-of-dementia/>

1. Problems with Vision
2. Mood and Personality Changes
3. Poor Judgement and Difficulty Making Decisions
4. Misplacing or Losing Things
5. Forgetfulness

(Dementia is an umbrella term for a decline in mental ability that is necessary for day-to-day function. Although there is no specific disease related to dementia, Alzheimer's accounts for 60-80 percent of all cases of mental decline – Alzheimer's Association)

About the Survey

The survey was conducted online by Harris Poll on behalf of Aegis Living, between April 23rd and April 27th, 2015 among 2,015 U.S. adults ages 18+. For complete research method, including weighting variables and subgroup sample sizes, please contact John Yeager at Aegis Living John.Yeager@aegisliving.com

About Aegis Living

[Aegis Living](#) is a national leader in retirement, assisted living and Alzheimer's care providing the finest in senior lifestyle emphasizing health, quality of life, well-being and community. Aegis Living is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington, privately held Aegis Living operates 30 communities in Washington, California and Nevada with 7 in development, including Aegis of Queen Anne on Galer (Seattle [HYPERLINK](#)). Many Aegis Living residents live with Alzheimer's disease or other forms of dementia.

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