



Accelerate Cure/Treatments for Alzheimer's Disease

SURVEY OF BABY BOOMERS' ATTITUDES AND PERCEPTIONS ABOUT THE PERSONAL AND SOCIETAL IMPACT OF ALZHEIMER'S DISEASE

TOP LINE SURVEY RESULTS

SURVEY PURPOSE

The ACT-AD Coalition commissioned a survey of Baby Boomers, born between 1946 and 1964, to better understand the attitudes, perceptions and concerns regarding Alzheimer's disease (AD). Primary objectives of the research program include:

- Measuring consumer awareness of AD
- Examining personalized views of AD and tolerance for limitations associated with the disease
- Evaluating depth of knowledge relating to the treatment of AD
- Understanding any misconceptions about the severity of AD
- Identifying level of public support for broader and more immediate access to treatments

SURVEY METHODOLOGY

A total of 1,009 web-based interviews were conducted among Baby Boomers. Soft quotas were set by geographic region, gender and age, consistent with 2005 census population numbers. Respondents were drawn from Greenfield's Online panel and invited to participate via email. Each email invitation contained a URL link to a web-based survey hosted by Opinion Research Corporation. Unique passwords were assigned to all survey participants to ensure that respondents completed a survey only once.

All respondents were screened online for the following:

- Gender
- Age
- Geographic region
- Not employed in a sensitive occupation

MAJOR FINDINGS

General Health Concerns

Most Baby Boomers were fairly well informed and concerned (45% were either extremely, very or fairly worried) about the impact Alzheimer's could have on their future quality of life, but not as immediately worried as they were about other high profile health conditions that are current concerns to their well-being.

	Extremely Worried	Very Worried	Fairly Worried	Not Very Worried	Not At All Worried
Cardiovascular Disease	14%	21%	34% (69%)	18%	13% (31%)
Arthritis	11%	15%	35% (62%)	25%	13% (38%)
High Cholesterol	8%	14%	31% (53%)	28%	18% (47%)
High Blood Pressure	8%	16%	28% (53%)	27%	20% (47%)
Obesity	9%	13%	23% (46%)	27%	27% (54%)
Diabetes	8%	11%	27% (45%)	32%	23% (55%)
Alzheimer's	7%	10%	29% (45%)	33%	22% (55%)
Avian Flu	4%	6%	19% (28%)	37%	35% (72%)
HIV/AIDS	2%	2%	6% (10%)	26%	64% (90%)

Consider the Future and Readiness to Deal with AD

When presented with the facts about Alzheimer's and asked to imagine how it might limit their own lives in specific respects by the time they were 70, Boomers responded with real concern.

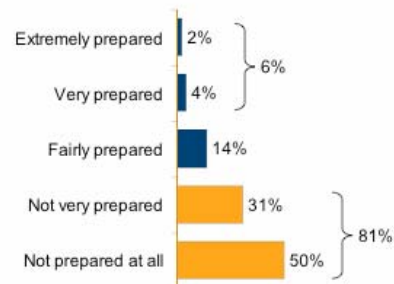
Financial Readiness

Most Boomers report that neither they (80%) nor their families (81%) are financially prepared to cover the costs of care should they become afflicted with Alzheimer's.

Q9 Given your current retirement savings, how confident are you that you would be able to cover the cost of care if you were diagnosed with Alzheimer's?



Q10 How prepared is your family to contribute to the cost of this care if you were diagnosed with Alzheimer's?

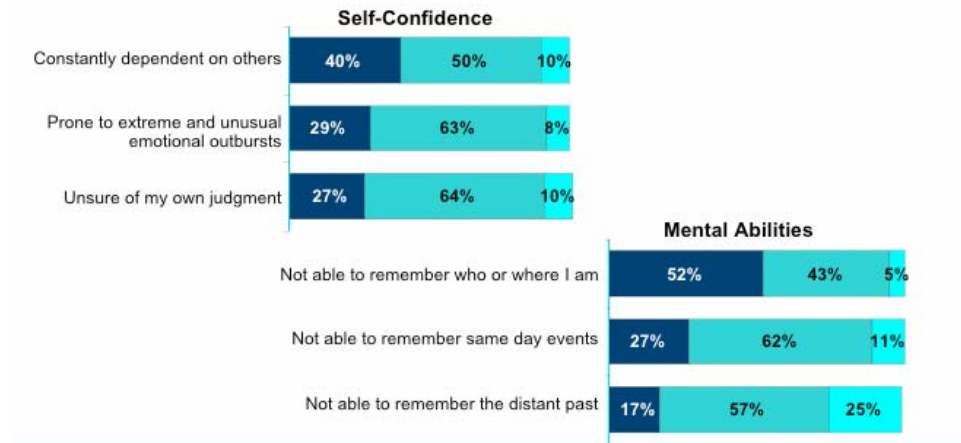


Psychological Readiness

90-95% of Boomers feel that they would be unprepared or would not find life worth living if they experienced the kinds of limitations common to Alzheimer's.

Imagine that you are 70 years old and are experiencing the following limitations that are often associated with Alzheimer's. Please rate how much you think each would affect your quality of life:

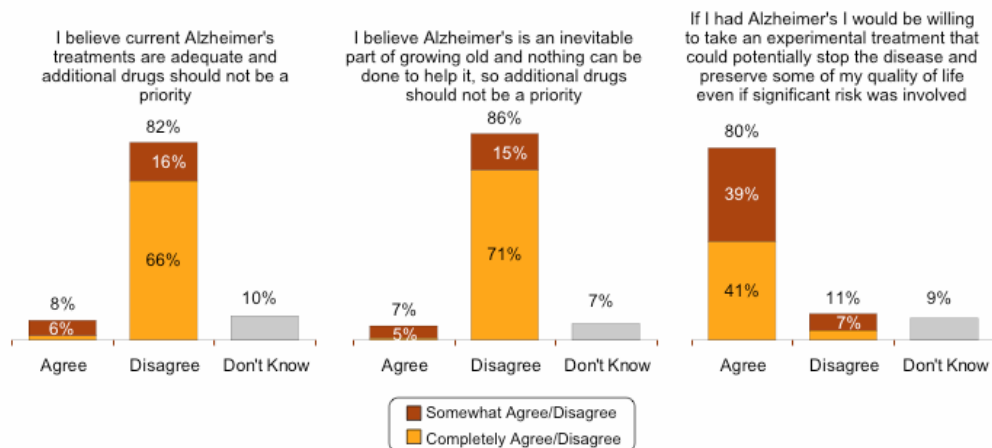
- Would make me feel that life was not worth living
- Would lower my quality of life more than I am prepared for at 70
- Would be a manageable limitation at 70



Not enough urgency to AD

Lack of therapeutic strategies...willing to take risks

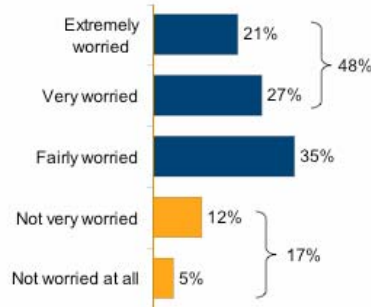
When they heard the facts about current and upcoming therapies for Alzheimer's, Baby Boomers were extremely worried about the options, saw the need for more effective options, and were willing to take risks to get them.



FDA should make AD a priority

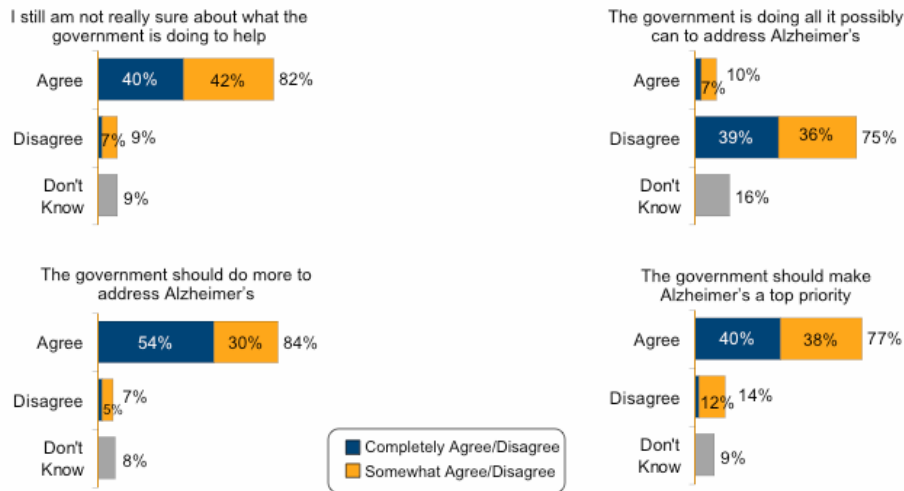
When briefed on the current response to the AD crisis from government and the FDA, Baby Boomers emphasized that Alzheimer’s was a top priority for them and that more should be done to prepare for it:

Q11 How worried are you that the healthcare system (hospitals, physician’s offices, clinics, nursing homes) may not be prepared to care for the coming growth in Alzheimer’s?



Not sure what Government is Doing

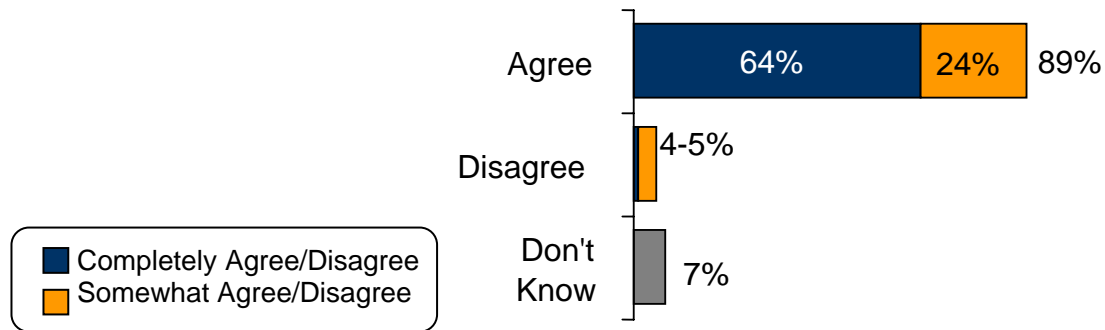
80-82% of Baby Boomers are not sure about what the government and FDA are doing to prioritize Alzheimer’s, but most (82%) feel strongly that more should be done and over 75% feel that Alzheimer’s should be made a top priority.



AD should get priority

89% feel that promising Alzheimer's drugs deserve the same priority status and fast track review that the FDA uses for drugs for other serious diseases.

Q 16 I believe promising drugs for Alzheimer's deserve the same priority status and fast track review by the FDA as promising drugs for other serious diseases



SUMMARY

Most Baby Boomers are well informed and concerned about the impact Alzheimer's could have on their future quality of life, but not as worried as they are about other higher profile health conditions such as cardiovascular disease and arthritis.

Once Baby Boomers are presented with the basic facts regarding the scope and severity of the disease, attitudes concerning Alzheimer's intensify.

- Quality of life is a major concern to Boomers of all ages. Very few believe that the effects of Alzheimer's on basic abilities (not being able to dress or toilet themselves), social interactions (not being able to recognize family members) and mental abilities (not being able to remember who or where they are) particularly, would be manageable limitations at age 70.
- Most Boomers report that neither they nor their families are financially prepared to cover the costs of care should they become afflicted with Alzheimer's.
- Most Boomers are also concerned that the US healthcare system is not prepared to deal with Alzheimer's.
- Finally, the overwhelming majority of Baby Boomers feel that the Federal government needs to do more to speed up the development of treatments for Alzheimer's.
 - The majority feel that Alzheimer's drugs should be given the same priority and fast track review that the FDA uses for drugs for other serious or terminal diseases.

- Most would be willing to take experimental drugs that have the potential to stop the disease and preserve their quality of life, even if significant risk is involved.