

# What Matters Most Insights Survey: Alcohol Use

- **91%** believe that drinking alcohol affects the brain and brain health with **55%** saying the impact is significant
- **69%** drink alcohol, at least some of the time; 41% have 3 or more drinks a week
- **3%** believe they are alcoholic
- **28%** have drunk alcohol routinely

- 7% believe drinking has affected their brain health (26% are unsure)
- 75% believe there is a connection between alcohol and depression (22% are “unsure”)
  - 8% feel totally uninformed about effects of alcohol
  - Information largely obtained online (58%) and from HCPs (43%)

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



N=628 (ADRD/MCI diagnosis: 54; high risk for ADRD: 164; current caregivers: 71; former caregivers: 187; general interest in brain health: 152)