

QUALITATIVE SURVEY ON THE PERCEPTION OF EXERCISE AND COGNITIVE DECLINE

Conducted July, 2013 by The Kineo Group
For the Brain Research Foundation

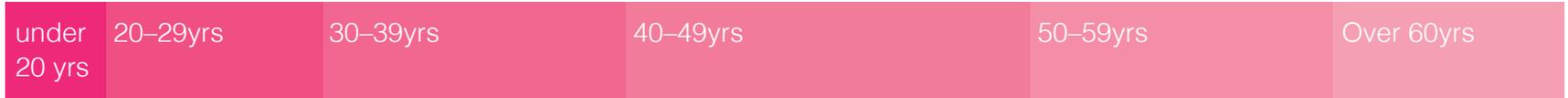
Cumulative Report Completed October 9, 2013

Survey overview

- . Survey Objective:
 - . Determine if people perceive any linkage between physical health and a healthy brain
 - . And, if improved cognitive function may be a motivator for improving physical health
- . Conducted by The Kineo Group, Inc staff and interns, and BRF staff and Associate Board members
- . Respondents filled out a one page survey
- . Conducted in Chicago and neighboring suburbs
 - . Crystal Lake, Beverly (Chicago), St. Charles and Lake Bluff
- . Conducted throughout the month of July, 2013
- . 228 total respondents
 - . Not every respondent answered every question
- . Respondents completing the survey received a pedometer

Age range of participants

108 women



110 men

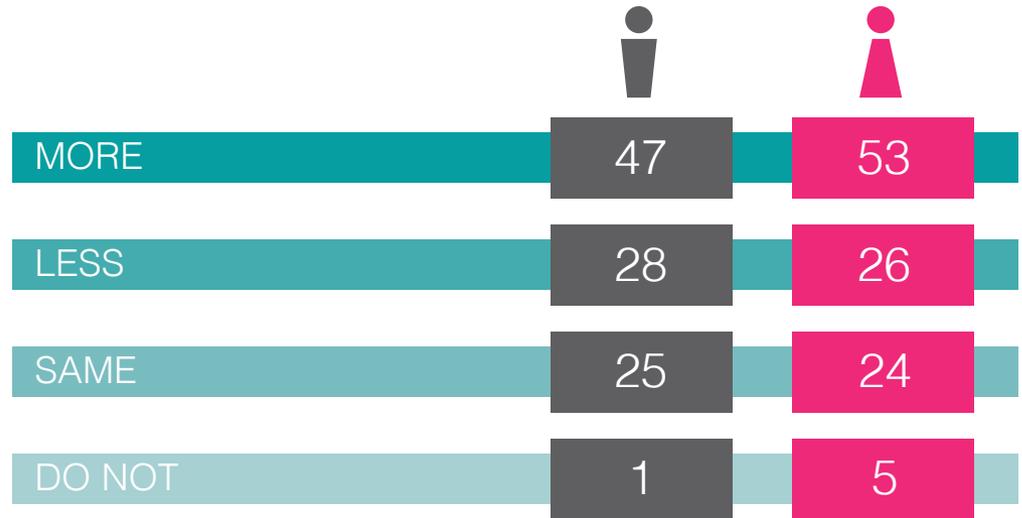


Total 228 respondents

- . An even number of men and women completed the survey
- . Staff focused on candidates who were 20+ years old but did not decline participation for younger participants
- . 10 respondents did not indicate gender and every question failed to generate a 100% response rate

Compared to 10 yrs ago, how much do you exercise?

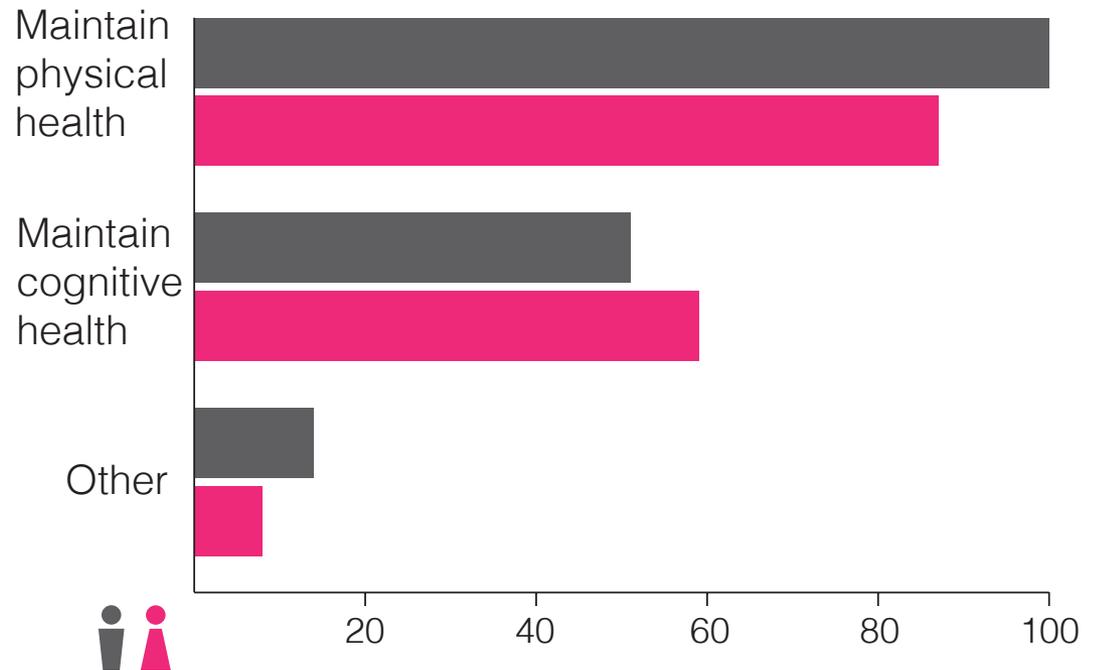
. The majority of respondents exercise less or the same as they did 10 years ago



What motivates you to exercise?

. While an expected high percentage (82%) indicate they exercise to maintain physical health, a substantial percentage (48%) also indicate they exercise for the cognitive health benefits

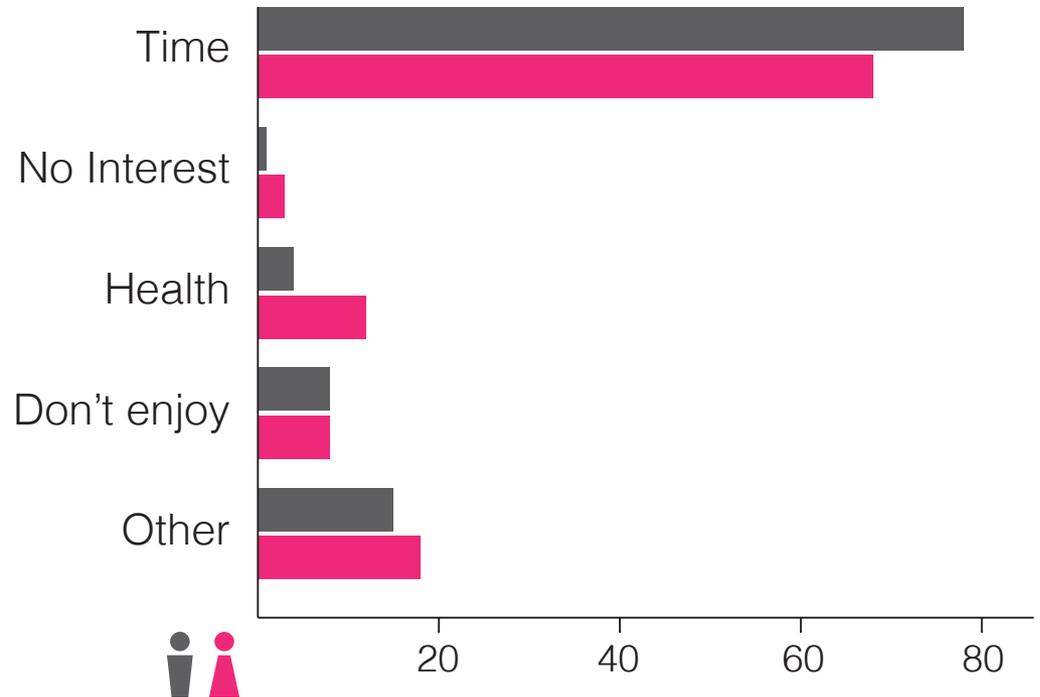
. Women are slightly more focused on cognitive health benefits.



Why don't you exercise?

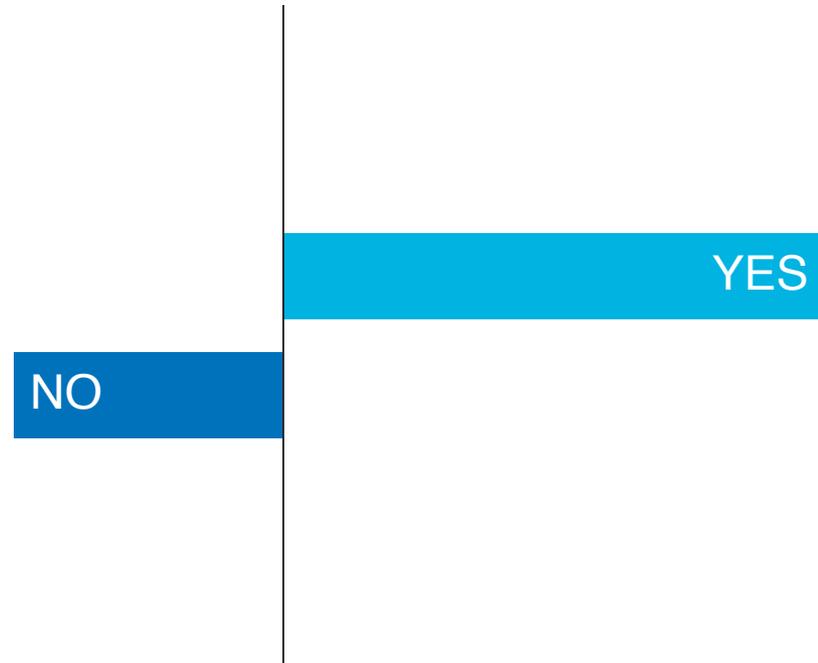
. Time is the largest barrier to exercise for both men and women with 64% citing it as the reason they don't exercise

. Health issues was a distant second but almost three times as many women (11%) cited health issues as a barrier as men (4%)



Do you know someone who has suffered cognitive decline such as dementia or Alzheimer's?

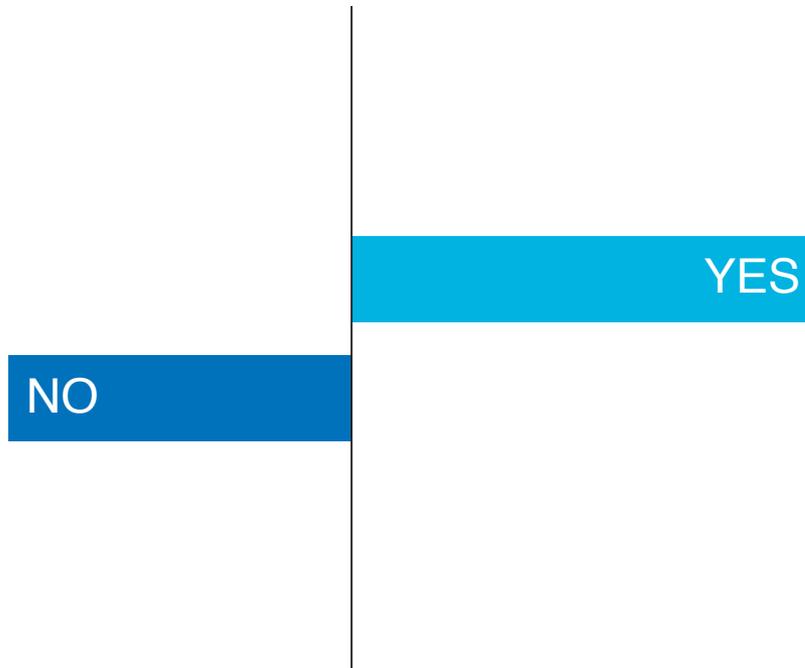
. 63% of all respondents know someone with dementia or Alzheimer's



Are you personally concerned about developing cognitive decline such as dementia or Alzheimer's?

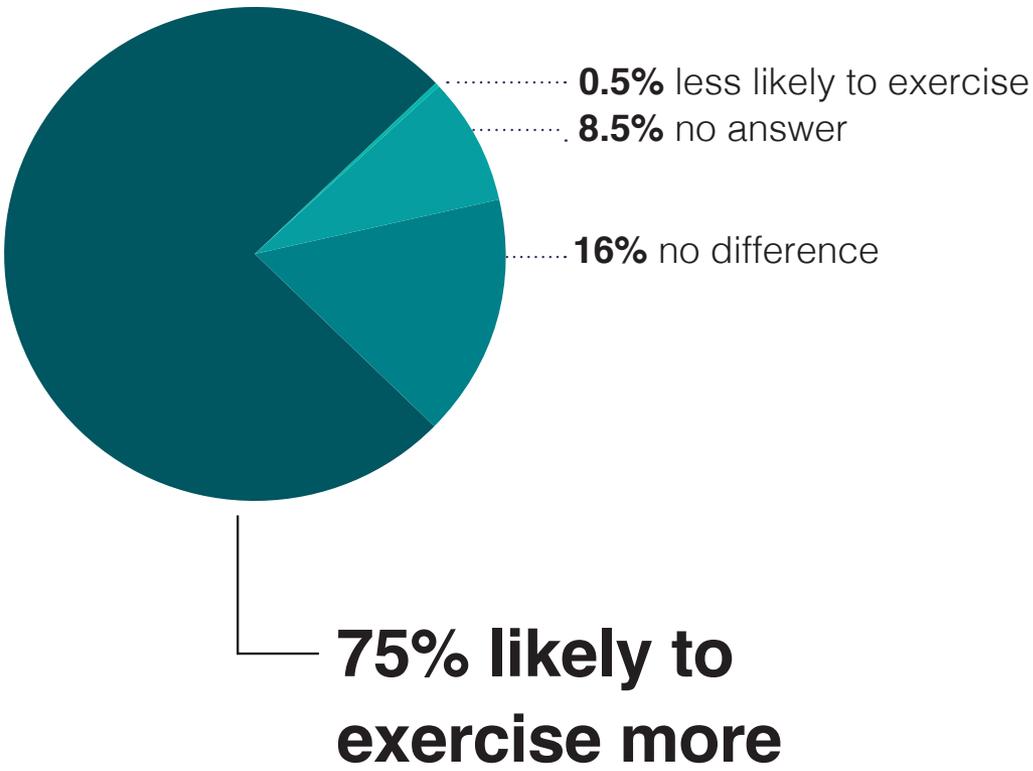
. More than half (54%) of the respondents indicated that they are worried about getting dementia or Alzheimer's

. Women are slightly more worried about this than men (61% vs. 53%)



How would knowing that exercise slows mental decline influence how much you exercise?

. Respondents indicate that knowing exercise slows mental decline would have a significant impact on the likelihood that they would exercise

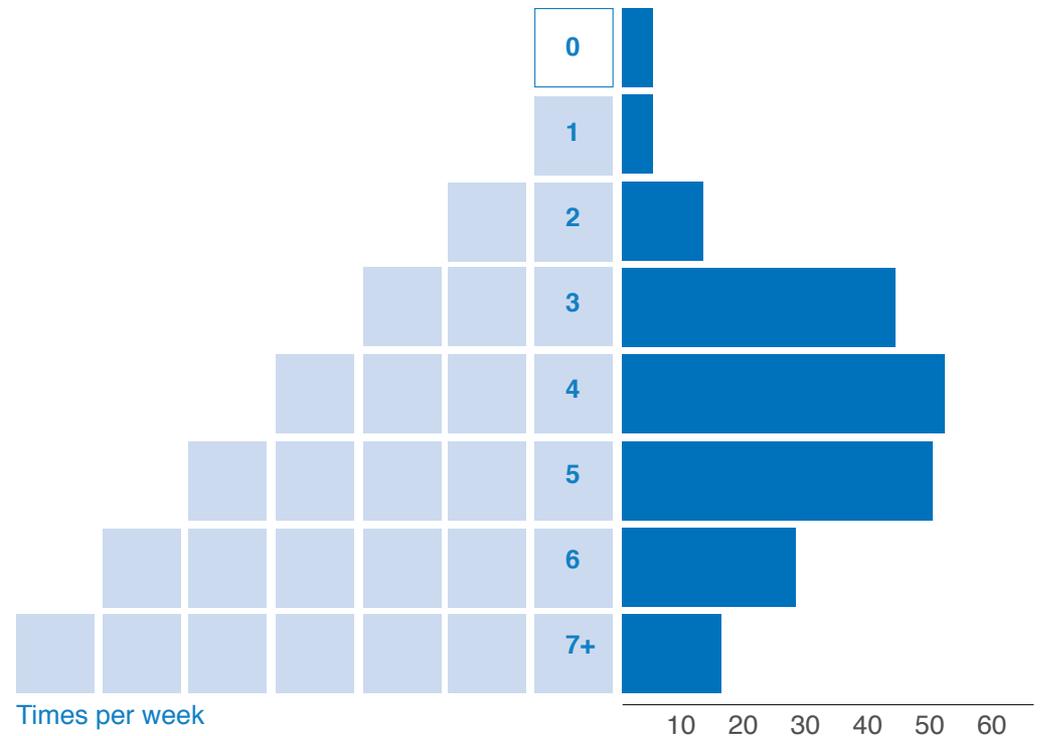


75% likely to exercise more

What is a reasonable number of times per week to exercise?

- . 64% of respondents indicate that an exercise regimen in the range of 3 to 5 times a week is reasonable*
- . The responses for men and women within this range were similar

*The Gallup-Healthways Well-Being index finds that only about one in four Americans (27%) are getting 30 minutes of exercise five or more days a week.



Summary of Findings

A substantial percentage (48%) of respondents exercise for brain health benefits versus just physical health benefits.

Time is the largest barrier to exercise (64% of respondents) but health issues is a close second and a larger issue for women than men.

63% of all respondents know someone with dementia or Alzheimer's and more than half (54%) indicated that they are worried about similarly losing mental cognition. Women are more worried about this than men (61% vs. 53%).

Knowing that exercise slows mental decline would favorably impact the likelihood of increasing exercise for 75% of all respondents.