

# 2024 Survey of Brain Health Trends and Beliefs Among Experts and Early Adopters

## Method

Subscribers of SharpBrains' newsletter were asked via email to answer anonymous survey from December 21st, 2023, till January 15th, 2024. n = 2107 who responded. Survey is designed to identify emerging trends with future implications, not current beliefs of population at large

### I. Please share your quick reaction to the following statements

① Strongly Disagree, ② Disagree, ③ Neutral, ④ Agree, ⑤ Strongly Agree

(Note: Statements below presented from Higher to Lower level of Agreement)

"Doctors should monitor cognitive health systematically, especially when prescribing new medication"

Strongly Agree	65%
Agree	26%
Neutral	6%
Disagree	2%
Strongly Disagree	1%

"Companies should work harder to incorporate brain/ mental health into regular health and training activities"

Strongly Agree	55%
Agree	30%
Neutral	13%
Disagree	1%
Strongly Disagree	1%

"My healthcare provider provides excellent brain/mental health care."

Strongly Agree	9%
Agree	11%
Neutral	35%
Disagree	23%
Strongly Disagree	22%

### II. "Which method/s of brain fitness have you tried in the past five years that have had clear positive results in your own mind and life?"

(Choose all that apply)

(Note: Answers below ranked from Higher to Lower)

Physical exercise	87%
Better nutrition	65%
Sleep hygiene	59%
Meditation	50%
Cognitive Behavioral Therapy	32%
Cognitive training	24%
Biofeedback/ neurofeedback	12%

### III. Now please indicate how important are the following brain functions, in your opinion, to thrive personally and professionally in our modern society

① Not important, ② Neutral, ③ Important, ④ Very important

(Note: Answers below ranked from Higher to Lower average)

"The ability to manage stressful situations"

Very important	75%
Important	20%
Neutral	5%
Not important	

"Concentration power to avoid distractions"

Very important	59%
Important	37%
Neutral	4%
Not important	

"The ability to recognize and reduce cognitive biases"

Very important	54%
Important	38%
Neutral	8%
Not important	

"Being able to recognize and regulate one's emotions"

Very important	53%
Important	38%
Neutral	8%
Not important	1%

"Being able to recognize and regulate one's thought patterns"

Very important	51%
Important	36%
Neutral	12%
Not important	1%

"Processing new information quickly"

Very important	46%
Important	43%
Neutral	11%
Not important	

"Remembering people's faces and names"

Very important	35%
Important	43%
Neutral	18%
Not important	4%

### IV. Finally, what is the most important problem you see in the brain health field? (open question)

(Note: Open answers were categorized and are presented from Higher to Lower percentage)

Public awareness about brain science	35%
How to navigate marketing claims	28%
Lack of a clear assessment	19%
Lack of enough research	12%
Other	6%

### V. Demographics

Edad

< 30	6%
30-49	22%
50-69	43%
> 69	15%
No response	14%

Gender

Male	35%
Female	49%
No response	15%

Highest degree or level of education completed

High school	6%
Associate's or Bachelor's degree	30%
Graduate or PhD degree	44%
No response	20%

Household Income (Gross, before taxes)

Under \$30,000	14%
\$30,000 to \$59,999	15%
\$60,000 to \$99,999	18%
\$100,000 to \$149,999	17%
Over \$150,000	16%
No response	20%