



Brain Injury Awareness Survey

February 2025

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Background & Objectives

Background & Objectives

- The Brain Injury Association of America (BIAA) partnered with The Harris Poll to survey US adults about their...
 - Awareness of brain injury symptoms, causes, and key myths/facts.
 - Personal experiences with and HCP communication about brain injury.
- Survey results will help establish baseline awareness and prevalence of brain injury that may be measured over time.
- Results of this research will be publicly released to bolster BIAA's unique position as a resource and thought leader on brain injury education.

Research Method & Report Notes

Methodology



Field Period

February 4-6, 2025



Survey Length

11 questions (~5 minutes)



Method

Online



Audience

n = 2,084 U.S. adults ages 18+

Complete Research Method

This survey was conducted online within the United States by The Harris Poll on behalf of BIAA from February 4-6, 2025, among 2,084 U.S. adults ages 18+. Data are weighted where necessary by age, gender, region, race/ethnicity, household income, education, marital status, size of household, and political party affiliation to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the total sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

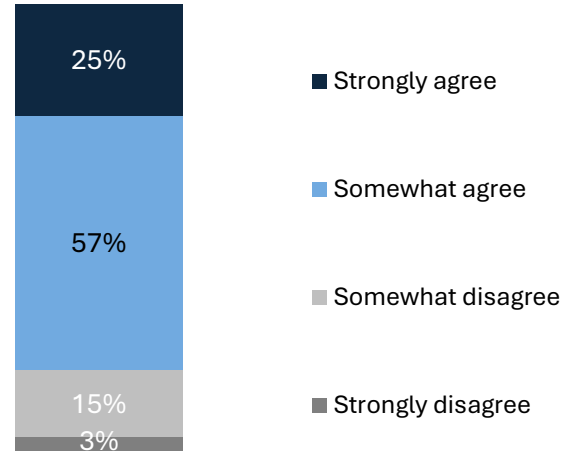
Report Notes

Please refer to this slide for explanations of the various notations and formatting used throughout this deck:

Scale NET Notation:

82% Agree

The percentage above indicates that 82% of respondents strongly or somewhat agree with the statement.



Base Notes:

In the Notes section of each slide, you may find the full question text as shown to survey respondents as well as the number of respondents who answered each question, for reference.

In Tables and Charts:

- Percentages may not add up to 100% due to weighting and/or computer rounding.
- Results based on small samples ($n < 100$) should be interpreted as directional only.
- An asterisk (*) indicates a percentage greater than zero but less than 1%; a “ – ” indicates a value of zero
- Where appropriate, significant differences (at the 95% confidence level) among key subgroups of interest are noted within the report using callout boxes:

Subgroup finding of interest



Key Findings & Implications

Key Findings – Awareness

- While just under 3 in 10 US adults (28%) consider brain injury to be an invisible (or hidden) disability, about 3 in 4 know that a brain injury can develop into a chronic health condition (77%) and that people with brain injuries don't always recover in a few days (74%).
- Americans are as familiar with concussions as they are with heart disease (70% each) – though less so than diabetes (77%) and chronic pain (74%) – while familiarity of head injury (63%) and brain injury (54%) lag behind.
 - Despite 7 in 10 saying they are very/somewhat familiar with concussions, 4 in 5 (81%) are unaware that a concussion is considered a TBI (52% incorrectly identified as true, 29% said not at all sure, and 19% correctly said false).
 - Less than 1 in 5 (18%) know that falls are the leading cause of brain injury.
 - And while majorities are aware of common concussion symptoms such as headache (63%) and confusion (60%), less than 3 in 10 are aware of other typical signs such as behavior or mood changes (29%) and ringing in the ears (28%).
- More than 8 in 10 adults (83%) agree there is not enough public awareness about treating brain injury.

Key Findings – Experience

- While about 3 in 10 adults have experienced symptoms of a brain injury as a result of a blow or jolt to the head, fewer than 1 in 4 (23%) report being screened for history of a brain injury when visiting a healthcare provider.
- If they experienced a head injury, nearly 9 in 10 adults (89%) would visit an HCP or seek medical attention (e.g. urgent care, ER).
- Those who would not seek medical attention primarily cite lack of seriousness/severity (41%) or absence of symptoms (36%).
 - More than 1 in 3 (35%) cite financial barriers, including lack of health insurance (19%).

Implications

- Perception may not match reality when it comes to awareness of brain injury – while most adults claim to be familiar, knowledge about causes, symptoms, and other myths/facts is mixed.
- Majorities call for raising public awareness of brain injury treatment.
- While most adults would seek medical attention if they experienced a head injury, absence of symptoms is among the top reasons cited by those who wouldn't – but many are unaware of some of the common signs, which may lead to undiagnosed and untreated TBI.

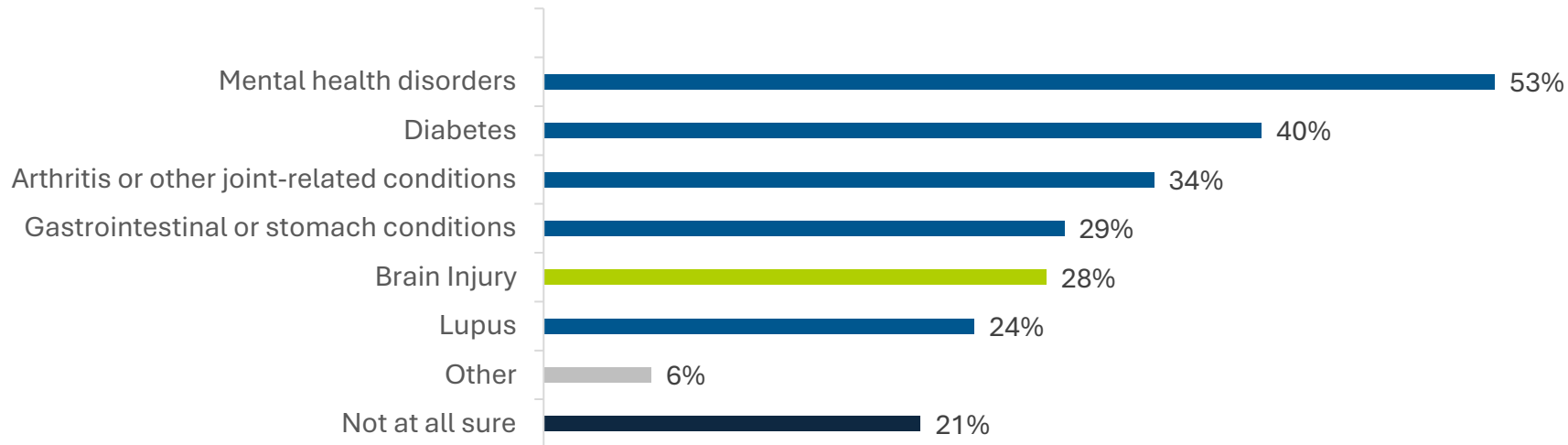
Detailed Findings

Awareness

Mental health disorders, diabetes most commonly associated with invisible (or hidden) disabilities

Nearly 3 in 10 associate brain injuries with invisible (or hidden) disabilities

Health Conditions Associated with 'Invisible (or Hidden) Disabilities'



% very/somewhat familiar
(NET)



70% concussion

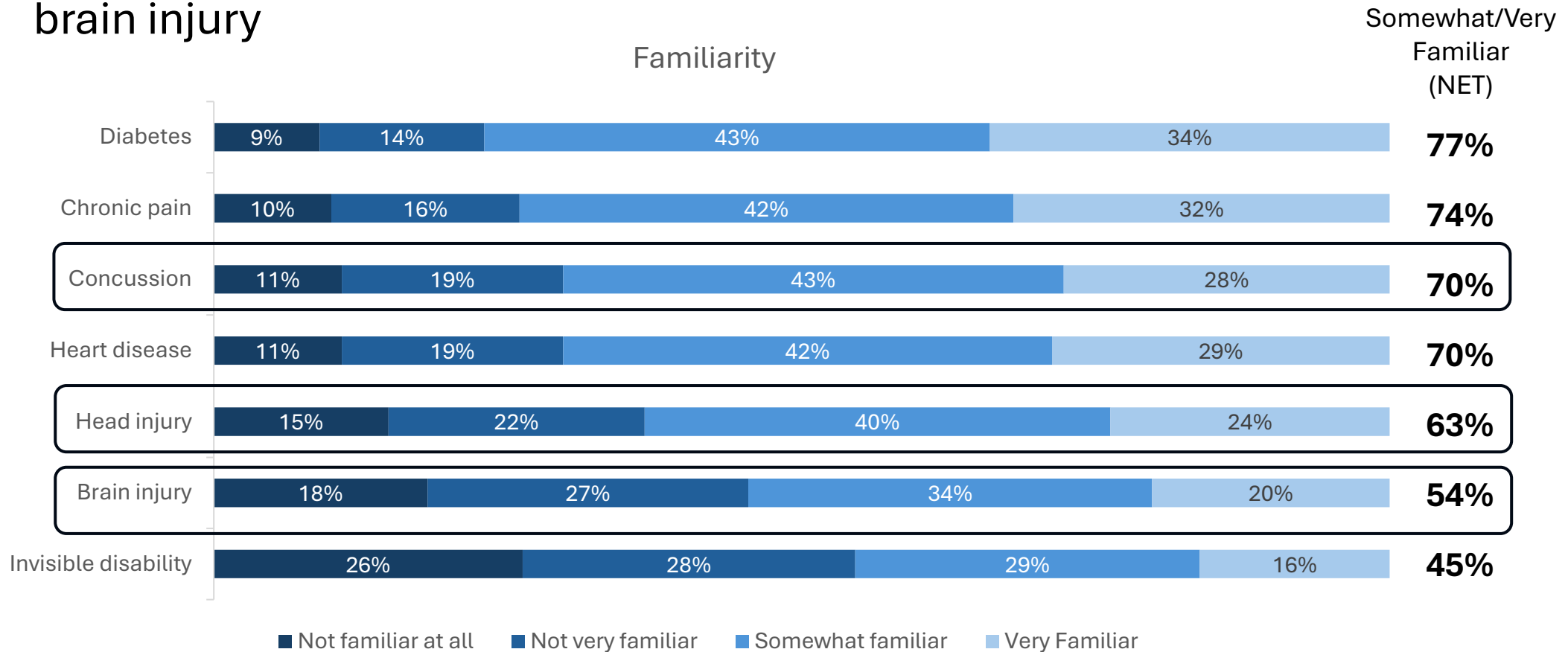
63% head injury

54% brain injury

45% invisible disability

Familiarity of concussions is on par with heart disease

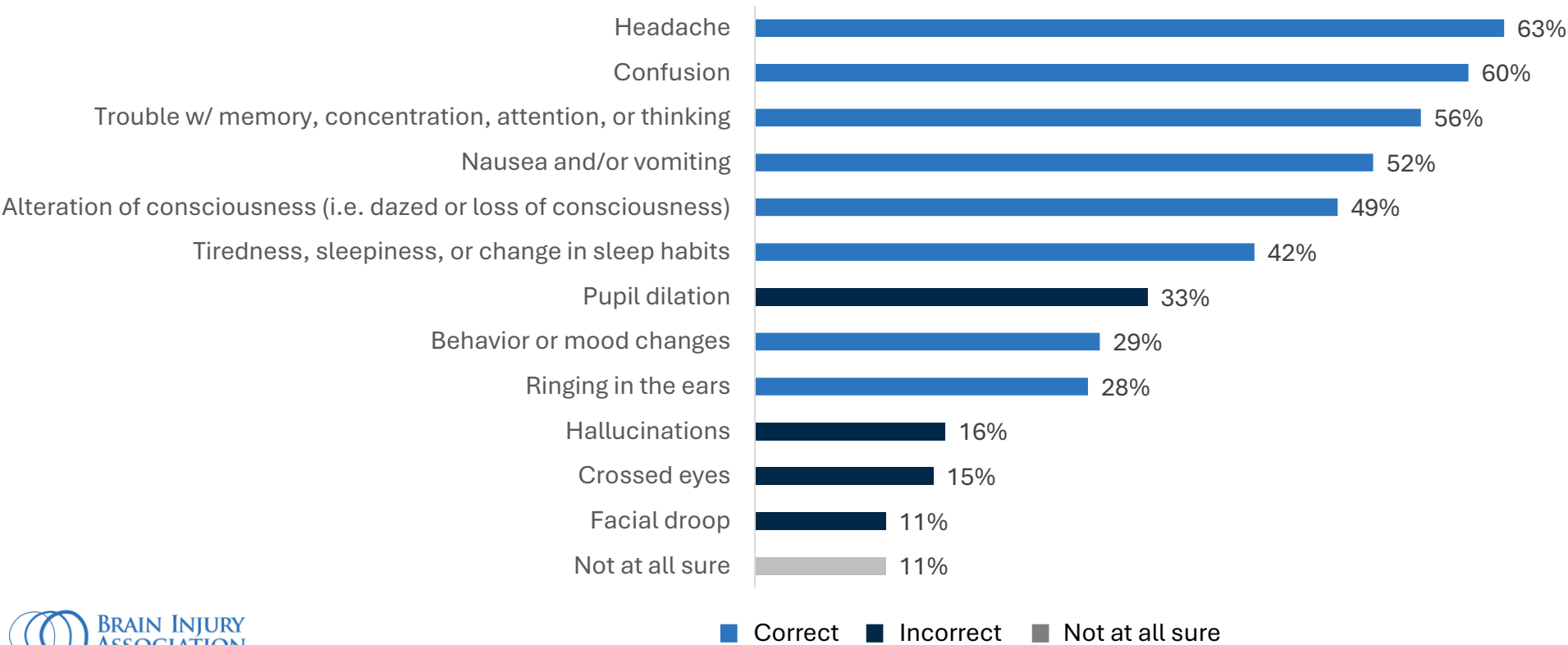
While still a majority, fewer adults are familiar with head injury, brain injury



While nearly 9 in 10 correctly identified at least one symptom of a concussion, nearly half also selected incorrect symptoms

1 in 3 incorrectly identify pupil dilation as a symptom of a concussion

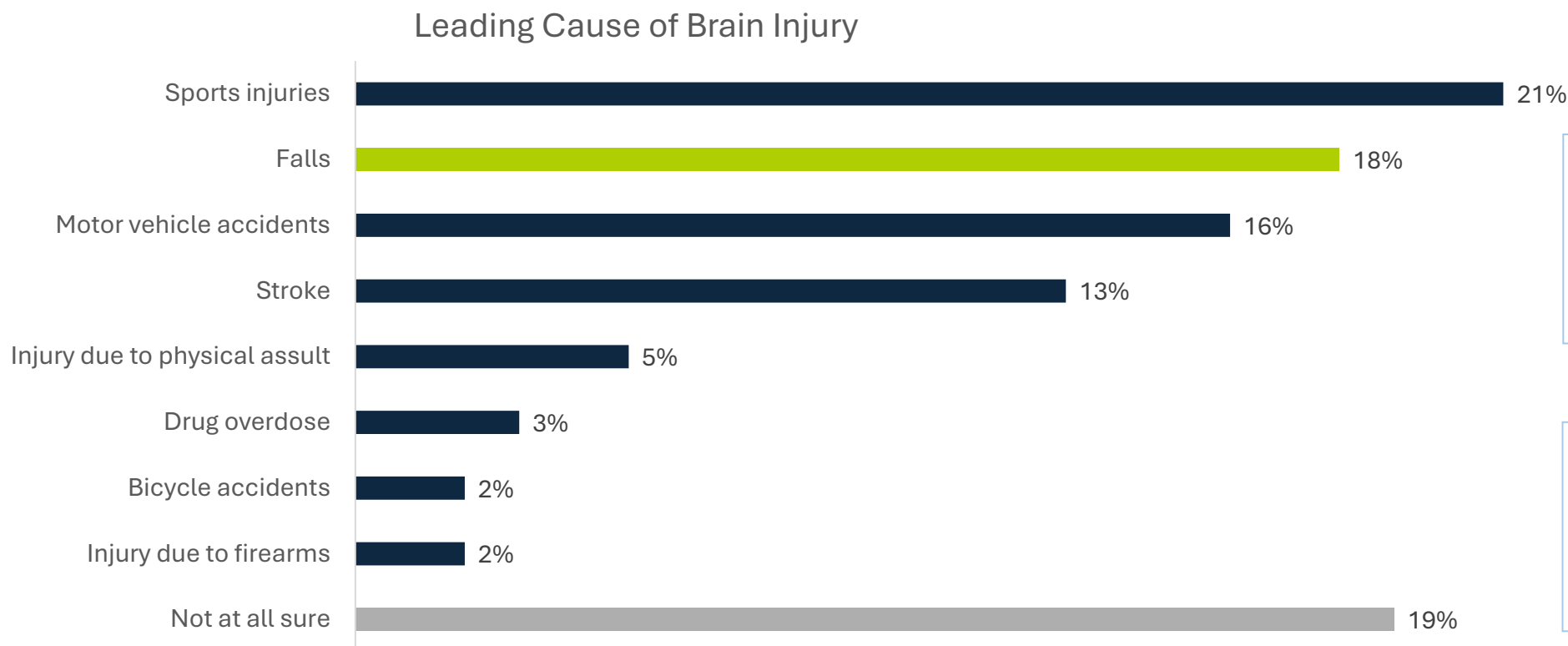
Most Typical Signs or Symptoms of a Concussion



87% <u>Correctly</u> identified at least one symptom	
49% <u>Incorrectly</u> identified a symptom	
All correct with no incorrect	1%
All correct	8%
7/8	8%
6/8	12%
5/8	13%
4/8	12%
3/8	14%
2/8	9%
1/8	10%
0/8	1%

Less than 1 in 5 correctly identified falls as the leading cause of brain injury

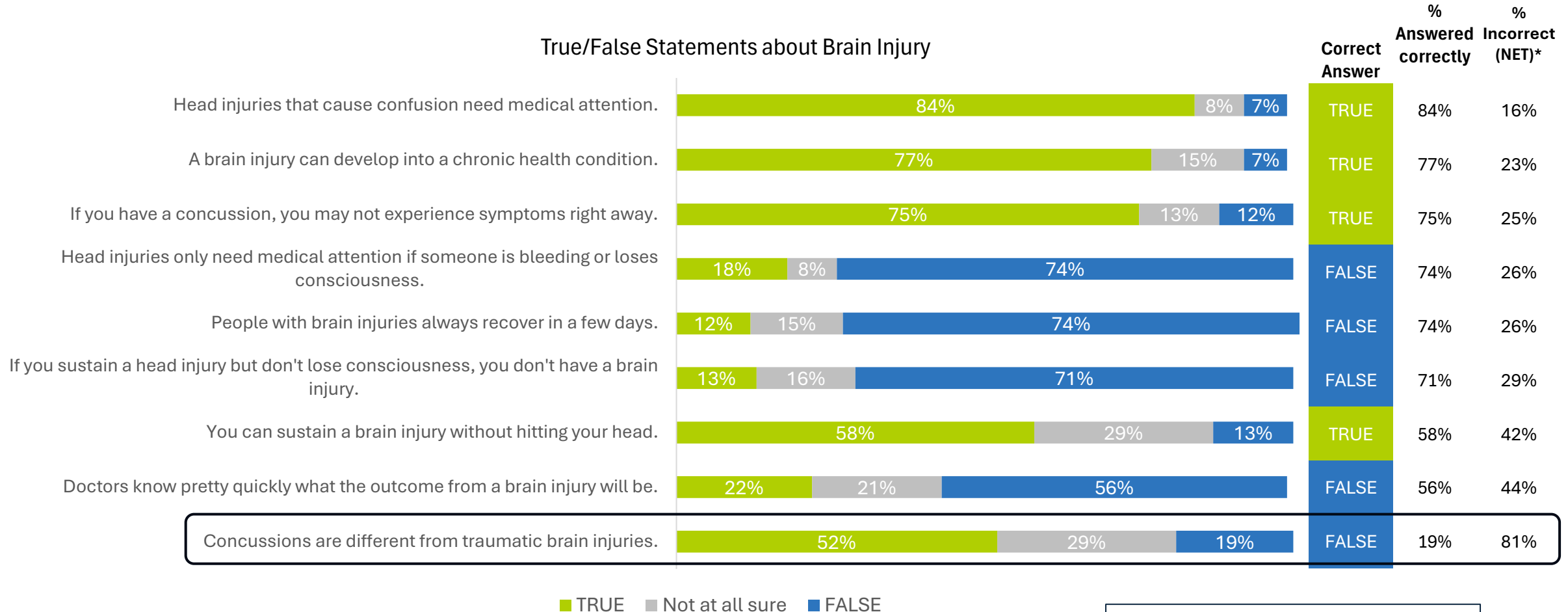
About 1 in 5 incorrectly believe sport injuries to be the leading cause, with an additional fifth saying they are not at all sure



Men are more likely to know that falls are the leading cause of brain injury (20% vs 16% women)

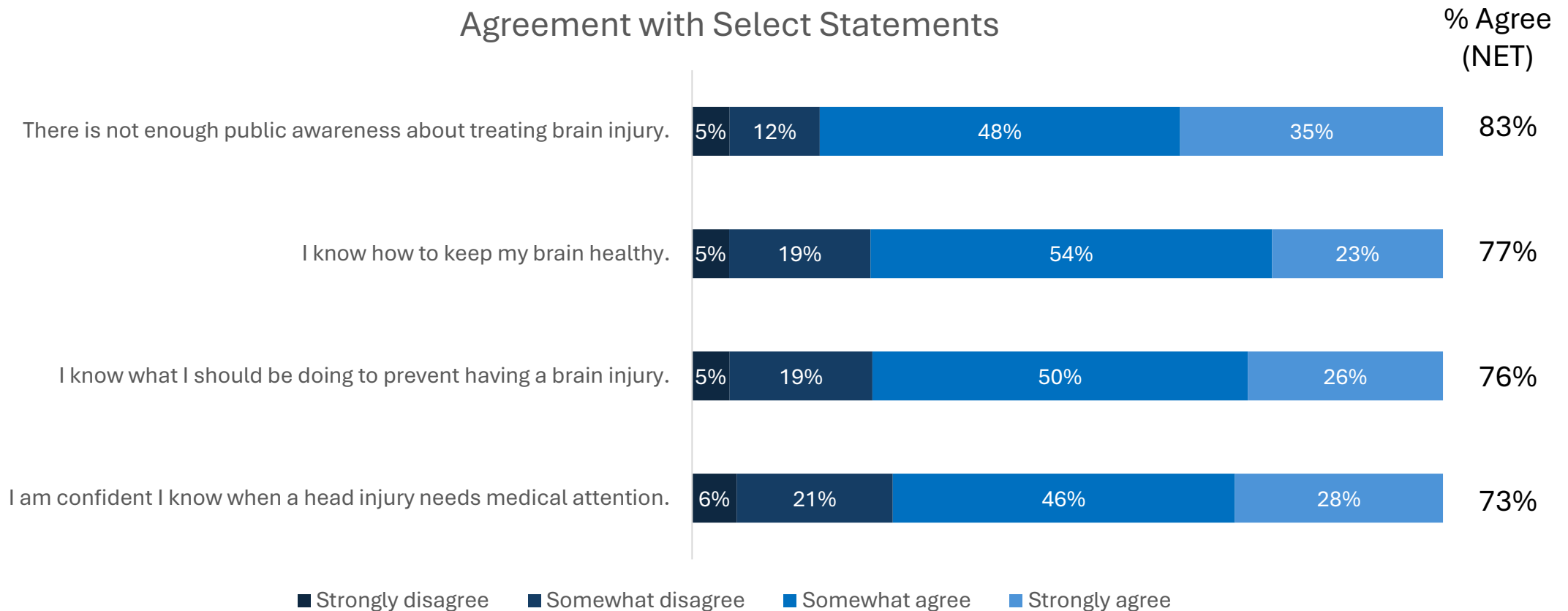
Parents of children under 18 are less likely to know that falls are the leading cause of brain injury (14%)

While most adults answered many of the listed True/False statements correctly, more than half mistakenly believe that concussions are different from TBI and nearly 3 in 10 are *not at all sure*



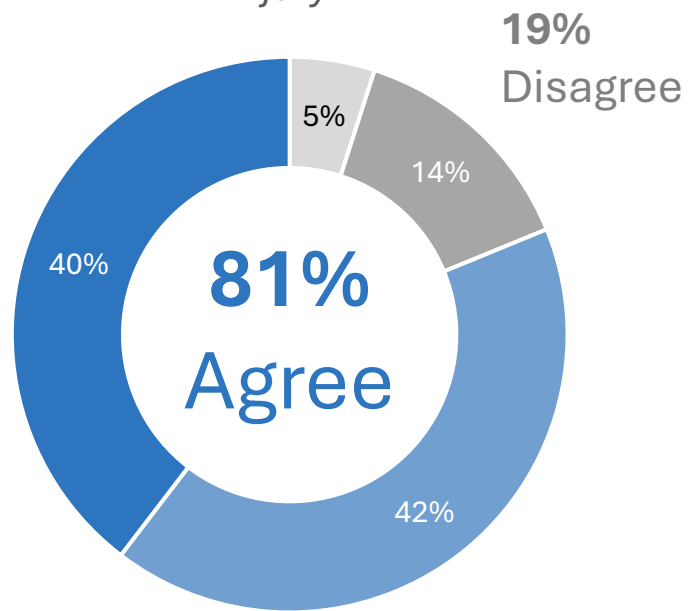
**Incorrect (NET) includes the wrong answer + "not at all sure"*

While about 3 in 4 adults are confident in their ability to keep their brain healthy, avoid brain injury, and get help when needed, even more (8 in 10) agree that public awareness about treating brain injury is lacking

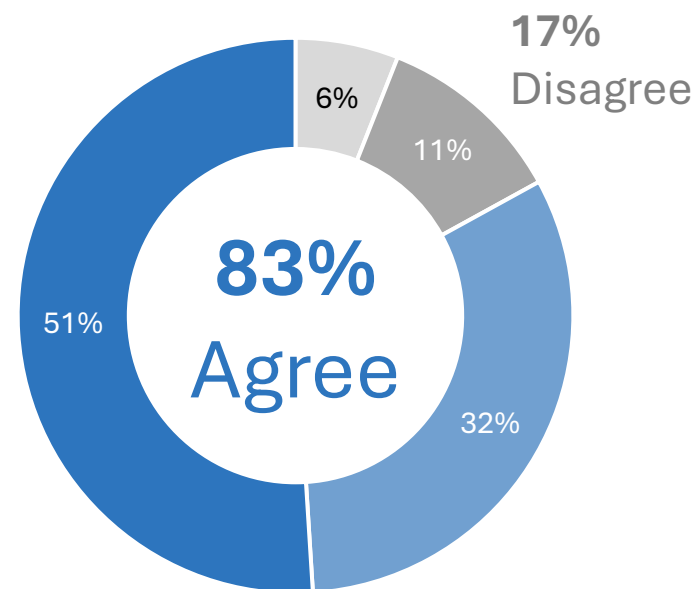


8 in 10 parents are confident they know when to seek medical attention for their child's head injury, and most would be more likely to seek help for their child than for themselves

"I am confident I know when my child might need medical attention for a head injury"



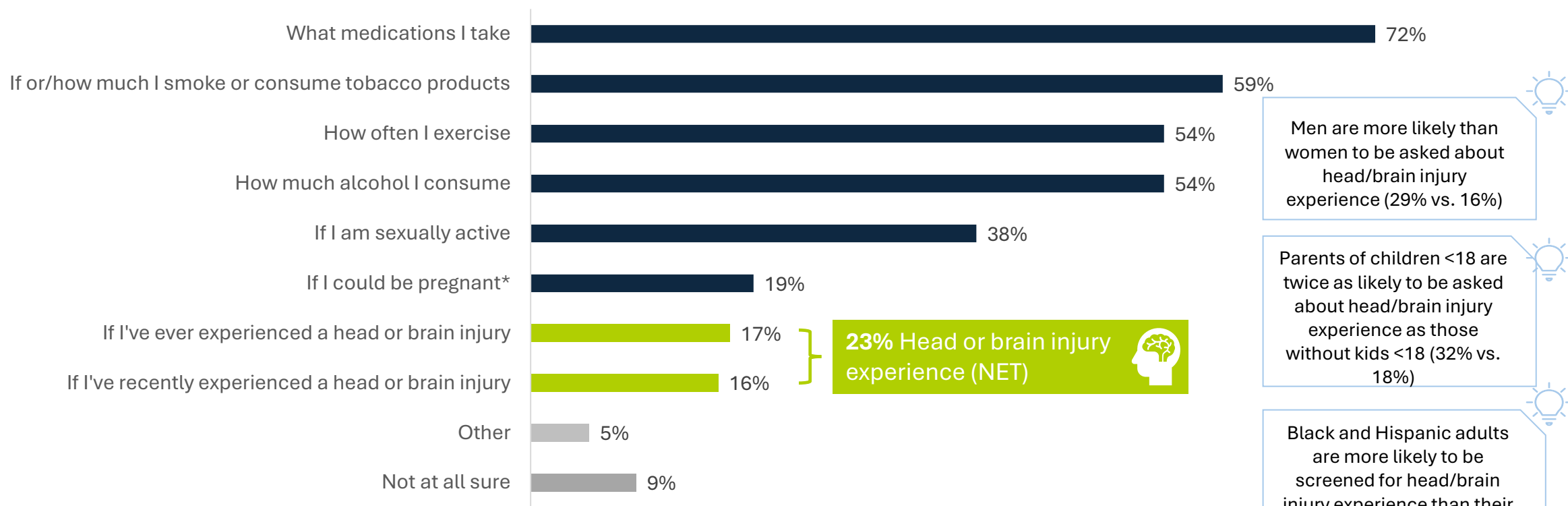
"I would be more likely to seek medical attention if my child had a head injury than if I had a head injury"



Experience

Less than 1 in 4 adults report being screened for history of a brain injury when visiting a healthcare provider

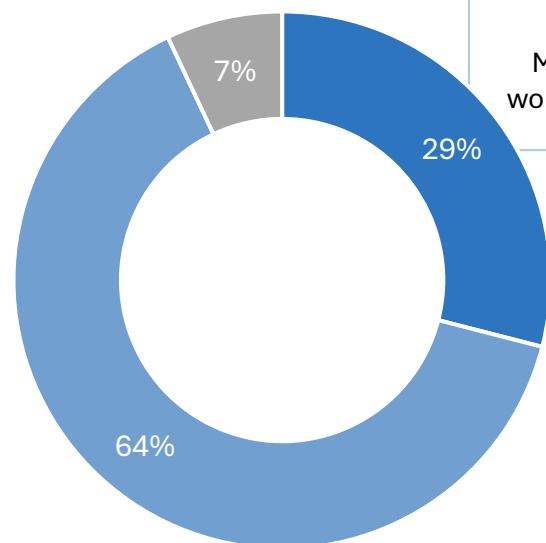
Asked About by HCP When Taking Medical History (incl any forms)



About 3 in 10 adults have experienced symptoms of a brain injury following a blow or jolt to the head

“As a result of a blow or jolt to the head, have you ever...”

“...been knocked out or lost consciousness, been dazed or confused, or had a gap in your memory?”



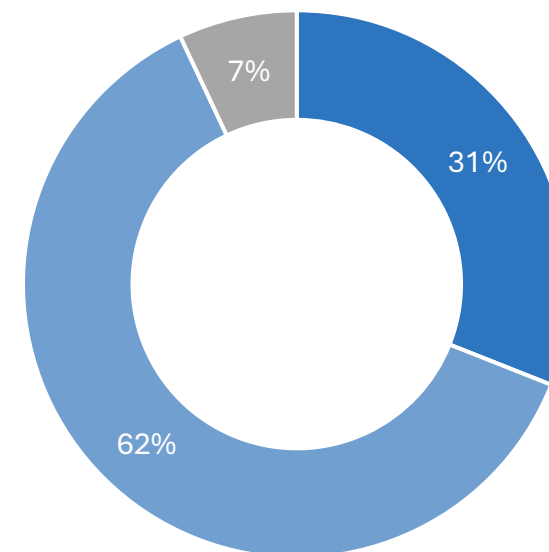
■ Yes ■ No ■ Not sure / Don't recall

Men more so than women (35% vs. 24%)

21%
✓ Yes to both
39%
✓ Yes to either
54%
○ No to both

Men – and parents of kids <18 – are more likely than their respective counterparts to say “yes” to: Either (45% men, 52% parents) or Both (24% men, 31% parents)

“... had symptoms like headaches, sensitivity to light or noise, balance problems, or changes in mood and behavior?”



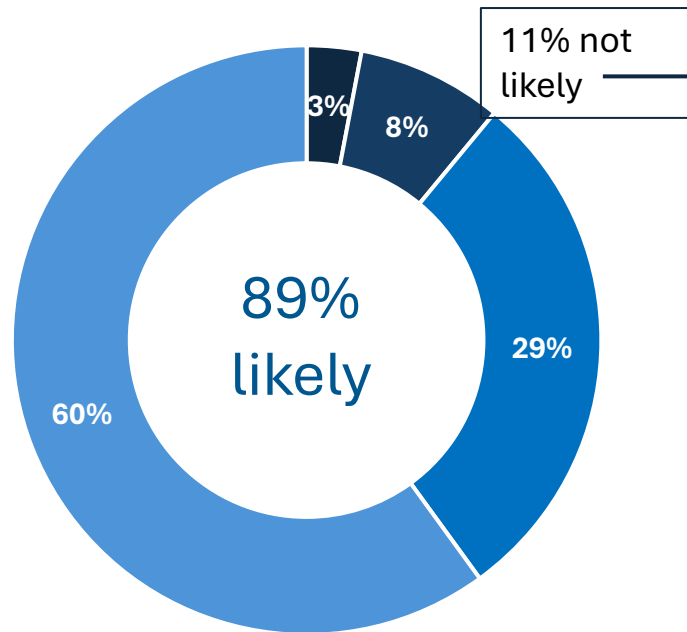
■ Yes ■ No ■ Not sure / Don't recall

Men more so than women (35% vs. 27%)

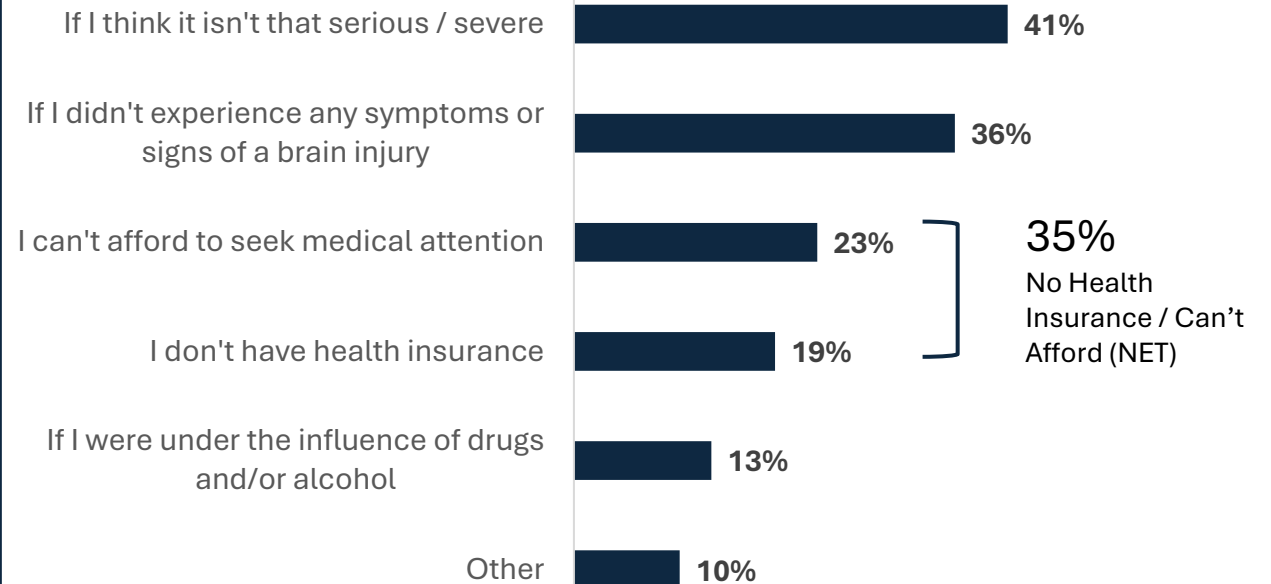
9 in 10 would be likely to seek medical attention if they experience a head injury

Top reasons for not seeking medical attention include not thinking it is serious or not experiencing any symptoms or signs

Likelihood of visiting HCP or seeking medical attention if experienced head injury



Reasons for not seeking medical attention
Among those not likely to seek medical attention



Appendix: Demos

Demographics

Age		Gender		Race/Ethnicity		Employment	
18-34	28%	Man	48%	White (Not Hispanic)	61%	Employed full time	47%
35-44	17%	Women	51%	People of Color	39%	Employed part time	10%
45-54	16%	All others	1%	Hispanic	18%	Self-employed	8%
55-64	16%			Black (Not Hispanic)	12%	Not employed, but looking for work	5%
65+	23%			Asian (Not Hispanic)	6%	Not employed and not looking	1%
Mean	48 years old			All Other (Not Hispanic)	3%	Not employed, unable to work due to a disability or illness	3%
Marital Status		Parental Status				Household Size	
Married or civil union	46%	Parent/Legan Guardian of Child Under 18 Years (NET)	31%			1	15%
Single, never married	30%	2 years old or younger	6%			2	35%
Divorced	10%	3-5 years old	7%			3	19%
Separated	3%	6-9 years old	11%			4	17%
Widowed	5%	10-12 years old	10%			5+	14%
Living with partner	6%	13-17 years old	14%				
		18 years of age or older	29%				
		I am not the parent/legal guardian of any children	41%				
		Decline to answer	1%				

Demographics

Homeowner Status

Own (NET)	66%
Own a house	60%
Own an apartment or condo	5%
Own another type of home	1%
Rent (NET)	33%
Rent/lease a house	19%
Rent/lease an apartment or condo	12%
Rent/lease another type of home	2%
None of these	1%
House (NET)	78%
Apartment/Condo (NET)	17%
Other (NET)	3%

Urbanicity

Urban	28%
Suburban	55%
Rural	17%

Region

Northeast	17%
Midwest	21%
South	39%
West	23%

Income

Less than \$15,000	6%
\$15,000-\$24,999	5%
\$25,000-\$34,999	5%
\$35,000-\$49,999	9%
\$50,000-\$74,999	15%
\$75,000-\$99,999	12%
\$100,000-\$124,999	11%
\$125,000-\$149,999	9%
\$150,000-\$199,999	11%
\$200,000-\$249,999	9%
\$250,000 or more	8%
Decline to answer	1%

Education

Less than high school	2%
Completed some high school	7%
High school graduate or equivalent (e.g. GED)	19%
Job-specific training program after high school	3%
Completed some college, but no degree	20%
Associate's degree	13%
College graduate (e.g. B.A., A.B., B.S.)	18%
Completed some graduate school but no degree	3%
Completed Graduate school (e.g., M.S., M.D., Ph.D.)	16%